

How to Innovate
with Cultural
Intelligence

New Kids on the
Block: Meet the New
Superintendents

Making an Impact:
The Importance
of Difference



Leading through Constant Learning:
Meet Chamber Board Chair
Kelly Springer

West Coast Chamber Premier Partners

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Catalyst, Convener and Champion

The Michigan West Coast Chamber of Commerce serves as a catalyst for business growth, a convener of leaders and influencers and a champion for our thriving community. The Chamber serves its 1,200 members by building businesses, advocating for issues that matter, developing leaders and supporting initiatives to build an inclusive community where all feel welcome.

One of only one percent of Chambers nationally with a Five-Star Accreditation, the West Coast Chamber has been named the Michigan Outstanding Chamber of the Year by the Michigan Association of Chamber Professionals.

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Each September brings the start of the Chamber's new fiscal year and with that, a new Chairman of our Board of Directors. In effect — I get a new "boss" every year. Working with these incredible leaders is the best part of my job.

We're happy for you to learn more about 2021-22 Chamber Board Chair, Kelly Springer, President and CEO of Metal Flow Corporation. Kelly's commitment is to support each of our 1200 member firms with your ever-changing needs and to help us make our community a community of choice. It will be a great year under her leadership.

In today's world, there may be no tougher job than that of a school superintendent. We're also introducing you to the four new leaders who have recently assumed the helm at Holland Public, Zeeland Public and West Ottawa Public Schools as well as the Ottawa Area Intermediate School District. After reading their visions for the years ahead, I'm sure you will agree our students and our schools are in good hands.

I'm eternally grateful to the many inspiring leaders I have the privilege of working with for the significant influence they have on me, our Chamber and our community.

Best,

Jane Clark
President & CEO
Michigan West Coast
Chamber of Commerce



Leading through Constant Learning: Meet Chamber Board Chair Kelly Springer

By **Jeremy Gonsior** | Founder, The Jeremy Gonsior Group

Kelly Springer spent 21 years as a certified public accountant before committing to a significant career change: she wanted to lead a manufacturing company.

While at Plante & Moran in Grand Rapids, Kelly provided her manufacturing clients with professional tax, audit and accounting services. Those industrial businesses were interesting and attractive to her because they actually made a tangible product.

The more Kelly grew and developed and learned about the manufacturing world, the more motivated she became to expand beyond her consultant role. She set her sights on joining an executive team and running a company.

Then in February 2013 an important door opened: Holland-based Metal Flow Corporation hired her as Chief Financial Officer. Three years later she became Chief

Operating Officer and finally in December 2017, Chief Executive Officer and President.

Kelly said her somewhat unconventional path to Metal Flow CEO was satisfying. "It was exciting to use my skills that I knew I had built," she said. "I didn't feel like it was a huge risk. I feel like it was the right move."

Asking the Right Questions

Metal Flow, a worldwide leader in deep draw and progressive die stamping, is an important supplier to the global automotive industry. Because the company was a former client of hers, Kelly knew a lot about it, making the transition much easier.

That background didn't stop her, however, from doing the work to fully understand the business. She spent time on the floor, asked lots of questions and received additional technical training.

Her hands-on approach resulted from her passion for learning new things. "My leadership style is to be a strong listener," Kelly said. "I am a constant learner. I ask a lot of questions."

She reflects on what she learns by asking herself plenty of follow-up questions. "It could relate to a career role or specific project or interaction," Kelly said in an interview with Zeeland-based Lakeshore Advantage published on May 24, 2021. "What did I learn about an issue? What did I learn about a skill? What did I learn about the team? What did I learn about myself? The answers generate a learning exercise that allows you to grow as a leader and provide the appropriate support for others."

That mindset helped Kelly find a new way to support her team members, a group that has a strong technical skill set, passion, and a collaborative approach.

For example, each month Metal Flow has company-wide meetings. Recently Kelly hosted the meeting outdoors, bringing in food trucks for team members to enjoy. The approach honored and supported employees plus made everyone feel safe. "We recognized it is fun to celebrate as a team," she said.

Metal Flow employees also performed a spring cleanup earlier in the year. They went around the building purging items and identifying possible building enhancements. The exercise turned out to be an excellent team building opportunity that improved the overall work environment. "We view it as something that complements our safety and quality focus," Kelly said.

Leadership Role in the Community

In addition to leading Metal Flow, Kelly is the incoming Chair for the West Coast Chamber Board of Directors. Her term as Chair will run from September 2021 through August 2022.

Kelly's time on the board has helped her become a better leader, she said. The Chamber's events have been the perfect blend of educational moments and personally enjoyable moments.

"It was a great way to meet other business leaders and talk about common challenges," she said. "I found them to be a great balance of learning opportunities as well as fun."



Three takeaways from Kelly Springer for becoming a leader

- 1) Recognize your current strengths
- 2) Ask questions
- 3) Listen intently

When she begins her new role, Kelly expects a continued theme of supporting Holland-Zeeland businesses with where they are and what they need. She is thrilled about helping the area become a community of choice.

"We are really moving forward as a business community," she said. "What do businesses and members of the Chamber need? Focusing on that question as a theme brings me nothing but excitement as we start to plan the year."

“Focusing on what businesses and members of the Chamber need brings me nothing but excitement as we start to plan the year.”



The Importance of Difference

By Pete Van Regenmorter | Founder, Captivation Capital, Inc. Holland, MI

They say there's no such thing as bad publicity. How about when you're displaying your fast food company's signature hamburger festering with mold?

On purpose.

To demonstrate the lack of artificial colors and preservatives in its Whopper, Burger King let one sit at room temperature for a month, then featured the resulting monstrosity in all its fuzzy green glory in a marketing campaign.

Now that's different.

I'm not here to suggest that you subject your company's products or services to such extremes just for the sake of getting noticed. But I do applaud BK's willingness to explore the far reaches of the unorthodox.

As a longtime advertising creative and now, sole creator at my one-person advertising firm, Captivation Capital, I learn and discover what makes a client's business unique, then communicate those differences in media. The ultimate goal is to carve out a space in that company's market that its customer base can rely on for its one-of-a-kind products, services . . . even values and emotions.

Sounds simple enough. Just tally up the features and benefits that set your company apart, list them in all of your advertising, digital and traditional, and wait for the business to roll in. And wait. And wait.

While some situations call for plainly stating facts and figures, most of your company's media exposure opportunities, paid and unpaid, are chances to build something more lasting. Sure, your straightforward ad might pinpoint a few viewers who are looking for your exact service or product at that exact moment; still, the other 99 percent will blankly pass over it, as they do the rest of the flotsam and jetsam bobbing by in today's endless media torrent.

How, then, can your company or organization not only identify your differentiators but further, communicate them in a fresh and engaging way? Check out my "Difference Rules" on this page for some helpful tips as you explore your company's own "different." Also consider the example I've included here.

Extol, Inc. is a manufacturing technology company in Zeeland that improves the way plastic products are made. Several years ago, Extol asked me to help communicate precisely that, through trade advertising and posters. Again, it would have been perfectly acceptable to design an ad with a large photo of an Extol plastics joining machine flanked by a headline like: "We Improve the Way Plastic Products Are Made."

Instead, I created the ad shown here. Suddenly, it's about much more than a product and a promise. It's about solving on-the-production-floor challenges. It's about introducing a new player in the plastics joining industry with an arresting look and concept that's decidedly different from typical marketing materials in the field. And, it's about infusing an interesting yet authentic brand personality, which can be built upon in subsequent posts, pieces, and campaigns.

In short, being different made an impact.

So, as you consider the next thing that *your* company is going to "say" in social media, on a billboard, or in any advertising or marketing: say it smart, say it effectively, and, above all, *Say It Different.*

Captivation Capital, Inc. is celebrating its 20th year of providing captivating advertising and marketing creative that helps companies and organizations "Say It Different" to build beloved brands and growing, dedicated customer bases.

DIFFERENCE RULES

1. **You don't need to be in a "cool" industry to do different advertising and marketing.** B2B or B2C, your audience is humans, and humans like different.
2. **Trust your audience's smarts.** Sometimes advertising should go beyond blunt declaration to a more nuanced invitation to learn more.
3. **It's called a comfort zone for a reason.** It's comfortable. And when you're out of it, it's not. Every public expression carries some risk. But if you follow **Rule 4**, consider pushing past those jitters to push "post," "publish," or "print" on that different yet authentic company communication.
4. **Be crazy authentic.** Be "out there," but make sure whatever you're saying or displaying relates to your product or service, or ties to its features or benefits, and is authentic to your company's mission, values and personality.
5. **Be the same different.** Differentiation still requires some control. Resist the urge to be a "different different" with every communication. If you stay true to **Rule 4**, you should be fine.
6. **Consider a fresh perspective.** You know your company inside and out. And that's the problem. An outside expert can offer a fresh set of eyes (and gray matter) to develop distinctive, creative, brand-authentic content that you may have never dreamed of.



New Kids on the Block: Meet the New Superintendents

The start of the new school year looks different this year after the retirement of four local superintendents. Meet the new leaders and learn about the experience and perspective each brings to their new role.



What made you decide to pursue a career in education?

Tim Bearden, West Ottawa Public Schools: Both my parents were educators, and education was a cherished ideal in our home. I wanted to teach, to coach and to give opportunities to kids in the way those opportunities were given to me. Teaching is one of the most noble professions there is in that at its best, it's giving of oneself to others.

Shanie Keelean, Holland Public Schools: After many years of coaching sports, I began looking for my "next." An alternative education program, "Teachers for Chicago," lured me into the field. I understand people and students. I am data-driven and wanted to be able to help each child excel. I am competitive, so I have always wanted to do my own personal best and coach others to excel. As a teacher you impact your students, as an instructional coach, you impact the teachers and students you work with, as a principal or assistant principal you

impact the entire school and as a superintendent you impact the whole district.

Kyle Mayer, Ottawa Area Intermediate School

District: Education provides an opportunity to make a difference in the lives of children so that they may lead the best and most fulfilled life possible. I find that opportunity to be incredibly rewarding, unlike almost any other profession I could imagine.

Brandi-Lyn Mendham, Zeeland Public Schools: I have always had a strong desire to serve others and to make an impact. During my early days in the classroom, I taught in a high needs community and recognized that I filled more than the role of teacher. I knew that each day my students were in a place where they were cared for and where high expectations were paired with strong supports. I saw them grow and learn and thrive in this environment despite what their circumstances outside the school building might have been. This experience made clear for me the ultimate impact that educators can have on the lives of their students and gave me the energy to pour into them daily.

What drew you to this Community/District?

TB: I always hoped to eventually get to the west side of the state and to the coast of Lake Michigan where I spent so much of my youth and have so many great memories. When the West Ottawa position became available, it was the only job for which I applied because of the district's incredible diversity, its academic, athletic and artistic reputation, and the perfect geography. We're loving being in Holland in a tremendous community.

SK: The diversity within the student population and the size of the student body were the reasons I wanted to lead Holland Public Schools. I also wanted my own children to feel like they were in a community in which they belong. So, Holland has become "Right for Us!"

KM: By almost any measure, our schools in the Ottawa Area are world class. That is because we have dedicated and talented staff inside our schools but also because families, business leaders and our community work together collaboratively on behalf of our children. I wanted to be a part of a community that prides itself on high educational standards and in doing so looks for cross-sector ways to partner and be mutually supportive.

BM: I'm blessed to be a part of the Zeeland community. My family and I transitioned here seven years ago from Ludington when I took the Director of Curriculum and Technology position. I knew the former superintendent, Cal DeKuiper, well and I valued what he stood for as a leader. He felt strongly that family ought to be the top priority and he led with a servant's heart. I long admired that about him and was elated to join his cabinet team since we shared those values. I'm thrilled that my children (twin 16-year-old daughters, Mya and Madison and 14-year-old son, Ty) are experiencing their educational journey here at ZPS.

What are your top three priorities as you kick off the new school year?

TB: 1. Health and safety of students and staff. 2. Equity of access for all students, especially coming off a very challenging year that was particularly difficult for students who were already at risk. 3. Establishing district-wide mind/brain compatible pedagogy that engages students in ways proven to make deep learning connections.

Tim Bearden

Current School District:
West Ottawa Public Schools

Prior School District:
Detroit Country Day School

Years in Education: 35

Favorite Quote:

"Never let what you can't do interfere with what you can."
– John Wooden



SK: 1. To build on high expectations for all students and staff and bring them to their maximum potential by recognizing where they are and moving swiftly to accelerate learning. 2. Our motto for 2021-2022 is “every student, every day” and we really want our students to feel this through our work with Diversity, Equity and Inclusion, and a multi-tiered system of support. 3. Strategically build out programs that will lead to increased enrollment.

KM: 1. My top priority is to continue to support safety in terms of health and well-being of students and staff as we continue to navigate education during a pandemic. 2. In 2021-22, for the first time ever, the OAISD will develop a strategic plan focused on advancing equity in education. This plan will clearly define our current state vs. our desired state and chart our course for organizational growth and development over the next several years. 3. Seek out ways to connect and integrate our work in schools with community and business leaders. It truly takes a village to raise a child. All of us together represent that “village” and my priority is to develop relationships of mutual trust and support so that together we can be united and working in harmony for the betterment of our children, our future.

BM: 1. To ensure our staff and community recognize my gratitude for all we’ve endured together through the

pandemic. Our focus will be on healing and reconnection 2. To get to know the broader community in order to lead with a listening ear. 3. To support our team as we are committed to the critical work of educating our youth.

Where do you hope to see your District in five years?

TB: West Ottawa is in tremendous shape now. It’s a caring, compassionate district that values diversity, is financially stable and offers a wide variety of options for families. Five years from now, my greatest hope is that we will have established a district where there is an equity of access for all students — that every student in the district feels like he or she has an equal opportunity here regardless of ethnicity, gender, socioeconomic status, disabilities or any other challenge.

SK: We will implement our plan to increase enrollment and spend our funds with equity for each student. We will work strategically to increase efficiency and improve strategies to make Holland Public Schools the most desirable district in the county, and maybe even the state.

KM: Five years from now the OAISD will have delivered on a strategic plan that we will develop collaboratively with input from the broader community. We will develop a shared definition for equity in education and we will go about the business of disrupting any inequities that may stand in the way of all Ottawa Area children reaching their full potential in life.

BM: I hope that our district maintains the distinction of being a destination district for families. Our focus on ensuring students and staff are safe, valued, loved and learning will remain critical. I hope we continue to see increases in academic achievement for our students while we work to further refine our curriculum and instructional practices.

What’s the best piece of advice you’ve ever received about working in education?

TB: No one cares how much you know until they know how much you care. Anyone can disseminate information — the art of teaching is caring enough to find the key to unlock engagement for each and every student we serve.

SK: The work is never done, and we must never give up on ourselves, or our children. Everyone comes to school every day to be their best. We must build students up so they have the confidence to put in effective effort, which will

Shanie J. Keelean

Current School District:
Holland Public Schools

Prior School District:
Waukegan Community Unit
District 60

Years in Education: 20+

Favorite Quote:

“Do the best you can until you know better. Then when you know better, do better.”

– Maya Angelou



Kyle Mayer

Current School District:

Ottawa Area Intermediate School District

Prior School District:

Ashley Community Schools

Years in Education: 22

Favorite Quote:

"Carpe Diem" (Seize the Day)
– Horace



result in increased success. Education is the most important work, we must do it well, and we cannot ever give up on our students.

KM: When confronted with difficult decisions, we must make those decisions based on what is in the best interests of children. There are times, if we are not careful that adult needs or desires can compromise what's best for children and it is my job as a school leader to recognize those situations and choose to do what is in the best interest of children because that is our core mission and top priority.

BM: Trust your authenticity and always let them (students/colleagues/families) know you care.

What's your favorite memory from your time in education?

TB: When I was a classroom teacher, I had a practice of asking every kid a silly question during attendance - "What did you have for breakfast?", "Why is the sky blue?", "If the water is already hot, why do we need a 'hot water heater?'" — anything to get kids talking and thinking creatively. It sometimes ate into instructional time, but I thought it was worth it to connect to kids. A few years ago, a former student, who is now a college professor, came to see me. He told me that silly question was often the only time in a day that an adult spoke to him in a positive way. It hit me what a difference we can make without even

realizing it, the weight of our responsibility to kids, and that sometimes the most important things that happen in class aren't English or Math or History but caring for the kids we serve.

SK: Promoting a student to high school from 8th grade who was 2nd in his class, held the lead role in the school play, and was a student athlete. He defied the odds. Previously, he was outplaced in an agency school, was placed in a self-contained special education classroom in 6th grade and worked feverishly to be alongside his peers and overcome his own personal and systemic obstacles.

KM: Last year, when many schools around the state, nation and world were closed or remote due to the pandemic, our community rallied together in an extraordinary effort to keep schools open. On average, Ottawa Area schools offered 165 days of in-person learning last year. I believe this was a tremendous benefit not only to the academic progress of our children, but to their social, emotional and mental health.

BM: It's difficult to narrow to one memory, but I'm always proud to see the accomplishments of my former students from my days as a 1st grade teacher, particularly since I taught in a district with high poverty and challenge. These students overcame incredible obstacles and showed such resilience along the way reminding me of what's possible with hard work, determination and strong relationships.

Brandi-Lyn Mendham

Current School District:

Zeeland Public Schools

Prior School District:

West Shore ESD

Years in Education: 21

Favorite Book:

The Adaptive School: A Sourcebook for Developing Collaborative Groups
by Robert J. Garmston and Bruce M. Wellman



Nature-rich Business Guide: Coming Soon!

By **Joe Sikma** | *Nature-rich Community Manager, ODC Network*

Today, we face many global challenges—from meeting the needs of a growing population to preserving Earth’s resources, addressing health pandemics, ensuring energy security and restoring economic strength. As a community, we have a responsibility to our youth, our residents and our broader society to teach, embody and communicate a world view that allows the collective “we” to prosper, both now and in the future. Sustainability is a core value of the community — shaping our culture, informing our behavior and serving as a guiding principle for what we do as a community.

With a deep understanding of the interconnection between our natural resources and the health and wellness of our residents and local economy, the ODC Network’s Nature-rich Community Initiative was born. As a champion of sustainability for the greater Holland area, this initiative is tapping into the community-building synergy that can only happen when we work in close partnership with the environment.

In support of this effort, the ODC Network is proud to partner with the West Coast Chamber and City of Holland to release the first edition of the Nature-rich Business Guide. Michigan’s West Coast is a bustling hotbed for sustainable business leadership and innovation. Nature-rich businesses support sustainability, resiliency, and livability. Together they help make our lakeshore communities the best place to live, work, learn and play. This new publication is designed to inform sustainably minded shoppers, recognize businesses and organizations doing their part, and encourage others to take action.

The guide will be released in print and digital formats early this fall, featuring 15 businesses from the greater Holland/Zeeland area. The first edition will be split into 3 sections: Business to Consumer, Business to Business, and Government and Non-profit. The organizations that are highlighted depict a broad representation of the business community, from sole-proprietorships to global organizations, local artisans to large scale goods and service providers.

As we collectively strive to meet the needs of today while preserving the ability of future generations to meet their own needs, we recognize that sustainable development is more



Business Guide

2021



about the journey than the destination. Being featured in the Nature-rich Business Guide is not a sustainability certification or ranking. It is a recognition of positive action and progress towards a more nature-rich community. Businesses in the guide will be recognized for their sustainability efforts under the categories of the City of Holland’s sustainability framework. 2021 nominees were identified through outreach by this year’s supporting partners for their leadership and innovation in the business space.

Know of a business that should be featured in the next edition of the Nature-rich Business Guide? Tell us about it! Visit outdoordiscovery.org/nature-rich-business to nominate a business or organization. Nominees will be eligible for public voting to be featured in 2022.

Joe Sikma is the Nature-rich Community Manager for the ODC Network. Founded in 2000, the ODC Network is a 501c3 non-profit advancing outdoor education and conservation in West Michigan. To learn more, visit outdoordiscovery.org.

Premier Partner Spotlight

Fifth Third Bank has been an active member of this community since 1905, with our legacy dating back to 1853. We're proud to be of service to our community and our customers throughout this time.

During 2020, the Bank responded by originating \$5.4 billion in PPP loans, helping 40,000 businesses while protecting 605,000 jobs, 50,000 of those jobs here in West Michigan. Employee volunteerism compliments \$1.8 million in donations each year to key community partners. This year we delivered 4.6 million meals to fight hunger as part of our Fifth Third Day efforts. Our mission is not simply financial services but to strengthen families and build a stronger community.

That's why we value relationships with key community partners like the West Coast Chamber. Chamber team — your world is changing daily. Yet you continue to adapt and deliver valuable resources to our business community. That's leadership...and it is noticed and appreciated!



Scott Lubbers

HYP Spotlight

Getting HYP: Meet Holland/Zeeland Young Professionals



Travis Steinhoff

Lakeshore Habitat for Humanity
volunteer@lakeshorehabitat.org

I love to learn. Whether it is reading a new book, listening to a new podcast, or learning how valuable sleep truly is (my wife and I have a 6-month-old at home), I truly love learning. It's the reason that golf is my

favorite hobby. I can say with a straight face that golf is something I will never master, but that's the beauty of it. No matter how frustrating it can be, it's a lifelong opportunity to learn and get better.

When I'm not with my family or on the golf course, you can find me working as the Volunteer and Outreach Coordinator at Lakeshore Habitat for Humanity. I love my job and the team that I get to do it with. It's incredibly rewarding to work with the families we serve and see the life changing impact our ministry makes.

The more I get plugged into the community here, the more I'm blown away with the community-first mindset that has been built here. Nearly everyone I come across genuinely cares for and almost always puts first the needs of the community. I think that's what makes living and working here so special. I find the collaborative efforts of community leaders to be inspiring and it has played a major role in making this West Michigan the world-class community it is today.

HYP has been such an amazing resource for me, and I fully believe in the mission of developing young professionals to someday lead our community. I love the variety of programming, there's truly something for anyone who's looking to get involved. My time on the board has pushed me to grow a lot and I'm honored to have the chance to lead the amazing board we have in place.



Cultural Diversity: How to Innovate with Cultural Intelligence

By Kristin Joy Ekkens | Founder, CEO & Chief Inclusion Designer, Exponential Inclusion

In today's globalized world, it is not enough to be innovative. Innovation must also be culturally intelligent. This article explores three ways teams can leverage cultural diversity to innovate more effectively and succeed at higher levels.

Let's take a look at what it means to innovate with cultural intelligence starting with defining cultural diversity and cultural intelligence.

Cultural diversity means each culture has its own way of viewing the world that differs from other cultures based on language, religion, ethnicity, nationality, socioeconomic

status, work style, decision making and communication style.

Cultural intelligence is the capability to understand and work effectively across various cultural situations. The more you understand someone else's perspective on a topic or situation, the better able you are to communicate your ideas effectively and build trust with them.

Innovation requires thinking differently about what is possible. If you take into account others' perspectives, considering the impossible becomes possible. You see things differently through the eyes of others.

You can create culturally intelligent, high performing, innovative teams by applying these three strategies:

1. Practice High Performance Habits

The six habits that matter most are to seek clarity, generate energy, raise necessity, increase productivity, develop influence and demonstrate courage. High performers more consistently succeed over the long-term because they intentionally incorporate these six habits into their daily lives. Implementing these high performance behaviors is even more challenging while crossing cultures; this is where strategy number two comes in! (For deeper insights, read *High Performance Habits: How Extraordinary People Become That Way* by Brendon Burchard.)

2. Design Fusion Teams

Innovative teams are intentionally designed with a diverse blend of thinking and cultures. This results in innovative collaboration, innovation that is both bottom up AND top down. Fusion team members communicate using an explicit process while also having a holistic understanding of the system. This leads to faster progress on both social good AND business goals! Differing values may create tension, but it is these differences that make teams so creative and open to new insights.

3. Apply the 5-D Fusion Process

An explicit process is key to innovation. 5-D Fusion (Define, Dream, Decide, Design, Deliver) is a design thinking approach that will foster a successful cultural blend. Being mindful and intentional about the process will incorporate perspectives from diverse cultures into one cohesive product or service. (For deeper insights on fusion teams and the 5-D Fusion process, read *Driven by Difference: How Great Companies Fuel Innovation through Diversity* by Dr. David Livermore.)

Kristin Joy Ekkens is an award-winning cultural strategist, solutions architect, high performance coach and TEDx Speaker. Her passion is helping individuals and organizations drive culturally intelligent innovation. Following her passion, Kristin founded Exponential Inclusion LLC, where innovation and design 10x the power of inclusion! Her life motto comes from an African principle — **Ubuntu — I am who I am because of you**. Her two boys and husband remind her of that every day.

The end goals of culturally intelligent innovation are to create a new way for your organization to navigate cultural diversity, innovate at scale and ultimately achieve extraordinary results. If you are wondering where to start, take these 3 simple steps:

1) Zoom out – Think Big. View culturally intelligent innovation as a strategy, an infinite game, with multiple metrics and milestones.

2) Zoom in – Start Small. Take action and assess your team's cultural intelligence and values through a unique coaching process designed for innovators or inclusion champions (www.exi.global).

3) Learn fast. Test your hypotheses with your Fusion Teams and by applying the 5-D Process concepts to increase creativity across cultures.

You've got this!



Four Fall Projects Your Organization Should Consider

With the beginning of fall, it's time once again to focus on your marketing plans for the holidays. Here are four examples of the ways we partner with customers to help you sell more, communicate better, and build your brand.

Holiday Cards

Cards are a great fit for a multitude of organizations, especially those where strong relationships are critical to success. Consider sending cards to:

- Clients and customers
- Business partners
- Investors and board members
- Volunteers and donors
- Employees (a great way to show appreciation!)

We offer both standard card/envelope printing, great if you want to write a personalized note and hand-address each piece.

For larger lists, we can print, stuff, address and mail a personalized card that features a handwritten look yet requires little to no effort on the part of you or your staff.

We can't tell you how many times we've heard from customers who wished they had produced a card, but they didn't get around to it. Lucky for you, we make it easy!

Calendars

Here are three reasons why a calendar might be a great idea for you.



First, calendars are useful, offering both functionality and aesthetic appeal. Second, they build your brand: research has shown that it only takes a month for a daily glance to create a subtle bias in your favor. Third, they can be a great way to drive purchases tied to a specific time and place, such as the take-out restaurant that mails calendars detailing quarterly sports schedules.

We have produced a Michigan outdoors-themed calendar for well over ten years. Every holiday season, our sales team connects with customers by delivering these free calendars—gifts that are as beautiful as they are functional. Want a sample? Give us a call at 800.652.6567.

Direct Mail: Catalogs, Flyers, and Postcards

Looking for ways to cut through the clutter this holiday season? You might want to consider adding direct mail to your marketing mix. Some examples: catalogs, flyers and postcards. Direct marketing brings your message to the mailbox, and is a proven way to effectively highlight new products, promote your most popular offerings, and upsell previous customers.

Rely on either a catalog or a postcard to drive both in-person and online sales. We can work with you to help you formulate your mailing strategy, exploring options such as:

- Engaging your existing customers.
- Building Ideal Customer Profiles based on your existing customer data, to acquire new lists of prospects likely to respond.
- Optimizing carrier route selections based on your business requirements

Non-Profit Appeals

With full service in-house mailing capability, Holland Litho can produce your year-end fundraising appeals. We can manage your lists, including merging, purging, and deduping. Expand your reach with list acquisition driven by our incredibly sophisticated next-gen data mining tools. Of course, we can print and mail your appeal with your choice of sophisticated personalization options.

For more information, please contact Craig Parker at craigp@hollandlitho.com or 800.652.6567.

SolidCircle: Humanity is the Key to Success

By Pranay Rajgarhia | Owner, SolidCircle

"Process" and "Innovation" are two of the most used, yet misunderstood, words in business. These words can invoke varying emotions in clients seeking software solutions, who often have concerns related to cost, timeline and scope. This perceived stress can be eliminated when knowing that software, if implemented correctly, will enhance processes and eradicate waste, thereby impacting people positively. This realization led to the inception of SolidCircle.

SolidCircle was founded in 2004 with a mission of creating software that serves customer needs. This mission and ideology came through a long process of trial and error, and sometimes, even failure.

Belonging to a family-owned business in India, all my knowledge in early years was learned from my father's mining and capacitor manufacturing business. I started my first solo entrepreneurial venture in oxygen manufacturing. This business ultimately failed, but in its failure, I learned valuable lessons that I have carried with me to this day. This experience reminds me of a saying by Winston Churchill: "Success is not final; failure is not fatal: it is the courage to continue that counts."

At the inception of SolidCircle, I was determined to create a unique company that was highly customizable to meet the client needs, rather than a standardized product-based offering.

In early 2000's most companies were product-based. The opportunity to disrupt the market was through education. There were times when this seemed to be an impossible task. To achieve success, I needed to build a passionate team first. Great software would then follow. "To be human" became the slogan

and practice at SolidCircle. We strived for a higher Emotional Quotient (EQ) which led to a higher team Intelligence Quotient (IQ). Our humanitarian focus was reaffirmed at a West Coast Chamber presentation by Mike Novakoski, Partner at Become Unmistakable.

Today, SolidCircle is a Holland-based process innovation and software company that focuses on local government applications and business solutions. We are a driven team of process innovators, designers and software developers that pride ourselves in helping clients achieve and exceed their goals.

Our mantra "to be human" spills over into how we interact with and service our clients. We always take a client centric approach. Our belief is that users should not work for their software, but rather that the software works for them. This goal is achieved by letting our clients be part of the software development process. This allows us to learn their processes, envision their pain-points and goals before we write a single line of code. SolidCircle is an astute disciple of the industry we serve, learning about the industry and assessing gaps in it. The outcome is a system that exceeds clients' increasing expectations, delivers incredible experiences and provides personalized solutions.

In conclusion, the name SolidCircle originates entirely from the circle formed by our "work family" and our "work friends," traditionally known as employees and customers. Our team is excited for what the future holds and hopes to continue to serve our customers for many years to come.

“As Winston Churchill said, “Success is not final; failure is not fatal: it is the courage to continue that counts.”



Upcoming Programs

To register, visit www.westcoastchamber.org/event-calendar

September 14, 2021

Wake Up West Coast

Lead with Joy and Watch Your Team Fly!

7:30 – 9:00 AM

Haworth Hotel

Rich Sheridan, CEO & Chief Storyteller at Menlo Innovations, explores his own journey to joy, focusing on how he had to learn to lead in a completely different way, and by doing so, witnessed results that exceeded his wildest expectations.

Program Sponsored by [Smith Haughey Rice & Roegge](#)

September 20, 2021

Advocacy in Action: Election Reform and Legislative Updates

8:00 – 9:00 AM

Boatwerks

Ottawa County Clerk, Justin Roebuck, will join us to discuss the 2020 Election fallout and how proposed legislative changes will affect election administration, our voters, and our communities. Updates from our State Legislators and a time of Q&A will follow.

September 21, 2021

Power Happy Hour

3:30 – 5:30 PM

Civic Center Place

Grab your business cards and expand your network! At this fun and structured networking program, attendees will have the opportunity to make new connections during 3 rounds of table networking and have the chance to win a door prize while enjoying drinks and appetizers.

October 1, 2021

Annual Meeting: The Power of Connections

11:00 – 12:00 PM

Engedi Church

Join us at this year's Annual Meeting to learn what's ahead for our upcoming program year, expand your network and be inspired by our Keynote Speaker and Connectologist, Jonathan Sprinkles. This program will be a high-energy recharge that will help you feel more connected to your work, your customers, and each other than ever before.

Program Sponsored by [Blue Cross Blue Shield Blue Care Network of Michigan](#)



West Coast Leaders in Action



Get to Know Chamber Office Manager, Torie VanOrman

Hi! My name is Torie VanOrman, and I am the new Office Manager at the West Coast Chamber. Prior to joining the Chamber Team, I worked for the Kellogg Company for four years. During my time at Kellogg, I learned a vast number of skills that I am looking forward to using at the Chamber including being able to work in a fast paced and changing environment while engaging with a diverse group of people. At Kellogg I was a lead on their Employee Resource Group called KMERG to promote diversity internally as well as helping in the surrounding community. I am looking forward

to continuing that work here in my new role. I grew up in in Holland, and currently reside in Wyoming and am working on a Business Management degree at Davenport University. Fall is my favorite season; there is nothing better than going outside and feeling the nice crisp air, eating some chili and being with family. I love to go hiking with my husband Levii and our dogs Roscoe, Wrigley and Charlie. A cool experience I had in my past was traveling and performing throughout the US and Japan with The Young Americans. I have always loved the Holland/Zeeland area and am excited to learn about the community in more depth. I am looking forward to getting to know you all and meeting you at the Chamber!

Renewing Members

It's All About YOU

The West Coast 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 West Coast Chamber has on fostering strong businesses that support a thriving community. Thank you!

We appreciate our members who recently renewed their memberships:

* Indicates years of membership

Above the Top Roofing
Ageless Autos
Al's Excavating
At Home Realty Lakeshore
Atrio Home Health Lakeshore

Baymont Inn & Suites
Benjamin's Hope
Better Business Bureau of Western Michigan
Brew Merchant - **5***

Canteen Vending - **10***
Carolyn Stich Studio, LLC
Carpe Latte
Cascade Apartments
City2Shore Real Estate
Code Blue Corporation
Collective Idea
Culligan

Cusack Music - **10***
Custer Insurance Agency and Custer Financial Advisors

Diamond Springs Golf Course
DPMC North America
DUCA, LLC

EBW Electronics
Eikenhout
Elite Metal Tools
Engedi Salon - Zeeland

Faith Reformed Church
Five Star Real Estate Lakeshore, L.L.C.
Fris Supply Shop
Fustini's Oils & Vinegars

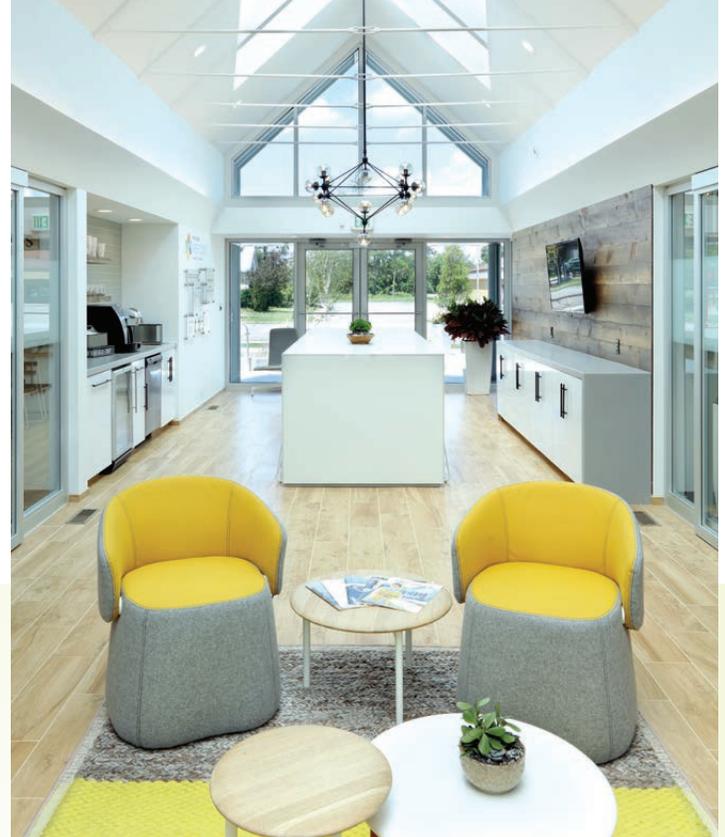
Gill Staffing - **5***
Glenda's Lakewood Flowers
Global Concepts Enterprise, Inc. - **25***
Greenridge Realty

Holland Fairfield Inn & Suites
Holland Medi Center
Holland P.T. Corp. - **30***
Horizon Bank
Howard Miller Library & Community Center

Jackie's Place

Kenowa Industries, Inc.
Koele Godfrey Investment Group

Lakeshore Senior Care
Laketown Township
Landscape Design Services, Inc.
Laurel & Co.
LV Trucking
LVS CPAs & Associates - **20***



Made by Hemp
Maplewood Auto, Inc.
Michigan Certified Development Corporation
Motus Integrated Technologies

Next Generation Services, L.L.C.
Northland Lanes - **10***

Out On The Lakeshore

PeopleIT
Pivotal Blueprint
Plascore Inc. - **20***
Premier Lakeshore Title Agency
Priority Health
Provisio Retirement Partners

R-Bo Company
Rotary Club of Holland - **5***
RVE, Inc.

Salon Cheveux
Schutter Brothers Builders LLC
Signature Associates

Soils & Structures, Inc.
SolisMatica LLC
Steven Walters Builders - **5***

TCF National Bank - **20***
The Kingsley House Bed and Breakfast
Tip Toes
Town & Country Group
Townline Poultry Farm Inc.
Trendway Corporation
Tric Tool, Ltd.

Unity Christian High School

Van Doorne Hearing Care
VanSlambrouck Family Dentistry
VenuWorks of Holland LLC
Vork Brothers Painting, LLC

Wells Fargo Advisors - Stob
Wings of Mercy, Inc.
The Wooden Shoe Restaurant

Zeeland Board of Public Works
Zeeland City of - **20***

New Members

Welcoming these new members who recently joined the West Coast Chamber

Advanced Time
Travis Thompson
800-841-3824
advancedtime.com
TravisT@advancedtime.com

Anchor In-Home Care
Michael Kanis
(616) 499-4419
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hello@anchorihc.com

Harbor Steel & Supply
Cindy Haverkamp
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Ben@OranjeBovenMarketing.com

Royal Technologies
Renee Bartman
royaltechnologies.com/

Theodore's Coffee
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