THE HOLLAND AREA CHAMBER OF COMMERCE

# Celebrating

### 100 YEAR

1908 1 2008



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About the cover: The Holland Area Chamber of Commerce, through 100 years of progress and prosperity.

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HOLLAND AREA
CHAMBER#COMMERCE

272 E 8th Street ■ Holland, MI 49423 616.392.2389 ■ Fax: 616.392.7379 Email: info@hollandchamber.org Internet: www.hollandchamber.org

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## Enjoy the celebration

# Welcome

2008 is a year of celebration. We're celebrating the Holland Area Chamber of Commerce's 100th Anniversary, and we are celebrating the momentum and energy that's carrying us into our next century. This Centennial publication is being presented to you as a collector's piece, our way of thanking you for your involvement in the Holland Chamber. We would also like to thank the countless people who, by investing in the Holland Chamber for 100 years, have helped create the lifestyle and sense of community we enjoy today.

Enjoy the journey as you turn the pages of time, learning about our foundation and our vision for tomorrow. We are hosting events throughout the year to celebrate our successes with our 1,250-plus members and the community-at-large.

As one of Michigan's largest chambers of commerce, we are proud of what we've accomplished. Each of our members has been a key contributor to the local economy and to the lives of those who make Holland their home.

Enjoy the celebration. We look forward to partnering with you for the next 100 years.

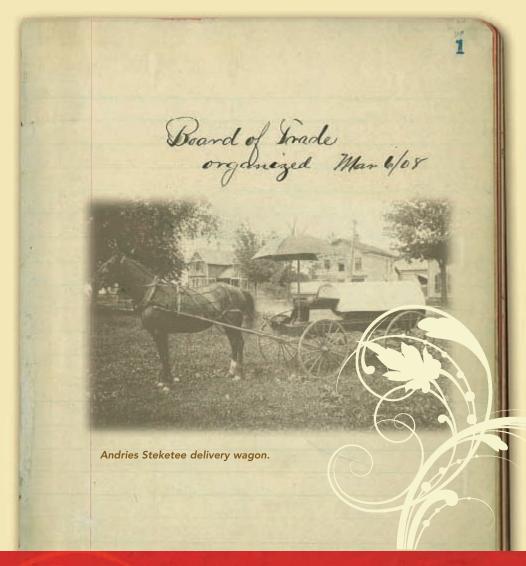
Jane Clark

Jane Clark, President

Holland Area Chamber of Commerce



We look forward to partnering with you for the next 100 years.



When the organization's early members and trustees gathered, they began to brainstorm on how to bring business to the Holland area.

### The founding

#### CATCHING THE VISION

The Chamber's founding members focus on business development

When the Holland Area Chamber of Commerce's founding group—the Holland Board of Trade—was formed in 1908, 26 members gathered to pass a constitution and elect officers by ballot.

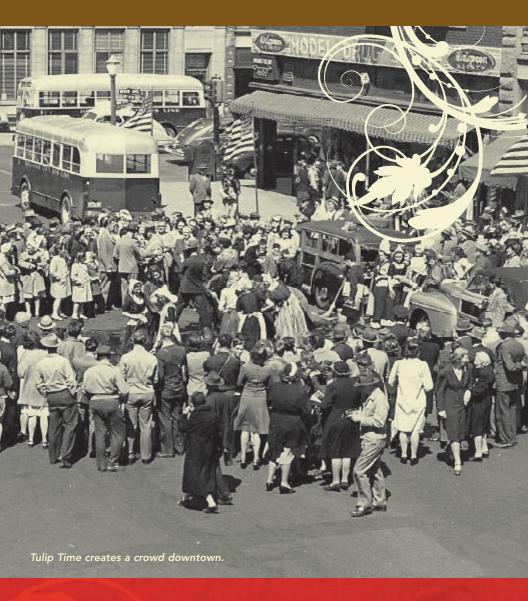
When the organization's early members and trustees gathered, they began to brainstorm on how to bring business to the Holland area. Their approach: Creating the financial means to purchase land, recruit businesses to town, and sell them land owned by the Board of Trade, financing the transactions by selling bonds.

Although their purpose centered on boosting business in the Holland area, it's unlikely that they considered the long-range potential of the meeting, the Chamber's 100th anniversary in 2008.

The Chamber's founders were part of the influx of European immigrants who came to the promised land to control their own destinies. The leaders and community members had already hand dug a channel to Lake Michigan, opening Holland to Great Lakes shipping. They had already rebuilt the community after the devastating fire of 1871. Now the hardworking citizens were determined to expand the economic base.

Businesses such as the Holland Rod & Bait Company, the Dearborn Engraving Company, Bowler Sporting Goods Manufacturing





In 1929, the Tulip Time Festival was announced to the world. The unique gathering allows the community to celebrate its heritage and has become a hallmark for the Holland area.

Company of Chicago, and the Michigan Art Carving Company of Grand Rapids formed and relocated to Holland. The Board offered incentives, much like today's governmental and economic development corporations. The Board also performed background checks on companies before approving financing.

Within a year of forming, trustees met with city council members to discuss a new city hall. For the next several decades, the Board of Trade continued to buy local property and sell it to qualifying businesses. One of its incentive programs focused on the number of jobs created. In 1920, a deed was turned over to the Superior Foundry prior to official pay-off because the company had exceeded contract conditions by paying out more than \$180,000 in local salaries during its first five years of operation. The Board's financial fund became known as the Holland Bonus Fund.

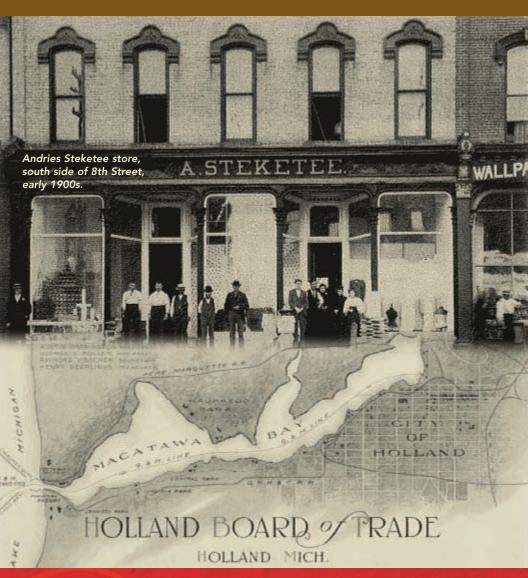
In 1926, the Holland Board of Trade officially became the Holland Area Chamber of Commerce. Its mission: "to advance the commercial, industrial, professional, and civic welfare of the Greater Holland Area, and to cultivate a spirit of cooperation, tolerance, and helpfulness among its residents."

In 1929, the Tulip Time Festival was announced to the world. The unique gathering allows the community to celebrate its heritage and has become a hallmark for the Holland area.

As the years have passed, the success of the area's strong manufacturing and commercial base speak of the success of the Chamber's founders and those who continue to invest their lives in helping the community prosper. Today, the Holland area is one of the largest business, retail, and industrial centers on Michigan's west coast. It is home to more than a dozen Fortune 500 companies as well as a diverse collection of small- and medium-sized businesses.



William Connelly served as the Holland Chamber's president from 1933-38.



#### Holland Board of Trade's First Trustees

J.G. Van Putten, President C.M. McClean, Vice President Austin Harrington, Secretary G.W. Mokma, Treasurer

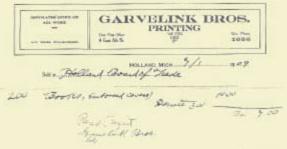
#### Early Members

Baker Furniture Bouwman's Services De Vries & Dornbos Donnelly Mirrors Inc. Du Mez Bros. Dutch Boy Co. Dyke Construction Dykstra Funeral Home Frank Lievense Insurance Franklin Life Insurance Co. Fris Office Outfitters, Inc. Hart & Cooley Mfg. Heinz North America Hempel's Pastries Holland Awning Holland Color The Holland Evening Sentinel Holland Packaging Corp. Holland Sheet Metal Holland Transplanter Co. Home Furnace Co. J.C. Penney Co. Karr Manufacturing Keppel's Sons King Refrigeration Lievense Insurance

Lokker, Boter, Dalman

Lokker-Rutgers Co.

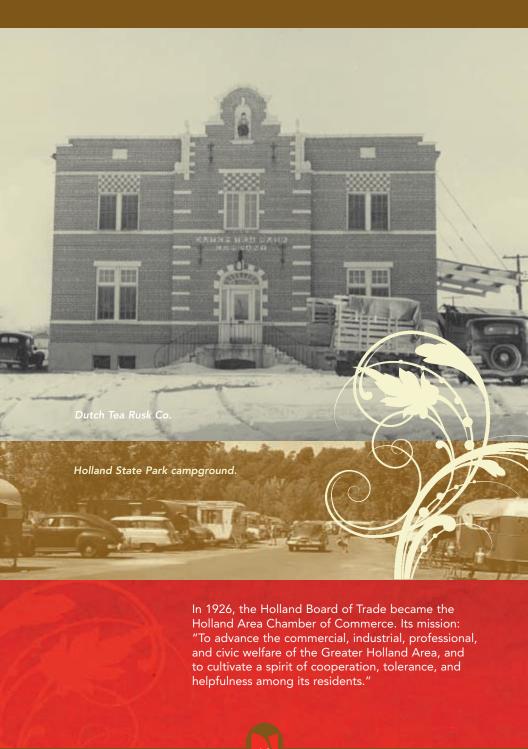
Louis Padnos Iron & Metal Co. LSI - Mammoth Division Marsilje Insurance Agency, Inc. Mooi Roofing Morse Hemco Corp. **Nelis Nursery** Notier - Ver Lee - Langeland Notier Funeral Home Quality Memorial Sligh Furniture Co. Standard Oil Steketee-Van Huis Printing Co. Ten Cate - Lawyer Vaudie VandenBerg W.J. Bradford Paper Warm Friend Tavern & Hotel West Michigan Furniture Western Michigan Tool Works Williams Jewelry Wm. C. VandenBerg Wooden Shoe Factory



Yost Manufacturing



Information Center, 1961.



### Organizations that have been members of the Holland Chamber for 50 years or more

A.D. Bos Vending Services

AT&T

Barber Ford, Inc.

Bert Reimink Plumbing & Heating

**Bradford Company** 

Brewer's City Dock, Inc.

Chicago Title

Crown Motors Cadillac, Buick,

Honda, Mazda

Cunningham Dalman, P.C.

De Boer, Baumann & Company P.L.C.

De Nooyer Chevrolet, Inc.

Tom De Pree Agency

Elzinga & Volkers, Inc.

Fifth Third Bank

Haworth, Inc.

Holland Board of Public Works

Holland Christian Schools

Holland Hitch

Holland Public Schools

Holland Ready Roofing Company

Hope College

**HUB** International

Hydro Automotive Structures NA, Inc.

Ideal Window Cleaners

Integrated Fabric Resource

JQ 99 FM/1260 "The Pledge"

Kalkman Redi-Mix Company

MAGNA DONNELLY-Magna Mirrors

Meijer, Inc.

Merle Boes, Inc.

Model Drug Store, Inc.

Multi Packaging Solutions

National City Bank

Nelis' Dutch Village

Nichols

Posts Jewelry & Gift Shop, Inc.

Progressive AE

Repco-Lite Paints, Inc.

Russ' Restaurants

SAF-Holland, Inc.

SEMCO Energy Gas Company

Skip's Pharmacy

Sligh Furniture Company

Superior Sports Store

Teerman's

Thermotron Industries

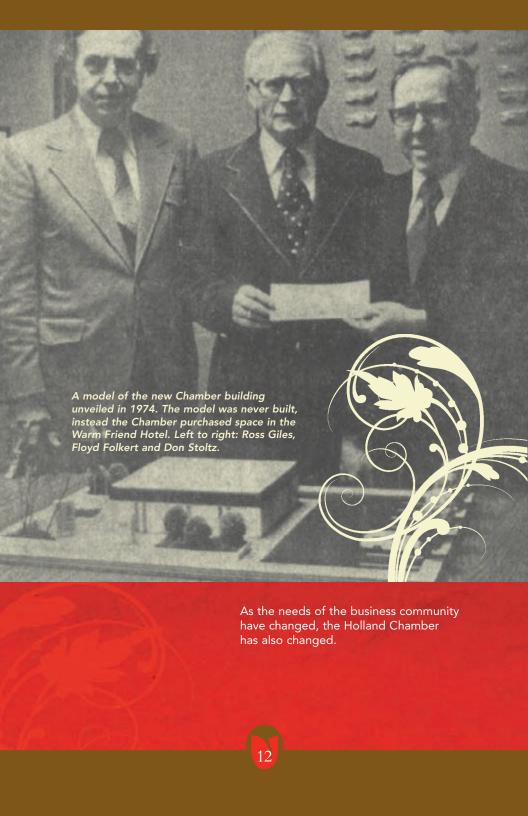
Total Logistic Control

USF Holland Inc.

WHTC/WYVN



Holland's Wooden Shoe Factory.



### Decades of growth

#### MEETING CHANGING NEEDS

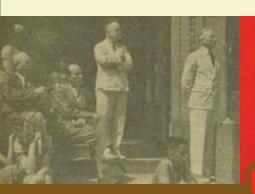
Keeping the Holland Area Chamber's thumb on the needs of the business community

Like in this Centennial publication, the Holland Area Chamber of Commerce has turned many pages, in the form of years and decades. The organization's success has been shown in its continued growth in members, diversification in programming, and positive impact on the region. It has adjusted and remained relevant through changes that were marked by the Great Depression, industrial peaking, international military conflicts, recessions, technological boom, and even today's shifts in the supply and demand of a new generation of goods amid the knowledge-based economy.

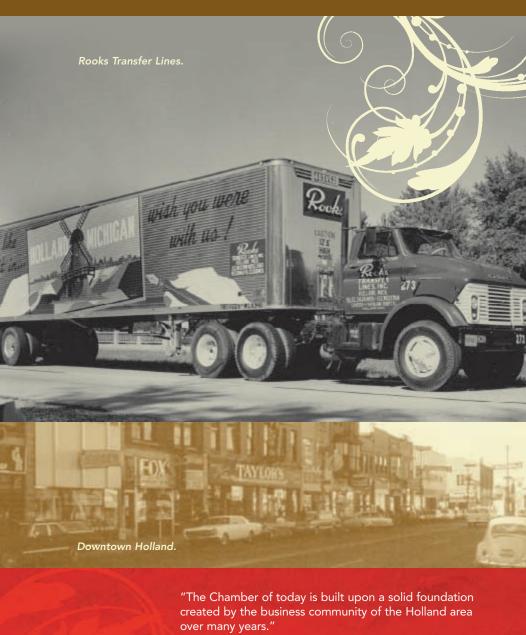
As the needs of the business community have changed, the Holland Chamber has changed.

While the Holland Chamber has remained focused on business, it has also invested in the community, knowing that for business to grow and prosper, the community must be a good place for individuals to live, learn, prosper, and play.

"You and I know that good business and good communities don't just happen," said Robert De Young in a 1978 letter he authored for Holland Chamber members. "We've got to work at it. It's not always easy, and it's not always convenient, but the Chamber makes it easier and more



The Chamber Vice President speaks at a rally for Holland's SALES-MEAN-JOBS crusade.



Holland Chamber President Lou Hallacy in 1990

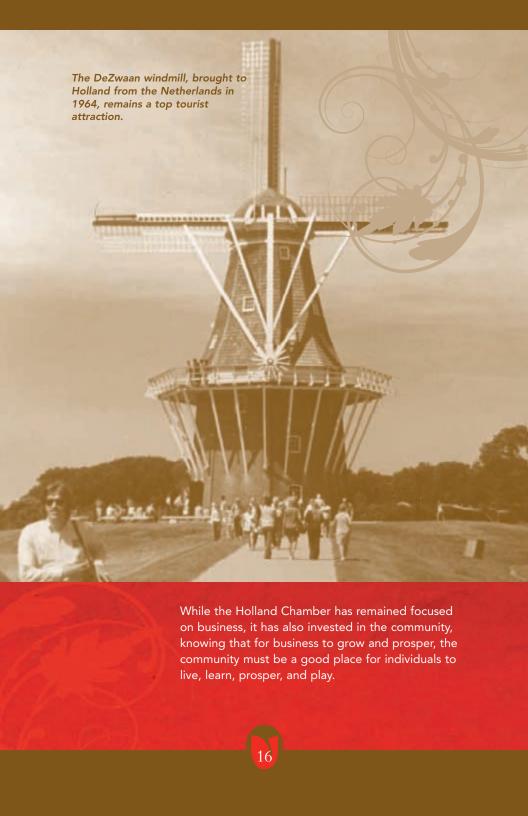
convenient. Your Chamber provides a vehicle for the business community to influence the direction of this community—yes, even issues at the state and national level."

In response to need and changing times, the Holland Chamber has initiated the following programs, which become like puzzle pieces in an overall picture of success and progress:

- Holland Economic Development Corporation (HED-COR), a nonprofit organization to create economic opportunities that result in new investment and job creation. The organization has successfully developed two industrial parks that are now home to more than 82 firms.
- West Michigan Lakeshore CDC, an organization to facilitate state grants that finance a revolving loan program for businesses. The group is now known as Lakeshore 504 and continues to be part of the Holland Chamber.
- The Business and Industry Expo, now the Business-to-Business Showcase, an annual event to showcase area companies.
- The Holland Area Chamber of Commerce Foundation, a nonprofit organization to provide support for educational, cultural, civic, and scientific undertakings in the region.
- Leadership Holland, a program designed to build local leaders by connecting them with various segments of the community while encouraging them to volunteer and create a personal plan for leadership and growth.
- Holland First, a program delivered through eight educational sessions to help residents understand the community through the eyes of diversity.



Holland Chamber event, 1960.



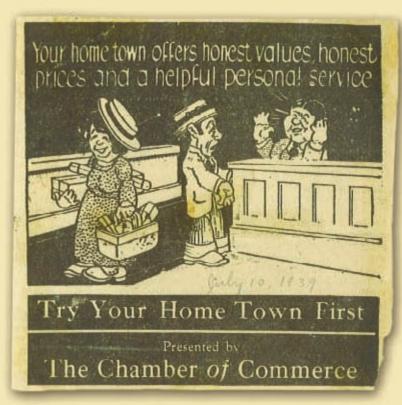
- West Michigan Chamber Coalition, a partnership with the Grand Haven, Grand Rapids, and Muskegon Chambers to promote the economic vitality of West Michigan through regional collaboration.
- Leadership West Michigan, a program of the West Michigan Chamber Coalition to take the step beyond the individual chamber's leadership programs in training the region's leadership.
- Institute for Healing Racism, a program that delivers a powerful method for addressing and confronting racism from both white and non-white perspectives.
- Hamilton Division, a division of the Holland Chamber designed to provide a unifying voice to address the challenges of growth, quality of life, and economic development within Hamilton.

Communication is also an important part of how the Holland Chamber has evolved. It has published a newsletter, launched several websites, and strives to keep Chamber members abreast of the latest developments in technology, legislation, and business practices through Chamber-sponsored seminars, guest speakers, and workshops.

"The Chamber of today is built upon a solid foundation created by the business community of the Holland area over the past 54 years," said former Holland Chamber President Lou Hallacy in 1990. "Member volunteers are the heartbeat of the Chamber. Their ability to band together in exciting programs affecting the area is responsible for several area advancements. The Chamber takes seriously its commitment to assist in the development of the quality of life in the Holland area."



Leadership Holland class, 2004.



### Timeline 1

HIGHLIGHTS OF THE HOLLAND AREA CHAMBER OF COMMERCE HISTORY

#### 1908

Board of Trade is formed.

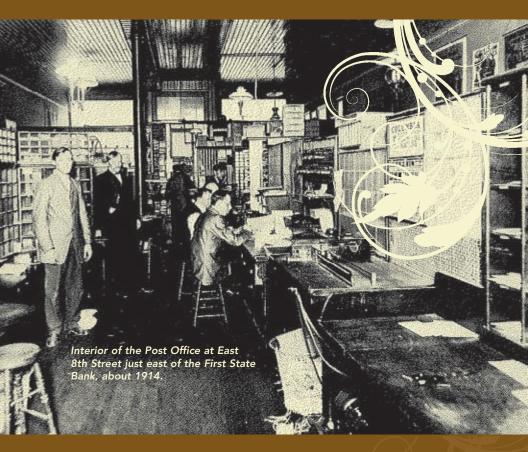
#### 1909

Meets with city council to discuss a new city hall.

#### 1914

Meets with officials of the Pere Marquette Railroad regarding railway construction.





As the years have passed, the success of the area's strong manufacturing and commercial base speak of the success of the Holland Chamber's founders and those who continue to invest their lives in helping the community prosper.

#### 1915

Invests \$5,000 in 9.75 acres of land with Dearborn Engineering Plant.

Hosts its first annual banquet.

#### 1926

Is officially renamed to the Holland Area Chamber of Commerce.

Works out of City Hall to sell shares for Warm Friend Hotel.

#### 1927

Expands the board from nine to 11 members.

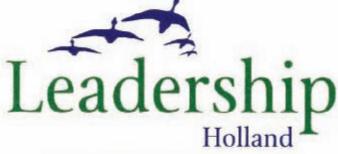
Re-establishes the traffic bureau.

Votes to begin

Venetian Night

Carnival.





Building Our Leading Community.

While the Holland Chamber is working diligently to introduce its members to the clientele beyond its regional borders, it's also continuing to serve as the centerpiece of the community—connecting business with business, business with community, and the community with its future.

#### 1928

200 members attend the annual meeting at the Masonic Hall.

#### 1929

Announces Tulip Time festival to the world.

Chamber aviation committee hosts American Eagle for a good will party.

#### 1930s

Begins an ad campaign to encourage shopping locally.

#### 1932

Coordinates a regional effort to commit land to grow sugar beets in preparation for a new processing plant. About 2,000 acres are committed.

### Today's Chamber

#### **REMAINING A STEP AHEAD**

The Holland Area Chamber plans for a prosperous community into the next century

Beyond the Board of Trade's vision, the Holland Area Chamber of Commerce has evolved into a multifaceted organization that serves the community as it serves its members. The forefathers couldn't possibly foresee the technological advances that have taken manufacturing and communication to today's level—creating a worldwide marketplace.

The Holland Chamber understands the power of being part of the global marketplace. Because of this, it's preparing programming for 2009 to help members succeed globally through education, travel, and cultural understanding.

"Success in fulfilling these objectives will provide the cornerstone for my vision of the Holland Area Chamber of Commerce," said Tony Castillo, 2007-08 Chairman of the Board of the Holland Area Chamber of Commerce. "It is my hope that when anyone speaks of



1938

Moves to a new location in the former Holland City State Bank building, on the corner of River Avenue and 8th Street.

1939

Governor Luren Dickinson visits Holland for Tulip Time.

1935
Becomes
incorporated
as a nonprofit
organization
by the State
of Michigan.

21



#### 1940

Passes new bylaws extending the Board from 11 to 15 elected members.

#### 1940s

Runs full-page newspaper ads supporting businesses' rights to retain "seed" money for equipment and operations during the war.

#### 1949

Runs ads to

encourage

with paper

supplies.

stewardship

Acts as custodian of the Merchants Trust Fund.

the Holland Chamber, an image of pride is immediately conjured, due to the cooperation and commitment of its members."

While the Holland Chamber is working diligently to introduce its members to the clientele beyond its regional borders, it's also continuing to serve as the centerpiece of the community—connecting business with business, business with community, and the community with its future.

The Holland Chamber is launching a new business magazine, *Connected*, to address the unique ongoing economic transition to a knowledge-based economy and other issues impacting business in the region. The magazine will publish bi-monthly and contain timely, indepth, business-based information. Area experts will be involved in the coverage and members are invited to share what kind of coverage will be most beneficial to them. The magazine will be put on the website as well as distributed to 5,000 area businesses.

In addition, the Holland Chamber is improving its website, a choice connection between its 1,250 members and the rest of the world. The website is used locally and by those who are discovering the West Michigan coastline.

"We have big shoes to fill when it comes to our founding fathers who hand dug the channel to create Lake Michigan access for the community," said Holland Chamber President Jane Clark. "But we're up to the challenge. We never rest on our laurels, but instead work everyday to stay abreast of the community's and our members' needs. We're looking forward to stepping into the Holland Chamber's second century and in leading the community to its next level of improvements and innovations."

1950	1951	1952	1953
office stenogra- pher for Tulip	suggests forming a foundation to expand the	Congressman Gerald R. Ford accepts an invita- tion to the second	Prepares to relocate to the city's Recreation Building.
Time.	Community Ambassador Plan.	"Cracker Barrel" session.	



Participates in General Electric's groundbreaking. Holds its annual twilight cruise aboard the S.S. North American.

Receives a telegram from Gerald R. Ford requesting information to support his testimony before the appropriations committee requesting funding for the Holland Harbor resurvey. Federal appropriations budgets \$13,500 for the resurvey.

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#### WESTERN UNION

TELEGRAM

W.P. HARRISTAL Property

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\* SECRETARY MANAGER CHAMBER OF COMMERCE

:PUBLIC WORKS APPROPRIATIONS BILL BEING CONSIDERED IN HOUSE TODAY CONTAINS ITEM OF \$13,500 FOR RESURVEY OF HOLLAND HARBOR. COMMITTEE ADDED FUNDS ON DASIS OF GOOD JUSTIFICATION=

JERRY FORD=

...315 ,500 a

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#### Secretaries/Presidents

Peter H. Prins	1923
E.C. Brooks	1927
F. Lievense	1928
C.A. Gross	1929
Harry F. Wetter	1933
Dick Boter	1933
Wm. M. Connelly	1933

E.P. Stephan	.1938
Wm. H. Vande Water	.1945
Roscoe F. Giles	.1963
Louis Hallacy II	.1980
Chris Byrnes	.2000
Jane Clark	.2004

1062



Incorporates HEDCOR as a nonprofit corporation.

#### 1963

Assists six local manufacturers with expansions.

#### 1964

HEDCOR establishes the Southside Industrial Center on 200 acres.

#### 1965

Beechnut Lifesavers becomes the first company to buy land in the industrial center.



Holland Chamber President Lou Hallacy and his wife Madeline greet President Gerald Ford, his wife Betty, and daughter Susan during Tulip Time, 1976.



#### 1966

Conducts study on existing and planned general aviation facilities in the Holland area.

Presents Detroit Tiger catcher Bill Freehan wooden shoes with spikes.

#### 1967

Becomes accredited by the Chamber of Commerce of the U.S., only one of 125 of 4,000 Chambers in the nation.



#### 1973

First trees downtown are planted.

Employment in Southside Industrial Center equals 36 percent of the city's manufacturing employment.

#### Past Board Presidents & Chairpersons

(not consistently available prior to 1935)

Arthur W. Wrieden1935-1936	Donald Stoltz
Joe Kramer	Harvey Buter1975-1976
Vaudie Vandenburg1938	William Smolenski1977
Charles Sligh	Robert De Young1978
Clarence Jalving1940-1944	William A. Sikkel
A.C. Joldersma	Terry Wolters
Chestor Van Tongeren1946	Lily Geerts
Willis A. Diekema1947	Jerrald Redeker1982
C.C. Andreasen	Jerome Grysen1983
C.B. McCormick	Donald Skoglund1984
Henry S. Maentz, Sr1950	Andrew Van Slot1985
Arnold W. Hertel1951	Morrie Tubergen1986
M.C. Lindeman	Joyce Kortman1987
Clarence Klaasen1953	David Lake1988
C.C. Wood1954	Tom Weber1989
Henry Ter Haar1955	Kris De Pree1990
George Heeringa1956	Les Lanser1991
A.G. Sall1957	Jeff Elhart1992
Jack Plewes1958	Mark de Roo
W.C. Conner1959	Thomas G. Bos
Charles Cooper 1959-1960	Lynn Kotecki
C. Neal Steketee1961	Jon Van Allsburg1996
Jay H. Petter	Mari Martin1997
Stuart B. Padnos1963	Judson A. Bradford1998
John F. Donnelly1964	Claudia Berry1999
L.C. Dalman1965	Lee Dell2000
Kenneth Zuverink	Jim Brown
Herman Windemuller1967	Garth Deur
William Venhuizen1968	Marcia Bishop2003
James Hallan1969	Lynn Kobes
James Bradbury1970	Bret Docter
Warren L. Willard1971	Rodger Price2006
Donald H. Hann	Scott Spoelhof2007
Floyd J. Folkert1973	Tony Castillo2008



#### 1974

Members are addressed by Jay Van Andel on "Free Enterprise —A Dying Idea?"

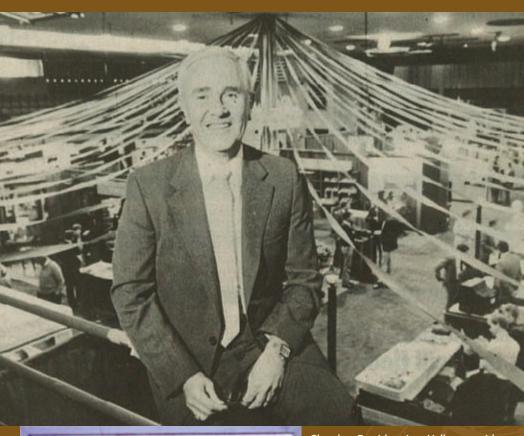
#### 1975

Facilitates NBC's Today Show in its filming of Holland for a Salute to Michigan segment.

#### 1976

Pays the city to offer free parking in designated downtown lots for a year.

Silent Observer Program is launched.





Chamber President Lou Hallacy presides over the Focus on Holland Business and Industry Expo, 1988.

CANTRAL

#### 1977

Promotes a comprehensive land use plan to protect the environment.

#### 1979

Launches the Free Enterprise Educational Program, Movin' On to a Better America. Honors Lou Hallacy for his outstanding community service as mayor.

#### 1980

Names Lou Hallacy as Chamber president.

#### 1981

HEDCOR names Lou Hallacy as president.

#### Current Committees

Ambassador Business Connections Governmental Affairs Hamilton Division Public Policy Leadership Holland Small Business

#### Current Board of Directors Officers

Philip Koning, Chairman Macatawa Bank

Dale Sowders, Chair-Elect/Treasurer Holland Hospital

Robert Ellis, Vice Chair RVE, Inc.

David Slikkers, At-Large Executive Committee Member Tiara Yachts, Div. of S2 Yachts, Inc.

Leslie Brown, At-Large Executive Committee Member, Metal Flow Corporation

Lynn Smith, Chairman's Appointment to Executive Committee Robert W. Baird & Co.

Tony Castillo, Past Chair McDonald's – Milagro Six, Inc.

Scott Spoelhof, Past Chair Bayside Capital Management

Jane Clark, President Holland Area Chamber of Commerce



#### 1983

HEDCOR begins purchasing downtown property.

Establishes
Lakeshore 504 as
a separate corporation to promote
economic development.

#### 1984

Celebrates its 50th year of incorporation with the State of Michigan.

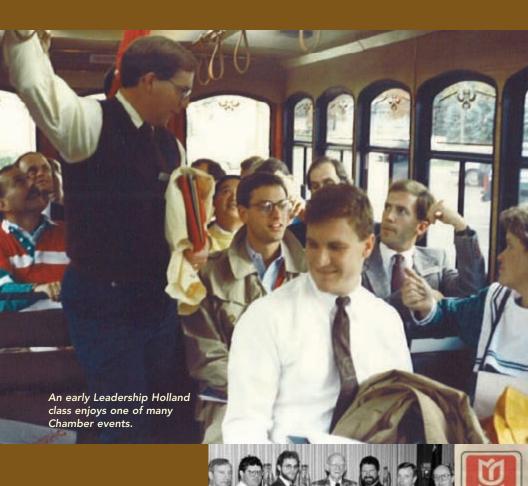
#### 1986

HEDCOR sells the first acreage in the Northside Industrial Park to Donnelly.

#### 1987

Launches the Focus on Holland Business and Industry Expo.

Referred to as Michigan's economic oasis in the Chicago Tribune.





Moved into current building at 272 East 8th Street.

#### 1988

Celebrates
President Lou
Hallacy being
selected President
of the Association
of the Michigan
Chamber of
Commerce.

Sponsors the publishing of "The Holland Area: Warm Friends and Wooden Shoes, An Illustrated History." Michigan Secretary of State Richard Austin applauds Holland region's strong economy.

Begins Leadership Holland class.

#### **Current Directors**

Chris Antrup Boar's Head Provisions Co., Inc.

Gwen Auwerda Johnson Controls, Inc.

Joe Bardowski

Jack Bouman Coldwell Banker Woodland Schmidt

Peter Esser The Holland Sentinel/Flashes Publishers

Anthony Ho Lotus Corporation

Ruben Juarez Workforce Management, LLC

Skip Keeter Trips & Treasures

Patricia Koeze West Ottawa Public Schools

Haans Mulder Cunningham Dalman, P.C.

Jeff Mulder ODL, Inc. Shawn Pacanowski CapTrust Financial Advisors

Debra Quade Magna Mirrors America, Inc.

Jonathan Steiner Mercantile Bank

Ned Timmer *T*<sup>2</sup> Communications

Brett Vander Kamp New Holland Brewing Company

Ella Weymon ACCT – Now, Div. of Weymon & Associates, Inc.

Willis Driesenga, Ex-Officio Director Holland Charter Township

Sue Higgins, Ex-Officio Director Macatawa Area Coordinating Council

Randy Thelen, Ex-Officio Director Lakeshore Advantage

Stuart Visser, Ex-Officio Director Park Township Office

Soren Wolff, Ex-Officio Director City of Holland



1989

Adds 68 new firms in member-ship blitz.

Adds award programs that salute small firms and outstanding women.

1992

Received the NAMD (National Association of Membership Directors) Award of Excellence.

Started Holland First Program.

1996

Takes the Holland Chamber global by launching the website.

2003

Celebrates 40 years of progress with HEDCOR.



Holland Area Chamber of Commerce Building and staff, 2008.

#### 2004 2006

Jane Clark promoted to Holland Chamber President.

### Launchs public

policy committee to help advocate for its members.

Starts the Hamilton Division.

#### 2008

Celebrates the 40th anniversary of the golf outing.

Celebrates its 100th anniversary.



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