

THE WEST COAST WAY

JUNE 2023



Patrick Cisler

President & CEO

Community Foundation of the
Holland/Zeeland Area

Get Creative with
Spark!Lab at the
Holland Museum

A Look Behind the
Curtain: The Legislative
System in Lansing

Wheels to Work:
Bringing Talent Back
to the Workforce

Meet the New President & CEO of the Community Foundation of the Holland/Zeeland Area, Patrick Cisler

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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.

The West Coast Chamber has been recognized with the U.S. Chamber's prestigious Five Star Accreditation. Less than 1% of Chambers in the country receive this distinction.

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The West Coast Way

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This year our theme for the Chamber has been, "Stronger Together." I'm excited to share the June Issue of the West Coast Way Magazine with you that highlights the remarkable things happening in our community that align with that theme.

Inside this issue, you'll get to know the new President & CEO of the Community Foundation of the Holland/Zeeland Area, Patrick Cisler. You'll also learn about Spark!Lab at the Holland Museum, get an inside look at the state of the legislative system in Lansing, and discover how an innovative program is helping individuals overcome obstacles to bring talent back to the workforce. I'm also thrilled to introduce you to our new initiative, West Coast Connect.

Our community is stronger when we work together, and I hope this issue of The West Coast Way inspires you to do just that.

Jodi Owczarski

President & CEO
Michigan West Coast Chamber
of Commerce



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Get Creative with Spark!Lab at the Holland Museum

By Ricki Levine | Executive Director, Holland Museum

Spark!Lab Smithsonian at the Holland Museum opened in August 2018. This interactive educational space is the result of a partnership with the Smithsonian Institution and the Lemelson Center of Innovation, part of the Smithsonian American History Museum. The Lemelson Center has observed that while we are a country of invention and ingenuity, we have not been effective at teaching the process of invention. They opened Spark!Lab at the National Museum of American History in 2008 and soon thereafter chose to expand this approach of making and learning throughout the country. The Holland Museum is one of eight locations in the country and the only lab in West Michigan. We were selected in part because of the rich history of invention in the greater Holland area. The Holland Museum highlights those local inventions and inventors, utilizing display cases in the Spark!Lab space to feature artifacts from the collection.

Spark!Lab is a hands-on workspace which teaches the process of invention. Spark!Lab participants are

challenged to find solutions to specific problems. They engage in a variety of revolving activities that illustrate the invention process and 21st century skills like collaboration, problem-solving, critical thinking, and STEAM skills (science, technology, engineering, arts, and math). As we are also a history museum, we throw the community's history into the mix as well. Many companies embrace this type of training. After all, their future workforce will benefit from this experience.

Facilitators made up of staff, volunteers, and interns are trained by the Smithsonian to assist our young visitors in coming up with possible solutions by trial and failure, which is part of the invention process. Facilitators are trained *not* to offer solutions to the participants but rather challenge them to find the answers on their own. This is a key difference to other kinds of play and hands-on activities found elsewhere.

The Holland Museum Spark!Lab features four to six Smithsonian-designed or approved hands-on activities



targeted for ages 6-12. Many of the activities are easily adapted for participants ranging in age from toddlers to adulthood. Activities rotate quarterly, encouraging families to return regularly and experience something new. We often hear from parents, grandparents, or teachers that they have a difficult time pulling children away from Spark!Lab, confirming that this type of learning is perceived by young visitors as a fun time. Along with the Spark!Lab activities, a reading nook, other low-tech activities including a train table, inventor wall, and whiteboards inspire creativity in this great space for West Michigan families.

This summer the Holland Museum will be celebrating Spark!Lab's 5th birthday. In addition to this milestone, we



celebrate the full return to Spark!Lab since the pandemic. The celebration including birthday cake, will be held on August 14th, during Free 2nd Monday, which offers free admission to everyone between 4-7pm.

Summer Spark!Lab activities are themed around The Wizard of Oz.

Ricki Levine has been the Executive Director of the Holland Museum since 2017. She has worked for almost two decades in West Michigan non-profit cultural organizations, including the Frauenthal Center in Muskegon, St. Cecilia Music Center in Grand Rapids, and Mason Street Warehouse in Saugatuck. Prior to that, she worked in the for-profit sector in major metropolitan areas where her focus was on merchandising, sales, and marketing. Originally from the New York metropolitan area, Levine came to the Holland area from Los Angeles.

They include:

- Flying Monkey: Can you help transform our monkeys into flying minions of the Wicked Witch?
- Design Shoes that will take you home (Sequins NOT required)
- Help get Dorothy's House to the Land of Oz
- Design a new home for Toto (His basket is getting uncomfortable)

Spark!Lab summer hours begin June 10

Monday, Friday, and Saturday 11:00 am – 3:00 pm

Free 2nd Mondays are the 2nd Monday of every month from 4:00 pm – 7:00 pm

Museum hours

Mondays, Fridays, and Saturdays 10:00 am – 5:00 pm

Museum membership provides unlimited free admission all year to the Holland Museum including Spark!Lab, Cappon and Settlers Houses, local reciprocal museum partnerships, and much more. Learn more about membership at

[hollandmuseum.org/
membership.](http://hollandmuseum.org/membership)



A Look Behind the Curtain: The Legislative System in Lansing

By Patrick Colunga | Tax & Estate Plan Specialist, CapTrust Financial Advisors



After a twenty-year hiatus, I was able to go back to the State Capitol with the West Coast Leadership class. It was fascinating to see how much has changed in Lansing. We spent the day hearing from Lansing insiders learning about the importance of engaging with our legislators, the differences between advocacy and politics, and how some of the changes, like term limits, have negatively impacted the legislative process.

The changes to the Capitol grounds were fantastic. The old parking lot is gone and replaced with a beautiful lawn. Neatly hidden below the lawn is the new Heritage Hall, the welcome center for the State Capitol with new exhibits showing off some the artifacts from the building. I learned some new things, like when the State

Capitol was moved to Lansing Township, they initially named the city Michigan, Michigan and that in Governor Granholm's portrait there is a shovel from the groundbreaking of the LG Energy Solutions plant here in Holland.

We met with former Lt. Governor and current CEO of the Small Business Association of Michigan, Brian Calley. He stressed that there is an intangible benefit to us personally and professionally when we engage in civic life. He encouraged us to attend coffee hours and develop relationships with our legislators. Our goal should be that when our legislators are voting, they should be thinking about how a particular piece of legislation will impact us.

He further discussed that proper advocacy is focused on issues and to avoid the political point scoring. We should focus on sharing our experiences and informing our lawmakers on our businesses and how state policies impact us. We should accept that a political foe is taking a position in good faith and should be respected.

Senator Victory gave us a tour of the Senate floor where he discussed the steep learning curve that new lawmakers face when they get to Lansing. It takes some time to get the lay of the land and to understand the process, meanwhile they are trying to learn about new issues they haven't been exposed to before. This is why it is so important for us to engage our legislators and to inform them about the issues that matter. Senator Victory stated that when writing new laws, a heavy emphasis should be on whether it will stand the test of time. It is better to properly vet bills before they are passed than to try to correct them after they have been signed into law.

We went over to watch the House of Representative as they were in session. However, true to form, very little actual work gets done on the House floor. Most of the real work is done either at the committee level, or in discussions between legislator's offices, or as in the case that day, in party caucus meetings. The session was opened in prayer and then almost immediately the entire floor was emptied into the caucus rooms.

The most startling change in Lansing was how term limits have shifted the power in Lansing away from the Legislators and more into the hands of the bureaucrats, lobbyists and to a lesser degree the staffers. The legislators don't have the time to develop the subject matter expertise to really make a lasting difference and some bureaucrats know they can just stonewall a committee chairman because that individual will be gone within four years. Hopefully the new term limit rules will help swing the power back into the hands of our elected officials.



It was interesting to see the changes both for the good and the bad that have taken place in Lansing over the past twenty years. I left the day encouraged that we should all be engaged with our elected officials. As Michael Fredrickson said, "True power isn't in Washington, D.C., but at the local zoning commission." We should all get involved and help our community thrive!



Patrick Colunga is the Tax & Estate Plan Specialist at CapTrust Financial Advisors in downtown Holland, where he helps identify and solve tax and estate planning issues for the Firm's clients. For the past 18 years, Patrick has been advising business owners and high-net worth individuals on their wealth and transfer tax issues, at national and regional accounting and legal firms. He currently is the Board President at Calvary Christian Schools in Fruitport, Michigan. Patrick, his wife, and two children reside in Ravenna, Michigan.

Wheels to Work: Bringing Talent Back to the Workforce

By Joe Haveman | Director of Government Relations, Hope Network



When there's a need, creativity and invention are the puzzle pieces needed to solve the problem. That's exactly what happened with the invention of Wheels to Work — a hub-based and curb-to-curb transportation program that solves the needs of both the employer and the employee. Debbie Coleman, long time Hope Network employee and creator of Wheels to Work, first identified the need for a gap transportation program in West Michigan in 2016. Wheels to work is all about helping people get to and from work reliably and affordably. The program first launched in Kent County in 2016.

Consistent with our mission, "to empower people to overcome challenges to achieve their highest level of independence," Wheels to Work was a natural fit. Although the Lakeshore program began slowly, it eventually took off. The official launch happened in 2019 with one company.

Since then, over 800 unduplicated riders and 13+ companies have been served providing 9,000 trips per month on the Lakeshore.

Wheels to Work is uniquely positioned to help participating businesses attract and retain talent, to decrease traffic congestion, to lessen the need for additional parking, and to support the economic development of our communities. The program has proven itself effective in helping individuals get to work, helping employers fill open jobs, building employee loyalty, and improving both job retention and revenues. Several companies have even added Wheels to Work to their benefits program!

Employers and employees love Wheels to Work because it:

- Eliminates the transportation barrier to and from work.

“I am very grateful for this program. Not having to worry has improved my health, my mind and gives me security. I can't thank you enough for being here. I had high blood pressure before Wheels to Work from worrying, now I am off medication. **”**

J.W.

- Allows employees to schedule individual pickup times 24/7/365.
- Lowers the carbon footprint of companies and individuals.
- Allows businesses to attract and retain a wider variety of employees, including those needing transportation due to being in a wheelchair.
- Lowers absenteeism, tardiness, and ghosting.
- Increases profits and availability for overtime work.
- Ensures reliable transportation during slippery Michigan winters.
- Allows employers to control their Wheels to Work Program.



As Wheels to Work expands, it will continue to work with companies to have a diverse employee population to choose from. Currently, Ottawa County has the highest percentage of veterans and refugees utilizing the Wheels to Work program. This has allowed many local organizations to expand their talent pool.

To learn more about the Wheels to Work program, visit ridewheelstowork.com.

“After prison it was hard enough to find a job, let alone a vehicle. Now I can depend on Wheels to Work to get me to work and back home and I don't have to worry about the other drivers. P.S. The drivers are all really nice and helpful. Thanks again! **”**

D.A.

Joe Haveman came to Hope Network in 2015 after serving three terms in the Michigan legislature. At Hope Network, Joe serves as Director of Government Relations with a focus on mental health and disability policy.

Prior to his election in the legislature, Haveman worked in construction and also served as executive director of the Home Builders Association in Holland. He has served on both the Holland City Council and the Ottawa County Board of Commissioners.

Hope Network serves over 30,000 Michigan residents with physical, mental, and social barriers that impact their daily life. In his role at Hope Network, Joe advocates to communities and the legislature for funding and efficiencies to our public health system.





Meet the New President & CEO of the Community Foundation of the Holland/Zeeland Area, Patrick Cisler

By Patrick Cisler | President & CEO, The Community Foundation of the Holland/Zeeland Area

What motivated you to explore career opportunities with the Community Foundation of the Holland/Zeeland Area?

I have long had a passion for community development work and trying to make a positive impact in the place that I live. The Community Foundation of the Holland/Zeeland Area (CFHZ) is such an amazing organization that I have the utmost respect for and this next step in my career allows me to continue to live out my passion doing big-picture community work with an organization that is a real difference-maker.

What do you hope to achieve in your first year with the Community Foundation of the Holland/Zeeland Area?

The first thing that comes to mind is "sustained excellence." I will have the opportunity to build on some incredible work and leadership that the CFHZ has provided prior to me. Specifically, I hope to help the CFHZ live into its new vision statement that was

released in the last year and help to shape a community where everybody can truly thrive. For me personally, my goal in the first year is to connect with as many people as possible. Relationships are so important and in a role like this, you can't wait long to begin developing new or foster existing relationships.

How do you see the Community Foundation of the Holland/Zeeland Area impacting our community?

The CFHZ is one of those organizations that I feel has its fingerprints on just about everything that is impactful in our community. I have most appreciated how the CFHZ has made "legacy-level" investments in our community over the past several years. For example, the two organizations that I have had the privilege of leading for the last decade (The Lakeshore Nonprofit Alliance and Community SPOKE) have been strongly supported by CFHZ and arguably wouldn't be the same organizations today without the CFHZ.

Whether it's investing in early childhood, affordable housing, mental health, or giving youth a college experience, the CFHZ has a history of making investments that forever change our community for the better. I also see the CFHZ having a major impact walking alongside donors in our community to accomplish their philanthropic goals. There are so many stories of amazing people who have selflessly given over the years to positively shape the Holland/Zeeland region.

What legacy do you hope to leave with the Community Foundation of the Holland/Zeeland Area?

The biggest legacy I think any of us can have in any position is that people's lives have changed for the better because of our efforts. I'm hopeful that during my time at the CFHZ we can raise enough money and fund enough significant efforts that people really feel it. For the organization itself, my hope is that people can look back 20, 30, 50 years at some of the most transformative change efforts in Holland/Zeeland and see the CFHZ at the center of it all.

How do you plan to lead the Community Foundation of the Holland/Zeeland Area into the future?

With a high level of empathy. Our world continues to become more and more polarized, and I believe that the

CFHZ is one of those few institutions that can be a true bridge-builder. I hope that the CFHZ can be a place where we truly listen to and value different beliefs, lived experiences, perspectives, and opinions, as well as be a place where we can bridge those differences.

What's one thing you learned from The Lakeshore Nonprofit Alliance and Community SPOKE that you plan to take with you to the Community Foundation?

At the risk of sounding like a broken record here, relationships are critical to the success of community-based work. Our relational and collaborative approach to our work helped a lot with LNA's success over the years and that will translate well.

Get to know Patrick Cisler

What's the best piece of advice you've ever received?

There have been multiple times in my career when I have had an opportunity to participate in a leadership development opportunity, or fellowship, or take on a new project that seemed beyond my capacity to do. On several of these occasions where I was prepared to say "no" I have had mentors in my life who have told me that "I can't afford not to do it." While often challenging





to fit it all in, these opportunities have profoundly shaped me as a leader and as a person. I'm grateful for that.

What's one thing people would be surprised to know about you?

I probably couldn't have told you what a "nonprofit" organization was or did until I was in my twenties. That's just not where my focus was at all growing up in Holland and going through high school and college. I find it ironic living in such a philanthropic region of the country where there are so many nonprofits doing great work, that I wasn't connected or even aware of these amazing organizations. And then I went on to basically dedicate my life to the nonprofit sector. My career path has been a winding but fun one.

What advice would you give to the next generation of leaders?

Find ways to start giving back early on in your career. We are fortunate to live in a special community but that is only because of what others in the past have given to make it so. Volunteer, serve on a board, donate to a local

nonprofit, run for city council, or whatever matches your skills and passions. I'm grateful I began volunteering early in my career and it has benefited the community and led to so many wonderful things in my life as well.

How do you balance your professional and personal life?

To be honest, not well at times. Having said that, I have certainly gotten better over the years. Taking time to travel has been an important part of our family's life and often gives me the reset I need to come back energized for work. I also am pretty good about getting good sleep, exercising, carving out time with the family, and squeezing in a few rounds of golf when I can.

Patrick Cisler is a community developer who has spent the last decade working in the nonprofit sector to help increase the quality of life for individuals in Ottawa County. Patrick currently serves as the President/CEO of the Community Foundation of the Holland/Zeeland Area (CFHZ) where he helps to build our Community's Endowment to support high impact charitable projects as well as helps work with donors to achieve their charitable goals. Prior to that, Patrick served for 10 years as the Executive Director of two partner nonprofits – the Lakeshore Nonprofit Alliance and Community SPOKE.



JR Automation: Committed to a Safe and Healthy Work Environment

With 28 facilities and over 2,000 employees in Michigan and around the world, there is always something happening at JR Automation. New manufacturing automation systems are being constructed every day, which means that the company's production floors are always in motion. Therefore, it takes a concerted effort from the entire organization to ensure that these environments remain healthy and safe spaces for employees.



Since its acquisition by Hitachi in 2019, JR Automation has dedicated itself to creating a best-in-class experience at its facilities. According to Joel Cooper, Director of Facilities and Environmental, Health & Safety (EHS) for JR Automation, the company takes the safety of its employees very seriously. "Incidents are more than just paperwork and corrective actions. We believe that we can and should positively impact the health and safety of our team at work and at home," said Cooper. "When one of our team members is hurt, they are affected, their family is affected, and so is their team. With Hitachi, we have accelerated our commitment by making safety a core tenant of our organization."

To achieve this new level of success, not only did Cooper and the JR Automation leadership team set a vision for the desired outcomes, they also worked hard to ensure that each employee sees the purpose in living out the values for themselves. "We need to incorporate it into how we train our employees and how we lead as management," Cooper stated. "When employees see that we are committed to this in every decision we make, it energizes them to step up and lead."

This mindset quickly translated into policy as well. At JR Automation, their "stop work authority" policy allows any employee, no matter their title, to stop any work being done at a facility when a potentially unsafe situation occurs. The company also actively encourages employees to report any safety issue immediately. While some organizations are concerned that more reporting will lead to higher totals, JR Automation found that in order to have a truly safe



organization they had to be committed to open and honest tracking.

Another key factor to their success was being diligent about discussing the inherent risks that come with building innovative solutions. "During a machine build process, the operating paradigm becomes very dynamic," noted Cooper. "Our facilities are more like a building construction site than a traditional manufacturing plant. In this ever-changing environment, you have to be vigilant in identifying new risks and addressing them in the moment."

One area of focus for JR Automation's EHS team has been preventing head injuries. When their data found that head injuries were becoming a reoccurring safety issue, they implemented a comprehensive, common-sense strategy that included things like increased use of bump caps, identifying safety issues sooner and improving how work areas are marked. Since revising their policies, head injuries have disappeared completely across the entire organization.

Successes like these have energized the EHS team to continue leading growth throughout the organization. "As EHS&S leaders, we see an opportunity to be change agents across all departments and divisions. The active promotion of and the journey towards a healthy and safe workplace will increase employee engagement, bring about a better organized manufacturing space, and reduce waste," said Cooper.



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A Hitachi Group Company

We Envision a Bold Future: Introducing West Coast Connect

By Jodi Owczarski | President & CEO, Michigan West Coast Chamber of Commerce

Volunteering is an essential aspect of building stronger communities, and leaders have a significant role to play in this regard. Back in 1988, the Chamber launched the first cohort of its Leadership program. This program was designed to build an informed, committed, and diverse network of community trustees. Since that time, more than 900 of our community members have gone through the program and are prepared to serve in critical leadership roles. However, that's not been enough. The challenge often comes in creating an ongoing awareness and connection between the needs that exist and the individuals that are willing to serve. In fact, it was this very challenge that was identified as a critical issue to be addressed by the Lakeshore Leadership Council in the fall of 2022.

As a result, the West Coast Chamber, in partnership with the Lakeshore Leadership Council, has launched a new program called West Coast Connect. This online platform is designed to remove barriers and provide visibility to both opportunities to serve and leaders who are willing to volunteer. The online directory will highlight opportunities to serve nonprofit organizations through roles on a board of directors or in high level/skilled committees. It will also include opportunities to serve in important roles at local municipalities, such as a school boards, township boards and committees, city council, county commission, as well as state and federal legislative seats.



By participating in the program, all leaders in our community will be able to create a profile that highlights their areas of interest as well as the unique skillset that they would bring. Organizations would have the opportunity to review the leadership directory to help find individuals to fill their open needs.

The platform will also have an educational component to provide the resources needed to serve effectively. The impact of this program on the community is expected to be significant. By providing a platform for leaders to volunteer, the program will help to bridge the gap between the business community and the needs of the community at large.

West Coast Connect has the potential to create a ripple effect of positive change for years to come. When leaders volunteer and inspire others to do the same, it creates a culture of giving back and makes a lasting impact on the community. As more individuals and organizations get involved, the program can continue to grow and have an even greater impact on the area. Our community is stronger when we work together, and West Coast Connect is an excellent way to do just that!



Want to learn more?
Scan the QR code to get started!



Young Professionals Spotlight

Getting HYP: Meeting Holland/Zeeland Young Professionals



Patricia Jander

Smith Haughey Rice & Roegge

What type of law do you practice?

I'm a transaction attorney at Smith Haughey Rice & Roegge. My practice is largely related to business and real estate, and I specialize in intellectual property matters as well. I've been practicing

law since 2015, and I've had the pleasure of working within the lakeshore community for just over five years.

What's one thing most people don't know about you?

I've been incredibly lucky to travel while pursuing my education and was able to study international intellectual property in Croatia before I graduated law school.

What's your vision for the community?

Our community is incredibly special. My hope is that Holland, Ottawa County, and the lakeshore area as a whole, can be a place where everyone is welcome and embraced. If we can continue to attract diverse young professionals to the area, our community will continue to grow and flourish. Holland is home to such unique and wide-ranging industries. I think it's crucial that we continue to attract and retain young talent.

Why are you excited to be a part of HYP?

HYP is one of the only organizations that focuses exclusively on developing young professionals. It can be incredibly intimidating to move to a new city, or start a new job, and HYP offers a space for young professionals at every level of their career to connect, network, and grow professionally.

MICHIGAN WEST COAST CHAMBER OF COMMERCE

55TH ANNUAL GOLF OUTING

MONDAY, AUGUST 21, 2023
7:00 AM - 7:00 PM
MACATAWA GOLF CLUB

7:30 AM SHOTGUN
1:30 PM SHOTGUN

SCAN TO REGISTER

TOURNAMENT SPONSOR

GENTEX CORPORATION



Upcoming Programs

To [register](#), visit our website or scan the QR code on this page.



13 de junio de 2023 (June 13, 2023) Hora feliz de Hispano Network (Hispano Network Happy Hour)

4:30 PM – 6:00 PM

Taqueria Arandas

iÚnete a nosotros en el Restaurante Taqueria Arandas para ponerte al día con viejos amigos y hacer nuevas conexiones mientras apoyas a un negocio local! Compra una bebida y prepárate para hacer nuevos contactos – todo en español.

(Join us at Taqueria Arandas restaurant to catch up with old friends and to make new connections while supporting a local business! Purchase a beverage and be ready to make some new contacts - all in Spanish!)

June 14, 2023 Social Hour with the Chamber

7:30 AM – 9:00 AM

Biggby Coffee Zeeland

We're excited about our summer social hour series that will provide you with plenty of opportunities to gather and grow your network! For our June event, we've partnered with Biggby Coffee to convene at their Zeeland location so you can start your day by making new connections. All are welcome!

July 12, 2023 Social Hour with the Chamber

4:30 PM – 6:00 PM

Northside Holland Captain Sundae

We're excited about our summer social hour series that will provide you with plenty of opportunities to gather and grow your network! For our July event, we are proud to partner with Holland/Zeeland Young Professionals to convene at the northside Holland Captain Sundae for delicious summertime treats. We hope to see you there!

August 21, 2023 55th Annual Golf Outing

7:00 AM – 7:00 PM

Macatawa Golf Club

It's time to dust off your clubs and start practicing your swing because our 55th Annual Golf Outing is just around the corner! This year, we've returned to a shotgun start format with two convenient tee times to choose from — AM or PM. Lunch will be served in between flights and foursome and single golfer registrations are available. Don't wait — sign up today!

Tournament Sponsor: [Gentex Corporation](#)



HAPPENINGS



Ribbon cutting celebrating the grand opening of Nelson Builders' new space located at 230 W Lakewood Boulevard in Holland.



A group of women business professionals gather at Brew Merchant to expand their professional connections.



Ribbon cutting celebrating the grand opening of Los Ranchos located at 917 Washington Avenue in Holland.



Our panel of sustainability experts pose for a photo prior to our April Wake Up West Coast event at the Haworth Conference Center.



Ribbon cutting celebrating the successful rebrand of City Flats Hotel in Downtown Holland, now known as Tulyp Hotel.



Ribbon cutting celebrating the grand opening of Mailloux Dentistry's new office located at 877 E 16th Street in Holland.



Engaged Chamber members network during Happy Hour with the Chamber at BAM! Entertainment Center.



Ribbon cutting celebrating the grand opening of The Forge, a yoga studio managed by The 90 Degree Ascent, located at 400 136th Avenue in Holland.



Ribbon cutting celebrating Lakeshore Orthodontics' newest office located at 890 Washington Avenue, Suite 110, in Holland.



Chamber members pose for a photo during Happy Hour with the Chamber at BAM! Entertainment Center.



Ribbon cutting celebrating the grand opening of The City Delicatessen's newly renovated space in downtown Holland.



Ribbon cutting celebrating the 50-year anniversary of Gordon Water Systems.

Premier Partner Spotlight

Blue Cross Blue Shield of Michigan

For 83 years, Blue Cross Blue Shield of Michigan's commitment to our members, customers and communities as the state's largest health insurer has remained strong and steady. Throughout this time, we've continued to deliver a variety of affordable health care products to more than 4.8 million members residing in and outside of Michigan, as well as continuing to embrace innovation and collaboration, and seeking growth opportunities and partnerships to better serve our stakeholders — businesses, individuals and seniors.

Beyond health care coverage, Blue Cross is proud to support impactful community initiatives and provide leadership in improving health care. Through our Corporate Community

Giving, Blue Cross donated more than \$3 million to 380 nonprofit organizations and awarded \$2.2 million through targeted Social Mission grants to improve the health and well-being of individuals and families throughout 2022 alone.

As in years past, we look forward to continued engagement within communities across Michigan to address social determinants of health, help remove barriers and inequities, and increase access to services and care. For more information about Blue Cross Blue Shield of Michigan, visit bcbsm.com and MiBluesPerspectives.com.



BUSINESS BANKING

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best business experience
to the Lakeshore.*

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we can help grow your business.



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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

730 Eddy Studios
Al's Excavating - **25***
Anchorage Yacht Sales - **20***
B2B CFO Partners - **10***
Bayside Capital Management - **25***
Beechwood Dry Cleaners - **10***
Beechwood Grill & Catering
Billico Products, LLC
Blendon Township
Boar's Head Provisions Co., Inc.
Brew Merchant
Brooks Capital Management, LLC - **25***
ClearView Apartments
Coastal Careers, Inc.
Cobblestone Crafts & Hobbies
Craftwood Industries, Inc.
Crane's In the City
Crown Motors
Daily Potager
Dale Carnegie Training of Southwest Michigan
Dickey's Barbecue Pit
Diverse Dimensions Inc.
Downtown Place Condominiums
Edward Jones Knapp - **20***
Edward Jones Swanson
Eighth Street Partners LLC

Ess Tec, Inc.
Evoqua Water Technologies LLC - **40***
Flex Fitness Center
Gateway Mission
Geenen and Kolean
Gill Staffing
Gopher Express Courier Service, Inc.
Gordon Water Systems
HealthBar
Hoesch & Vander Ploeg PLC
Hog Wild BBQ
Holland Community Theatre
Holland Family Dentistry, PC
Holland Town Center, Inc. - **5***
Hospice of Holland, Inc.
Hyperion Automation
i'move
INSIGHT Action Learning Group, LLC
InsITE Business Solutions - **10***
JabberDesign Website Design & Development - **20***
Joe2Go
KAM Plastics Corp.
Lakeshore Grading & Excavating
Latin Americans United For Progress
Lincolnshire Party Store
Lumir, LLC

Maplewood Auto, Inc. - **40***
Michigan West Shore Nursery, LLC
Miller Johnson, Attorneys and Counselors
Mosquito Hunters
MVP Athletic Club
ODC Network
Off the Grid
Ottawa Area Intermediate School District
Ottawa County - **20***
PARDA Federal Credit Union
Peerbolt's, Inc.
PROTEMP
RE/Max Lakeshore: Tantzi Habsburg and Sandi Beelen
Reach for Recovery
Ready for School
Renew Therapeutic Riding Center - **5***
Republic Services of Holland
Resilience: Advocates for Ending Violence
ROL USA
Russell's Technical Products, Inc.
Sales Heating, Cooling & Refrigeration, Inc.
sci_Zone, Inc.
Shoreline Container
Superior Sports Store
The Brain & Spine Center

The City Delicatessen
The Good Earth
The Insurance Group: Stacy Segrist Kamphuis | Doug Kamphuis
The Outpost
The Promo Agency
Tip Toes
TopLine Engineering
Total Control Health Plans
Van Der Meulen's Fine Finishers Inc.
VanNoord & Associates, Inc.
VenuWorks of Holland LLC
Versiti Blood Center of Michigan
Vikstrom Accounting Service PC
Village Inn
Visser Farms
Volta Power Systems
West Michigan Lakeshore Association of Realtors
Western Tel-Com, Inc. - **25***
Wild Chef Japanese Steakhouse
Zeeland ACE Hardware
Zeeland Dry Cleaners
Ziebart of Holland - **5***

New Members

Welcoming these new members who recently joined the West Coast Chamber

AFC Urgent Care Holland
Brian Pelke
www.afcurrentcare.com/holland
bpelke@afcurrentcare.com

Avalon School of the Arts
Rich Burkholder
(616) 738-6495
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richburkholder@gmail.com

Best Western Plus - Holland Inn & Suites
Ashleh Sosa
(616) 994-0400
holland@ipdhospitality.com

CarePatrol of West Michigan
Karla Middlecamp
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kmiddlecamp@carepatrol.com

Dutch Roots
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(616) 298-8645
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dutchrootsholland@gmail.com

Elite Screen Printing & Embroidery
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kposma@eliteactivewear.com

Fiduciary Financial Advisors
Tyler Owczarski
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tylero@ffadvisor.com

For His Glory Ministry
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dmcintosh@inovisenergy.com

Lakeshore Orthodontics
Olivia Jackson
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olivia.jackson@smiledoctors.com

Maple Tree Marketing
Mark Reifsnyder
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mark@digitalbymapletree.com

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The Next Chapter
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