

THE WEST COAST WAY

DECEMBER 2024



Don Wilkinson

Former Executive Director
Lakeshore Habitat for
Humanity

Steve Grose

CEO
Jubilee Ministries

The Business Case for
Generative AI

Ring in the New Year with
Renewed Focus on Goals

Community Impact Day:
Fostering Friendship and
Inclusion

Building Homes, Building Community

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Elisabeth Marie Photography



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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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At the West Coast Chamber, we are constantly inspired by the incredible work of our members who are creating tidal waves of positive impact in our region. In this month's edition of the West Coast Way Magazine, we are proud to introduce you to our 2024 Impact Award Winners: Jubilee Ministries and Lakeshore Habitat for Humanity. These two organizations have joined forces in their mission to create affordable housing that strengthens our community. Through their collaborative efforts, they've not only built homes but provided stability and hope for countless families, ensuring that more people have the opportunity to thrive in West Michigan.

Their shared dedication to addressing the housing crisis is a shining example of what can be accomplished when we come together. We are honored to recognize Jubilee Ministries and Lakeshore Habitat for Humanity for their impactful work.

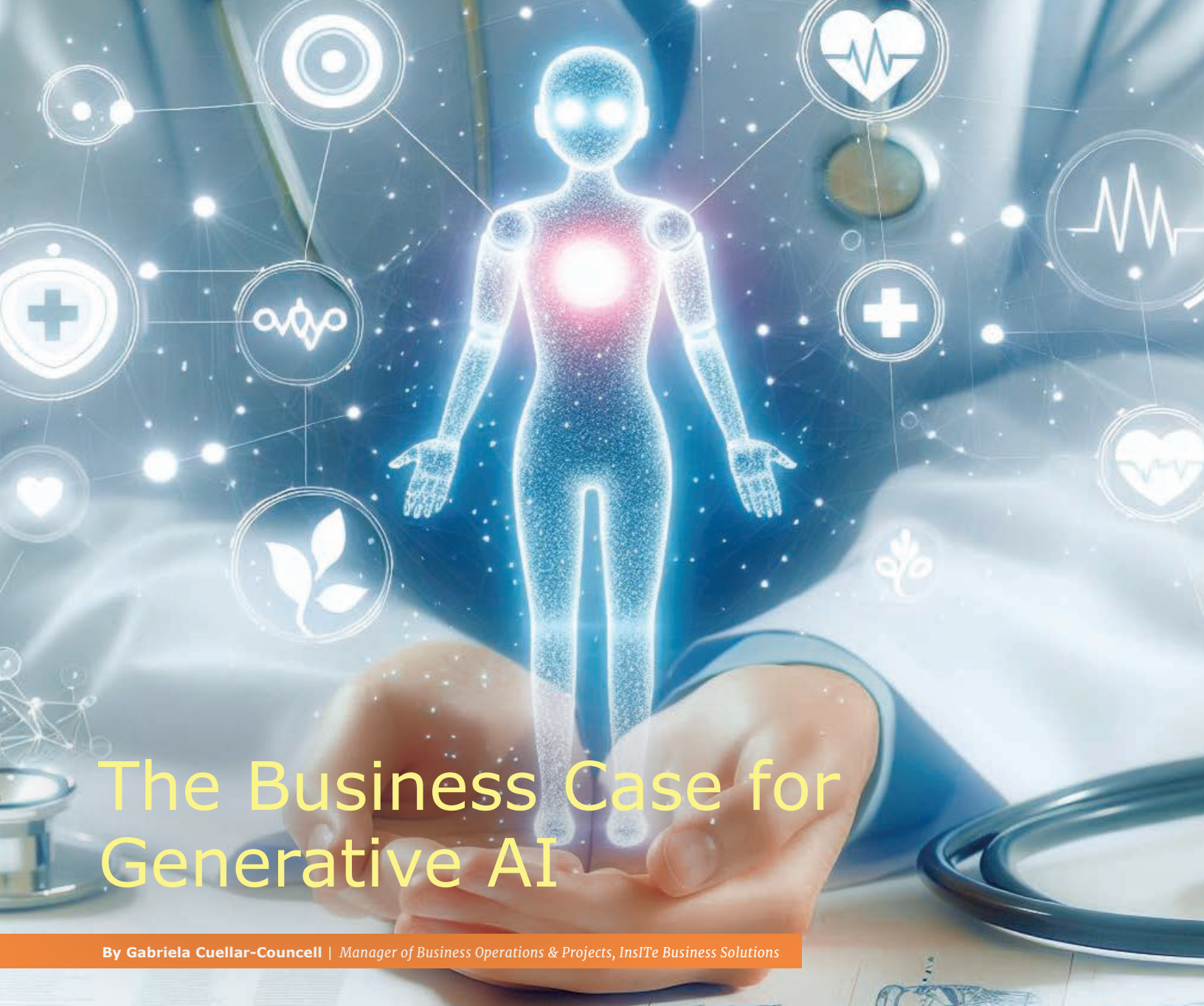
As we enter a new year, let's continue to turn ripples into tidal waves, working together to strengthen our community. The power of collective action is unstoppable, and we look forward to witnessing the incredible achievements our members will accomplish in the year ahead.

Jodi Owczarski
President & CEO
Michigan West Coast Chamber
of Commerce



CONTENTS

- 4 The Business Case for Generative AI
- 6 Ring in the New Year with Renewed Focus on Goals
- 8 Community Impact Day: Fostering Friendship and Inclusion
- 10 Building Homes, Building Community
- 13 DISHER is Celebrating the Past and Designing the Future
- 14 How to Be An Effective Board Member
- 16 Upcoming Programs & Happenings at the Chamber
- 18 Premier Partner Spotlight: Scott Patchin
- 19 New & Renewing Members



The Business Case for Generative AI

By **Gabriela Cuellar-Council** | *Manager of Business Operations & Projects, InsTe Business Solutions*

Even in today's rapidly evolving technology landscape, Generative AI (Gen AI) stands out as an innovative force reshaping industries and redefining productivity. According to a recent McKinsey survey, nearly 75% of organizations have made GenAI adoption a key initiative this year. However, understanding how to invest wisely in Gen AI is crucial, as companies that fail to act now may struggle to catch up in the future. This article will help you decide whether to leverage Gen AI for your business and how to implement it effectively.

What is Generative AI?

Generative AI is like a highly capable personal assistant that improves with more information and direction. It can produce new images, video, music, speech, text, and even product designs based on descriptive prompts.

Is the Hype Justified?

Absolutely. While AI is still limited, it is revolutionary, much like the introduction of Google search. Many organizations are moving from exploring to piloting Generative AI. To remain competitive, even small to mid-size organizations should consider piloting Gen AI for specific use cases as a proof of concept.

Common Use Cases for Gen AI

Gen AI should be used for specific cases where key performance indicators (KPIs) are already being captured. Common use cases include:

- **Summarization:** Creating concise summaries for emails, meetings, articles, and webpages.
- **Research:** Helping employees quickly locate answers in knowledge sources.
- **Content Production:** Drafting documents.
- **Grammar & Tone:** Real-time improvement of written communications.
- **Virtual Customer Service Agents:** Intelligent chatbots for customer inquiries.
- **Sentiment Analysis:** Analyzing communications to determine customer satisfaction.
- **Product Development:** Creating unique products based on examples provided.

Leveraging tools like Copilot can help organizations get started with these use cases, enhancing productivity and competitiveness.

Future Developments in Generative AI

Other areas still in development include:

- **Creation of Synthetic Data:** Generating user-agnostic data from small samples, important for privacy-focused industries.
- **Agents Taking Action:** Bots that make recommendations and act on them, such as booking travel arrangements.
- **Legacy Code Modernization:** Using Gen AI to recreate outdated applications.

While off-the-shelf solutions for these use cases are still developing, many smaller organizations are waiting to see more established solutions before investing.

Strategic Investment in Gen AI

Consider your business goals and whether Gen AI can help achieve them. Strategic implementation involves identifying key outcomes, setting milestones, and unlocking additional funding as milestones are met. This approach helps manage costs, visualize potential value, and reduce risks.

Gabriela Cuellar-Cuncell holds a Master's in Organizational Leadership from Vanderbilt University. As a seasoned Project Manager, she excels in hybrid and agile project management, leading projects in the medical device, personal care, technology and automotive sectors. Gabriela leverages technology to optimize processes and drive innovation. Her expertise spans talent development, organizational growth, and implementing cutting-edge solutions to enhance operational efficiency. Gabriela's commitment to excellence and adaptability to evolving technological landscapes make her a valuable asset in any tech-focused environment.



The majority of the market is already piloting Gen AI. Therefore, can your business afford to ignore it? Much like how Google revolutionized research and learning, Gen AI is the next transformative tool. It is not here to replace people but to enable better, faster work.

Recommendations for Piloting AI

If you're considering piloting AI at your organization, follow these recommendations:

- Train your workforce on how to use new tools.
- Monitor usage and recognize early adopters.
- Ensure productivity gains are realized through job role adjustments.
- Align tools with business priorities for maximum value.
- Highlight work chains positively impacted by new tools.

In conclusion, Generative AI offers numerous opportunities for innovation and growth. By investing wisely and strategically, businesses can enhance productivity and secure a competitive edge. Embrace Gen AI with an informed approach and watch it drive value and success for your organization. Ignoring it is no longer an option.



Ring in the New Year with Renewed Focus on Goals

By Dan Fleetwood | Certified Business and Executive Coach, FocalPoint

As business owners and leaders, the new year is an ideal time to reflect on your organization's trajectory and set clear goals for future success. Two powerful strategies can help chart a course for the coming year: the 90-Day Quick Plan and the 10 Goal Method. By blending these approaches from the Trust Edge Institute and Brian Tracy, you can create a robust framework for organizational growth and momentum.

The 90-Day Quick Plan: Setting the Bigger Picture

The 90-Day Quick Plan is a strategic tool that brings clarity and immediate action to your goals. Focusing on a 90-day window creates urgency and tangible progress.



Your ability to set clear goals is the master skill of success.

Brian Tracy

The plan involves answering six critical questions:

- 1. Where are we right now?** Assess your organization's current state with a holistic view.
- 2. Where do we want to be in 90 days?** Define a clear, specific objective for the next three months—ambitious yet attainable.
- 3. Why are we going there?** Understand your motivation. Connecting to a strong "why" fuels persistence.
- 4. How are we going to get there?** Outline strategic steps and necessary resources.
- 5. How are we going to get there?** Delve deeper into the details.
- 6. How are we going to get there?** Keep asking "How?" until the answer specifies who, what, where, and includes a deadline of today or tomorrow to build immediate momentum.

By thoroughly addressing these questions, you set a clear path toward significant achievements in a short period.

The 10 Goal Method: Daily Actions Driving Toward the 90-Day Goal

While the 90-Day Quick Plan establishes your primary objective, the 10 Goal Method helps maintain daily focus. Writing down ten goals every day serves as a constant reminder of what needs to be accomplished and keeps the team aligned.

Implement it within your organization by:

- 1. Using First Person Plural (“We”):** Foster collective responsibility and teamwork.
- 2. Writing in the Present Tense:** Phrase goals as if they are already achieved to create a success mindset.
- 3. Focusing on Positive Outcomes:** Emphasize what the team aims to accomplish.
- 4. Employing Active Verbs:** Use dynamic language that inspires action.
- 5. Being Specific and Measurable:** Clearly define goals to track progress effectively.

Integrating the 10 Goal Method into daily routines ensures every action contributes to the overarching goal.

Putting It All Together: Action Steps to Kickstart the New Year

By combining these two methods, you align long-term vision with daily actions, ensuring your team moves cohesively toward shared success:

1. Conduct a 90-Day Planning Session

Gather your leadership team to answer the six questions thoroughly. Ensure everyone understands the 90-day goal and their role in achieving it.

2. Implement Daily Goal Writing

Encourage team members to start each day by writing down ten goals that align with the 90-day plan. This practice keeps focus sharp and priorities clear.

3. Assign Immediate Tasks

Use the who, what, where, and when to delegate tasks that can be started immediately, fostering a culture of proactive action.

By specifying who will do what and by when, you initiate progress without delay. Daily goals act as stepping stones, making larger goals more attainable and less overwhelming.

Embrace Renewed Focus for Success

By prioritizing the 90-Day Quick Plan and reinforcing it with the 10 Goal Method, your organization can achieve significant milestones in a short period. This combination ensures that long-term vision and daily actions are harmoniously aligned, driving the team toward shared success.

As you ring in the new year, embrace this renewed focus on your business goals. With clarity, strategic planning, and daily commitment, you set the stage for a prosperous year ahead.

Dan Fleetwood is a Business and Executive Coach with certifications from Focal Point Coaching, and the Trust Edge Leadership Institute. Dan has a passion for helping business leaders gain clarity and elevate their organizations. Specializing in guiding technical service and trade businesses toward growth through focused strategic planning, Dan empowers leaders to make impactful decisions.

With experience spanning Fortune 50 corporations to small family-owned businesses, he brings a unique blend of insights. Drawing on his deep understanding of business structure and execution, Dan helps clients refine focus, implement strategies, and achieve sustainable results.

He values quality time with his family and the joy of keeping up with his energetic children.

Dan holds an MBA from Michigan State University's Broad College of Business and certificates in Leadership and Applied Data Analytics from Grand Valley State University.





Community Impact Day: Fostering Friendship and Inclusion

By **Donna Bunce** | Executive Director, Compassionate Heart Ministries

Tell us about Compassionate Heart Ministries.

Since 2007, Compassionate Heart Ministries has been providing a safe, Christ centered, social recreational program for people ages 14-45, living with mild to moderate cognitive and physical disabilities, down syndrome, or autism. It was through the birth of our first child, Jacob, that I would be introduced to the world of disability and all that it would include.

Jacob is my “why.” He is why I founded Compassionate Heart. Jacob has autism and is cognitively impaired. Through him, I saw and experienced first-hand what all parents want for their children with special needs: friends, belonging, acceptance, and a place to have fun! At Compassionate Heart, parents can bring their child to a safe place where they can experience all of that and more! At the same time, parents get some much-needed respite.

Why does Community Impact Day matter to your organization?

Volunteers are the life blood to our organization. They are the ones who come alongside our friends and make the difference. Whether it is a high school or college student, a church youth group, or a corporate group, these people build into their life and make a difference to someone who really needs friendship. They are also the ones who volunteer in our kitchen or drive our vehicles to pick up students from school. We need volunteers.

It was a big “YES” for us when the opportunity of Community Impact Day was presented. To bring community volunteers onto our campus with the idea of helping us with the grounds, cleaning, and engaging with our friends — absolutely! By participating in Community Impact Day, we can educate others about Compassionate Heart Ministries and introduce them to volunteering in the future.

How do the efforts of Community Impact Day impact your organization?

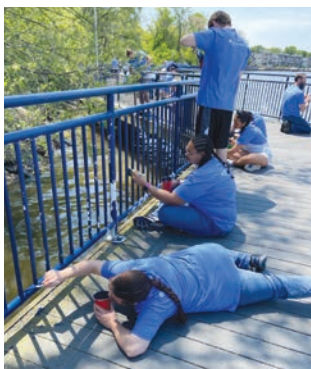
First, it is always a treat to have new people on our campus, especially if they have never heard of the organization or seen us up close and personal. As I give the elevator speech, the “why” of Compassionate Heart, my friends are very quick to gather around and welcome our guests as only they know: hugs and high fives. The impact of Community Impact Day on Compassionate Heart has provided us with new friends and donors.

What motivated your organization to volunteer and serve as a volunteer location for Community Impact Day?

Earlier in the year, Jodi invited me to talk about Community Impact Day. Compassionate Heart had been on the receiving end of Community Impact Day for a



A group of volunteers clean busses for Compassionate Heart.



Ashley Hackney and Angele Schnyders get to work on painting the railing.



Charlie DeVries poses for a photo during Community Impact Day.



Rick paints the railing at Kollen Park.

couple of years, so I knew how awesome it was. It was in that conversation that we both looked at each other and said, YES — our friends at CHM can do this! They can participate. They are a part of the community — they can have IMPACT, too. After all, CHM was founded on the idea that people with disabilities need to be included.

What was your group’s favorite part about volunteering?

When my friends came back from volunteering, I asked them “what was the most fun part of your day?” Thirty-two-year-old Ashley said, “I liked laying on my belly and painting the railing. It was relaxing. I loved meeting people and getting to skip work!” Charlie, 22, was very proud of his work and said, “I liked working with friends!” When his family was boating, he liked seeing the blue railing that HE helped to paint! Every day, these young people remind me how blessed I am to have them as my friends. I love them.

Donna Bunce was born and raised in Holland, Michigan, and graduated from Northwestern College in 1984 with a BA in Sociology & Criminal Justice. After many collective experiences including mentoring on an Indian Reservation in Nebraska, short term missions in India, serving as a Youth Ministry Consultant for twenty churches, counseling as a Bereavement Coordinator for Hospice in Holland, and working as a medical social worker in Indiana, it all came together when she became a parent of a son with disabilities. All of the experiences and passions merged in 2005 to become the Founder and Executive Director of Compassionate Heart Ministries.



Building Homes, Building Community

By Katherine Blocker | Director of Development and Operations, Jubilee Ministries
Celeste Ryan | Marketing & Communications Manager, Lakeshore Habitat for Humanity



Tell us about Lakeshore Habitat for Humanity.

Lakeshore Habitat for Humanity longs to see a world where everyone has a decent place to live. Since 1990, we have partnered with volunteers and donors to put homes in reach for low-income families in our community, particularly those who fall within 30 – 80% of the Area Median Income. Through our Homeownership Program, we build and sell affordable homes to families who are willing to partner with us, providing safe and stable places where families can thrive.

With a growing need for affordable housing in our community, Lakeshore Habitat has increased our program from completing homes for 1 to 3 households per year, to completing 15 homes for households in our community so far in 2024. Since 1990, we have completed 174 homes in West Michigan and completed countless home repair projects.

Tell us about Jubilee Ministries.

Jubilee Ministries is an affordable housing nonprofit that has been working in the field of community development here in Holland for 25 years. Starting after the Midtown Block Renovation Project that finished in 2009, Jubilee began purchasing and renovating homes in the downtown neighborhood. We worked on a house-by-house basis, but in 2019, Executive Director, Steve Grose, sat down with Lakeshore Habitat for Humanity's Executive Director, Don Wilkinson, and together they recognized the need for new-build housing was growing as a shortage of housing was becoming more and more evident. Thus began Jubilee's evolution into building housing developments.

Currently, Jubilee builds homes for individuals and families whose household income falls within 80-120% of the Area Median Income, also known as the Missing Middle population. Jubilee serves middle-income buyers as they are currently the population facing the largest shortage of housing stock in the United States.

How are Lakeshore Habitat for Humanity and Jubilee Ministries collaborating to address the affordable housing shortage in West Michigan?

The idea for collaboration and partnership began pre-pandemic when our Executive Directors, Steve Grose and Don Wilkinson, met to discuss the housing shortage and quickly realized it was a growing issue that would continue to impact the work of both organizations. They understood that there was a need to adjust our strategies to more effectively address the shortage and better serve our demographics, so plans for our first joint development, Park Vista Place, began.

After Park Vista Place, it became clear that together we are able to do more than apart. Following the development's success, the City of Holland reached out about a parcel of land they owned that could be used to build an even larger affordable housing development. Jubilee and Lakeshore Habitat jumped at the opportunity and began plans right away for our largest development yet, Vista Green, which will provide homes for 42 households in our community.



Today, our organizations continue to build homes at Vista Green, with six of eighteen Lakeshore Habitat homes complete and owner-occupied and five of twenty-four Jubilee homes complete and owner-occupied. We also recently purchased new property on the corner of Ottawa Avenue and 20th Street where together we will build 11 new townhomes. We look ahead with hope, anticipation, and future planning as we make plans for the future.





organizations is the same: while we serve different demographics within the community, we are both working towards homeownership opportunities for the families and individuals we serve. Beyond creating housing, we dream of building mixed-income communities. Our goal for the future is to expand our partnerships to other housing nonprofits and for-profit builders. We are in this goal of housing and homeownership together and the more we are able to create, the more the people we need within our communities can stay, reside, and thrive here. Building on the momentum of Park Vista Place and Vista Green, we are working towards our next joint development.

What does the future hold for Lakeshore Habitat for Humanity and Jubilee Ministries?

We know our work is far from complete. The need for affordable housing in our community is great and only continues to increase. In 2021, Housing Next conducted a Housing Needs Assessment for Ottawa County, which identified a need for 15,731 additional housing units by the end of 2025. While Jubilee and Lakeshore Habitat can only do so much to address the need for affordable housing units, we are the only two organizations in Ottawa County providing affordable homeownership opportunities to the community.

Not only are we building homes, we are also building community. Our current development, Vista Green, was designed to have all the front porches facing inward and therefore facing each other with a natural playscape in the center. Jubilee and Lakeshore Habitat for Humanity intentionally designed the development this way to encourage community and relationship-building within the homeowners who do and will reside within the neighborhood. The developments that we are creating with our partnership are also mixed-income developments that build intentional and purposeful communities within them.

More than just housing, our partnership represents the idea that the more communities band together, the more we are able to do to grow and effectively evolve as one community.

As our Vista Green development progresses, the natural question that arises is, what's next? The answer? Building, building, and more building. The goal for both of our

What does the 2024 Impact Award mean to Lakeshore Habitat for Humanity and Jubilee Ministries?

Jubilee and Lakeshore Habitat are so honored and grateful to receive the 2024 Impact Award. Our organizations have been working together for several years now, and we have been able to witness the positive results of our partnership through our homeowners in that time. To be additionally recognized by the larger community is an honor and something we hope to use to continue our partnership and keep the momentum going on our housing developments.



Katherine Blocker is the Director of Development & Operations at Jubilee. She began her nonprofit career at the Battle Creek Community Foundation as a Program Assistant in the Grants Department and within two years was a co-lead of the department as a Grants Program Officer. Accepted as 1 of 12 upcoming leaders in the Council of Michigan Foundations Leadership Cohort in 2022, she completed the program right as she moved to Holland and began her role with Jubilee. She earned her B.A. in International Development Studies and Political Science at Calvin University in 2019.



Celeste Ryan is the Marketing & Communications Manager at Lakeshore Habitat, where she has worked since December of 2023. Prior to her current position, she was the Marketing Assistant for Downtown Holland and the Communications Specialist for Multiplication Network. She graduated from Taylor University in 2014 with a B.A. in Public Relations and Media Communications. She is a mom of 4 and a small business owner.

DISHER is Celebrating the Past and Designing the Future

By Laura Anthony | Content Design Manager

Nestled in the heart of Zeeland, Michigan, DISHER shines as a beacon of innovation and excellence whose mission is to *Make a Positive Difference*. Founded in 2000, DISHER has grown into a nationally recognized product development, engineering, and manufacturing services company, providing staffing and consulting within multiple industries. With today's team of over 125+ qualified experts, DISHER is celebrating their 25-year history of solid success supporting their friends in the greater West Michigan community. The company continues to solve complex problems and deliver optimal solutions to leave the world better than they found it.

DISHER collaborates with customers to develop products and processes that not only meet but exceed expectations. This commitment to excellence is evident in the diverse range of industries they serve, including automotive, furniture, medical, consumer goods, mobility, industrial, appliance, pharma, agribusiness, energy, aerospace, and nonprofits.

One way DISHER is set apart is their human-centered design approach. This methodology ensures that the end-users' needs and experiences are at the forefront of every project. By putting the consumer first, DISHER crafts products that are not only functional but also deeply resonate with users. This approach has led to the successful launch of numerous products that have made a significant impact.

DISHER's commitment to the community's future is further demonstrated through their involvement in various nonprofit and industry initiatives. The company actively participates in events and programs that promote sustainability, education, and community development. Their stewardship efforts include supporting local ministries like Habitat for Humanity



DISHER works hard to create positive ripples of influence with their customers, coworkers, and communities.



DISHER engineers thrive on tackling complex challenges with innovative solutions tailored for each customer.

builds and Community Action House events, highlighting their commitment of giving back to the community.

Moreover, DISHER's culture strives to be truly unique. The company fosters an environment where creativity and collaboration thrive. Employees are encouraged to share their ideas and contribute to the company's growth and success. This inclusive culture has attracted top talent and nurtures a high level of employee engagement and satisfaction.

In addition to product development, engineering, and manufacturing services, DISHER offers talent recruitment and business solutions. Their comprehensive approach ensures that clients have access to the right expertise and resources to achieve their specific goals. Whether it's through effective talent recruitment, Leading by DESIGN courses, or organizational strategic vision mapping events—DISHER is committed to delivering value and driving long-term success for their clients.

As DISHER continues to grow and evolve, their purpose remains the same—to *Make a Positive Difference* with their customers, coworkers, and communities. By leveraging their cross-functional expertise and innovative mindset, DISHER is committed to creating positive ripples of influence that will leave the world better than they found it. DISHER's journey is a testament to the power of innovation, collaboration, and community engagement. They remain dedicated to the flourishing of West Michigan and hopeful as they look toward the future.





How to Be An Effective Board Member

By Tracy Bolo | Executive Director, Lakeshore Nonprofit Alliance

One of the unique and special aspects of our West Michigan community is its vibrant philanthropic spirit, home to hundreds of nonprofit organizations. This means you're likely to hear the exciting phrase, "Congratulations! We'd like you to join our nonprofit board of directors!"

Whether you are invited or eagerly volunteered, your presence on the board comes with purpose. You're there to serve, not to be served. Nonprofits typically have highly dedicated people, passionate about the mission and doing more tasks to serve others with fewer resources than sometimes is imaginable.

Being on a board of directors goes beyond just attending meetings; it can be a deeply rewarding experience, but disappointment often stems from unmet expectations. So, how can you be an effective board member?

Understand your responsibilities and the organization's expectations

Becoming a board member carries legal responsibilities and each nonprofit board has unique requirements and distinct expectations for its board members. Smaller organizations often have fewer paid staff, expecting board members to take an active role in operations. In contrast, some boards focus primarily on governance, providing oversight of financial and mission-related activities.

Be clear about the role you're being asked to take on and the time commitment expected of you. For example, being responsible for managing weekly social media posts is very different than simply attending board meetings. Ask about expectations regarding volunteer hours, financial contributions, and participation in

organizational events to ensure you have the time to commit. This will ensure a successful experience for both you and the organization.

Support the executive leader

Along with the legal and organizational responsibilities of being a board member, a key role is to support the executive leadership. Leading a nonprofit can often feel isolating, as executive leaders carry the weight of decision-making with limited peers to discuss strategies, risks, and challenges. Be a listening ear, ask thoughtful questions, and offer encouragement to celebrate successes and provide support during tough times.

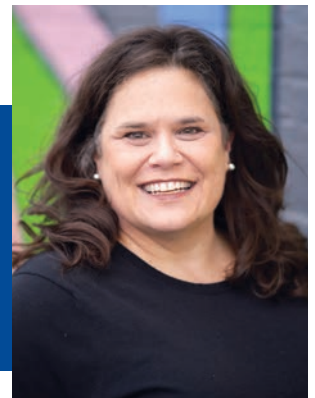
Share your talents and your network

You were invited to join the board for a reason—you bring valuable skills, lived experiences, perspectives, connections, and resources. Come ready to contribute and engage. Ask the executive leader how you can be of the most help. Share your enthusiasm with your own network about why you're involved with this organization and its mission. The more people who know about the nonprofit and its work, the more individuals they can serve and the greater the potential for donor support.



Tracy Bolo is the Executive Director of Lakeshore Nonprofit Alliance. LNA is a member driven organization focused on strengthening the ability of nonprofits to accomplish their mission. The LNA team serves over 200 nonprofit organizations on the lakeshore.

Tracy is responsible for establishing and implementing strategies and vision to foster collaboration, driving positive change, and ensuring effective systems for health and human services, as well as a valued and sustainable nonprofit sector. Prior to LNA, she served as COO at Community Action House, worked at Herman Miller, US Air Force, Department of Defense, Oracle, National Center for Missing Children, earned her CPA and was an instructor at Hope College, Southeastern University, and George Mason University.



Commit to learning about your role and the organization

Only attending a few board meetings a year will not be enough to understand the organization. Read the website, know their values, ask for a tour of the organization, attend fundraisers, volunteer, sign up for their newsletter (and read it), and follow and share their social media posts.

Attend a board training workshop

Becoming a board member has legal and fiscal responsibilities, so learn to understand your role by reading articles or attending training. Lakeshore Nonprofit Alliance (LNA) offers regular in-person workshops across the Lakeshore region. You can find our next board training on our website under Programs & Training and sign up for our newsletter to be informed.

If you are interested in serving on a nonprofit board of directors, you can reach out to the nonprofit directly or register yourself with West Coast Connect, a tool to connect community members with opportunities to serve on nonprofit boards and committees.

Upcoming Programs



To **register**, visit our website or scan the QR code on this page.

December 2, 2024

Breakfast with our Congressman

7:30 AM – 9:00 AM

Haworth Hotel

Hear updates from Washington DC, ask questions of Congressman Bill Huizenga, and participate in discussions about issues that affect you and your business at this special Advocacy in Action program.

*Program Sponsor: **Corewell Health***

December 4, 2024

Social Hour with the Chamber

4:30 PM – 6:00 PM

BAM! Entertainment Center

Build connections and network at this informal, unstructured networking program in the BAM! Cave. Enjoy a beverage from the cash bar and engage in meaningful conversation while staying out of the cold at Social Hour with the Chamber.

Sponsorship Opportunities Available

December 11, 2024

West Coast Leadership Alumni Holiday Party

4:30 PM – 6:00 PM

Boatwerks Waterfront Restaurant

We invite all West Coast Leadership Alumni and the current class of 2024-25 to join us for an evening of celebration, honoring the spirit of togetherness and reflecting on the incredible impact this program has had on our community over the past 36 years, as we look toward the future. *Please note that this program is open for the Leadership Program Alumni and Current Class only.

Sponsorship Opportunities Available



HAPPENINGS



Resthaven unveiled their new independent and assisted living community, The Farmstead, at a ribbon cutting celebration.



Light Lounge celebrated their grand opening in Holland with an exciting ribbon cutting.



Attendees heard insights on the challenges and opportunities of the Lakeshore's economy at Wake Up West Coast, presented by Jennifer Owens of Lakeshore Advantage.



Life Circles PACE marked the expansion of their Holland location with a ribbon cutting ceremony.



The West Coast Leadership class participated in a walking tour of Holland as part of Unique Community Day.



Members learned about the art of storytelling during a Leading Edge Workshop with Rob Hughes of Hughes Integrated.



Ditto Upscale Resale celebrated 20 years in business and a newly remodeled store with a ribbon cutting.



Midwest Construction broke ground on the State and Main project in Zeeland, developed by Geerlings Development.



At a recent Social Hour with the Chamber, members gathered at The Good Earth Cafe to enjoy lunch and make valuable connections.



Midwest Construction broke ground on an expansion project for MW Watermark.



Community members gathered for a Candidate Forum with State and County level candidates.



Attendees connect with old friends and new at the second annual Forward Together: A Forum on Inclusivity.

Premier Partner Spotlight

Scott Patchin – Expert EOS Implementer

Scott Patchin has a core belief that managing transitions is the key to success. For individuals, leaders, teams, and organizations, transitions contain great opportunities and great risks. As an Expert EOS (Entrepreneurial Operating System) Implementer, Scott has found EOS to be an extremely effective system to help leadership teams establish vision, create traction, and build a healthy organizational culture. He brings vast personal experience to important conversations in a wide variety of professional and organizational transitions.

He's a huge proponent for personal learning and reflection with a firm belief that great conversations start with questions. In particular, there are a few he regularly finds himself asking. First, in three years, what three things do you want to be true about your business or organization that isn't true today? Second, in three years, what three things do you want to be true about your personal, non-work life that aren't true today? Finally, how confident are you that the people and discipline are in place in your life to make these dreams a reality?



Life-changing answers come from asking the hard questions, as Scott knows incredibly well. He's seen the impact the EOS system has in helping organizations achieve their goals, while providing leaders the opportunity to pursue other passions and find balance in their lives.

Over his years of coaching, Scott has gained significant experience working with entrepreneurial leaders across many industries, including local government, IT services, education, software, healthcare, manufacturing, insurance, banking, not-for-profit, construction, professional services, and more. He has published over 50 videos—and counting—on his YouTube channel, Scott Patchin, to support individuals in their personal leadership and EOS journeys. He and his wife have lived in Holland for 29 years, where they have raised and launched 4 children into adulthood. Thank you, West Ottawa, for helping us prepare them for the world.



ECONOMIC FORECAST

FEATURING DR. PAUL ISELY



JANUARY 14, 2025
7:30 AM - 9:00 AM
ENGEDI CHURCH

SPONSORED BY:  **Huntington**



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

Accident Fund Insurance Company of America
 Agritek Industries, Inc.
 All State Crane and Rigging, LLC – 5*
 Auto Body Xperts Holland
 Autumn Ridge Stone & Landscape Supply, Inc. – 10*
 Bob's Butcher Block West
 Bosch's Landscape Specialists LLC
 Brewery 4 Two 4
 Brickford Estates Condominium Association
 Busschers Septic Tank & Excavating Services, Inc
 Calico Cleaning, LLC
 Capitol Group Consultants LLC
 Carini & Associates, Realtors
 CDS Lakeshore Head Start
 Children's Advocacy Center – 25*
 Comfort Keepers
 CopperRock Construction
 Cornerstone Real Estate Management, LLC
 Costa Oil 10 Minute Oil Change Holland
 Critter Barn

DeLong & Brower, P.C.
 District Five Schoolhouse
 Emergency Veterinary Care Centers
 First National Bank of Michigan
 Gliik's Mens
 GNS Holland
 Great Lakes Charcuterie Company
 Haworth Hotel
 Holland Charter Township
 Homescapes Design Inc
 HR Solutions Group – 10*
 Hungry Howie's
 JP Morgan Chase Bank, N.A.
 Kerri Bosma City2Shore/Impressions Group
 King & Partners, PLC – 25*
 Lake Michigan Credit Union
 Lake Trust Credit Union
 Lakewood Family Medicine, PLC
 Law Office Kenneth A. Puzyski, PLLC
 Law Office of Gregory VanderWoude, PLC
 Locale Nutrition
 Lokers Shoe Company
 Magna Mirrors



Modales Wines
 Muskegon Community College
 Nederveld, Inc.
 Olivia Grace & Company
 Ottawa Kent Insurance Agency, Inc.
 Permaloc Corporation
 Photo Images by Carl
 Pizza Ranch – 10*
 Plante & Moran PLLC
 Precision Packaging Systems Inc.
 Professional Solutions Coaching
 Redmon Heating & Cooling, Inc.
 Ringnalda TenHaken Insurance Group – 5*
 Soccer Stop Sportsplex

Stripe A Lot Asphalt Maintenance – 20*
 Sun Island and Haircare
 The Anderson Group
 The Center For Physical Rehabilitation
 The Frame & Mat Shop – 40*
 Thomas A. Davis Jeweler – 20*
 Top Line Equipment
 Tulip City United Soccer Club
 VerHage Motors
 WAM Print Mail, Inc.
 Waverly Meadows
 West Michigan Marriage Center
 X Golf Holland
 Yacht Basin Marina – 25*

New Members

Welcoming these new members who recently joined the West Coast Chamber

Brann's Holland (Sizzlin 5 Inc.)
Liz Brann
 (616) 393-0028
 www.branns.com
 lizbrann@brannswyoming.com

Exponential Health
Jody Koutz
 (616) 548-6161
 www.expohealth.care
 info@expohealth.care

Lifewave - Lakeshore
Sandy Theis
 (616) 994-2952
 www.lifewave.com
 lifewavelakeshore@gmail.com

Mastiff Equity Partners
Andy Hagans
 (616) 202-1181
 www.mastiffequity.com
 andy@mastiffequity.com

Moo-Ville West, LLC
Tammy Vanhaisma
 (616) 251-0053
 www.moo-ville.com
 Moovillewest@gmail.com

Pine Rest Zeeland Clinic
Eric Michaelis
 (616) 741-3790
 www.pinerest.org/zeeland
 eric.michaelis@pinerest.org

The Salon Professional Academy of Holland
Nikol Taylor
 (616) 377-7400
 www.tspaholland.com
 ntaylor@tspaholland.com

Trustworthy Handyman
Cole Hoffmeyer
 (616) 212-3872
 www.trustworthyhandyman.co
 cole@trustworthyhandyman.co



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Admit it, they're just not
that into you.

Be more than just a number.

It's time to switch to local.



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