

Jim Eickhoff
President & CEO
Creative Dining Services

A Guide for Suicide
Prevention Awareness Month

Why Your Business Should
Strive to Be Iconic Instead of
Just Distinctive

Empowering Youth:
Transforming Futures at
ESCAPE Ministries

A Look at the Year Ahead with Board Chair, Jim Eickhoff

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Catalyst, Convener, and Champion

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

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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U.S. Chamber of Commerce

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The West Coast Way

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At the Michigan West Coast Chamber of Commerce, September marks the beginning of our fiscal year. It's a time when we pause to reflect on the past year, cast a vision for the year ahead, and set new goals. As a trailblazing organization, we've set even bigger and more ambitious goals than ever before.

In this month's edition of the West Coast Way Magazine, you'll get a glimpse of the year ahead and a taste of some of these goals from our Board Chair, Jim Eickhoff. He will share our collective theme for the year, which we are calling "WE ARE." This theme will be highlighted throughout the year in a series of engaging stories featuring the West Coast Chamber, our members, and our business community — including you!

WE ARE excited to embrace this theme in the year ahead and can't wait to bring you along for the journey. The best is yet to come!

Jodi Owczarski
President & CEO
Michigan West Coast Chamber
of Commerce



CONTENTS

- 4 Recognizing and Addressing Suicidal Thoughts in the Workplace: A Guide for Suicide Prevention Awareness Month
- 6 Why Your Business Should Strive to Be Iconic Instead of Just Distinctive
- 8 Empowering Youth: Transforming Futures at ESCAPE Ministries
- 10 A Look at the Year Ahead with Board Chair, Jim Eickhoff
- 13 Holland Litho: Follow us on Facebook for Some Amazing Stories
- 14 Soaring to New Heights with Gerald R. Ford International Airport Authority
- 16 Upcoming Programs & Happenings at the Chamber
- 18 Smith Haughey Rice & Roegge: Your Trusted Advisor
- 19 New & Renewing Members

SEPTEMBER

NATIONAL SUICIDE PREVENTION AWARENESS MONTH



Recognizing and Addressing Suicidal Thoughts in the Workplace: A Guide for Suicide Prevention Awareness Month

By Michael Walton | Founder and Counselor, Second Story Counseling

September marks Suicide Prevention Awareness Month, a time to reflect and focus on our well-being and the well-being of those around us. According to the World Health Organization, it's estimated that nine percent of people worldwide have experienced suicidal thoughts at some point in their lives, and the CDC reports that four percent of adults have experienced suicidal thoughts in the last year. Additionally, the CDC reports that roughly forty percent of people know someone who has died by suicide. My own family lost a dear family friend to suicide several years ago, a loss we still grieve. As we interact in our workspaces, what warning signs should we watch for in our co-workers that might indicate they are struggling, and what can we do to help?

Warning Signs of Suicidal Thoughts

Stress can manifest in the workspace, whether personal or professional, and lead someone to experience suicidal thoughts. Common warning signs to watch for include:

- 1. Changes in Behavior:** This includes withdrawal, noticeable declines in work performance, increased absenteeism, and neglecting physical appearance.
- 2. Verbal and Non-verbal Cues:** Individuals may express hopelessness, talk about death or suicide, and may give away possessions.
- 3. Emotional Changes:** You may notice co-workers experiencing mood swings, increased irritability or anger, or despair.

- 4. Physical Changes:** Individuals may express fatigue or insomnia, a change in eating habits leading to weight loss or gain, and may have unexplained physical ailments like headaches or stomachaches.
- 5. Risky or Self-Destructive Behavior:** People experiencing suicidal thoughts may be prone to increased substance abuse and may exhibit other reckless behaviors without concern for consequences.

Next Steps After Identifying Warning Signs

Being aware of these warning signs in a co-worker, friend, or family member plays a key role in preventing death by suicide. However, once we see the warning signs, what should be our next steps?

As I have worked and trained individuals who help people experiencing suicidal thoughts, this question often brings a level of anxiety. The issue manifests in such an intense way that many people feel at a loss and don't know what to do. What I have learned over the years is that the most important thing any of us can do to assist someone experiencing suicidal thoughts is to create a safe space where we can listen to what they are experiencing.

Creating a Safe Space

To create this space, it is important to reach out to co-workers, friends, or family members with care, compassion, and respect. Find a private and comfortable place to talk and listen attentively. Allow them to express their feelings and concerns, and listen without judgment. Refer them to professional help and continue to follow up and stay in touch. Remember, the most important thing you can give someone experiencing suicidal thoughts is your non-judgmental presence, care, and support.

Michael Walton's story has instilled in him a desire to step into the broken areas of people's lives to help them find healing and the ability to write a new story. He believes that every story has its highs and lows, and sometimes we need help making sense of all the pieces. Michael's passion is to help others take those pieces and make sense of them. Together, he helps individuals find healing in the midst of life's pain and walks with them to better understand their place in the larger story in which they find themselves. When he is not helping individuals and couples navigate their stories, Michael enjoys good books, good friends, and good food. In his spare time, he explores these activities in the great city of Grand Rapids where he can often be found enjoying time with his wife and three sons.



Conclusion

In recognizing the profound impact that stress and mental health challenges can have on individuals in the workplace, it's crucial that we remain vigilant and compassionate. Suicide Prevention Awareness Month serves as a poignant reminder of the importance of identifying warning signs and offering support to those in need. By understanding the behavioral, verbal, emotional, physical, and risky indicators of suicidal thoughts, we can take proactive steps to create a safe, supportive, and encouraging environment.

Remember, the most significant action we can take is to listen without judgment and provide a safe space for our colleagues to express their feelings. Encourage them to seek professional help and maintain ongoing support. Your presence, care, and compassion can make all the difference in preventing suicide and fostering a healthier, more empathetic workplace.



A row of pencils with one red pencil standing out. The pencils are arranged in a line, with their tips pointing upwards. The red pencil is the only one of its color and is positioned in the center of the row. The other pencils are dark blue or black. The background is a light, neutral color.

Why Your Business Should Strive to Be Iconic Instead of Just Distinctive

By Jim McLain | Growth Team Manager, Michigan SBDC

In the vast and competitive landscape of modern business, standing out is crucial for survival and growth. Many companies aim to be distinctive, setting themselves apart from competitors in meaningful ways. However, there's an even higher aspiration: to become iconic. Being distinctive means you're different; being iconic means you're unforgettable, a symbol of excellence and inspiration. Here's why your business should aim to be iconic and three recommendations to help you achieve this status.

The Power of Being Iconic

1. Enduring Legacy

An iconic business leaves a lasting legacy. Unlike distinctive businesses that might shine brightly but briefly, iconic businesses become ingrained in culture and history. Think of brands like Apple, Nike, or Coca-Cola. These companies haven't just distinguished themselves in

their industries; they have become part of the global fabric, influencing lifestyles, cultures, and even societal values.

2. Emotional Connection

Iconic brands create deep emotional connections with their audience. They evoke strong feelings of loyalty, passion, and trust. Customers don't just buy products from these brands; they buy into a lifestyle, a set of values, and a community. This level of connection transforms customers into advocates who promote and defend the brand passionately.

3. Market Leadership

Being iconic establishes your business as a leader, not just in terms of market share but also in innovation, influence, and inspiration. Iconic brands set trends, define standards, and lead movements. They are seen as pioneers and thought leaders, which attracts top talent, loyal customers, and robust partnerships.

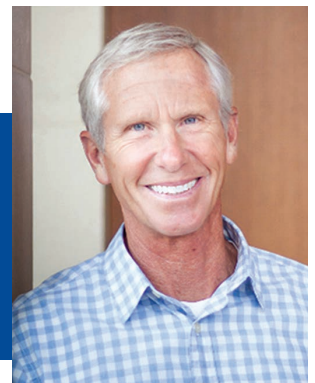
Recommendations to Become Iconic

1. Cultivate a Strong Brand Identity

Your brand identity is more than just your logo or tagline; it's the essence of what your business stands for. To become iconic, your brand needs to have a clear and compelling story that resonates with your audience. This involves:

- **Consistency:** Ensure that every aspect of your brand, from visual elements to messaging, is consistent across all platforms and touch points.
- **Authenticity:** Be genuine in your values and actions. Modern consumers are savvy and can easily spot inauthenticity. Your brand story should be rooted in real experiences, beliefs, and values.
- **Emotional Appeal:** Tap into the emotions of your audience. Craft narratives and experiences that evoke strong, positive emotions, making your brand memorable.
- **Deliver Exceptional Experiences:** Iconic brands go beyond products and services; they deliver extraordinary experiences.
- **Customer-Centric Approach:** Put your customers at the heart of everything you do. Understand their needs, desires, and pain points, and exceed their expectations at every interaction.
- **Innovation:** Continuously innovate to stay ahead of the curve. Iconic brands are known for setting trends, not following them. Invest in research and development to create groundbreaking products or services.
- **Quality and Excellence:** Commit to the highest standards of quality in every aspect of your business. From product design to customer service, excellence should be non-negotiable.

Jim McLain joined the SBDC after a 25+ year career at Amway, which took him all over the world in various marketing roles. He has deep and broad experience developing and executing cross-functional marketing strategies and customer experiences that drive growth, including digital and social media activities, marketing analytics and insights, strategic planning, team leadership and collaboration, networking and presentation, user interface/user experience development, and CRM implementation. His passion for small business and gifted ability to help entrepreneurs connect with their target market, hear the voice of the customer, and tell their story through words and images across multiple channels makes him an incredibly valuable thought partner at every stage of the business journey.



2. Build a Community and Foster Loyalty

Iconic brands are often at the center of vibrant communities. They create platforms where customers feel a sense of belonging and purpose. To build such a community:

- **Engage Actively:** Use social media and other channels to engage with your audience regularly. Listen to their feedback, respond to their concerns, and celebrate their successes.
- **Create Shared Experiences:** Host events, both online and offline, that bring your community together. Whether it's a product launch, a workshop, or a social cause, these shared experiences strengthen bonds with your brand.
- **Loyalty Programs:** Develop loyalty programs that reward long-term engagement. These programs should go beyond discounts and offer unique experiences, early access to products, or exclusive content.

Transitioning from being a distinctive brand to an iconic one requires a strategic shift in how you perceive and interact with your market. It demands a relentless commitment to excellence, innovation, and authentic engagement. By cultivating a strong brand identity, delivering exceptional experiences, and building a loyal community, your business can achieve iconic status, securing its place in the hearts and minds of consumers for generations to come. Strive not just to be different, but to be unforgettable.



Empowering Youth: Transforming Futures at ESCAPE Ministries

By Kevin Denton | Executive Director, ESCAPE Ministries

At ESCAPE Ministries, we love empowering young people to become the heroes that we know they can be. Heroes like Zech, who have faced significant hardship in their short 15 years of life. Zech joined our summer jobs program last year and found great success alongside his worksite team leader, who was there not just as his boss but as a mentor to look up to. This mentor showed him what it means to work hard, encourage others on his team to be their best, and begin to make valuable connections with local employers. Zech returned this summer and is now a junior leader, growing into a mentor himself with the younger “first-year” students on his team. He is finding the leader within and seeing himself as a valuable member not only of his team at ESCAPE but of the workforce as a whole.

It is students like Zech and other 14-17 year-olds that make our Career Connections THE place for youth employment in Holland and Zeeland.

At ESCAPE, we recognize the importance of work in the lives of our young heroes. With most opportunities for workforce development only open to individuals 18 years of age or older, we feel there is a significant need to support “younger youth” who are just becoming eligible for work. The vision of our programming is to see youth gaining the skills, experiences, and confidence in their first jobs that would create an identity as someone who can work hard, overcome obstacles, and contribute to and bring value to society through their work. Especially for those who have already formed a negative identity of themselves as students in school, forming positive

vocational views early on in a young person's work life sets them up to live out these beliefs as they take each next step in their career.

Recently, ESCAPE was awarded a 2-year, \$60,000 grant from the Holland/Zeeland Community Foundation to expand our youth employment program. These funds have allowed us to hire a full-time Youth Employment Coordinator/Supervisor, which will significantly increase the number of students, team leaders, and job clients in our summer jobs program while still delivering the quality and holistic experience that can't be found anywhere else.

Through this partnership, we are committed to realizing the following outcomes, leading to vocational identity transformation for students and a positive impact on our community:

- Preventing a pattern of "job-hopping"—Often youth who are not prepared are terminated or quit prematurely, making it harder to get hired the next time and forming negative mindsets about employers or themselves. We expect to see longer retention rates by employers participating in our programs and less attrition by youth.
- Correcting a strong inequity--While youth from low-income and minority families have greater needs, they are less likely to have access, opportunity, and support to succeed in their jobs. We expect to see an increase in youth employment rates among students of color and low-income youth.
- Helping more youth enter the workforce for employers still struggling to find good help.
- Placing select youth in paid internships or mentorship relationships with employers, leading to opportunities for more skilled training and hands-on career exploration. Employers then can identify and begin training promising young workers who are likely to stay committed for longer.



- Providing 30-60% scholarships for youth seeking driver's training, leading to an increase in successfully earned driver's licenses within the underrepresented youth population.
- Seeing an increase in ESCAPE alumni entering college or the workforce and adjusting towards long-term retention and more stable life situations through better decision-making.

At ESCAPE, we always keep three words top of mind in everything we do: Empower, Hope, Belong.

Our youth programming is just one of the ways we hope to empower the young people of our community and help them belong within this great community.

Before joining ESCAPE Ministries, Kevin was an educational leader and school designer in the U.S. and Rwanda. He served on steering committees for organizations like the Fund for Teachers, Colorado State University School Leadership Institute, Colorado Education Initiative, and National Geographic Education. Kevin taught organizations how to improve outcomes through culture design and servant leadership. As a Family Pastor, he focused on strengthening family relationships and youth faith through holistic discipleship. Kevin holds an M.S. in Instructional Design and a B.S. in Natural Science, with teaching and administration licenses in Colorado and Michigan, and is ordained for ministry. He serves on the board of Arise Rwanda. In his free time, Kevin enjoys coaching soccer, playing guitar, fly fishing, and adventuring with his family, including his wife of 23 years, Lynelle, and their three children.





A Look at the Year Ahead with Board Chair, Jim Eickhoff

By Jim Eickhoff | President & CEO, Creative Dining Services

The Michigan West Coast Chamber of Commerce is a true gem in West Michigan! We've relentlessly pursued programming, services, and opportunities that empower and equip our business community.

Thanks go out to David Bolt, outgoing Board Chair, and Jodi Owczarski, Chamber President & CEO, for their leadership in 2023-2024. Upon reflection, there are notable highlights from the year:

- Earned a 5 Star Accreditation from the US Chamber of Commerce. Fewer than 2% of all chambers reach this level of excellence.
- Achieved a record level of participation for Community Impact Day, with a total of 1,522 volunteers from 70 organizations serving at 75 locations throughout West Michigan.
- Welcomed a record number of new and recommitted members participating in the Chamber. Our current membership stands at 1,230+ organizations strong.

- Named one of the Top 3 Chambers in the United States by the Association of Chamber of Commerce Executives (ACCE).
- Provided open forums for our local, state, and national political leaders to share their vision and commitments to the West Michigan business community.

David and Jodi have set a high bar of excellence (five stars' worth). As David passes the torch of Board Chair to me for the 2024-2025 fiscal year, I accept it with the heart of a servant leader. I'm committed to putting the needs of the Chamber staff, the Board of Directors, and the community at large at the forefront. As a Board, we aim to create an environment where the Chamber team is empowered to do the right things right, enthusiastically. We want them to live out their workday with curiosity about what our community needs and wants to accomplish. With this knowledge, the team, supported by the Board, can then craft a



course of action to connect our community to resources, both financial and human capital, to spur continued growth.

What does the next year look like? Where is the Chamber heading? What are its priorities? We believe these initiatives will keep us at the top of our game:

First, "WE ARE" is the theme for the year. We will see continued traction from aligning the efforts of the Chamber team, member businesses and their employees,

and our community. The bond of togetherness unites us around best practices and community engagement that allow for strong economic growth and educational excellence.

Second, we will be focusing on an initiative called "Reimagining Education." The Chamber will serve as a connector between the business and education sectors, with the goal of creating more synergies and more opportunities for experiential learning. The Chamber's focus will be on high school through young adult learners.





Third, “Community Impact Day” will extend into new cities. There is nothing more compelling that speaks to our core commitment than how we invest our time, talents, and resources in those in need. Community Impact Day is a day that puts words into action, fills service gaps, and fosters a sense of shared responsibility. This year, we intend to expand our reach beyond just the Holland and Zeeland areas and bring Community Impact Day to other Chambers up and down the lakeshore.

Let’s continue to lead with integrity in collaborative ways that support this place we are proud to call home. We are at a critical juncture to keep the momentum, double down on the impact of volunteerism, and connect real needs with sustainable solutions. The result will be a community that is on the go and growing, while being a great place to work and live.

BOARD MEMBERS

| | | |
|--------------------|----------------------------|----------------------------------|
| Jim Eickhoff | President & CEO | Creative Dining Services, Inc. |
| Paul Brinks | President & CEO | Koops Automation Systems |
| Patti VanDort | President & CEO | Holland Hospital |
| Scott Lubbers | Lakeshore Market Executive | Fifth Third Bank |
| David Bolt | President | GMB Architecture |
| Juanita Bocanegra | 58th District Court Judge | Ottawa County |
| Vince Boileau | Managing Partner | Boileau & Co. |
| Kim Burmeister | CEO | SpinDance |
| Becca Dernberger | President | Avancer Executive Search |
| Jack (JL) Johnson | COO & Co-Founder | Jolt Energy Storage Technologies |
| Ernesto Lopez | Broker/Owner | UBeHome Real Estate |
| Kyle Mayer | Superintendent | Ottawa Area ISD |
| Beth O’Laughlin | Partner | Warner, Norcross & Judd |
| Jennifer Owens | President | Lakeshore Advantage |
| Elizabeth Rolinski | Managing Partner | Leading by Design |
| Travis Williams | CEO | ODC Network |

Jim Eickhoff joined Creative Dining in 2015, bringing with him 35 years of senior executive leadership experience from Fortune 200 companies across the U.S., including the University of Phoenix/Apollo Education Group, Sallie Mae, HOSTS Learning, and The ServiceMaster Company. Under his leadership, Creative Dining has experienced 40% growth and ascended to become the 24th largest food service management company in America.

As the first non-founder to serve as President & CEO, Jim is dedicated to ensuring excellent client experiences by providing outstanding dining programs with the highest levels of customer service and integrity. He is committed to maintaining a company culture that values family while coaching employees to leverage their unique strengths and reach their highest potential. Jim holds a B.A. in English and Secondary Education from Hope College in Holland. He and his wife, Lynn, reside in Holland.



Holland Litho: Follow us on Facebook for Some Amazing Stories!

If you haven't visited lately, check out the newly invigorated Holland Litho Facebook page.

We've selected five recent posts that you may have missed. The first two detail our capabilities. The next two celebrate examples of how we Give Back, a theme of how we do business over the last half-century. The fifth post thanks our team, which works hard every day to earn our customers' trust, resulting in decades-long relationships.

Visit facebook.com and follow Holland Litho Printing Service.

Your Source for Packaging!

More products mean more packaging! If you have short to medium-run or long-run packaging project needs, we can help! At Holland Litho, we handle it all—unique and standard products alike.

We accommodate a wide range of quantities using digital or offset presses. Our cutting, gluing, folding, and finishing equipment ensures automated and efficient production.

If you need a blank or structural sample produced, a small number of prototypes, or a full production run, we can produce those for you as well!

Check our Resource Center for stories showcasing our packaging capabilities.

Need a Unique Shape for Your Printed Piece? Holland Litho Has You Covered!

At Holland Litho, we understand that sometimes a standard shape won't do. That's why we offer in-house die-cutting to bring your creative vision to life!

- Custom Shapes: Stand out with unique, eye-catching designs.
- Precision and Quality: Our state-of-the-art equipment ensures precision cuts every time.
- Endless Possibilities: From business cards to brochures and Point of Purchase materials, let your imagination be your only limitation.

Ready to elevate your print materials? Let's create something extraordinary together!

Holland Litho at Joni and Friends' Family Retreat

We had a great time volunteering at Joni and Friends' 2024 Family Retreat! We supplied a boat for both rides and tubing, and horses for horseback rides for participants.

It's always a joy to give back and make special memories with the community!



Camp Beechpoint is a Fantastic Camp in Allegan Where Lives are Changed!

They have 10 horses in their equestrian program and need to add younger and stronger horses!

Toby was available to purchase. He is a Pinto, and he is 15 Hands and 20 years old.

We posted this story, it was widely shared, and within three days raised the money and Toby had a new home.

Celebrating the Heart and Soul of Holland Litho!

At Holland Litho, it's not just about printing—it's about the incredible people who bring your projects to life with passion and dedication. Our team is the beating heart of everything we do, and we couldn't be prouder of the talent and hard work they pour into every job.

Our graphic production artists don't just create—they inspire. Our prepress, printing, and bindery technicians don't just print and finish—they perfect. And our customer service team doesn't just assist—they care. It's this relentless pursuit of excellence and genuine love for their craft that makes Holland Litho shine.

Each project we handle is a testament to the skill, creativity, and commitment of our team. They're the reason we can promise quality, reliability, and innovation to all our clients. They're the magic behind every stunning print and every satisfied customer.

Thank you for your continued support and trust! Together, we create more than prints—we create lasting impressions.



Soaring to New Heights with Gerald R. Ford International Airport Authority

By Maria Kim | CFO, The Gerald R. Ford International Airport Authority



Serving as Michigan's second-busiest airport and recognized as the #1 Best Small Airport in the country by USA Today, Gerald R. Ford International Airport (GFIA) stands as a testament to West Michigan's vibrant growth. GFIA serves nearly four million passengers annually with seven commercial airline partners offering nonstop flights to over 30 destinations. A vital economic engine in the region, the airport supports more than 40,000 jobs and contributes over \$7 billion to the economy each year

Expanding Horizons with ELEVATE

To accommodate forecasted demand and regional growth, GFIA is undergoing a \$600 million capital expansion program known as ELEVATE. This initiative includes six critical infrastructure improvement projects:

- Expansion and widening of Concourse A, adding 155,000 square feet of space that includes eight new gates
- A federal inspection station to support nonstop international commercial passenger flights
- Relocation of the air traffic control tower to make space for diverse terminal-area developments

- Michigan's first consolidated rental car facility
- Expansion of the terminal curb front
- Construction of an additional parking garage

Reflecting West Michigan's Journey

When designing the newly expanded Concourse A, GFIA aimed to highlight the journey through West Michigan, from the blue hues of Lake Michigan and the natural tans of the dunes to the greys and purples of the urban core to the greens of the forests and farmland in between. This vision is represented in the terrazzo flooring, gate spaces, concession and retail spaces, public art, and more.

New Shops and Dining

With continued advancements come new dining options for travelers. Aletitude offers a full-service beer garden and restaurant, while Freddy's serves up beloved franchise flavors like hamburgers and frozen custard. For quick bites, Blue Bridge Market offers light fare and self-serve dining featuring local favorites Madcap Coffee and Nantucket Bakery. Firehouse Subs offers hearty sandwiches with fresh ingredients, and the Ink By Hudson wine bar and bookstore includes a wine on tap wall with

Michigan wines. Another local favorite, Uccello's Ristorante, serves Italian classics and bar food, from pizza to pasta to hot wings. Travelers looking to grab last-minute essentials or snacks for their journey can stop by Thornapple Essentials before boarding their flight.

Accessible Amenities

In addition to new concessions, GFIA is enhancing the guest experience with amenities that increase comfort and accessibility. As an official partner of the Hidden Disabilities Sunflower Program, passengers with visible or non-visible disabilities—who may require additional assistance and time—can request a complimentary Sunflower lanyard at the airport's Visitor Information Desk or TSA screening checkpoint. Concourse A features a companion care restroom equipped with an adjustable-height adult changing table and ample space to accommodate everyone. Additionally, GFIA is pioneering accessibility improvements with the introduction of Signapse, an innovative sign language flight board technology that delivers real-time information, helping ensure passengers who are deaf or hard of hearing receive accurate updates without relying on auditory announcements.

Highlighting Local Artists

Concourse A is also a showcase for public art, featuring 10 commissioned pieces by local artists. Suspended from the ceiling is an aerial art installation titled "Facets" by Jeffrey Augustine Songco, consisting of colorful, multi-sided shapes



Maria Kim has more than a decade of expertise in strategic planning, financial analysis, and revenue development across the public and private sectors, with a specialized background in aeronautical and non-aeronautical revenue development. In her role as Chief Financial Officer for the Gerald R. Ford International Airport Authority (GFIAA) she creates and deploys sustainable, balanced and well-integrated roadmaps for the airport's success. Maria grew up in Seoul, South Korea, and holds a B.S. in Finance and minor in Chinese from the University of Notre Dame and a Master's in Business Management from Harvard University Extension School.



that interact with natural light. Additionally, the terrazzo incorporates four custom pieces from local artists George Eberhardt III, Kim Nguyen, Maureen Nollette, and Michael Pflughaar, each reflecting a unique aspect of West Michigan. Five distinct murals are located throughout the concourse by AK Bueno, Maddison Chaffer, Jimmy Cobb, Devin Dumond, and Jill Eggers, all showcasing the natural beauty of our region and inspiring travelers from around the world.

Onward and Upward

As GFIA continues to evolve, it aims to not only meet the needs of its growing passenger base but also celebrate the essence of West Michigan through art, design, and local flavors. Whether traveling for business or pleasure, guests can experience the region's charm from the moment they step into the airport. With its commitment to innovation and community, GFIA stands poised to inspire and serve travelers for many years to come.

To stay up to date on the latest news and events from GFIA, visit [FlyFord.org](https://www.flyford.org).

Upcoming Programs



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

September 6, 2024

Advocacy in Action

7:45 AM – 9:00 AM

Michigan West Coast Chamber of Commerce

Save the date for our first Advocacy in Action program of the 2024-2025 program year. This series seeks to provide access to elected officials, inform the community about issues that impact them, and advocate for a business-friendly environment.

Program Sponsor: **Blue Cross Blue Shield of Michigan**

September 10, 2024

Wake Up West Coast

7:30 AM – 9:00 AM

Haworth Hotel

We hope to see you at our first Wake Up West Coast of the program year as we're joined by Dr. Kevin Mays of Mays Leadership. Kevin will guide attendees through this fun and engaging program designed to help them uncover the hidden forces that derail their thinking and replace them with intentional strategies for problem-solving success. This program is perfect for those just beginning their career through c-suite executives.

Program Sponsor: **Independent Bank**

Morning Mingle Sponsor: **DISHER**

Save the Date for Future Wake Up West Coast Programs:

- October 8, 2024 | Jennifer Owens, Hyper Local Economic Trends
- November 12, 2024 | Topsyie VandenBosch, Escape the Thought Spiral
- February 11, 2025 | Abbey Johnson, Conscious Leadership
- March 11, 2025 | To Be Announced
- April 15, 2025 | To Be Announced
- May 6, 2025 | To Be Announced – Special Edition: Leadership Live!

September 17, 2024

Workshop: Get a Grip on Your Business

3:30 PM – 5:00 PM

Michigan West Coast Chamber of Commerce

During this hands-on workshop, Chris Heileman—Entrepreneur, Business Coach, and Certified EOS Implementer—will help business owners get a grip on their business. Participants will learn the keys to building a great organization, aligning everyone with the same vision, instilling discipline and accountability, confidently confronting issues head-on, and strengthening their business product. Attendees will walk away with a set of practical tools they can begin to implement immediately.

September 26, 2024

Annual Awards Celebration: An Evening With the Chamber

6:00 PM – 9:00 PM

Holland Civic Center Place

It's time to celebrate! We invite you to join us as we recognize and celebrate the collective success of our business community with awards, food, drinks, and live music.

Platinum Program Sponsor: **Blue Cross Blue Shield of Michigan**

Additional Sponsorship Opportunities Available



HAPPENINGS



730 Eddy Studios celebrated their 10-year business anniversary with an energetic ribbon cutting ceremony.



Vork Brothers Painting celebrated their 10-year business anniversary with a family-friendly ribbon cutting ceremony.



The rain didn't stop our members from enjoying informal networking over shaved ice from Kona Ice during our Midday Mingle program.



Dozens of candidates participated in our recent State Level Candidate Forum at the Holland Civic Center.



SpartanNash celebrated recent renovations to the Family Fare on Butternut Drive in Holland with a ribbon cutting ceremony.



Engaged Chamber members enjoyed structured networking during our Power Hour program at the Howard Miller Public Library in Zeeland.



Candidates running for County Commissioners in the upcoming election recently shared their top priorities at our County Level Candidate Forum.



Mission Design & Automation celebrated their 20-year business anniversary with a lively ribbon cutting ceremony.

Premier Partner Spotlight

Your Trusted Advisor: Smith Haughey Rice & Roegge

Every industry and business, from closely held entity to large corporation, encounters challenges and growth opportunities to its organizations, systems, and services. When you need legal counsel, contact Smith Haughey Rice & Roegge. Our experienced lawyers help address issues, overcome obstacles, and take advantage of opportunities. We assist with forming new entities, reviewing, and negotiating contracts, transferring ownership, advising on employment issues, and more. We're committed to assisting with your needs — delivering timely, effective solutions and positioning your business for ongoing success.

A dark green background with several strings of white, glowing string lights draped across the top and middle.

 MICHIGAN WEST COAST CHAMBER OF COMMERCE

ANNUAL AWARDS CELEBRATION

AN EVENING WITH THE CHAMBER

THURSDAY, SEPTEMBER 26, 2024 | 6:00 P.M.

AT THE HOLLAND CIVIC CENTER

PLATINUM SPONSOR: 

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

Acoustical Installations
Advanced Sealing
Advanced Time
AG Collaborative
Ageless Autos
Arnold Sales Complete Janitor Supply
Astro Wood Stake Inc.
Avflight Holland Corporation
Axis Machine & Tool, Inc.
Bearded Dutchman Meats
Biggby Coffee – **5***
Black River Pallet Company – **25***
Blu Veranda – **10***
Blueprint Dentistry
Bremer & Bouman Heating & Cooling, Inc.
City of Holland
ClimateGuys.com
Cornerstone Caregiving
Courtyard by Marriott
Custer Insurance Agency and Custer Financial Advisors – **10***
EGLtech, Inc.
Elisabeth Marie Photography LLC
Ess Tec, Inc. – **30***
Frank's Restaurant
Fustini's Oils & Vinegars
Goodwill Industries of West Michigan
Goog's Pub & Grub
GRCC Lakeshore Campus
Great Lakes Spine & Sport
Great Lakes Window Coverings & Design Studio
Hand2Hand
Harbor Wear – **10***
Holland American Food Co., Inc. – **30***
Horizon Bank
In-Line Electric and Controls
Intext Concepts, Inc.
ITB Packaging
Jhomary's Paradise
Lakeshore Custom Cabinets
Laketown Township
Lankheet Pool & Spa, Inc.
LG Energy Solution Michigan
Lighthouse Title Group
Macatawa Bank
Magna Engineered Glass
mainstreet beanery
Mannes Body Shop – **20***
Marie's Green Apothecary
Motus Integrated Technologies – **10***
Nelson Builders, Inc
Next Generation Services, L.L.C.



NextHome Champions
Northland Lanes
Novo Building Products
NuVescor
OEO Energy Solutions
Olive Exxon – **10***
Ottawa Insurance Agency Inc.
Preferred Employment and Living Supports
Quincy Place Senior Living
Royal Technologies
Rutherford & Associates
Salon Cheveux – **10***
Sarah Moneybrake Interior Design
Sebright Machining, Inc.
She Plans Travel Co
Spalding DeDecker
Steven Walters Builders
Straight Line Designs
Studio G Inc.
Summit Point Roofing
Supply Chain Solutions, Inc.

Sure-loc Aluminum Edging, Inc.
Taylor Rental Center
The Curragh Irish Pub & Restaurant – **20***
The First Tee of West Michigan - Holland
The Lost City, LLC
The Salvation Army – **10***
The Stow Company
Townline Poultry Farm Inc. – **25***
True Reflections Glass Co.
Turning Pointe School of Dance – **25***
Unity Christian High School
Up Leaf Cafe
Vander Lugt Capital Management
Vitale's Pizza of Zeeland
West Michigan Works!
Worden
Workforce Employment Specialists
Zeeland Board of Public Works
Zeeland Farm Services, Inc.

New Members

Welcoming these new members who recently joined the West Coast Chamber

Bumble Bee Blinds of West Michigan
Jane Graham
(616) 739-6079
www.bumblebeeb blinds.com/west-michigan-mi

Endeavor IT
Dean Exoo
(833) 348-0007
www.endeavorit.com
solutions@endeavorit.com

Foundation Systems of Michigan
Dennis Smith
877-958-0139
www.drymich.com
dennis.smith@drymich.com

Holland Civic Center Place - Sports Facilities Management
Kelleigh Tanton
(616) 928-2000
www.hollandciviccenter.com
ktanton@sportsfacilities.com

Kathy Merchant Coaching
Kathy Merchant
(616) 344-5924
www.kathymerchantcoaching.com
hello@kathymerchantcoaching.com

Light Lounge
Lindsey Thompson
(616) 699-5653
www.lightlounge.life/holland

McAlister's Deli
Lindsay Burcke
www.mcalistersdeli.com
holland105059@southernrockdeli.com

McCloud Pest Solutions
Isaiah Sills
(616) 373-0247
www.mccloudservices.com
customerservice@mccloudservices.com

Preferred Machine, LLC
Justin Hanna
(616) 272-6334
www.preferredmachinellc.com

Redwood Holland
Tina May
(616) 824-1036
Holland@ByRedwood.com
www.byredwood.com/apartments/mi/holland/redwood-holland

Rodgers Creative Group, LLC
Heather Rodgers
(616) 560-4099
www.rodgerscreativegroup.com
heather@rodgerscreativegroup.com



272 E. 8th Street
Holland, MI 49423



CATALYST  **CONVENER**  **CHAMPION**