

Elizabeth Sluiter
Owner
Culture Cheese Shop

West Coast Chamber's
Community Impact Day
Achieves Unprecedented
Success

Saugatuck Center for the
Arts: Transforming
Communities Through
Education

The Power of Why

From Passion to Plate: The Story Behind Culture Cheese Shop

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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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There's no better time to be in West Michigan than in July. It's a month filled with celebration, and here at the West Coast Chamber, we have so much to celebrate.

After months of hard work and dedication, we have once again received 5-Star Accreditation from the United States Chamber of Commerce. Additionally, thanks to our members and community, we're in the running for Chamber of the Year by the Association of Chamber of Commerce Executives.

Several of our members are also celebrating remarkable milestones. Culture Cheese Shop is planning an expansion of their storefront, and the Saugatuck Center for the Arts is transforming communities through education, just to name a few.

Summer is truly one of my favorite times to live, learn, work, and play in West Michigan. I hope you'll take a few moments to celebrate all the amazing things happening around us in this beautiful city we share.

Jodi Owczarski
President & CEO
Michigan West Coast Chamber
of Commerce

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West Coast Chamber's Community Impact Day Achieves Unprecedented Success

By Michelle Rottschafer | Marketing & Communication Coordinator, Michigan West Coast Chamber of Commerce

This year's Community Impact Day was the most successful yet, creating a profound impact across West Michigan. An impressive 1,522 community members came together, teaming up with over 70 nonprofit organizations at 75 volunteer locations spanning Allegan, Fennville, Grand Haven, Grand Rapids, Hamilton, Holland, Hudsonville, Jenison, West Olive, and Zeeland. Volunteers tackled an array of tasks, including yard work, landscaping, cleaning headstones at a local cemetery, window washing, administrative duties, stocking, food sorting, painting, gardening, and much more.

"This year's event was bigger and more impactful than ever before," said Jodi Owczarski, Chamber President & CEO. "Our volunteers completed 4,566 hours of work for nonprofits and municipalities that would not have

otherwise had the resources. They transformed last year's ripples of influence into tidal waves of positive impact this year."

Participation reached record-breaking levels, with the number of volunteers soaring from 950 to 1,522 and the number of participating organizations increasing by 16 percent. Over 168 area businesses were represented by our volunteers. Several businesses closed their offices for the day of service, enabling their entire teams to volunteer in the community. Others allowed dozens of employees to take the afternoon off to volunteer, including our Program Sponsor, LG Energy Solution Michigan, Inc. The largest group of volunteers from a single location came from Koops Automation Systems with an impressive 60 volunteers.

"Koops Automation Systems was thrilled to prioritize Community Impact Day this year," said Paul Brinks, President & CEO. "The event not only allowed us to give back to our community but also fostered a sense of unity and purpose within our team. We witnessed firsthand the positive change that collective effort can bring, and we're already looking forward to participating again next year. Thank you for the opportunity to make a meaningful impact!"

Businesses weren't the only ones to send volunteers in mass. Several local schools stepped up and sent dozens of student volunteers, including Holland Public Schools.

"Holland Public Schools is incredibly grateful for the opportunity for students to participate in Community Impact Day," said Nick Cassidy, Superintendent at Holland Public Schools. "It is inspiring to see our students actively engaging in volunteer opportunities and giving back to the community that has supported them. Their dedication to making a positive difference in our city reflects the values we strive to instill in our students. We are proud of their commitment to service. Next year, we plan on expanding the number of student volunteers who will participate in Community Impact Day."

Participating volunteers described the day as fulfilling, heartwarming, meaningful, and rewarding, while participating organizations called it beneficial, excellent, incredible, and productive. Be sure to follow us on Facebook and Instagram for additional impact stories throughout the summer in our series #FeelGoodFriday!

We capped off this remarkable afternoon of service with an after-party for volunteers, participating organizations, and their families at the Holland Civic Center. Attendees shared



stories from the day while enjoying food, beverages, sweet treats, yard games, and live broadcasting by 92.7 the VAN. The energy was contagious!

Those who couldn't join us for Community Impact Day took part in our Community Blood Drive in partnership with Versiti Blood Center of Michigan. Thanks to the community's generosity, we collected 13 units of blood—enough to save 35 lives! Others donated to our Community Food Drive in partnership with Hand2Hand, ensuring no child goes hungry over the weekend or during extended school breaks. A total of 52 people donated food, and others contributed financially, resulting in \$500 for the organization to purchase food.

Our community truly showed up for this year's event. Our team is already hard at work planning for next year, with the ambitious goal of reaching 2,025 volunteers in 2025. We are trailblazing a path for others to follow and are excited to see other communities across the nation implement their own Community Impact Day events.





Saugatuck Center for the Arts: Transforming Communities Through Education

By Kristin Armstrong | Executive Director, Saugatuck Center for the Arts

Through the arts, the Saugatuck Center for the Arts (SCA) aspires to be a transformational organization that creates a sense of belonging and enhances the quality of life in the communities we serve—starting with local young creatives!

While the SCA may be best known for our professional theater productions and other entertainment-focused events, for the past 22 years, we have also provided creative educational programming for students in our West Michigan region.

In fact, our education team has built a dynamic, year-round schedule of innovative arts-based programming for K-12th graders. All of the programming—in schools, after school, on the SCA Campus, or anywhere else around West Michigan—emphasizes social-emotional learning, literacy, soft skill development, and civic engagement. This often culminates in deeply transformative moments. To ensure access, our educational programming is provided on a sliding scale for schools and is often cost-free for non-profit partners.

At the SCA, designated time and space are provided for imaginative creativity. The process is celebrated over the product; so a mess is made, experiments and failures happen (the design process), and students get curious and ask questions.

Over the last school year, the SCA has worked with education and community partners, including Saugatuck Public Schools, Fennville Public Schools, Holland Public Schools, Black River High School, Forest Hills High School, Fennville Public Library, Latin Americans United for Progress (LAUP) in both Holland and Grand Haven, and Cultureworks, among others.

Each of the in-school programs is designed by the SCA Education Programs Manager with a professional artist. The programming captures the themes and meanings of the artist's works, along with lessons they learned along the way. The artist typically works directly with students during the multi-week programs, with the intention of exposing students to creative career pathways as well as different creative genres.

While reflecting on programming with the SCA, teacher Celeste Moerman from Paw Paw Public School said, "It's about making kids feel like they're connected, like they're a part, like they belong here, and that their efforts matter... and [the SCA] programming does that."

According to the most recent World Economic Forum's Future of Jobs Report, analytical thinking is considered a core skill by more companies than any, followed by creative thinking, resilience, flexibility and agility, motivation and self-awareness, and curiosity and lifelong learning—in recognition of the importance of workers' ability to adapt to disrupted workplaces. The core skills top 10 is completed by two attitudes relating to working with others—empathy and active listening. All of these crucial workplace skills can be delivered through the Connected Arts Learning Framework on which SCA educational programs are built.

One student shared that "[your programming] is important because it helps kids like me." She continued, "Last year I was struggling a lot. I couldn't concentrate and I wasn't really good at a lot of things, but when I came into this program, it helped me learn, and now I have the courage to read books and to try new things."

To ensure that programming can be expanded to new and further communities, the SCA introduced a mobile Art Truck in March of 2023. The WiP (aka — Work In Progress; aka — our "whip," as the kids would say, the



coolest car ever). Until then, the education team had traveled throughout West Michigan, piling art supplies into cars, trailers, wagons, or anywhere it could be squeezed.

Having their own set of wheels has allowed the education team to expand and amplify community outreach for students, families, and adults! The SCA has always been committed to making arts and creativity accessible for all—this means meeting people, literally, where they're at.

Through these different programs, the SCA will serve more than 1,100 families at outreach events, 950 students during in-school programming and field trips, and 300 students during after-school programming.

By fostering analytical thinking, creative thinking, resilience, and motivation, arts programming cultivates a future workforce that brings fresh perspectives and innovative solutions to local workplaces, driving innovation and success right here in West Michigan.



For the past 19 years, Kristin Armstrong has served as the Executive Director of the Saugatuck Center for the Arts. She is passionate about leveraging the power of arts and creativity to bring people together, strengthen and enhance communities, and cultivate curiosity and joy. Kristin currently serves as the board Treasurer of the Saugatuck Douglas Convention & Visitors Bureau and as the Secretary on the Lutheran Camp Association board of directors.





The Power of Why

By Robert Heath | CEO & Chief Vision Officer, The Legacy Leadership Consulting Group

Imagine stepping into a room filled with eager listeners, ready to absorb your insights and wisdom. You begin your presentation confidently, delivering your message with passion and conviction. However, as you glance around the room, you notice a subtle shift in demeanor among your audience. What started as engagement, enthusiasm, and excitement soon morphs into confusion and frustration. Despite your best efforts to connect and give more energy, information, and charm, you simply cannot get the group to connect with your message and many of them begin leaving the room.

Now, imagine attending what you expect to be a riveting presentation, only for the speaker to start and then continue speaking in a language you don't understand. At first, you may be interested or amused, perhaps even intrigued. But as time goes on, what started as curiosity quickly turns to frustration, anger, and feeling like your time is being wasted. You may choose to confront the

speaker for having wasted your time like this, but more than likely you will simply disengage and leave at the earliest opportunity.

Were you able to picture yourself in both scenarios? The scenarios above are actually two sides of the same experience and wonderfully illuminate the potential impact on both parties that not aligning our communication with our audience's needs can have.

This exact feeling of initial intrigue followed by disconnection is a very real problem that leaders experience often. When training business leaders about how to improve engagement, empowerment and ultimately, profitability, I often use this metaphor to begin discussing the importance of understanding your own motivations and the motivations of those you lead.

This analogy illustrates, metaphorically, the essence of leadership communication and engagement. While on the

surface, as leaders we might initially misinterpret head nods and compliance for engagement, the reality quickly dawns that without speaking the same 'language,' all our efforts to connect, impart wisdom, and ultimately drive results can often fall on deaf ears. This misalignment not only leads to disengagement but can fuel feelings of disrespect and time wasted on both sides.

At Legacy, we believe that leadership is about leaders facilitating the manifestation of greatness in others. Leaders ultimately are responsible for helping ordinary people achieve extraordinary results. The key to accomplishing this comes down to a universal truth: effective leadership and engagement hinge on the leader's ability to make every team member feel seen, heard, and valued.

The key to unlocking this level of understanding and connection lies in speaking to others in their own 'language.' This is not about our linguistic abilities but rather about tuning into the frequencies of people's motivations, values, and the core essence of what drives them—their 'why.'

Understanding your 'why' and the 'why's of those around you isn't just about achieving harmony or making people feel good—it's about unlocking potential, it's about results. When we speak to someone's 'why,' we are acknowledging who they are at their core. This recognition is a profound act of respect and empathy, allowing us to bridge gaps in understanding and mindset. By endeavoring to communicate in a way that resonates with each individual, leaders facilitate a space where everyone feels valued and understood. This isn't just about avoiding miscommunication—it's about fostering an environment where everyone is motivated to contribute their best, feeling genuinely included in the process.

One tool that we use with the leaders we serve is the WHY.os Discovery. This is a tool designed to help you identify and articulate not only your personal motivations, but also the motivations of others. Armed with this



understanding, leaders can then translate their visions and goals into a dialect that resonates deeply with each member of their team, thereby transforming engagement and driving collective achievement.

To all aspiring leaders out there, remember, the first step towards inspiring greatness in others is understanding their language and speaking to their 'why'. The effort to speak someone's 'language,' though it may require stepping out of your comfort zone, is a testament to your commitment as a leader. Just like we afford grace to someone attempting to communicate in a second language, your attempt to align with others' 'whys' (no matter how imperfect it may be in the beginning) will always be met with gratitude and, most importantly, loyalty.

Understanding your "why" is not just a luxury reserved for a select few — it's a fundamental aspect of effective leadership. By leveraging tools like the WHY.os Discovery, leaders can unlock their full potential, inspire greatness in others, and make a lasting impact on the world around them.



Robert Heath is an author, engaging communicator, and expert in Empowering Leadership. He helps leaders excel personally and professionally. Robert earned his JD, cum laude, from the University of Illinois College of Law, an MA in Teaching from Christian Brothers University, and dual BA degrees in Economics and Speech Communications from the University of Illinois at Urbana-Champaign. He served 8 years as a U.S. Marine Corps Officer, earning the Navy and Marine Corps Commendation Medal for his leadership. Combining principles from his military service and over 20 years of leadership, teaching, and coaching experience, Robert assists leaders in boosting productivity, initiative, and follow-through; reducing stress; and maximizing team performance on every project.



From Passion to Plate: The Story Behind Culture Cheese Shop

By Elizabeth Sluiter | Owner, Culture Cheese Shop

When it comes to any career path, there's always a story behind the "why." Sometimes, it's a lifelong dream, and other times, it's a new passion discovered later in life. Regardless of the reason, the story is about the "why."

One of the most common questions I get is, "Why cheese? Why here and why now?" I didn't grow up dreaming of creating a women-owned business, but I did grow up in a Hispanic home with some of the best cultural meals. The best memories were made around the table and in the kitchen. I am thankful for the opportunity to share my story about my why—why highlight culture, why here, and why now.

I have always loved cheese, but after years of travel to England, Italy, Spain, and France, I fell in love with mom-and-pop shops. The way they highlighted culture and connected the community to their store was something I wanted my kids to experience. For our 10th anniversary, my husband and I went to Italy, and our first food stop was a small bistro serving cheese, wine, and fresh sliced bread. The owner and his daughter, who was our server, talked with us about cheese, shop, and culture. Inspired, I told my husband, Cody, that I'd love to own a mom-and-pop shop one day. He asked, "What are you waiting for?" I replied, "Time, money, kids to grow up. I have so much to learn." He said, "If you wait, it will be too late." From then on, I took his words to heart and ran with it.

When we returned home, I shared with my small group from church that I had decided to start a business highlighting cheese and culture but didn't know where to begin. A friend who owns a business suggested, "Make me a charcuterie board for a work event." I agreed, with no promises of success. He laughed and said, "The best way to start is to try it on those you know."

So, I made a Dutch-themed board with cheeses, crackers, and popular fruits, meats, and jams from the Netherlands. The board was a hit, and he asked for another with a different theme. I then made a Spanish-themed board that his team enjoyed as well.

After making the first two boards, more requests came from friends and family for events. Realizing this could be serious, I took steps to work in a commercial kitchen. I found The Incubator Kitchen at the Grand Rapids Market, which provided space and guidance on licensing and operating a small food business.

Working out of the Incubator Kitchen, I started our Cheese Club Box, where members received three different cheeses, a cultural recipe, and a bonus item like meat or jam. The Club Box started small but grew



monthly. As it expanded, I searched for a location in Holland, believing that a shop like Culture would be embraced here.

Through connections with The Galleria in Washington Square and a friend who owns Living Lark, a cocktail business, the Club Box grew quickly. Working with them, I felt the support of the community and other small businesses who wanted to see me succeed.

So, why here, why now, and why culture? One of my favorite parts of the shop is hearing why people come in. Some want to try something new; others want to bring





back old memories. Since opening, I've met people from France, Italy, Brazil, Germany, Switzerland, and more, sharing their love for good cheese and their personal stories. They talk about food from their childhood and recipes passed down but hard to find ingredients. We cherish these personal connections.

Culture Cheese Shop is more than just cheese. We carry unique items like DIY cheese-making kits, saffron, teff flour for Ethiopian flatbread, and crackers from Spain, with plans to expand our selection. We strive for the store to feel inviting, offering comfort in trying something new.

Being part of such a beautiful, culturally diverse community is what I want my kids to see and grow up in. This is my why. Thank you, Holland, for being part of our story!



Elizabeth Sluiter has always had a passion for food and fellowship and her travels inspired her to pursue a career focusing on culture and cheese. Elizabeth currently owns Culture Cheese Shop where she shares her love for community and culture through cheese. Prior to Culture Cheese Shop she worked in the dental field for two decades. She lives in Holland with her husband and three children. She enjoys cheering on her kids in all their sporting events and traveling to new places near and far.

FTC Adopts Ban on Non-Competes

By Christopher Reed | Attorney, Smith Haughey Rice & Roegge

On April 23, 2024, the Federal Trade Commission (FTC) released a final rule that, when published, will generally ban the use of non-compete agreements or clauses as conditions of employment in the United States (Rule). The Rule will become effective September 4, 2024, subject to pending and expected legal challenges.

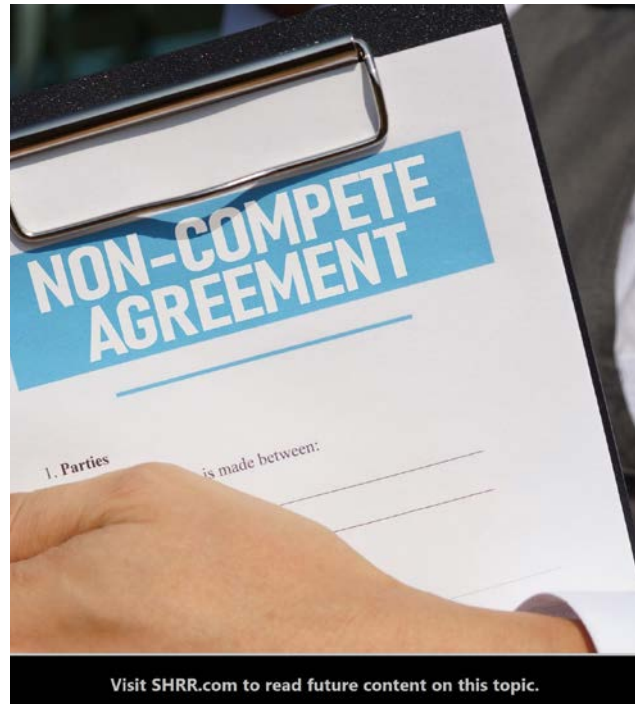
When effective:

1. Employers are prohibited from entering into or attempting to enter into non-compete agreements with any workers.
2. All applicable employers must provide current and former workers notice that their existing non-compete agreements are no longer enforceable.
3. The Rule excludes (a) some senior executives earning more than \$151,164.00 in policymaking positions with existing non-compete agreements, and (b) sellers of a business who own at least 25% of the business entity being sold.

While the FTC acknowledges that non-solicitation agreements are generally not considered non-compete clauses, the Rule states that a non-solicitation agreement can function as a non-compete clause if it prevents the worker from seeking or accepting other work after their employment ends.

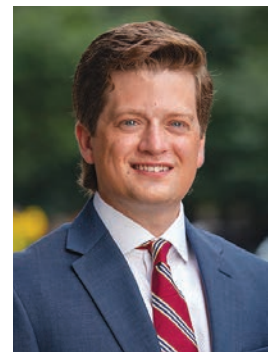
Violations of the FTC Act can result in fines, penalties, and other injunctive relief.

There are significant legal questions concerning whether the FTC has the authority to take this action by rulemaking or whether this is best left to the legislative process. At least two lawsuits were filed within 24 hours of the Rule announcement (one of which is headed by the U.S. Chamber of Commerce). The federal district courts that hear these lawsuits have the ability to issue a temporary restraining order or preliminary injunction of the Final Rule which would delay its implementation while the challenges to its validity play out in the courts. At



least one challenger has already asked to have the rule vacated completely.

Employers should continue to follow the progression of the Rule and begin preparing to send the required notice to all employees, former employees, and contractors with surviving non-compete agreements. Smith Haughey's attorneys are available to review existing agreements and assist employers and workers with questions and strategies for this new rule.



It's Time for Honest Employment Brands

By Leanne Schaeffer | Partner, Boileau & Co.



The Great Reshuffle. Quiet quitting. Labor shortage. We've heard so much about these trends, but it all comes down to a single truth: It can be hard to get and keep good people these days.

Just as there's no single reason these tasks are difficult, there isn't one solution to the problem. But in our years of successfully helping companies bring on new team members while keeping the ones they already have, we've found that a lot comes down to having an honest employment brand.

If you're serious about boosting your company's recruitment and hiring efforts, there are two areas you need to emphasize: authenticity and relatability.

If you build it authentically, they will come. And stay.

The only thing worse than not having an employment brand is having one that's misleading or overly aspirational. This principle applies to your company's culture, values and management style. If you emphasize work-life balance in job postings but don't follow through with your team members, it's misleading. If your company says it values "hiring from within" but every promotion is filled externally, employees could feel tricked. If your team members feel misled it's likely they won't stick around, leading to higher turnover rates. Which, as anyone who's been in a hiring position knows, is annoying and expensive.

Luckily, there's an easy solution: Be clear and honest about your company.

There's a perception that you have to tailor a perfect employment brand to attract new talent. But if you're honest about who you are and what types of people will succeed at your company, the "wrong" person won't bother to apply. You'll have higher-quality candidates and new hires won't feel misled. They'll know what they signed up for and—most importantly—are more likely to stay.

So, if you're a company where "hard work" is a daily value and you have a lot of overtime opportunities, then say it. Some folks want that overtime to sock away extra cash for their families or save up for college!

Likewise, if you're a "hybrid" company where people still mostly work remotely, don't show pictures of smiling happy people sipping lattes in your hip office space. Many people want to work in-person, and they'll be disappointed to show up to a dozen camera-off Zoom calls every day.

In short, be authentic in your employment brand and the people interested in the company culture you offer will be attracted to it.

Be relatable to your audience.

Relatability is something we see large brands, especially national or international brands, struggle with often. We get it. It feels like a lot more effort to tailor messaging to specific areas, and it is! That said, there's a popular Meredith Hill quote a lot of marketers have probably heard: "When you speak to everyone, you speak to no one."

It's the difference between getting a hand-written "thank you" card versus a generic, mass-printed one. Do you know that feeling? The first makes you feel warm inside and genuinely appreciated. The second is still nice, but it lacks the personal touch of something created exactly for you.

Leanne Schaeffer is a partner at Boileau & Co., a strategic communications consulting company in Holland. She partners with clients to solve tough communications issues during times of transition and change. A Grand Valley alumna, Leanne earned her bachelor's in Advertising and Public Relations. Leanne serves on the board for Girls on the Run of West Michigan and the Advisory Board for West Michigan Sports Commission. She resides in Zeeland with her husband and two sons.



Recruiting potential employees is no different. We're all human and understanding your target audience goes a long way.

Potential candidates need to see themselves working for your company. They want to know how they fit it. They want to see their community and their neighbors in the imagery. Show images of the community you work in. Show real employees from their neighborhoods. Use landmarks that they see every day on their way to work. Show your connection directly to them.

Let your employment brand lay the foundation.

"Authentic recruitment" is the very first step in our People Strategy development process for a reason. Without a strong foundation to build upon, efforts will never meet expectations. By doing the soul-searching necessary to honestly evaluate and define your employment brand, you're far more likely to find long-term success with your hiring decisions.



Upcoming Programs



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

July 10, 2024

Midday Mingle

1:00 PM – 3:00 PM

Michigan West Coast Chamber of Commerce

We're so excited for our Midday Mingle series this summer. Join us as we host Kona Ice of West Kalamazoo on the Chamber patio. Attendees are invited to purchase a customized shaved ice while enjoying networking in an informal setting.

Program Sponsor: **AAC Credit Union**

July 12, 2024

Advocacy in Action: Candidate Forum

7:45 AM – 9:15 AM

Michigan West Coast Chamber of Commerce

Join us for this special Advocacy in Action program, a perfect opportunity to meet local candidates running for office in the upcoming election. Each candidate will have a few minutes to introduce themselves, share their positions on key community issues, and participate in a facilitated Q&A session. Don't miss your chance to stay informed this election season.

Advocacy in Action Lead Sponsor: **Blue Cross Blue Shield of Michigan**

July 23, 2024

Power Hour

8:00 AM – 9:30 AM

Howard Miller Library & Community Center

Attention power networking enthusiasts! We have created a new program specifically designed to maximize your connections through 5+ rounds of structured table networking. This event is similar to our popular Power Lunch program, but without the meal, allowing you to spend less time eating and more time networking.

Sponsorship Opportunities Available

August 29, 2024

Social Hour with the Chamber

4:30 PM – 6:00 PM

Port 393

Join us for Social Hour with the Chamber at Port 393! This informal and unstructured networking program is the perfect way to end your summer. Grab a beverage and get ready to make new connections on Port's rooftop bar. You don't want to miss it!

Sponsorship Opportunities Available

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



Hannah Bowen, Program Manager at the West Coast Chamber of Commerce, donated blood during our Community Blood Drive in partnership with Versiti Blood Center of Michigan.



Fettig.jobs celebrated the grand opening of their new Holland office, located at 12456 James Street, with a ribbon cutting.



Volunteers applied a fresh coat of paint to the railing along the Kollen Park & Heinz Waterfront Walkway during Community Impact Day. Thank you to our Program Sponsor, LG Energy Solution, Michigan, for making this trailblazing day possible!



Engaged community members heard updates from locally elected officials during our final Advocacy in Action program of the season at Holland Energy Park. Thank you to our Program Sponsor, Blue Cross Blue Shield of Michigan!



The Parlor by House of Flavors in Zeeland celebrated the Grand Opening of the 2024 Season with a ribbon cutting.



The West Coast Chamber Ambassador Team posed for a photo at their End of Year Party at Tanglewood Winery. Thank you to Blue Cross Blue Shield of Michigan for sponsoring our Ambassador Team!



West Coast Chamber members enjoyed structured networking at Tulyp Hotel during our final Power Lunch of the program season. Thank you to Saugatuck Center for the Arts for sponsoring this program!



Second Story Counseling celebrated the renovation of their Holland office, located at 170 College Ave in Downtown Holland, with a ribbon cutting and community open house.



Dozens of nonperishable items were donated to our Community Food Drive in partnership with Hand2Hand ensuring no child goes hungry on weekends or extended school breaks.

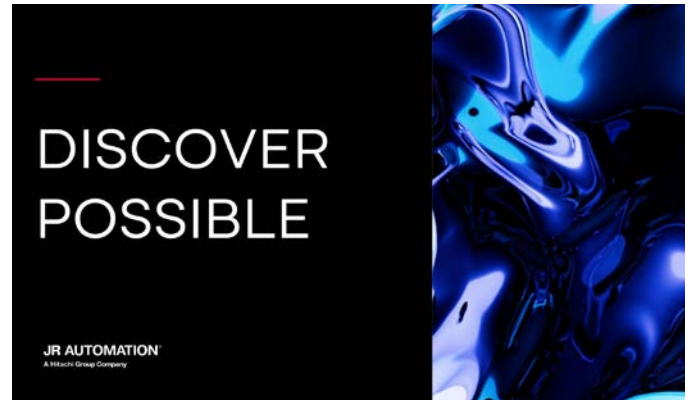
Premier Partner Spotlight

JR Automation

New Look. Same Commitment to Excellence.

At JR Automation, we have always been fueled by possible — delivering custom automation solutions that help our customers meet increasing end-customer demands, complement and support their workforce, drive manufacturing and distribution efficiencies, and compete on a global scale.

As a company, we have experienced a lot of change and growth over the past few years. It was time to elevate our global look and messaging to represent who JR Automation is today, growing from our West Michigan roots to an increasing global footprint. As a Hitachi Group Company, we have more to offer our customers than ever before. Our strengthened message lifts our team, emphasizes co-creation and partnership with our customers, and leverages



our diverse experience across continents, industries, applications, and capabilities.

We are JR Automation, reimagined for where the manufacturing and distribution world is going. Learn more at www.jrautomation.com.

JR AUTOMATION®
A Hitachi Group Company

West Coast Chamber Staff Spotlight

Get to Know Office Coordinator, Emmy Surface



Emmy Surface

*Office Coordinator,
West Coast Chamber of
Commerce*

Hometown: Holland, MI

Alma Mater: Cornerstone
University

Hobbies: Reading, dancing,
coffee, and walking anywhere
I can

Fun Fact: I'm getting married
this October!

Hello! My name is Emmy Surface and I am the Office Coordinator at the West Coast Chamber of Commerce. I am so excited to be back at the Chamber full-time after two amazing

internship opportunities here in high school and college. I have always called west Michigan home and I am thrilled to have the opportunity to work with the Chamber in impacting our vibrant community.

I have a background in customer service and experience in event planning and facility management. After graduating from Cornerstone University, I spent two years in the financial institution industry. I enjoy every opportunity I can get to interact with people in our community and assist them in achieving their goals. I am passionate about helping others and working at the Chamber means I get to help others every day through our vast resources and programs.

It's a privilege to be a part of the Chamber team and I look forward to connecting with our members!

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

Adient – **50***
 AdvisaCare Home Health and Hospice
 Al's Excavating
 Appledorn Assisted Living Center
 ASE of West Michigan
 Ben's Stamps & Promotional Products
 Better Business Bureau of Western Michigan
 Boar's Head Provisions Co., Inc.
 Borr's Shoes – **10***
 Buursma Agency
 Carolyn Stich Studio, LLC – **10***
 Carpe Latte – **10***
 Carpet Bonanza
 Cascade Apartments
 Cherry Republic
 Chromatic Graphics, Inc.
 ClearView Apartments
 Cold-Link Logistics Holland, LLC
 Comcast Business
 Crown Motors
 Downtown Antiques & Home Furnishings – **5***
 Edward Jones Workman
 Elite Metal Tools

Engineering Supply & Imaging
 Estrellas Language Academy LLC
 Flagstar Bank – **25***
 GDW Farms – **10***
 GJ Properties
 Hamilton Mobil – **10***
 HES A and B Equipment, Inc.
 Holland Community Health Center
 Homewood Suites by Hilton
 Hospice of Holland, Inc.
 Hudsonville Public Schools
 JMS of Holland
 Keller Williams Realty Holland - Lakeshore
 Kenowa Industries, Inc.
 Key Bank
 Key Personnel, Inc.
 King's Cove Party Store
 Koele Godfrey Investment Group
 Lincolnshire Party Store
 Macatawa Resource Center – **10***
 Mercy Health
 Michigan Awesome
 Michigan First Credit Union
 Michigan State University



Next Creative Co.
 Omni Die & Engineering, Inc.
 Parkhurst Chiropractic/Lakeshore Wellness Center
 Quincy Street, Inc. – **30***
 Request Foods, Inc.
 Russell's Technical Products, Inc.
 Sales Heating, Cooling & Refrigeration, Inc.
 Schepers Concrete Construction, LLC – **10***
 Seventy x Seven Life
 Shoreline Technology Services
 Signature Associates
 SKLD Zeeland
 Spectrum Business
 Spine Align, Inc.
 The CBD Store North
 The Wooden Shoe Restaurant – **10***

Thoroughbred Fulfillment
 Tracy Brower
 Trigon Steel Components, Inc.
 Tulip City Exxon – **10***
 Velo City Cycles
 Ventura Manufacturing – **10***
 Village Inn – **10***
 Vriesland Country Store – **10***
 Well Being Nutrition, LLC
 Wesco, Inc.
 West Coast CPA Group
 West Coast Eyecare
 West Michigan Office Interiors, Inc.
 Westenbroek Mower, Inc.
 Westshore Financial Services
 Wild Chef Japanese Steakhouse – **10***
 Yellow Lime Creative
 Ziebart of Holland

New Members

Welcoming these new members who recently joined the West Coast Chamber

Bankers Life
Aaron Osborn
 (616) 226-8702
agents.bankerslife.com/mi/grand-rapids/3350-eagle-park-dr-ne/aaron-osborn
aaron.osborn@bankerslife.com

Bombshell Salon and Spa
Rachel Harned
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Bubs' and Betty's
Heather Gahir
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bubsandbettys.com

Car Center - Holland
Megan Bridinger
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Club Pilates Holland
Ana Sheridan
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holland@clubpilates.com

Corporate Caterers of West Michigan
Madeline Doyle
 (616) 551-0422
www.corporatecaterers.com
westmiorders@corporatecaterers.com

Ebony Tree Medical Massage
Ebony Sisson
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www.facebook.com/profile.php?id=100068186556230
ebonytreemedicalmassage@gmail.com

Integrity Cleaners, LLC
Kimberly Pelon
 (616) 298-9907
www.integritycleaners.net
integrity.cleaners.llc.5@gmail.com

Jadex Strategic Group
Ed Hill
 (833) 568-3925
www.jadexstrategic.com
info@jadexstrategic.com

Matchless Marketing, LLC
WarrenSchuitema
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www.matchless-marketing.com
info@matchless-marketing.com

MBS Consulting, Inc.
Mary Battle Stump
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mary@mbsconsultinginc.com

Psychological Insights
Rebecca Gomez de Tuinstra
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office@psychinsights.org

Red Horse Center
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www.redhorse.red
fred@redhorse.red



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