

2022

MICHIGAN WEST COAST CHAMBER OF COMMERCE ANNUAL REPORT



WEST COAST CHAMBER TEAM MEMBERS



Jane Clark

Outgoing President & CEO - CCE, IOM



Jodi Owczarski

Incoming President & CEO - IOM



Britt Delo

VP of Membership & Marketing



Colleen Schipsi

VP of Operations - IOM



Jessica Lynch

Member Engagement
Manager



Michelle Rottschafer

Marketing & Communications
Coordinator



Hannah Town-Bowen

Program
Coordinator

A MESSAGE FROM OUR OUTGOING PRESIDENT & CEO

As I reflect upon my career, I am truly amazed. I never thought back in 1990 when I was hired as a Membership Director at the West Coast Chamber, what was then the Holland Area Chamber of Commerce, that it would be a career spanning more than three decades.

For the past 32 years, I've had a front row seat to everything happening in our community. It's been a privilege to be right there day in and day out making a difference for our local businesses. I've also had the pleasure of working with truly incredible people. It's the people that have really made a difference in my career. I've made such terrific friends and strong relationships that I will carry with me into the future.

While my career has been filled with milestones, there are a handful that I am incredibly proud of. The first is my work to merge the Zeeland Chamber and the Holland Chamber creating the Michigan West Coast Chamber of Commerce over 10 years ago. Our team worked so hard to make that change happen. I'm also so proud of our building renovation. We took a tired old building and made it a showpiece in our community.

In addition, I'm thrilled with how our team has leaned fully into the Entrepreneurial Operating System also known as EOS. The implementation of EOS has meant that the Chamber has been run like a business so that we have all our fundamentals in place to make this a Chamber that is nationally acclaimed. Ultimately, I think what I'm most proud of is that we never stood still. We understood that a mainstay that would have worked for a dozen years didn't mean that it was going to last forever so we were always on the lookout for the next best thing to help our business community.

As I head into retirement, I hope my legacy is the team we've put together. We have an incredible board of directors and a wonderful staff. I am confident they are going to do amazing things in the future. We've got a great foundation in place, but the best is yet to come!



Jane Clark
Outgoing President & CEO



WEST COAST CHAMBER PURPOSE & NICHE

PURPOSE STATEMENT

WE EXIST TO BE A

CATALYST FOR BUSINESS GROWTH AND DEVELOPMENT

CONVENER OF LEADERS & INFLUENCERS

CHAMPION FOR A THRIVING COMMUNITY

OUR NICHE

WE CULTIVATE BUSINESS SUCCESS THROUGH

ADVOCACY

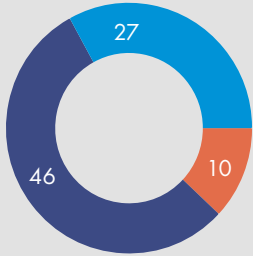
BUSINESS BUILDING

DIVERSITY, EQUITY, & INCLUSION

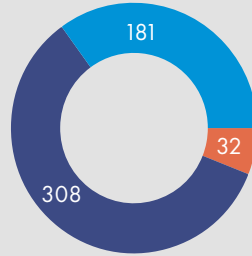
LEADERSHIP & TALENT DEVELOPMENT



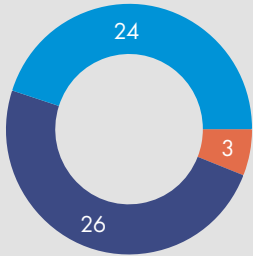
THE COLLECTIVE IMPACT OF OUR WORK



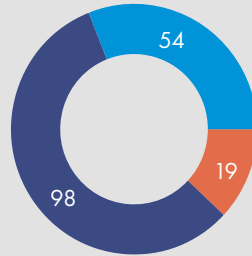
ADVOCACY



BUSINESS BUILDING



DIVERSITY, EQUITY, & INCLUSION



LEADERSHIP & TALENT DEVELOPMENT

OF ARTICLES

OF DIGITAL MEDIA POSTS

OF PROGRAMS

828

TOTAL # OF ARTICLES, DIGITAL MEDIA POSTS, & PROGRAMS

THE COLLECTIVE IMPACT OF OUR WORK

\$589,319

Membership Revenue from New & Renewing Members

\$207,138

Sponsorship Revenue

\$159,751

Program & Event Revenue

22

Ribbon Cuttings

\$427,310

West Coast Cash Purchased in Fiscal Year

148,888

Online Page Views

12,020

Combined Social Media Followers

1,166

Total Members

105

Members Joined

92.44%

Member Retention Rate

907

West Coast Leadership Graduates Since Inception

BOARD OF DIRECTORS EXECUTIVE TEAM MEMBERS



Kelly Springer
Board Chair
Metal Flow Corporation



Jon Lanning
Elect/Treasurer
Inontime



David Bolt
At Large
GMB Architecture + Engineering



Jim Eickhoff
At Large
Creative Dining Services



Mike Novakoski
Past Chair
EV Construction

BOARD OF DIRECTORS

Menaka Abel-Hunter
Chief Financial Officer
Request Foods, Inc.

Paul Brinks
President & CEO
Koops, Inc.

Boyd Feltman
CEO
Peachwave

Gloria Lara
Executive Director
Lakeshore Ethnic Diversity Alliance

Mitch Bakker
Owner/Principal
IDA Design | StrEATs Taco Kitchen

Seth Bushouse
Senior Director of Human Resources
Gentex Corporation

Stacy Segrist Kamphuis
President
The Insurance Group

Jennifer Owens
President
Lakeshore Advantage

Rebekah Bakker
Business Development Partner
DISHR

Mike Ellis
Chairman
SpinDance

Har Ye Kan
Owner
HYK Consulting, LLC.

Jackie Rice
General Counsel & Corporate Security
MillerKnoll

AMBASSADOR LEADERSHIP TEAM MEMBERS



Dan Robertson

Chair

Huntington National Bank



Jennifer Crosby

Elect

Gill Staffing



Jesse Prins

At Large

First National Bank of Michigan



Ty Tanis

At Large

Boys & Girls Club of Holland



Kim Vanderمولen

Past Chair

Tulip Time Festival

AMBASSADOR TEAM MEMBERS

Julie Abel, JabberDesign Website Design & Development

Bill Badran, Ready for School

Robin Bartells, Gordon Water Systems

Michele Chaney, Consumers Credit Union

Tricia Cranmer, Hope College

Wayne DeBruyn, Baird Wealth

Josh Delo, The Insurance Group

Brittany Dolly, De Boer, Baumann & Co.

Shannon Dykstra, West Michigan Law, P.C.

JoAnna Gonzales, Allegra Marketing

Heather Houtman, Winsome Travel Design

Linda Kaiser, Holland Tasting Tours

Nolan Kamer, Nolan Kamer Agency

Julie Kamer, CrossCountry Mortgage

Raechel Kamphuis, The Insurance Group

Stacy Segrist Kamphuis, The Insurance Group

Aris Knitter-Lee, Five Star Real Estate Lakeshore

Rebecca Lamper, Michigan First Credit Union

Hope Lesperance, Edward Jones Lesperance

Janet McNamara, Janet McNamara, Realtor

Chad Mesbergen, Tulip Time Festival

Kelly Miller, Back To Health Chiropractic

Kevin O'Keefe, Independent Bank

Steve Pembleton, Pembleton HR Consulting

David Purnell, DP Creative Audio & Video

Marco Rios, West Michigan Works!

Tim Schreur, Schreur Printing & Mailing

Thomas Sharwarko, Whiteford Wealth Management

Donald Wilkinson, Lakeshore Habitat for Humanity

Lindsey Williams, United Federal Credit Union

Michelle Wood, Employee Assistance Center

PLATINUM PARTNER



SMALL BUSINESS FINANCE PARTNER



COMMUNITY CHAMPION PREMIER PARTNER



GOLD PREMIER PARTNERS



FIFTH THIRD BANK



JR AUTOMATION[™]
A Hitachi Group Company



SMITH HAUGHEY
RICE & ROEGGE
ATTORNEYS AT LAW



SILVER PREMIER PARTNERS



CREATIVE DINING SERVICES[®]
Complete Hospitality Management





MICHIGAN
WEST COAST
CHAMBER OF COMMERCE



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