

# 2023

MICHIGAN WEST COAST CHAMBER OF COMMERCE ANNUAL REPORT



## WEST COAST CHAMBER TEAM MEMBERS



**Jodi Owczarski**  
President & CEO - IOM



**Britt Delo**  
VP of Membership & Marketing



**Jessica Lynch**  
Director of Membership



**Colleen Schipsi**  
VP of Operations - IOM



**Hannah Bowen**  
Program  
Coordinator



**Alyssa Gabriele**  
Member Engagement  
Coordinator



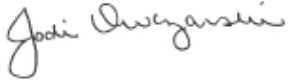
**Michelle Rottschafer**  
Marketing & Communication  
Coordinator

## A MESSAGE FROM OUR PRESIDENT & CEO

As I reflect on my first year as President & CEO of the West Coast Chamber, I am overcome with a great sense of pride for all that our team has accomplished. It has truly been a remarkable journey. As an organization, our first priority was to intentionally reach out to every single one of our members to understand their needs and discover how to better serve them. This commitment led us to roll up our sleeves as a team and embark on a comprehensive listening tour. Our entire membership base was contacted, and their feedback was carefully analyzed and recorded. The insights gleaned from this process were pivotal in shaping our strategic direction.

We also leaned heavily into our theme, “Stronger Together.” Perhaps one of the largest and most impactful ways we did this was through Community Impact Day. We mobilized 950 volunteers to support local nonprofit organizations and municipalities. Witnessing the community come together in such a tangible way to effect positive change was truly inspiring. We envision the impact created on that day as the catalyst for a lasting wave of positive change that will ripple through our community for years to come.

Leading the West Coast Chamber over the past year has been an absolute honor, and I am eagerly anticipating the opportunities and challenges that lie ahead in the coming year. With our collective determination and commitment, I am confident that we will continue to blaze new trails and make a meaningful difference in our community and beyond. Thank you for your unwavering support and dedication. Together, let’s make the upcoming year even more extraordinary.



**Jodi Owczarski**  
President & CEO

## WEST COAST CHAMBER PURPOSE & NICHE

### PURPOSE STATEMENT

WE EXIST TO BE A

CATALYST FOR BUSINESS GROWTH AND DEVELOPMENT

CONVENER OF LEADERS AND INFLUENCERS

CHAMPION FOR A THRIVING COMMUNITY

### OUR NICHE

WE CULTIVATE BUSINESS SUCCESS THROUGH

ADVOCACY

BUSINESS BUILDING

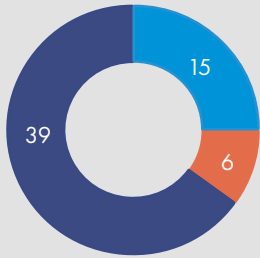
COMMUNITY IMPACT

INCLUSIVITY

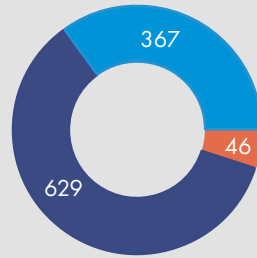
LEADERSHIP AND TALENT DEVELOPMENT



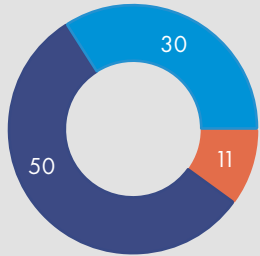
## THE COLLECTIVE IMPACT OF OUR WORK



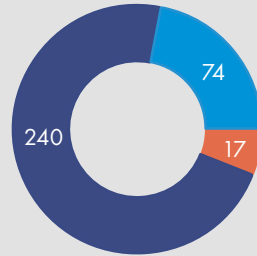
ADVOCACY



BUSINESS BUILDING



INCLUSIVITY



LEADERSHIP AND TALENT DEVELOPMENT

# OF ARTICLES

# OF DIGITAL MEDIA POSTS

# OF PROGRAMS

**1,524**  
TOTAL # OF ARTICLES, DIGITAL  
MEDIA POSTS, AND PROGRAMS

## THE COLLECTIVE IMPACT OF OUR WORK

\$693,537

Membership Revenue from New & Renewing Members

\$389,600

Sponsorship Revenue

\$184,346

Program & Event Revenue

43

Ribbon Cuttings

\$488,100

West Coast Cash Purchased in Fiscal Year

194,933

Online Page Views

1,206

Total Members

15,281

Combined Social Media Followers

135

Members Joined

93.02%

Member Retention Rate

931

West Coast Leadership Graduates Since Inception



# 2023 LISTENING TOUR FINDINGS

## LISTENING TOUR OVERVIEW

It's All About You! Member feedback is the heartbeat of the West Coast Chamber. We exist to serve our business community as a catalyst for growth, a convener of leaders and influencers, and a champion for a thriving community. Actively listening and responding to the Holland/Zeeland business community has always been our priority, but when our long-term Chamber President & CEO Jane Clark retired and Jodi Owczarski transitioned into the leadership role in September 2022, we knew it was a crucial time to pause and listen to the voices of our members. Not only that, but we were also coming out of a haze of uncertainty after a worldwide pandemic. We knew that a part of re-imagining the future would be to have a pulse on the challenges and successes of our membership. So, we did just that. Our entire team engaged in the process of reaching out to every single member. Together we actively listened, responded, and tracked the data along the way. We enjoyed all of the conversations and feedback provided through emails, surveys, and in-person meetings.

1,206

Member  
Businesses

65,000

Employees  
Represented

100%

Members  
Contacted

22%

Members  
Responded

## MEMBER HIGHLIGHTS

1

22%

### CELEBRATIONS

Reported a celebratory event or accomplishment within their organization.

2

22%

### GROWTH

Reported growth in revenue, team size, or facility.

3

7%

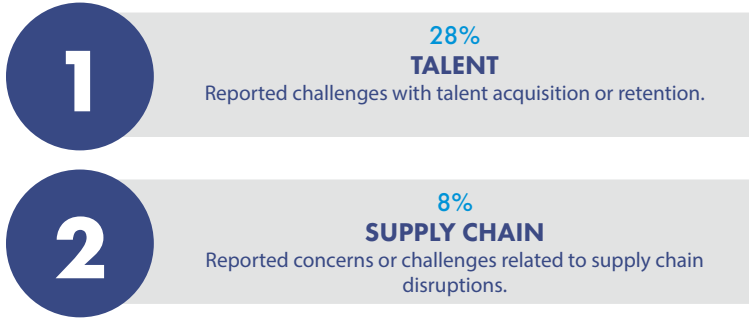
### EMPLOYEE BENEFITS

Reported the implementation of a new employee benefit program.

We were overwhelmed by the inspiring things happening in our community. Many organizations were celebrating milestone anniversaries from one year in business all the way up to a 100-year anniversary. Organizations reported record breaking sales, mergers and acquisitions, new locations, growth into new markets, renovations and expansions, successful leadership transitions, and numerous awards. In addition, many organizations shared they are implementing new employee benefit programs such as providing benefits for part-time employees, launching healthcare plans, and offering enhanced development and training programs. It was so inspiring hearing all of these remarkable stories!

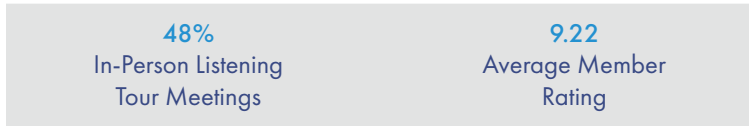
# 2023 LISTENING TOUR FINDINGS

## MEMBER CHALLENGES



Although there are challenges, it's clear we are a resilient and ambitious community. While supply chain challenges were noted, it comes as no surprise talent is the greatest concern. A few talent related issues such as housing and childcare were also mentioned. The takeaway is that the talent challenge is not going away any time soon and instead organizations are getting creative with hiring, retention, automation, partnerships, and processes for delivering their products and services. Many also noted a desire to continue improving their diversity, equity and inclusion efforts, as they see this as a way to attract and retain employees.

## LISTENING TOUR STATISTICS



## NEXT STEPS

At the West Coast Chamber, we envision a bold future for our community. We're taking our member feedback to heart and will be using this data as we map out our next fiscal year. We have also implemented a few changes along the way based on responses. For example, we modified our DEI focus to an inclusivity focus. The goal is to foster a culture of belonging within the business community. We also heard that talent needs to be a priority, so we are leaning into this in a variety of ways. We're working hard to put West Michigan on the map for positive stories, such as growing Community Impact Day – we had over 950 volunteers in 2023 and tons of positive media mentions. We are the first Chamber in the nation to launch this program and we'll be making it even bigger next year while teaching other Chambers how to replicate it in their own communities. We're putting a big focus on being a convener between the education and business sectors by giving educators access to our facility, partnering with the Ottawa Area ISD to launch a program similar to West Coast Leadership for students, and highlighting happenings in education in our magazine and weekly eNews.





## BOARD OF DIRECTORS EXECUTIVE TEAM MEMBERS



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INONTIME, Inc.



**David Bolt**  
Elect/Treasurer  
GMB Architecture + Engineering



**Jim Eickhoff**  
At Large  
Creative Dining Services, Inc.



**Paul Brinks**  
At Large  
Koops, Inc.



**Kelly Springer**  
Past Chair  
Metal Flow Corporation

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Volta Power Systems

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MillerKnoll

**Rebekah Bakker**  
Business Development Partner  
DISHER

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**Kyle Mayer**  
Superintendent  
Ottawa Area ISD

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President  
GMB Architecture + Engineering

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CEO  
Peachwave

**Har Ye Kan**  
Owner  
HYK Consulting LLC.

**Jennifer Owens**  
President  
Lakeshore Advantage

## AMBASSADOR LEADERSHIP TEAM MEMBERS



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Chair  
Gill Staffing



**Jesse Prins**  
Elect  
First National Bank  
of Michigan



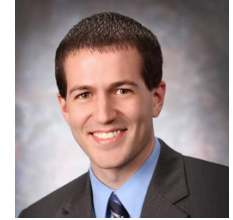
**Robin Bartells**  
At Large  
Gordon Water  
Systems



**Ty Tanis**  
At Large  
Boys & Girls Club  
of Holland



**Aris Knitter**  
At Large  
Five Star Real  
Estate Lakeshore



**Dan Robertson**  
Past Chair  
Huntington National  
Bank

## AMBASSADOR TEAM MEMBERS

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**Bill Badran**, Holland Board of Public Works  
**Robin Bartells**, Gordon Water Systems  
**Michele Chaney**, Consumers Credit Union  
**Kate Chrisman**, Zeeland Board of Public Works  
**Tricia Cranmer**, Hope College  
**Jennifer Crosby**, Gill Staffing  
**Wayne DeBruyn**, Baird Wealth  
**Josh Delo**, The Insurance Group  
**Shannon Dykstra**, West Michigan Law, P.C.  
**Heather Houtman**, Winsome Travel Design  
**Linda Kaiser**, Holland Tasting Tours

**Julie Kamer**, Independent Bank  
**Raechel Kamphuis**, The Insurance Group  
**Stacy Segrist Kamphuis**, The Insurance Group  
**Aris Knitter**, Five Star Real Estate Lakeshore  
**Hope Lesperance**, Edward Jones Lesperance  
**Janet McNamara**, Janet McNamara, Realtor  
**Chad Mesbergen**, Tulip Time Festival  
**Kaylee Mesbergen**, Fleetwood Group, Inc.  
**Kelly Miller**, Back To Health Chiropractic  
**Kara Nguyen**, Kids Hope USA  
**Kevin O'Keefe**, Independent Bank  
**Kory Plockmeyer**, Movement West Michigan

**Jesse Prins**, First National Bank of Michigan  
**David Purnell**, DP Creative Audio & Video  
**Marco Rios**, West Michigan Works!  
**Dan Robertson**, Huntington National Bank  
**Robyn Schopp**, Gordeaux Consulting  
**Tim Schreur**, Schreur Printing & Mailing  
**Jill Schutte**, Hungerford Nichols CPAs + Advisors  
**Ty Tanis**, Boys & Girls Club of Holland  
**Kim Vandermolen**, Tulip Time Festival  
**Donald Wilkinson**, Lakeshore Habitat for Humanity  
**Lindsey Williams**, United Federal Credit Union  
**Michelle Wood**, Employee Assistance Center

PLATINUM PARTNER



COMMUNITY CHAMPION PREMIER PARTNER



GOLD PREMIER PARTNERS



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MICHIGAN  
WEST COAST  
CHAMBER OF COMMERCE



272 E 8th Street, Holland, MI 49423  
616.392.2389 • [westcoastchamber.org](http://westcoastchamber.org) • [info@westcoastchamber.org](mailto:info@westcoastchamber.org)

