

THE WEST COAST WAY

MAY 2021

Dutch Treat: Meet a
Family Business
with Big News

Why Adaptability
is Essential for
Cultural Intelligence

An Insider's Look
at Advocating for
Immigrant Families

Linda Hart

Executive Director

Holland Area Convention
and Visitor's Bureau

It's Tourist Season!
How is Holland Preparing
for Summer 2021?

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

One of only one percent of Chambers nationally with a Five-Star Accreditation, the West Coast Chamber has been named the Michigan Outstanding Chamber of the Year by the Michigan Association of Chamber Professionals.

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The West Coast Way

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This issue takes a look at businesses and organizations that rely on their mission and vision to navigate through change and to strive for great things for the people who live, work and play in our area.

The vision for tourism this summer looks brighter than for 2020. This is welcome news for a community accustomed to welcoming thousands of visitors each year. The Holland Area Convention and Visitors Bureau has spent the last year exploring new pathways to marketing our area to the world, working with the uncertainties that still lie ahead. A key strategy is planning alongside other community stakeholders and maximizing ideas and resources to work toward a common goal. Their collaborative efforts expand the opportunities to market our area and support our local businesses.

The Chamber has always understood that connecting businesses, nonprofits and government entities accelerates big thinking as we envision short- and long-term plans for our area. Your membership is an investment in that future. Thank you for supporting the work of the Chamber as we all work together for the future of our thriving community.

Best,



Jane Clark
President & CEO
Michigan West Coast
Chamber of Commerce



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Bringing Stability to West Michigan Families and Communities

By Eva S. Alexander | Executive Director, Lighthouse Immigrant Advocates

Drawn to the Lighthouse Immigrant Advocates (LIA) mission of *bringing stability to West Michigan families and communities through legal services, advocacy, and education*, I joined the organization as the Executive Director in November of 2020. As an immigrant myself, I sympathize with our immigrant and refugee communities and I recognize that family stability is the most troubling aspect of being an immigrant without proper status.

Families who do not hold legal immigration status can suffer separation from loved ones. Those who suffer are dads, moms, brothers, sisters, students, children, neighbors, and friends in our community, who constantly worry about providing food and housing to their families, holding down a steady job, being pulled over, seeking medical help, reporting abuse, traveling to see loved ones, or even opening the door of their home for fear of being separated from their loved ones. I was there, constantly worried about being pulled over, or opening the door. I lived in fear, so I get it.

Access to high-quality, affordable legal services is a fundamental need among the large immigrant community in West Michigan, and LIA is the only organization in Ottawa County providing these services. Since opening its doors, LIA has served more than 2,000 individuals, creating a positive impact in families like mine and our community.

On January 20, 2021, the Biden administration released a fact sheet communicating their commitment to reconstructing the current immigration system. According to 2019 ACS 5-year estimates, Michigan is home to more than 326,000 non-citizen foreign-born individuals, a conservative number that likely does not capture the full number of undocumented individuals or temporary farmworkers. This means that thousands of people will potentially be eligible for status under the new immigration reform bill.

The media coverage of this anticipated national immigration reform has already caused an increase in the number of inquiries and requests for consultations that our office receives daily. How are we preparing? Along with other legal services providers across the state, LIA is seeking to grow our staff capacity to prepare for the upcoming influx of people who are newly eligible for various immigration statuses. With the support of individual, corporate and foundation funders, LIA will be able to hire an additional full-time attorney, a legal assistant and an administrative assistant to strengthen our team's capacity to take on more cases.

Families like mine who worry about legal status but cannot afford the fees charged by for-profit attorneys are in a vulnerable position. Without legal status, families cannot work to earn income, and without this income, they cannot afford to change their immigration status. This cycle has devastating impacts on individuals and families, creating destabilizing ripple effects in our community and our economy. These are individuals that instead of seeking out the joys of buying a home, focusing on education, taking part in extra curricular activities, and promoting the services of local business-owners, live in constant fear caused by their legal status, causing damaging instability at home and in our communities.

Eva S. Alexander has worked on development teams for the YMCA of Greater Grand Rapids and The American Red Cross in West Michigan. She serves on the board of Exalta Health, is the chair of the ambassador team at the West Michigan Hispanic Chamber of Commerce and is currently working towards her Master's degree in Management in Organizational Leadership from Aquinas College. Eva was born in Villahermosa, Tabasco, immigrated with her family to the United States in 1999, and is proud to have recently become a new American.



Lighthouse Immigrant Advocates

- Established in 2015, LIA is a 501(c)(3) nonprofit law office and advocacy center.
- LIA is the only organization in Ottawa County providing affordable legal services to immigrant and refugee communities.
- Since opening its doors, LIA has served more than 2,000 individuals.

For additional information on how you can help, visit www.lia-michigan.org.

“I was there, constantly worried about being pulled over, or opening the door. I lived in fear, so I get it.”





How Do You Build Cultural Resiliency?

By Elizabeth Rolinski | Partner, Leading by DESIGN

There are 7 of us on the Leading by *DESIGN* team. I am the newbie of the group.

I have worked with many teams in my 37-year career. I recently retired as an executive leader of Global Operations Excellence and Manufacturing Engineering for Clarios, and also worked with teams at Prince and Johnson Controls. But when I moved back to Holland in August of 2020, I discovered a different type of team.

It did not take me long to realize what a special thing I had become a part of when I joined Leading by *DESIGN*. In their unique way of interacting and communicating, I saw a culture more intentional than I'd seen with most teams: a keen focus on transparency, on asking for and giving feedback and on asking clarifying questions. Active listening to each other that ensures that nothing goes undiscussed, and nothing gets swept under the rug.

Whether intentional or not, your organization has a culture. It is simply the collective behaviors of your people. The question is: is it the culture you want and need for the organization? For those seeking to intentionally shape or change a culture, we encourage active leadership focus in four areas:

- 1) Identify and actively share the relevant **organizational values**
- 2) Engage the Leadership team in **modeling** the values
- 3) Create **soft structures** that support the culture (systems, events, programs)
- 4) Create **physical space** that supports the culture

Rodger Price founded Leading by *DESIGN* in 2014. He and the team have clearly shaped a culture with values that are thoughtfully defined, and that support the purpose and heart of the organization. Although each and every value is critically important, one in particular can be credited for helping bring all the others to life: *Model what we teach.*

This is an important point for any organization. A culture is shaped by the behaviors that are exhibited, celebrated, and tolerated within an organization. The more organizational leaders model their culture in this way, the more resilient their culture becomes.

Cultural resiliency has never proven more critical than it has during this pandemic. Facing significant supply-chain, workforce and revenue challenges, emotions have put culture the test. Our Leading by *DESIGN* culture has allowed us to make dramatic pivots without losing sight of the behaviors that reflect our values. For this reason, we will emerge even stronger.

Like most great things, culture needs nurturing. Pause, reflect and revisit your values. Examine systems and repeated behaviors. Be intentional. We at Leading by *DESIGN* will most certainly continue to carve out team time to revisit these 4 aspects. We have too much of a great thing going to ever let it slip away!

“The more organizational leaders model their culture, the more resilient their culture becomes.”



Prior to her C-suite executive role leading Global Operations Excellence and Manufacturing Engineering for Clarios (formerly Johnson Controls Power Solutions), Elizabeth worked in the Holland area as Plant Manager for Prince / Johnson Controls and later VP Operations, Advanced Power Solutions. In addition to her time at Leading by *DESIGN*, Elizabeth enjoys carving out time to volunteer with Hope Project USA, The Holland/Zeeland Salvation Army, Inforum West Michigan and various Diversity and Inclusion and STEM outreach initiatives.



A Look Inside the Ad Agency Business

By **Tim Hackney** | *Partner, Next Creative Co.*

Next is a West Michigan ad agency comprised of writers, designers, video production experts, project managers and content strategists with offices in Grand Rapids and Holland. We help our clients with brand content and design in print, digital, video and wherever else we can better connect them with their customers. The team at Next Creative Co. is all about learning the inside story about our customers and helping them share it with the world.

At Next Creative Co., we work with clients to help them tell their story in a way that looks better, sounds clearer, and works harder than if they were to try to do it themselves. That story can be told through anything from a print piece or short video, to an entire website or brand expression.

Your brand's story is everything. And if it's not told succinctly and honestly, it's going to miss its mark. Good storytelling gets at that one thing inside all of us that is universal—emotional connection. If you can make people feel something, you have something much more valuable than their attention. You have their trust.

And if you're not honest and authentic in telling your brand's story, you'll lose them forever. (No pressure.)

But don't worry. That's why we're here.

It's also why I love what I do, and why I've done it for the past 20+ years.

My career path has been an interesting one. I've worked as a copywriter and a creative director and am now a partner of an advertising agency right here in West Michigan. When I talk with college students interested in getting into this industry, they usually want to know about my time in Chicago, and how that compares to my time here in Holland and Grand Rapids.

Working in Chicago for Young & Rubicam, BBDO, and JWT was a thrill. The agencies ranged from 200-700 people with clients like Kraft, Nestle, Sears, Jim Beam Brands, Illinois Tourism, Western Union, and more. The great thing about global brands like these was they had ad budgets that allowed us to regularly work with top directors in NY and LA—I even had the opportunity to travel to Sydney and Capetown for a few weeks to shoot several TV commercials. And while that was all well and good, we were put under a lot of pressure. 60-80 hour work weeks were common. Internal competition was extremely fierce (my art director and I were often pitching ideas against teams of our peers.) And job security was tenuous. I saw a lot of people shown the door (and was one of them myself a time or two).

By contrast, here in West Michigan, most of the ad agencies range anywhere from 5-6 to 20-30 people. Generally, I've found the smaller agency model lends itself to better partnerships with our clients. Here it's



more common to be in lockstep with our clients, working toward a common goal. And even though creatives in West Michigan don't often have the pressure of competing internally with each other (the way I mentioned it can be at larger agencies) this can bring a new kind of pressure—you're solely responsible to solve the client's problem because you don't have another team working on it who will.

I see the team members at Next Creative rise to this challenge every day to help clients share their stories and build lasting relationships with their customers.

“Your brand's story is everything. And if it's not told succinctly and honestly, it's going to miss its mark.”



Get to Know Holland's Chief Tourism Director, Linda Hart

By Caroline Monahan



One of Linda Hart's favorite calls at the Holland Area Convention and Visitor's Bureau (CVB) was when a caller inquired about the Dead Sea Squirrels exhibit and could not be convinced that the exhibit was actually about Scrolls. Other interesting calls include questions about meatloaf, rattle snakes at the beach and the precise date on which the RED tulips will bloom. While working with tourists can yield some amusing stories, tourism along the shores of Lake Michigan is serious business.

Linda Hart stepped into the role as interim executive director at the CVB just before the pandemic brought tourism to a screeching halt. She had been serving as the CVB's Community Outreach Coordinator, a role that fits naturally with her extrovert personality and her background in hospitality. Six months into the covid crisis, she brought that enthusiasm for delivering remarkable experiences with her when she was officially offered the position as the CVB's executive director.

Taking leadership at a tourism organization at the height of a pandemic brought interesting challenges, but Linda leaned on her career experience to help reassemble the pieces the CVB's marketing strategy under new circumstances. "We talk about crisis management, with procedures in place for emergencies, but I don't think anybody was prepared for what happened. I think my past leadership roles helped me navigate next steps," said Linda.

Passion for Hospitality

A California native, Linda spent most of her childhood in Columbus, Ohio. Her career also started in Columbus, working for ten years with Banc One Leasing Corporation, until a vacation to the Double JJ Ranch and Golf Resort changed everything. "I came home, quit my job, and started mucking stalls in a local equestrian facility," said Linda, realizing her passion for working with horses. "Ten years later I was the Equestrian Director at the Double JJ Resort."

She met and married her husband, Chris Hart while working at the resort, and the two of them moved to Holland in 2008 to operate Boatwerks Waterfront Restaurant. Her roles at Boatwerks included human resources, financial analysis and Front-of-House Manager, and she officially added food and beverage management to her list of expertise.

This career path points to Linda Hart's passion for hospitality. Her fearless approach to thinking big, paired with her ability to build teams and programs that deliver exceptional customer service has helped the CVB to recalibrate as it looks toward the future of tourism. In addition to serving on the boards for non-profits such as American in Bloom and Holland in Bloom, Linda is active on the Principal Shopping District and the Tulip Time boards and sees that collaboration with other local tourism stakeholders as key to a thriving community.

"Understanding the importance of events in our community and realizing it's going to take time before we see some kind of normalcy, our team wanted to support these organizations," said Linda. "When we collaborate, we see things through different lenses, figure out how to make improvements and avoid duplicating efforts. We're all working toward a common goal."

Tourism Today

What does success look like for 2021? The key metric for measuring success at the CVB is the occupancy rates and average daily rates from area lodging partners. The 5% assessment on overnight lodging supports the CVBS efforts under the Michigan Public Act 59. But Linda sees the visitor experience as an equally important performance indicator. "We want them to enjoy our outdoor spaces and attractions and support our restaurants and merchants. It takes all of us to create a positive and enjoyable experience."

The pandemic nudged team at the CVB to redirect their marketing strategy in a more digital direction. Historically the focus had been on print and billboard advertising. As more people were sitting in their homes and going online, they pivoted toward digital platforms, adding targeted marketing on NPR, Pandora and IHeart Media, along with regional network television. While they will still work with





CVB staff working on a visitor's brochure to highlight attractions and local businesses.

their traditional print and outdoor partners, they are also expanding into new markets in Ohio, Indiana and Missouri.

Linda keeps a close eye on travel trends and predictions, especially as the country navigates through the pandemic. "Most travel sentiment continues to be close-to-home destinations so those that aren't comfortable flying or driving long distances will seek destinations within a four-to-five-hour drive," said Linda. They anticipate that 2021 visitors will come not only from within the state, but also the Midwest region, and as the vaccine rollout continues and more people are comfortable traveling, they are hoping to see visitors from further away in the third and fourth quarters.

Her focus on sharing concepts and new ideas keeps Linda's team brainstorming new attractions and events to market our area, and they also look at the little things that can have a big impact. On the wish list is a new playground downtown for families, enhancements to the river walk at Window on the Waterfront and expanded outdoor dining downtown. They would also welcome the return of ice sculptures and other shoulder season events and activities, including outdoor ice-skating downtown.

The CVB hands out 125,000 of their popular tear-off maps every year. In 2018, our area saw visitors from 51

countries, and 47 countries in 2019. While it will take time to reach those numbers again, Linda Hart understands that it's in working together that our community organizations do their best work to move us forward. "We all have the same goal of supporting initiatives that make Holland a thriving community for residents and visitors."

“When we collaborate, we see things through different lenses, figure out how to make improvements, and avoid duplicating efforts. We're all working toward a common goal.”



Premier Partner Spotlight

Holland Board of Public Works provides competitive, reliable, and innovative public utility solutions to the greater Holland area in a socially, environmentally and financially efficient manner. We anticipate and respond to customer and community utility needs with exceptional solutions that strengthen businesses and enhance the quality of life of residents in the greater Holland area.

The services we provide are essential to our way of life in the Holland area: electric, water, wastewater and broadband. As a community-owned, not for profit entity, the interests of our local residents and businesses are at the center of all that we do. We continuously assesses the needs of the people and region that we serve, and work to meet those needs today and in the future.



LOCAL. RELIABLE. EFFICIENT. ESSENTIAL.
www.hollandbpw.com

Leadership Alumni Spotlight



West Coast Leadership Alumni Making a Difference

Gwen Auwerda

Executive Director
Tulip Time
Class of 2001 Graduate

Favorite Leadership Reads:

Get A Grip
by Gino Wickman

Traction
by Gino Wickman

The Kite Runner
by Khaled Hosseini

Favorite Leadership Quote:

"Leadership is not about titles, status, and wielding power. A leader is anyone who takes responsibility for recognizing the potential in people and ideas and has the courage to develop that potential."

– Brené Brown

I spent 25 years in the Automotive Industry with Prince Corporation / Johnson Controls in a Human Resources Role. During 2008 when the recession occurred, and the automotive industry saw large reductions I left the organization. My desire was to lead a local non-profit which was a direct result of the West Coast Leadership program.

Following participating in the West Coast Leadership program, I sat on the Curriculum committee for 4 years and I gained a desire to work in the non-profit sector and my network of professional colleagues grew. Ever since I graduated from WCL, I have been

serving on non-profit boards. The knowledge of the community, how it works, collaborates with private businesses and nonprofits has been invaluable.

What's the greatest strength of our community?

I believe collaboration and the ability to quickly assemble to solve community problems or situations is one of our greatest strengths. The nonprofit and business community work collaboratively, most recently in addressing the needs of our community during the COVID situation in March.

Cultural Diversity: The Power of Adaptability

By Kristin Joy Ekkens | Founder & Chief Inclusion Designer, Exponential Inclusion

Have you ever attempted a challenge... only to fail miserably? Recently I failed a 21-day wellness challenge. My goals were to 1) drink 64 ounces of water daily, 2) improve sleep through meditation and essential oils before bed, and 3) improve agility through daily stretches and outside walks.

Why did I fail? Let me count the excuses! Some days I would “forget” to do the stretches. Certainly watching one more episode of *Bridgerton* before bed would be good for the soul — until falling asleep minus the new bedtime routine. 16 degrees Fahrenheit is obviously too cold for the dog to take a walk. My excuses are all symptoms of the root issue: I failed to adapt. Trying to take on too much too quickly, I did not replace my old habits with new behaviors.

My one success was drinking more water. Why? Habit stacking. I layered drinking water with other habits that were already fixed. I kept water beside my bed drinking when I woke up. Waiting for my coffee to brew, I drank 8 oz. And I associated drinking with starting my next meeting. To be successful I had to **unlearn** bad behaviors, **learn** what works, **habit stack** and **track the benefits**.

To work successfully across various cultural situations, we also need to unlearn, learn, habit stack, and experience the benefits. We need to learn to **adapt** (CQ Action). CQ Action is the most difficult of the 4 cultural intelligence (CQ) skills to master because it builds on the other three (CQ Drive, Knowledge, and Strategy). According to Korn Ferry, *Adaptability means you not only can stay focused on your goals, but also can easily adjust how you achieve them.*

When we are asked to adapt our cultural values (what to us seems right and true), we naturally resist. Resistance can also relate to our level of cultural intelligence. Let's say you get frustrated while working on a diverse project team. You prefer working autonomously within the project scope, coming back later to the group with the near final deliverable. However, others want to meet often, work collectively, and consult with other stakeholders before the final deliverable. The result is frustration!

Or consider you are leading a new initiative. You set expectations with your cross-functional team. You communicate frequently to ensure success. Yet two weeks in and your initiative is at a stand still. People complain "are we sure this will work? What is our back-up plan? What a disruption to our current procedures! Without approval from legal, finance, and senior leadership we can't move ahead." The initiative is halted, and you want to shout "Change is necessary! Can't you just be flexible and explore the unknown?"

There is no right or wrong in these scenarios — just a different way of operating. The power comes in adapting effectively. Remaining authentically true to oneself, a culturally intelligent leader learns when to adapt to make others feel comfortable.

How can you harness the power of adaptability?

1. Create a checklist for something you do regularly. Now create a second checklist for involving people from different cultures. What should you adapt about your communication, dress, expressiveness, follow-through, deadline flexibility?
2. Take a cultural values assessment comparing your values to others ([email assessment@exi.global](mailto:assessment@exi.global)).
3. Stack new habits. Join me in a 14-day virtual challenge and put the unlearning and learning into practice! (<https://exi.mykajabi.com/join>)
4. Track the benefits. Make a list of the benefits you can gain by adapting effectively across cultures.



“To be successful I had to unlearn bad behaviors, learn what works, habit stack and track the benefits.”

Introduction to Packaging: Concepts and Considerations

First impressions are everything. This is especially true for your packaging. In this day and age, it is very challenging to capture a shopper's attention, communicate features and benefits, and at the same time position and build your brand. Packaging has a huge impact on product presentation and brand image.

Components of Packaging

There are three potential components of product packaging: outer packaging, inner packaging and product packaging. Your product may require one, two or all three of these.

Outer packaging is the first thing a customer is going to see. It's what protects your product from the outside world.

Inner packaging is what keeps your product safe within the outer packaging. This might be a sealed bag, packing peanuts or tissue paper, or it might be more complicated, such as a molded container in which your product securely rests. The goal of inner packaging is to prevent your product from being broken, scuffed or otherwise damaged.



Product packaging is the last layer of packaging before getting to your product: the box containing your item, the label on your bottle, the tag on your garment or your product's final wrapper.

Packaging components should all work together, giving you an opportunity to tell your story consistently and effectively.

Budget Considerations

Packaging design budgets break down into two categories:

One-time costs include the original design work, dielines, creating your print-ready files, etc.

Per-item costs are the costs you incur as you actually produce your packaging. Each box, label, and/or any other component will cost a certain amount, depending on variables such as quantity printed.

You'll want to have a ballpark idea of how much you'd like to spend early in the design process. Keep in mind that cheaper isn't necessarily better; paying a little more for better materials, more colors, etc. could position your product for success and help you better compete in the marketplace.

Producing Your Packaging

A good packaging design needs to take into account more than just appearance. Beware of design elements that push the limits of a press and therefore might jeopardize the quality of your printing. For example, processes that require multiple applications, that span across scores and folds, etc. could be problematic.

Great packaging is a proven way to make your product move. Need a unique item? We can help you create a die cut piece, whether a simple pocket folder, a box or something more complex. Our in-house CAD system allows us to help you with one-off structural proof samples, and our diecutting capability helps ensure smooth and prompt production.

Holland Litho can work with you to help you execute your packaging concept. For one-off, short, and medium runs, we are often more competitive than traditional packaging printers! Even small quantities are very affordable with our workflow.

For more information, email Craig Parker at craigp@hollandlitho.com or by phone at 616.405.6204.

Dutch Treat Foods is Building a Future Based on Values

By Caroline Monahan

2020 was a challenging year for food service industry businesses, but Dutch Treat Foods leaned into the strength of their team, their processes and their core values and came out positioned to launch a new product line. “We were blessed to have a strong year mostly due to the growth we experienced with our retail grocery partners,” said company President, Scott Brookens. “We certainly were not immune to the disruptions of the pandemic, but our team quickly came together and crafted a plan that allowed us to continue serving our customers safely and effectively.”

Scott represents the second generation to take up leadership at Dutch Treat Foods. His parents, Ron and Joni Brookens, purchased the Zeeland-based business 20 years ago. Scott purchased the business from his parents in 2018.

Prior to joining the business, Scott worked as a Mergers & Acquisitions attorney at Smith Haughey, Rice & Roegge. Experience taught him that successful leadership transitions often depended upon the humility of the parties involved,



Scott Brookens and family



We exist to bring people to the Table for Captivating Experiences and Meaningful Relationships. Learn more about who we are by reading our Manifesto at www.dutchtreatfoods.com and check out our new Craftology brand at www.craftologyfoods.com.

craftology
THE TABLE IS CALLING.

and he attributes his smooth transition to the grace and humility extended to him by both his parents and by the core leaders at Dutch Treat Foods as he learned how to lead the organization.

Scott reflected, “There is no such thing as a ‘Grace and Humility’ clause in a purchase agreement or employment agreement. It is an attitude that all of these individuals chose to extend during the transition process, and I am incredibly grateful for their willingness to do so.” Scott’s approach to leadership is based on the same values. “The result has been an incredibly successful transition that has allowed us to realize and successfully capture significant growth.”

The newest addition to the Dutch Treat family, “Craftology”, hits grocery store shelves this spring with expanded distribution in much of the Midwest and South Eastern United States. Continued growth is on the menu at Dutch Treat Foods, but it’s also important to Scott to honor the history and heritage of this community as they scale. “And as we continue to grow and expand our brand presence, it is our sincere hope that the individuals outside West Michigan that come to know Craftology will also come to know the values that the West Michigan community has infused into the brand,” said Scott.

Upcoming Programs

May 14, 2021

Leadership Live
11:00 am – 12:00 pm

Join us for this livestream program as we welcome best-selling author and guest speaker, Dr. Randy Ross, who will unpack leadership skills and best practices to create a positive wake in your personal and professional lives. When you lead in a way that others are telling your story, then you indeed have become Remarkable!

Program Sponsored by **Fifth Third Bank**

May 17, 2021

In the Know Virtual Meeting: Hospitality and Tourism Industry Updates
10:00 – 11:00 am

What does travel look like this summer? Come hear from Pete Beukema, CEO of Suburban Inns and Dave Lorenz, VP of Travel Michigan/MEDC, who will share updates with us related to the Hospitality and Tourism industry and what we can expect for this summer in Michigan.

Program Sponsored by **Huntington Bank**

June 8, 2021

Wake Up West Coast Coffee Break
Returning to the Office: A How-To on Preparing Your Team and Your Space
10:00 – 11:00 am

This month's conversation is with Nikki Probst, Vice President of Marketing and Business Relations at Custer, Inc., who will discuss research that identifies five things people will need and expect from their work experience when they return to the office.

Program Sponsored by **Economic Development Foundation, Business Builder Mission Lead Sponsor**

June 16, 2021

DEI Workshop
9:00 – 10:15 am

Join us for the final program in our three-part Diversity, Equity and Inclusion series with Chief Inclusion Designer, Kristin Ekkens.

Program Sponsor: **Blue Cross Blue Shield and Blue Care Network of Michigan, DEI Mission Lead Sponsor**

**SAVE THE DATE
FOR GOLF!**

August 18, 2021
Macatawa Golf Club

The Ripple Effect of Remarkable Leadership

Leadership Live 2021

Friday, May 14

*Making a difference is not an afterthought.
It is my guiding principle.
Ordinary is not my only option.
And, good enough simply isn't.*

– Dr. Randy Ross, Remarkable Manifesto

Register
westcoastchamber.org



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 renewed their memberships in February:

730 Eddy Studios
 American Red Cross of West Michigan
 Andrea Crossman / Coldwell Banker
 Woodland Schmidt Realty
 Arbor Circle Ottawa Services
 Auto Body Xperts Holland
 Back To Health Chiropractic
 BAM! Entertainment Center
 Bank of America
 Beene Garter LLP
 Big Lake Brewing
 Bouwkamp Builders, Inc.
 Brenner Oil Company
 Brewer's City Dock, Inc.
 Business Intelligence Solutions
 Byo-Safe Environment
 C B D Store South, The
 C L Plumbing Inc.
 CapTrust
 Century Driving School
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 Colliers International
 Comerica Bank
 Cornerstone Real Estate Management, LLC
 Crazy Horse Steakhouse & Saloon
 Crown Motors
 D B Marketing
 Dale Carnegie Training of Southwest Michigan
 Dutch Treat Foods, Inc.
 Dykhuis Farms Inc.
 Edward Jones Dolbow
 Edward Jones Gualtiere
 EGLtech, Inc.

Elite Dental
 Engedi Church
 European Autohaus
 Express Employment Professionals
 Fifth Third Bank
 Foresight Management
 Formed Solutions, Inc.
 G H P Systems, Inc.
 G N S Holland
 Garden Crossings LLC
 Gezelligheid Venue
 Good Samaritan Ministries
 Grassmid Transport, Inc.
 Hamilton AV Design
 Harvest Stand Ministries
 Hoekstra Electrical Services
 Holland Free Health Clinic
 Hungry Howie's
 Integrity Landscape Management LLC
 Janet McNamara, Realtor
 Jean Marie's
 Jordan Financial & Associates
 Junebug Photography
 K R Truck Sales
 Kingdom Fire Protection
 Lakeshore Cleaning & Facility Services
 Lakeshore Grading & Excavating
 Langeland-Sterenbergh & Yntema
 Funeral Homes
 Lighthouse, An Alera Group Company
 Ludus
 Manpower
 Meadow Springs Apartments
 Mediation Services
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 Michigan Forestry Company
 Michigan West Shore Nursery, LLC
 Microtel Inn & Suites by Wyndham Holland
 Midway Machine Technologies Inc.
 Midwest Construction Group, Inc./
 Geerlings Development Company
 Mill Pond Realty, Inc.
 Modernistic
 Momentum Solutions LLC
 Muskegon Community College
 My House Ministry
 NetWerks LLC
 O A R, Inc.
 O D L, Inc.
 On The Border
 PARDA Federal Credit Union
 Paws in the City
 Perspective 3-D
 Positive Options Lakeshore Pregnancy Center
 Precision Tooling Technologies, LLC
 Pro-Tax & Notary Services
 R B
 Reimink, Bert, Plumbing

Rieth-Riley Construction Co., Inc.
 Robert Grooters Development Company
 S R L Enterprises
 Scrapyard Climbing Collective
 SERVPRO of Holland/W. Ottawa County
 Seventy x Seven Life
 Shoreline Pest & Wildlife Services
 Shoreline Sprinkling, Inc.
 State Farm Insurance - Hammond
 Supply Source Options, LLC
 Thai Avenue
 Tiara Yachts, Div. of S2 Yachts, Inc.
 Tulip Time Festival, Inc.
 Twistthink, LLC
 Vacuum Headquarters & Supplies
 Varnum LLP
 Vikstrom Accounting Service PC
 W J Q K 99.3
 W O O D TV
 W T L J TV / TCT of Michigan, Inc.
 West Michigan Document Shredding LLC
 West Michigan Transport
 Wonderland Tire Company
 WPNW / JoyWorship 96.5FM, 1260 AM
 Zip Xpress, Inc.

New Members

Welcoming these new members who joined the West Coast Chamber in March 2021!

Blue Star Rv
Jeremy Shoemaker
 (616) 499-3439
www.facebook.com/bluestarrv
bluestarrv@icloud.com

By-Pas International Corporation
Jason Huf
 (616) 772-5100
bypasclean.com
bj@questccp.com

La Michoacana Ice Cream & Munchiez
Isaias Perez
 (616) 377-7525
www.facebook.com/La-Michoacana-Ice-Cream-Munchiez-2-1611575909153410
isaias.perez2011@icloud.com

Tulip City Brewstillery
Rick Moralez
 (616) 834-5661
tulipcitybrewstillery.com



272 E. 8th Street
Holland, MI 49423

A large graphic for a golf event. It features a central white golf ball with the Michigan West Coast Chamber of Commerce logo and text. The ball is surrounded by a large, colorful archway in yellow and green. To the left, a dark blue banner reads "TIME TO GOLF!". The background is white with scattered colorful rings in yellow, green, and orange. At the bottom, the date "AUG | 18 | 2021" and the location "Macatawa Golf Club" are displayed in a dark blue font.

TIME TO GOLF!

MICHIGAN
WEST COAST
CHAMBER OF COMMERCE

AUG | 18 | 2021
Macatawa Golf Club