

Paul Brinks
President and CEO
Koops Automation Systems

Congratulations to Our
Chamber Ambassador
Award Winners

Trailblazing Into the Future

Community Impact Day:
Uniting Thousands in Service

Embracing Change, Leaving a Legacy



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Catalyst, Convener, and Champion

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

The West Coast Chamber has been recognized with the U.S. Chamber's prestigious Five Star Accreditation. Less than 1% of Chambers in the country receive this distinction.

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U.S. Chamber of Commerce

The West Coast Way

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At the West Coast Chamber, our commitment to innovation and impact is at the heart of everything we do. Guided by our core value, “Be a Trailblazer,” we’re constantly looking ahead and asking, *what’s next?* In this issue, we’re excited to share an announcement about the future of the Chamber — a bold new chapter that we are thrilled to begin.

Across our community, individuals and organizations are forging their own paths and redefining what it means to lead with purpose. Paul Brinks, our outgoing Board Chair, reflects on a year of navigating uncertainty and the enduring legacy that comes from bold leadership. Project HOME is tackling one of our community’s greatest challenges with a collaborative, forward-thinking approach. And the Chamber’s first-ever Statewide Community Impact Day shows how collective action can spark meaningful change when communities step up together. These are just a few of the many inspiring examples of the trailblazing spirit shaping our region.

As we blaze new trails for our members and our community, we invite you to join us in building what’s next—because the future is always brighter when we create it together.

Jodi Owczarski
President & CEO
Michigan West Coast Chamber
of Commerce



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Ready To Bring In A New Leader?

By **Rebecca Dernberger** | *President, Avancer Executive Search*

Leadership succession planning in 2025 is an ongoing discussion. Next generation leaders can come from internal promotions, external hires, merging with another company, or a multitude of other paths. Many companies are at a crossroad with baby boomers retiring and ensuring the company has the right leaders to guide the organization to the next level of growth.

Bringing in a new leader to your organization can be an exciting and energizing time. There are four questions to ask before kicking off a search.

Is there alignment with the key stakeholders to bring in a new leader?

The conversation at the board, executive level, and ownership is where it all begins. Understanding what has gotten the company to this point and why new talent is needed is a key first step. What are the nonnegotiables that the new leader needs to bring to the organization? These conversations can be messy and challenging — take the time to figure it out before you are in front of the candidate.

Who and why are you looking for a new leader?

Clearly identifying the attributes of the ideal candidate is a step that cannot be missed. Creating an agreed upon scorecard is a step that helps you stay true to who and why you are bringing new talent into the organization. There is no perfect company and there is no perfect candidate. Are you looking for a “perfect person” to solve all the problems?

Once your ideal candidate is defined, keep in mind that interview bias is a real thing. Anyone interviewing should hold themselves accountable to monitoring their own interview bias. For a helpful overview, visit www.indeed.com/career-advice/interviewing/interviewing-bias.

It is natural to want to hire people like us. Therefore, being aware and cautious of interview bias is important; otherwise, you are going to have a group of executives that all think alike. If you bring in an executive who thinks differently, know they will disrupt

the organization. Will the organization give the person the ability to make the changes? Is the organization ready? If not, hold off on the hire.

Is the organization (and candidate) willing to share brutal facts to avoid a mis-hire?

A common and unfortunate response from candidates include “once I was hired, the job was a lot different than what I thought it was during the interview process.” Or, from a hiring manager’s perspective, “who we thought we were hiring was different once the person started.”

These are challenging occurrences to hear because the reality could have been avoided through honest transparency. There was an opportunity during the interview process for both parties to be brutally honest of who they were or who they were not. I encourage both the candidate and company to show what is behind the curtain throughout the process. This not only builds trust, but it also gives both parties a chance to step away once there is honest clarity defined.



Rebecca (Becca) Dernberger is President of Avancer Executive Search. She has spent over 35 years connecting people to meaningful work. She has a passion for understanding and linking the needs of a corporation and the needs of individuals.

In 2017, Becca founded Avancer Executive Search after spending three decades at Manpower, where she ultimately served as Vice President and General Manager for the Northeast Division, overseeing 90 branches across 11 states.

She is active in the community, serving as a board member of the West Coast Chamber and a coach with Center for Leadership at Hope College. A resident of Zeeland, Michigan, Becca earned her bachelor’s degree in business and psychology from Hope College.



Do we have the time to execute the process right now?

Candidates are quietly interviewing the company throughout the interview process. Companies are at risk of losing top candidates by having too much time between interviews, prolonged internal decisions, and a lack of communication with candidates. Candidates often remove themselves from the interview process due to what appears to be a lack of respect for candidates’ time. Assigning someone to efficiently drive the interview timeline is best practice for a strong candidate engagement process.

Once an organization is aligned on why a new leader is needed, has defined the ideal candidate, is willing to share who the organization is (and isn’t), and is committed to respecting the search process, it’s time to kick off the search. It can be invigorating and inspiring to bring in *the right* top talent that helps a company reach their goals.

Additionally, I would suggest to a candidate jumping into a job search to ask themselves these same four questions about their own search process.



Congratulations to Our Chamber Ambassador Award Winners

At the West Coast Chamber, our Chamber Ambassadors serve as a vital extension of our team. These dedicated volunteers play a key role in enhancing member value and retention through planned activities that support our members and the broader community. Each year, we recognize outstanding individuals in this group for their significant contributions to the Chamber. Meet this year's award winners below.



Jordan Kamer

Company: Nolan Kamer Agency
– Farm Bureau Insurance

Award: Kickstarter Award
Jordan is blazing the trail for new Ambassadors. He is a connector, a promoter, and he is making a positive impact.

Ambassador Since 2024

What do you enjoy most about being a Chamber Ambassador?

I really enjoy the events and ribbon cuttings that the Chamber puts on. They are a great way to learn more

about local businesses, network with colleagues, meet new people, support our community, and take part in special moments with others.

What does it mean to you to have received this award?

For starters, I did not participate in these events to win an award, so it was a nice surprise when I did. To me, it reassures that my time was well spent doing my part to make a difference for others and the community.



Shannon Dykstra

Company: West Michigan Law

Award: Catalyst Award
Shannon seeks and shares opportunities for Chamber and community development. She is bold, confident, and visionary.

Ambassador Since 2019

What do you enjoy most about being a Chamber Ambassador?

I keep thinking about the chocolate muffins at our 8am

meetings... But seriously, I most enjoy co-creating meaningful connections in and outside the Chamber. Plus, Ambassadors are passionate folks. It's easy to get swept up in their energy!

What does it mean to you to have received this award?

Receiving the "Catalyst" award feels like running past a signpost on a trail and then walking back to take a closer look at what it says. It is not important to catalyze change that looks like me. It is imperative to offer my life back to the love and community that have given of themselves to me. I am hopeful that this award means that others are experiencing my work as love.



Kaylee Mesbergen

Company: ODC Network

Award: Convener Award

Kaylee is honest, authentic, and vulnerable. She finds ways to build bridges and connect people.

Ambassador Since 2022

What do you enjoy most about being a Chamber Ambassador?

As a Chamber Ambassador, I get the unique opportunity to be an advocate both as a Chamber member and for Chamber members. The Chamber fully embodies the idea that we are stronger together and provides Ambassadors the opportunity to positively impact our community, which means a lot to me as a nonprofit professional.

What does it mean to you to have received this award?

The Ambassador team is an incredibly motivated, talented group of individuals who I feel are much more deserving of this award than me. So, I was shocked and incredibly flattered to receive the Convener award!



Kevin O'Keefe

Company: Independent Bank

Award: Champion Award

Kevin advocates for the Chamber, its members, and our community. He is encouraging, resilient, and empowers others.

Ambassador Since 1994



This year, our entire Ambassador team took part in a friendly competition, earning points by attending monthly meetings, connecting with members, referring new members, providing event support, attending member celebrations and more. Congratulations to the following individuals who went above and beyond, collectively earning the highest scores this year:

- Robin Bartells – Gordon Water Systems
- Wayne DeBruyn – Robert W Baird – 8th Street
- Jordan Kamer – Nolan Kamer Agency – Farm Bureau Insurance
- Kara Nguyen – Kids Hope USA
- Kory Plockmeyer – Movement West Michigan
- Robyn Schopp – Gordeaux Consulting
- Tim Schreur – Schreur Printing & Mailing
- Lindsey Younglove – United Bank
- Michelle Wood – Pine Rest

What do you enjoy most about being a Chamber Ambassador?

The Chamber staff, community leaders, business leaders, and my fellow ambassadors. I love the opportunity I get to meet with new members and help guide them through all the opportunities that the Chamber has to offer.

What does it mean to you to have received this award?

It is such an honor to receive the Champion award this year. I am so blessed to have been nominated for this award by my fellow Ambassadors. I love being a part of the Chamber and this community, and when you can mix the two together and help build a thriving community, that makes for a great place to live, work, and play.

Trailblazing Into the Future

By Emmy Riemersma | Membership & Marketing Coordinator, Michigan West Coast Chamber of Commerce



We're trailblazing into an exciting new chapter, and we couldn't be more thrilled to share a major milestone in our journey: the West Coast Chamber has purchased the 3rd floor of The Next Center in downtown Holland.

At the heart of everything we do is a bold commitment to "Be A Trailblazer". We lead with innovation, spark momentum, and create meaningful impact. This move isn't just about a new address. It's a powerful investment in our future and a clear sign of our dedication to growing with purpose, championing our members, and building a vibrant, connected community for generations to come.

The Next Center isn't just where we're going. It's what we stand for. Together, we're creating something extraordinary right here in West Michigan. Why are we moving? We're glad you asked...

It's All About You

Our new location isn't just about the goals of the Chamber. It's about our members. With expanded gathering spaces, we can enhance flexibility for our member rentals and Chamber programming. We'll also introduce new meeting areas and adaptable workspaces designed with member needs in mind.

Chamber Career Center

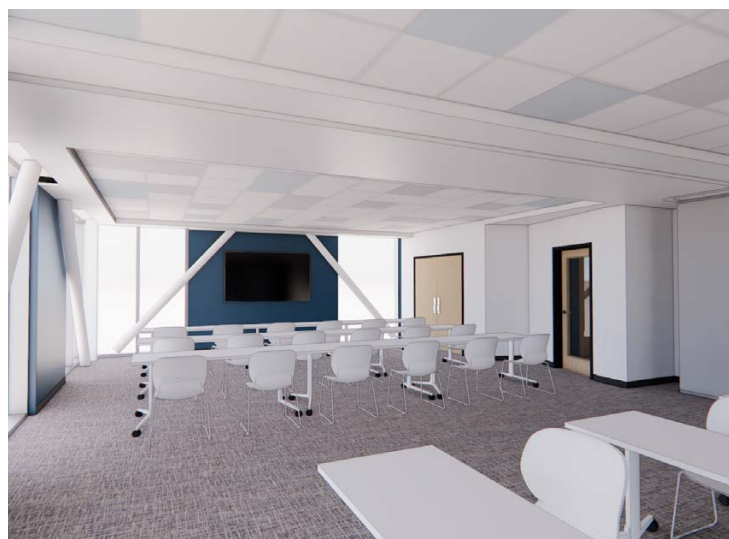
The move also advances the Chamber Career Center, our recently launched initiative connecting business with education. Our new location will transform this work into a physical hub, a space where students and young adults can access educational programming and impactful resources.

Synergy and Collaboration

By sharing an address, we're strengthening our partnership with Lakeshore Advantage and fostering greater synergy, collaboration, and strategic alignment. We know firsthand that when our community comes together, we can accomplish more. We are excited to continue to grow our partnership as we drive positive impact and change for our community.

Turn Ripples into Tidal Waves

As part of this bold step forward, we've launched a capital campaign to help bring this vision to life. Whether you're a small business or a large manufacturer, every single member can play a vital role in making this transformative space a reality and leaving a lasting impact on our community. No drop is too small to create a ripple. We invite you to join us in trailblazing the next chapter for our community.



A sneak peek at a meeting space.

Stay tuned into our weekly eNews and social media channels for progress updates and more exciting news to come. We expect to be in the new space by the beginning of 2026, and we can't wait to invite you in to celebrate with us.

*The view when you walk into the building.
Renderings provided by Lakewood Construction.*



Embracing Change, Leaving a Legacy

By Paul Brinks | President and CEO, Koops Automation Systems



Change is constant—sometimes expected and other times surprising. I originally planned to serve as the Chamber Board Chair during the 2025–2026 term, but due to unforeseen shifts, I was asked to step in a year early. While the transition came sooner than planned, it reminded me that legacy is not about perfect timing. It's about showing up, leading with purpose, and empowering those around you to plant seeds that will grow beyond our time.

This past year has been about navigating uncertainty, staying true to our purpose and values, and laying the groundwork for lasting impact. The reflections ahead highlight key moments. I invite you to reflect, persevere, and continue building your own legacy.

Values in Motion

In times of uncertainty, the most important thing we can do is double down on our purpose, mission, vision,

and values. It's easy to write culture statements on paper, but real culture is revealed and refined in the fires of challenge. This year has tested our resolve, but it also reminds us why we exist. Through every decision and discussion, we stayed anchored to our mission and committed to leading our team with a clear vision. While our values served as the foundation, it was through service that those values came to life.

Community & Service

One of the true highlights over the years as I have served on the West Coast Chamber Board has been Community Impact Day. What began with fewer than 100 volunteers has grown into a statewide movement with over 3,300 volunteers serving 191 organizations this year. My wife and I had the privilege of serving during the first Community Impact Day at Renew Therapeutic Riding Center, an experience that reminded



us of the deep connection between our community and our purpose to serve. The Chamber Career Center is making positive impact on the next generation, blending students, educators, and the workforce in powerful ways.

The Chamber is trailblazing with initiatives like these, and it is exciting to imagine how far they will go. What started small has become a force for good, setting the tone for a community that values action, compassion, and awareness.

Growth & Stewardship

This year also marked a season of growth. The Chamber has outgrown its current space, an encouraging sign of momentum, and will soon relocate to the Next Center, where it will share space with Lakeshore Advantage. These two powerhouse organizations sharing one building is more than a move; it's a strategic alignment. Together, they're positioned to amplify their collective impact and shape the future of our community in bold, innovative ways. While the Chamber experienced physical and strategic growth, this year also pushed me to grow as a leader.

What This Year Taught Me

I once read in *Harvard Business Review* that two traits great leaders must cultivate are empathy and drive. This past year brought both into sharp focus.

Leading with empathy has never been more important. We often do not know what others are carrying, personally or professionally, and acknowledging that reality changes the way we listen, support, and lead. Empathy is not just a soft skill; it's a leadership necessity.

At the same time, when the path ahead is uncertain, we cannot afford to coast. That's when driving, hard work, consistency, and grit are essential. This year reminded me that strong leadership lives in the tension between compassion and conviction. It is about understanding people deeply and pushing forward relentlessly, even when the path isn't clear.





The Legacy We Leave

When I think about legacy, I am reminded of those who helped shape our community: leaders like Ed Prince, whose vision for a revitalized downtown laid the foundation for so much of what we enjoy today. That vision was carried forward by others like Frank Kraai, whose dream of a downtown ice-skating park is creating a gathering space that will bring people together year-round.

Legacy isn't always about grand gestures. Sometimes it's simple things: a welcoming storefront, a well-cared-for park, or a friendly smile exchanged on the sidewalk.

These moments reflect the kind of community we have been building for generations: one rooted in connection, pride, and possibility.

As we look ahead, our challenge is to carry that torch, to build on what others started, and to ensure the work we do today creates tidal waves of impact for years to come. We all have a role to play in leaving a positive legacy that lasts.

Grateful Heart

As I reflect on this journey, my heart is full of gratitude. I want to thank those who have supported me along the way. Your encouragement, partnership, and belief have meant the world. To the incredible Chamber team: your dedication and excellence have set the bar high. It's been an honor to work alongside such an enthusiastic group. I have also learned so much from my fellow board members, whose wisdom and commitment continually inspire me. Serving this community has been a great privilege.



Paul Brinks is the President and CEO of Koops Automation Systems, a 100% employee-owned company headquartered in Holland, Michigan with additional locations in Greenville, South Carolina; Saginaw, Michigan; and Irapuato and Monterrey, Mexico. Koops specializes in the design, implementation, and support of advanced automation systems for manufacturers around the world. Koops has grown its footprint and reputation by delivering rock-solid solutions and providing exceptional customer support. Paul is an active leader in both the automation and employee ownership (ESOP) communities. He serves as Chair of the West Coast Chamber and sits on the Board of Directors for four companies in West Michigan. He holds a bachelor's degree in mechanical engineering from Grand Valley State University and an MBA from Cornerstone University.



Is It Time to Refresh Your Print Materials?

By Bill McDowell | Marketing Specialist, Holland Litho

Stand out and stay memorable with the right printed materials

If you're preparing for your first trade show—or if your materials are due for an upgrade—how your printed pieces look can make all the difference.

As a member of the West Coast Chamber of Commerce, you already know how important visibility and connection are when networking with potential clients, partners, and collaborators. Trade shows offer an ideal platform to do just that. But without strong printed materials, even the best booth setup can fall flat.

At Holland Litho, we've helped hundreds of local businesses make a strong impression at shows, conferences, and expos. Here's our shortlist of essential print materials that help you stand out—and stay top of mind:

Banners and Booth Signage

Your signage is your handshake from across the room. Vertical retractable banners, backdrop graphics, and tabletop signage should clearly communicate who you are and what you do—with just a glance. Use large fonts, bold visuals, and brand-consistent colors to create impact from a distance.

Keep in mind: Less is more. A single compelling message beats a wall of small text.

Business Cards That Represent You

They may be small, but they carry a big responsibility. Business cards are still one of the most exchanged items at trade shows—and a well-designed card printed on quality stock sets the tone for your brand. Add a subtle texture or soft-touch coating to make it even more memorable.

Brochures and Sell Sheets

When someone wants to learn more, give them something worth reading. Brochures and one-page sell sheets help tell your story in a polished, take-home format. Use these to outline your services, showcase a few client success stories, or explain how you're different from the competition.



Presentation Folders for Professional Polish

If you're handing out a variety of materials, branded folders help you package it all professionally. They're great for follow-up meetings, too—and they double as a mini-portfolio for those who like to keep good print on file.

Promo Flyers or Postcards

A small flyer or postcard with a limited-time offer or QR code to a free resource can drive post-show engagement, set up consultations, or even make sales on site. Make the offer clear, time-sensitive, and easy to act on.

Timing Matters

Trade shows come with a long to-do list, so don't let print fall to the last minute. Work with a trusted local printer (like Holland Litho) early to ensure everything from layout to paper stock is just right—and delivered on time.

If you're a Chamber member planning for your next event, we'd love to help you make it a success. Stop by, give us a call, or connect with us through the West Coast Chamber member directory. Let's make your booth as memorable as your business.



Project HOME: Building Collaboration and Making Strides in our Community's Homelessness Continuum of Care

By Dr. Har Ye Kan, AICP | Owner, HYK Consulting LLC



In January 2025, the Lakeshore Leadership Council (LLC) and the Lakeshore Housing Alliance (LHA) launched Project HOME. The purpose of this collaborative, multi-sector initiative is to:

1. Identify potential short-term solutions and long-term system initiatives to address the homelessness challenge in the Greater Holland/Zeeland area.
2. Ensure the right services are thoughtfully delivered to the people who need them.

Since the launch, the two-phase effort has sought to establish common ground across key nonprofit agencies, municipalities, and businesses/institutions. An Advisory Council comprised of elected officials, private sector leaders, and LLC Board Members has also leaned on this group to collaborate, build on mutual strengths, and combine their influence to make a collective impact. Supporting this process is a facilitation team comprised of Travis Williams (LLC Member), Christina Fort (LHA Director), and Har Ye Kan (consultant).

Why Homelessness and Why Now

Fostering a collaborative approach to homelessness matters because of the urgency and complexity of the challenge. It

also matters to our community's health and vibrancy, our business-friendly environment, and the quality of life at both a personal and community level.

Based on the annual Point-in-Time count, Ottawa County:

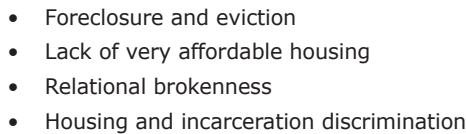
- Experienced a 6% year-on-year increase in homelessness in 2022-2023; this rose to 44% in 2023-2024.
- Saw an increase in unsheltered individuals, from an average of 9 per year before 2020 to 95 in 2024.

A Complex Challenge with Many Contributing Factors

More importantly, there is no one root cause of homelessness, no one-size-fits-all solution, and no quick fixes. Every individual's experience is different. As such, the pathways toward stability will require persistent engagement, customized approaches, and varying lengths of time.

Common Contributing Factors to Homelessness:

- Substance abuse and addiction
- Domestic violence
- Mental illness
- Deinstitutionalization
- Job loss and underemployment



Project HOME set out to develop multiple tools and encourage systems improvement and innovation through five key lenses: capacity building, partnerships, policy and planning, data analysis, and resource investment. Based on the initial system gaps analysis, participants in the collaborative prioritized the following potential initiatives for further planning.

- Dr. Har Ye Kan, AICP, is a community planning and design consultant based in Holland, MI. She finds purpose in collaborating with different sectors and in diverse settings to create stronger, vibrant communities aligned with local values, needs, and aspirations. Prior to her transition to professional practice, Har Ye taught and undertook research at higher education institutions for more than a decade. She thrives on creative problem solving and currently serves on the boards of the ODC Network and Good Samaritan Ministries.

- To learn more or contribute to this effort, please contact:
Christina Fort (cfort@goodsamottawa.org) and Travis
Williams (travis@outdoordiscovery.org).



Upcoming Programs

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



July 16, 2025

Social Hour with the Chamber

4:30 PM – 6:00 PM

MOO-Ville West in Zeeland

At the Chamber, we're all about making connections and building relationships. This month, we are proud to partner with MOO-Ville West for a Social Hour hosted at their Zeeland location. Join us to build connections, both old and new, and spoil your dinner with a delicious treat! Bring a friend or two and add some sweetness to your day.

Program Sponsorship Available

August 14, 2025

West Coast Leadership Alumni Rooftop Social Hour

4:30 PM – 6:00 PM

Smith Haughey Rice & Roegge

We're bringing together all West Coast Leadership alumni for a summer evening you won't want to miss! Join us for a scenic rooftop Social Hour in the heart of downtown Holland, generously hosted by our friends at Smith Haughey Rice & Roegge.

**Please note this program is for Leadership Alumni only.*

August 18, 2025

57th Annual Golf Outing

7:30 AM & 1:30 PM Shotgun Times Available

Macatawa Legends Golf Club

It's time to tee-up for our 57th Annual Golf Outing! This annual, fun summer event allows members to get together, network, and enjoy time outdoors in West Michigan.

*Tournament Sponsor: **Gentex***

August 28, 2025

Social Hour with the Chamber

4:30 PM – 6:00 PM

Port 393

Let's celebrate together and build relationships at Social Hour with the Chamber. We are proud to partner with Port 393 — who has opened their custom champagne-on-tap bars for us to toast to another remarkable summer in West Michigan! Join us upstairs on their patio overlook Lake Macatawa to make connections old and new and bring a friend or two.

*Program Sponsor: **The Avalune Group***

 MICHIGAN
WEST COAST
CHAMBER OF COMMERCE

ANNUAL AWARDS CELEBRATION

AN EVENING WITH THE CHAMBER

THURSDAY, SEPTEMBER 18, 2025 | 6:00 P.M.
AT THE HOLLAND CIVIC CENTER

PLATINUM SPONSOR:   Blue Cross
Blue Shield
Blue Care Network
of Michigan



Psychological Insights marked 1 year in business with a family-friendly ribbon cutting.



Community Action House honored the launch of their Food Club Mobile Market.



Anchor In-Home gathered with family and friends to celebrate 5 years in business.



RE/MAX Lakeshore held a ribbon cutting for the opening of their Zeeland office.



Homewood Suites by Hilton cut the ribbon on their new hotel.



Christian Healthcare Centers officially opened their newest center in Holland.



For His Glory ministry hosted a ribbon cutting for the launch of their recovery program.



The new Residence Inn in Holland celebrated their remodel with a ribbon cutting.



Expresso Books and Beans celebrated the opening of their new coffee shop and store.



Biggby Coffee celebrated their new ownership with a ribbon cutting ceremony.

EXPRESS Interior



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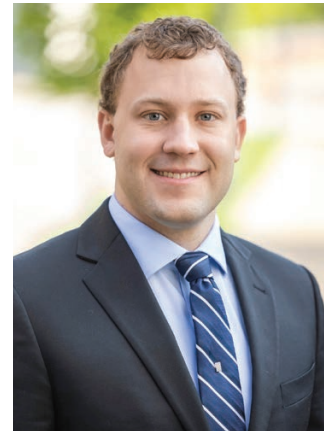
Starting at
\$29.99
per visit

Premier Partner Spotlights

Smith Haughey Rice & Roegge

At Smith Haughey, our attorneys are dedicated advocates and champions for businesses of all sizes. Whether you are looking to start, grow, pivot, acquire, or sell a business, or simply aiming to maximize an opportunity, our team is here to guide you every step of the way. We pride ourselves on listening to your goals and working collaboratively to navigate the complexities of the law. Our services are tailored to meet the unique needs of your organization, whether you are in the initial stages of forming an idea, negotiating and preparing contractual terms, conducting risk analysis and mitigation, or seeking seasoned advice to make informed decisions.

Smith Haughey offers a comprehensive range of business counsel, addressing legal needs from straightforward to complex matters. Our team is equipped to handle all aspects of business and real estate law, ensuring that your legal requirements are met with precision and care. We believe that your success is our success, and we are eager to serve as your trusted advisors.



With attorneys located in downtown Holland and across the state, we are ready to assist businesses and business owners with their legal needs throughout Michigan and beyond. From start-ups to large corporations, our expertise spans the full spectrum of business law, ensuring that you receive the highest level of service and support. We look forward to partnering with you and contributing to your success.



Zeeland Hospital: A Pillar of Excellence in West Michigan

Corewell Health Zeeland Hospital continues to be a vital force in the West Michigan community, offering exceptional, compassionate care while fostering strong local partnerships and employment.

With 55 Joint Commission-accredited beds and a full spectrum of patient services — from general and orthopedic surgery to advanced imaging and outpatient therapy — Zeeland Hospital remains a trusted destination for patients across the lakeshore region.

Each year, the hospital delivers about 800 babies and has proudly earned the Baby-Friendly USA designation, underscoring its commitment to supporting mothers and newborns. Through innovative programs like CenteringPregnancy, expecting mothers receive both clinical care and community support.

Zeeland Hospital has also been designated a Primary Stroke Center and a Bariatric Center of Excellence, reflecting its dedication to exceptional outcomes in specialized care. And with 18 consecutive "A" ratings from the Leapfrog Group and awards from the Economic Alliance of Michigan, Zeeland Hospital has proven to be a leader in patient safety and quality.

Community engagement is central to Zeeland Hospital's mission. From sponsoring the beloved Pumpkinfest parade to hosting a successful DEA Drug Take Back event with 125 pounds of medications safely collected, the hospital actively promotes wellness



beyond its walls. Notably, youth behavioral health clinics have been launched in local high schools, ensuring students receive timely mental health support.

Zeeland Hospital is also investing in the future of health care. Through collaborations with the Ottawa Area Intermediate School District and Zeeland High Schools, students gain exposure to medical careers, reinforcing a strong local talent pipeline.

With recent capital investments including a new operating room and the addition of 10 primary care providers, Zeeland Hospital is poised to grow with the community it so proudly serves while fulfilling its mission to improve health, instill humanity and inspire hope.





Community Impact Day: Uniting Thousands in Service

By Emmy Riemersma | Membership & Marketing Coordinator, Michigan West Coast Chamber of Commerce

On Wednesday, May 14, the West Coast Chamber proudly hosted its 4th Annual Community Impact Day throughout West Michigan. A total of 2,320 community members participated in this remarkable afternoon of service, working alongside 74 nonprofit organizations at 121 volunteer locations in Allegan, Fennville, Grand Haven, Grand Rapids, Hamilton, Holland, Hudsonville, Jenison, West Olive, and Zeeland. Projects ranged from landscaping and yard work to sorting donations, cleaning headstones at a local cemetery, painting a bridge, and even constructing a playground.

This year was more impactful than ever, as six additional Chambers of Commerce from across Michigan hosted Community Impact Day in their communities on the same day—wearing the same iconic blue shirts. These Chambers included the Battle Creek Area Chamber of Commerce, Canton Chamber of Commerce, Cheboygan

Area Chamber of Commerce, The Chamber – Grand Haven, Spring Lake, and Ferrysburg, Grosse Pointe Chamber of Commerce, and Muskegon Lakeshore Chamber of Commerce. Together, this statewide effort mobilized 3,334 volunteers, making May 14 a landmark day of service, collaboration, and community impact.

“Community Impact Day has grown into something bigger than we ever could have imagined,” said Jodi Owczarski, President and CEO of the West Coast Chamber. “When we come together with purpose, we can create tidal waves of positive impact that extend far beyond our own backyard. I’m thrilled with the success of our first statewide Community Impact Day and excited to see its impact continue to grow in the years ahead.”

In our community, volunteers from over 122 organizations came together to serve. Several businesses closed their offices for the afternoon so their

entire team could give back and serve together. The largest group of volunteers from a single organization came from Koops Automation Systems with an impressive 140 volunteers. Holland Public Schools also made a powerful impact, with 113 students rolling up their sleeves to clean fields and greenhouses at their own schools.

As the ripple effects of this year's Community Impact Day continue to be felt across the state, excitement is already building for what's next. Imagine the impact we can make as even more communities across Michigan—and even the country—come together for a shared day of service. Community Impact Day has proven that when we work together, there's no limit to the positive impact we can make. Let's keep the wave of momentum going.

WEST COAST CHAMBER DATA

74	121	2,320	6,960
Participating Organizations	Volunteer Locations	Total Volunteers	Hours of Work Completed

ADDITIONAL CHAMBERS

65	70	1,014	3,042
Participating Organizations	Volunteer Locations	Total Volunteers	Hours of Work Completed

STATEWIDE TOTALS

139	191	3,334	10,002
Participating Organizations	Volunteer Locations	Total Volunteers	Hours of Work Completed

TOTAL VALUE OF LABOR:

\$347,969.58



JOIN US IN MAKING A POSITIVE IMPACT



SAVE THE DATE: 2026 COMMUNITY IMPACT DAY

May 13, 2026 | 1:00 PM - 4:00 PM | Locations throughout West Michigan

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

730 Eddy Studios
 AdvisaCare Home Health and Hospice
 AFC Urgent Care Holland
 AI's Excavating
 Appledorn Assisted Living Center
 Arthur J. Gallagher
 ATI Physical Therapy
 Bank of America – **10***
 Barnes & Thornburg LLP
 Bayside Capital Management
 Beechwood Dry Cleaners
 Beechwood Grill & Catering
 Ben's Stamps & Promotional Products
 Blendon Township
 Boar's Head Provisions Co., Inc.
 – **25***
 Bombshell Salon and Spa
 Borr's Shoes
 Bubs' and Betty's
 Buursma Agency
 BVW Property Management
 Canteen Vending
 Captain Sundae Inc.
 CarePatrol of West Michigan
 Charter House Innovations
 Chromatic Graphics, Inc.
 ClearView Apartments
 Club Pilates Holland
 Cobb Communications Inc.
 Cobblestone Crafts & Hobbies
 Crane's In the City – **5***
 Crown Motors – **70***
 DD Wind Trucking, Inc.
 Design Group International
 Diverse Dimensions Inc.
 Ebony Tree Medical Massage
 Edward Jones Knapp
 El Rancho - Riley Street
 Elite Metal Tools – **10***
 Elite Screen Printing & Embroidery
 Engineering Supply & Imaging
 Ess Tec, Inc.
 Estrellas Language Academy LLC
 Family Central Bookstore
 Farm Bureau Insurance Hop Agency, Inc.
 FASTSIGNS
 Fiduciary Financial Advisors
 Fleetwood Group, Inc.

For His Glory Ministry
 FOX 17
 FreedomDev
 FYZICAL THERAPY and Balance Center
 Gary's Automotive Volkswagen
 GDW Farms
 Geenen and Kolean
 Gerald R. Ford International Airport
 GJ Properties
 Global Concepts Enterprise, Inc.
 Gopher Express Courier Service, Inc.
 Gordon Water Systems
 Grand Valley State University – **30***
 Hamilton Mobil
 Harrington Salon and Day Spa
 HealthBar
 Hello West Michigan
 HES A and B Equipment, Inc.
 Hoesch & Vander Ploeg PLC
 Homewood Suites by Hilton
 Horizon Bank
 Hospice of Holland, Inc.
 Hudsonville Public Schools
 Hylant
 Hyperion Automation
 i'move
 Impact Fab, Inc.
 INSIGHT Action Learning Group, LLC
 InsITe Business Solutions
 JabberDesign Website Design & Development
 Jennifer Maxson & Associates
 JMS of Holland
 Joe2Go
 Jolt Energy Storage Technologies
 Keller Williams Realty Holland - Lakeshore
 Kenowa Industries, Inc.
 Key Personnel, Inc.
 Kids Hope USA
 Koop & Burr Insurance Agency, Inc.
 Lakeshore Habitat For Humanity, Inc.
 – **30***
 Lakeshore Home Builders Association
 Lakeshore Orthodontics
 Lakeshore Scale, Inc.
 Landscape Design Services, Inc.
 Lankheet Pool & Spa, Inc.



Latin Americans United For Progress
 LifeCircles – **10***
 Lumir, LLC
 Macatawa Resource Center
 Manpower
 Maple Tree Marketing
 Maplewood Auto, Inc.
 Matchless Marketing, LLC
 MBS Consulting, Inc.
 Mercantile Bank
 Michigan Awesome
 Michigan ENT & Allergy Specialists
 Michigan State University
 Michigan West Shore Nursery, LLC
 New York Life
 Next Creative Co.
 ODC Network
 OEO Energy Solutions
 Office Machines Company, Inc.
 Olive Exxon
 Omni Precision Components – **30***
 Ottawa County
 PARDA Federla Credit Union
 Parkhurst Chiropractic/Lakeshore
 Wellness Center – **25***
 Peerbolt's, Inc.
 Pigeon Creek Golf Course
 Plante & Moran PLLC
 Psychological Insights
 Quest Design Build
 Quincy Street, Inc.
 RE/MAX Lakeshore Zeeland
 Red Horse Center
 Renew Therapeutic Riding Center
 Republic Services of Holland – **5***
 Request Foods, Inc.
 Sales Heating, Cooling & Refrigeration, Inc.
 Schepers Concrete Construction, LLC
 sci_Zone, Inc.
 Shoreline Flats Apartment
 Community
 Shoreline Technology Services
 Signature Associates

Spine Align, Inc. – **5***
 Springhill Suites Holland
 Starbuck Machining, Inc.
 State Farm Insurance - Karhoff
 Surv Lakeshore
 The CBD Store North
 The Curragh Irish Pub & Restaurant
 The Grounds Guys of Holland MI
 The Insurance Group: Stacy Segrist
 Kamphuis | Doug Kamphuis – **20***
 The Next Chapter Book Mart
 The Outpost
 The Promo Agency
 The Wooden Shoe Restaurant
 Tip Toes
 TopLine Engineering
 Town & Country Group
 Tracy Brower
 Tric Tool, Ltd.
 Tulip City Exxon
 Van Der Meulen's Fine Finishers Inc.
 VanNoord & Associates, Inc.
 VantagePointe Financial Group/Nate Volkema
 Velo City Cycles
 Ventura Manufacturing
 Vikstrom Accounting Service PC
 Village Inn
 Visser Farms
 Vriesland Country Store
 Waverly Stone Gastropub
 WelchDry
 Well Being Nutrition, LLC
 West Michigan Lakeshore Association of Realtors
 West Michigan Office Interiors, Inc.
 West Michigan Youth for Christ
 Westenbroek Mower, Inc.
 Winsome Travel Design – **5***
 WOOD TV
 Yellow Lime Creative
 Zeeland ACE Hardware
 Zeeland Dry Cleaners – **25***
 Ziebart of Holland

Premier Partner Spotlight

Fifth Third Bank: Proudly Rooted in West Michigan

At Fifth Third Bank, we're proud of our West Michigan legacy—a history that dates back more than 170 years to 1853 and Old Kent Bank. This community is more than just where we do business; it's where we live, work, play, and raise our families. That's why we're committed to helping individuals, families, businesses, and communities thrive through smart financial services that improve lives.

Our mission is simple: to strengthen families and build stronger communities.

As one of the nation's larger banks, we offer the scale and expertise to deliver sophisticated financial solutions—while keeping decisions local, right here in West Michigan. Our comprehensive services include personal banking, investments and wealth planning, commercial banking and payments, small business services, and mortgage solutions.

Our experienced team of bankers is dedicated to helping you achieve your financial goals. With a deep commitment

to our customers, employees, communities, and shareholders, we strive not only to be the highest-performing regional bank in the country—but also the one people value and trust most.

Because when you succeed, our community succeeds.

That's why we proudly support organizations that strengthen families, celebrate the arts and culture of our region, drive economic development, and embrace everything that makes the West Coast of Michigan a great place to live.

If we can assist you, please visit one of our financial centers along the lakeshore. You can also connect with:

- **Jonathan DeHaan**, Commercial Relationship Manager – jonathan.dehaan@53.com
- **Brian Dykstra**, Wealth Advisor – brian.dykstra@53.com

We look forward to seeing you at upcoming West Coast Chamber events!



FIFTH THIRD

New Members

Welcoming these new members who recently joined the West Coast Chamber

Advanced Disposal, LLC **Mitchell Schimmel**

(616) 669-7077
www.advanceddisposalservice.com
hello@advanceddisposalservice.com

Biggby Coffee **Kelsey Wilkerson**

(616) 396-1113
www.Biggby.com
store1226@biggby.com

Black River Billiards **Chris Strowenjans**

(616) 294-1048
www.facebook.com/BlackRiverBilliards
blackriverbilliards@gmail.com

Connect Public Speaking **Patrick Clark**

(614) 565-6219
www.connectpublicspeaking.org
connectpublicspeaking@gmail.com

Dryer Vent Ninjas **Kevin Bergen**

(616) 344-6161
www.Ventninja.com
Kevin@ventninja.com

Enza Design Studio **Julia Nyland**

(616) 834-0987
www.enzadesignstudio.com
julia.nyland@enzadesignstudio.com

GL Health Advocate **Donna Schmidt**

(269) 543-2726
www.glhealthadvocate.com
glhealthadvocate@gmail.com

Global Young Scholar **Sheila Bauer**

www.globalyoungscholar.com
sheila@globalyoungscholar.com

Holland Concert Jazz Orchestra **Keith Walker**

(616) 836-1641
www.hollandcjo.org
chair@hollandcjo.org

JP Pallets **Dave Stout**

(547) 654-7555
www.just-packaging.net
davestout@just-packaging.net

Kindercare **Sarah Rumsey**

(616) 748-9932
hollandheights@kindercare.com
www.kindercare.com

Lorna Lou **Sue VanderHeide**

(616) 283-1968
lornalou2024@gmail.com

Love Your Neighbor **Kaitlin Verkaik**

(616) 662-3300
www.lovewm.org
kaitlinv@lovewm.org

Marco's Pizza **Scott Crane**

(616) 928-3700
www.Marcos.com
crane@marcospizza.net

MSB Interior Design, LLC **Ali Bryde**

(616) 212-6290
www.msbinteriordesign.com
ali@msbinteriordesign.com

Steadfast Business Consulting **Vicki Zylstra**

(616) 879-9804
vicki@steadfastbusinessconsulting.com

Synergist **Betsy Freeman**

www.synergistmobility.org
info@synergistmobility.org

Tru by Hilton Holland **Jerry Modjeski**

(616) 416-3242
jerry.modjeski@hilton.com

Werner Roofing **Kris Werner**

(616) 844-5382
www.wernerroofing.com
kris@wernerroofing.com



272 E. 8th Street
Holland, MI 49423

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