

THE WEST COAST WAY

NOVEMBER/DECEMBER 2025

Mike Novakoski
President & CEO
EV Construction

Meet Your New West Coast
Chamber Board Members

Excitement Builds for the
Holland Ice Park

A Wave Worth Riding

Excellence, Built Around People

Photo Credit:
Elisabeth Marie Photography



West Coast Chamber Premier Partners

PLATINUM PARTNER



COMMUNITY CHAMPION PREMIER PARTNER



GOLD PREMIER PARTNERS



FIFTH THIRD



SILVER PREMIER PARTNERS



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.

CHAMBER STAFF

Jodi Owczarski
President & CEO

Britt DeLo
VP of Strategic Initiatives

Jessica Lynch
VP of Membership

Alyssa Gabriele
Member Engagement Manager

Colleen Schipsi
VP of Operations

Hannah Bowen
Program Manager

Emmy Riemersma
Marketing Coordinator

Lauren Siegers
Member Experience Coordinator

Michigan West Coast Chamber of Commerce

65 E 7th Street Suite 300
Holland, MI 49423
616.392.2389
www.westcoastchamber.org



U.S. Chamber of Commerce

The West Coast Way

Editor: Emmy Riemersma, emmy@westcoastchamber.org
Advertising Inquiries: Jessica Lynch, jess@westcoastchamber.org
Design: Holland Litho



Each year, it's my honor and privilege to celebrate the leaders and organizations in our community that are making a significant impact, standing out as icons, inspiring others, innovating in their fields, and leading with excellence. We recognize these accomplishments at our Annual Awards Celebration, and this year our winners were nothing short of remarkable.

In this issue, I'm pleased to shine a spotlight on EV Construction, our 2025 Excellence Award Winner and a standout organization in our community for 80 years. Their commitment to shaping a people-first culture extends beyond their organization and impacts our community in unique ways. Their long history and approach to becoming unmistakable reflects one of the Chamber's core values, "It's All About You"—helping people, businesses, and our community thrive through leadership that puts others first.

As we celebrate EV Construction's achievements, let their example serve as an inspiration to continue leading with excellence in your organization and building a community where everyone can thrive.

Jodi Owczarski

President & CEO

Michigan West Coast Chamber
of Commerce

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Meet Your New West Coast Chamber Board Members

The West Coast Chamber Board of Directors consists of local business leaders who guide the Chamber's work and ensure that it fulfills its mission. These individuals represent a diverse background of industries and volunteer their time, expertise, and leadership to serve the entire Chamber community. We are excited to welcome three new Board Members for the upcoming year, including a Young Professional representative. Read on to get to know these individuals better.



Scott Patchin
EOS Worldwide

Title: EOS Implementer

Years at Current Organization: 11

Hobbies: Running, biking, reading, fly fishing, cooking.

What's one thing people might be surprised to learn about you? I eat a whole food/plant based diet.

What's one value or principle that guides you in your work? Serve First.

What excites you about joining the Chamber Board of Directors? I love the team and the mission, so being able to serve at a deeper level is an honor and a gift. I am very excited to join the board!

Who has been your greatest inspiration and why? My wife Jenny. As I look back on our 33 years of marriage, I see how I have become a better version of myself through her patience and love. The impact of unconditional love in your life is actually kind of amazing. She has been a gift.



Ross Haan
Impact Fab

Title: President

Years at Current Organization: 19

Hobbies: Sailing, mountain biking, hiking, skiing, and anything outdoors really.

What's one thing people might be surprised to learn about you? I have my private pilot's license. I guess flying should have been on my hobby list too.

What's one value or principle that guides you in your work? Curiosity, asking how we can make something better, and seeking to understand.

What excites you about joining the Chamber Board of Directors? The Chamber does so much to promote and foster the incredible business community we have here in West Michigan. It has been a big part of my personal growth and leadership journey. I'm honored to give back and be a part of such an amazing organization.

Who has been your greatest inspiration and why? My father has been an incredible mentor and example in my life. His servant leadership and tenacity are something I aspire to follow.



Rachel Shelton
Community Foundation of the Holland/Zeeland Area

Title: Director of Development

Years at Current Organization: Less than 1 year

Hobbies: Reading, experiencing the world through

my toddler's eyes, singing, at-home manicures, floral arranging, crafting, enjoying the beauty of our area, and supporting small businesses and the local farmer's market.

What's one thing people might be surprised to learn about you? I minored in vocal performance in college and have had the joy of performing in over 6 countries and in some of the most incredible venues in the world like Cathedral of St. John the Divine.

What's one value or principle that guides you in your work? I strive to lead with connection, and I believe relationships are at the heart of meaningful impact.

What excites you about joining the Chamber Board of Directors? I'm excited about the opportunity to represent young professionals and honored to help shape both the Chamber's continued success and the next era for young professionals in our community.

Who has been your greatest inspiration and why? My first inspiration was my mom, who modeled what it looks like to be a dedicated working mother.



Excitement Builds for the Holland Ice Park

By **Nathan Bocks** | Mayor, City of Holland

A Community Vision Realized

We are so excited that on Friday, November 14, the Holland Ice Park inspired by the vision and generosity of Frank Kraai, will become a reality to be enjoyed by all.

Many of you have heard the story — that Frank, an “extraordinary, ordinary” schoolteacher who, after a lifetime of service to our community, challenged the city with the gift of a lifetime: a \$1 million gift if we could fulfill his vision for a community ice rink. We accepted that challenge and are thankful that the community also rallied around this vision, with lead gifts from Jim and Sheryl Jurries and Dick and Ethie Haworth and meaningful gifts by so many others.

At last year’s groundbreaking, Frank recounted the joy ice skating brought him in his youth. The project has focused on so much of his vision — connecting with nature and friends, affordable family fun, a cup of hot chocolate, and even curling! We grieve that Frank passed before he could see his dream fulfilled, but we know that his heart will always be in the center of the ice.

A Showcase for Waterfront Holland

As part of our Waterfront Holland initiative, the Ice Park is designed to connect the best amenities of our urban downtown with the natural beauty of our Window on the Waterfront Park. Snowmelt connects Eighth Street to the plaza of the Ice Park right to the edge of the ice pond, ice ribbon, and curling rink. To keep the ice great for skating, we have built in the cooling power of three Olympic-sized ice rinks and have a Zamboni ready to keep it fresh, even in temperatures well above freezing. As you skate around the ribbon of ice, you escape the urban downtown setting into a natural prairie landscape.





Features for Everyone

We have included three fireplaces spread throughout the park for ambiance and warmth, Adirondack chairs and picnic tables for relaxation and conversation, and a pavilion with glass doors to help break the wind on cold nights. The Holland Ice Park is sure to be a fun destination even for those who don't skate.

City Council and Recreation staff were also focused on making this a year-round destination, with an amphitheater ready to host recreation programs and a partnership with Velo Kids to make the park a hub for cycling in the city. It won't be long before the opening of the city's new bicycle pump track nearby.



Nathan Bocks moved to Holland to attend Hope College (1989) where he met his wife Elizabeth. He graduated from Marquette University Law School in Milwaukee (1992) and started his law practice, Central Park Law, PLLC in Holland. Nathan and Elizabeth have three children, a daughter-in-law, and two grandchildren, Duncan and Michelle (Nolan and Declan), Spencer, and Megan. Nathan was elected Mayor in November 2019 and is currently running for re-election for his fourth two-year term.

Opening Day and Season Details

The public grand opening will take place at 2 PM on November 14, with the first public open skate at 6 PM. We will also host a few invite-only "soft opening" nights to prepare for what we expect to be a very popular venue. The full open skate season runs from November 14 through March 15, with skate sessions from Tuesday through Sunday. To provide the best experience possible, tickets must be purchased in advance.

Open skate and curling reservations can be made on www.hollandrecreation.com. Open skate tickets are \$10/person for a 90-minute session and include skate rental. Curling rentals are also available and must be reserved online in advance.

Come out this season to join in the fun and connect with community. We believe this will soon become a community destination of joy — exactly what Frank had in mind.



A Wave Worth Riding: Partnering with the Chamber on a Bold New Brand



By **Scott Millen** | *Managing Partner, 2 Fish Company*

At 2 Fish Company, we don't just make brands look pretty—we make them powerful. We listen, experiment, and aren't afraid to scrap "good enough" until we land on "this is it." So, when the Michigan West Coast Chamber of Commerce asked us to refresh their brand identity, we knew it was a chance to do something gutsy: create a brand rooted in place, built for the future, and ready for their team to run with—no designer babysitting required.

Discovery First (and What Really Sparks Joy)

The Chamber arrived at our first collaborative meeting with clear goals and a helpful starting point: an image of

an internal wave and a palette influenced by their new headquarters. We asked for logos, patterns, and sites they admired, then translated that inspiration into mood boards across three directions: line-based, shape-based, and organic. This process allowed us to make fast, confident decisions together. Early in the process, everyone agreed that evolving the old starburst wasn't bold enough to say, "new chapter".

At 2 Fish Co., we start by discovering what delights the client. The line-based designs felt too restrained, and a starburst refresh didn't say 'forward'. That discernment let us move quickly toward something more intentional.



Why a Wave—And How to Make It Unmistakable

On the Lakeshore, waves are everywhere. (And we mean everywhere. Cue the clip-art vibes.) The 2 Fish Co. task was straightforward: keep the regional truth but lose the cliché. Water and wave motifs are a double-edged sword here. Waves instantly ground the brand in West Michigan, but lots of organizations use them. We wanted the momentum of a wave without getting lost in the crowd.

The team explored bolder geometry, respectful nods to the former chevron, and multiple wave forms then iterated to land on a strong, simple, and proprietary mark. It can stand alone at lobby scale or break into versatile supergraphics without “clip-art energy”. Stock waves are everywhere. We pushed the design until the form felt clean, memorable, and clearly theirs. We took away any generic aftertaste.



Built for the Real World

From day one, usability was the primary goal. The Chamber needed a system they could use easily and with pride. So, the 2 Fish Co. team built:

- an icon that transforms into patterns and textures;
- a palette that stretches beyond “safe blues” with digital-ready designs;
- and a typographic pair that balances warmth and authority.

Locally, everyone says “West Coast Chamber”, but nationally, they’re recognized as the Michigan West Coast Chamber of Commerce. So, the wordmark works both clearly, confidently, and unmistakably. Turning the mark into a super graphic lets it carry across environmental graphics, PowerPoint templates and even the Chamber magazine.

Partnership That Delivered

The rollout was fast, flawless, and fueled by excitement. The stopping moment will come when the icon takes center stage at the Next Center in early 2026. The response has been energized and positive with employees and with members—precisely what a new identity should spark.

For us, this project worked because the partnership worked. Together, we delivered a wave that does what the Chamber does daily—create momentum for people and businesses across West Michigan.



Excellence, Built Around People

By Mike Novakoski | President and CEO, EV Construction

At EV Construction, we don't see excellence as a finish line—it's a standard we pursue together, every day. For 80 years, our focus has been on people: the employees who give their best to every project, the clients and trade partners who place their trust in us, and the communities we are fortunate to serve. Receiving the 2025 Excellence Award from the Michigan West Coast Chamber of Commerce is a tremendous honor, and we view it less as a personal achievement and more as a reflection of the collective efforts of many.

Who is EV Construction and what defines your culture?

EV Construction is a full-service commercial construction management firm with deep roots in West Michigan.

Since our founding in 1945, we've been committed to building more than structures—we've been building people, careers, and thriving communities.

Our culture is shaped by care and accountability. Safety is non-negotiable, quality is uncompromising, and people come first. That means looking out for one another on project sites, creating opportunities for growth, and supporting employees as whole individuals. Career training and development, team outings and retreats, and access to our Corporate Chaplain ensure every team member knows they are valued beyond their role.

That same culture extends outside our walls. Sometimes it looks like our *EV Sweets & Treats* ice cream trucks showing up on hot days to surprise site crews or community events with a little joy. Other times, it's

investing in the future of our industry through scholarships at the West Michigan Construction Institute (WMCI) and hands-on experiences at our annual *Future Builders* event. In every case, we believe excellence grows strongest when it's shared.

What sets EV Construction apart?

For us, excellence is not just about building projects—it's about building trust. That's why we view trade partners as collaborators, not subcontractors. Years ago, we shifted our language and practices to reflect that belief, calling them "trade contractors" to emphasize mutual respect. That mindset creates stronger partnerships, safer project sites, and better outcomes.

We also stand out for our ability to problem-solve. Tools like takt planning, an advanced scheduling method, allow us to simplify complex challenges and deliver even the most demanding projects with efficiency. From complex healthcare facilities to senior living communities, our teams have proven that creative solutions can keep projects on track without compromising quality.

Above all, our people make the difference. Clients often tell us EV employees feel like an extension of their own team—feedback that affirms the culture recognized by this award.

What has shaped EV Construction's journey to Excellence?

Our journey has been guided by both tradition and innovation. Over eight decades, EV has grown from a small local builder to a nationally recognized firm, yet the values of integrity, hard work, and care for people remain constant.

What truly sets our path apart, though, is a mindset our executive team calls *Right Brain Leadership*. Highlighted in two books written by our leadership team, *Become Unmistakable* and *Right Brain Justified*, it's the belief that excellence comes from balancing the analytical side of business with creativity, empathy, and imagination—or operating "from the heart".

Our annual Safety Week event is a perfect example. A decade ago, we reimagined what safety training could look like, raising the bar for our employees and trade partner companies to create a culture of safety in our organizations. A true safety culture is about bringing every employee home safely to their families and friends every day because we care about them as people, not only to check regulatory boxes. Today, it's a signature event that has transformed how our industry talks about safety.





That same right-brain mindset drives everything from how we approach client relationships and how we invest in our employees, to how we expand into new markets. Excellence, for us, is not about doing more of the same—it's about daring to think differently while staying grounded in the values that built our legacy.

What does the Excellence Award mean to EV Construction?

The Chamber's Excellence Award is meaningful because it recognizes not just what we build, but how we build.



Mike Novakoski, known to many as Mike Nova, is a visionary leader and culture architect with nearly 40 years of experience in construction, staffing, and leadership development industries. As President and CEO of EV Construction and EV Group, he has transformed both into nationally recognized organizations celebrated for innovation, growth, and workplace excellence. Under his leadership, EV Construction has been named one of West Michigan's Best and Brightest Companies to Work For for 18 consecutive years and has earned over a dozen Elite Awards. Mike holds degrees in Construction Management and Finance and is a graduate of Harvard Business School. Mike resides on a beautiful horse ranch in western Michigan with his wife, Liz. They have four children and two grandchildren.

It reflects the details that matter: safe projects, lasting relationships, and genuine care for our people and communities.

For us, the award is both an affirmation and a challenge. It affirms that our culture of excellence is visible to others, and it challenges us to keep raising the bar. Excellence isn't a one-time achievement—it's a way of working, leading, and living.

Building the Future of Excellence

Looking ahead, EV Construction will continue to carry forward the same principles that have guided us for 80 years. We'll keep innovating in how we build, investing in people, and strengthening communities—because excellence is not a finish line, it's the foundation we stand on.



How Print Helps West Michigan Nonprofits Raise More

By Bill McDowell | Marketing Specialist, Holland Litho

For nonprofits in West Michigan, fundraising is about more than just dollars. It's about connecting with neighbors, building trust, and keeping supporters engaged. While email and social media are useful, print still plays a key role in helping local nonprofits raise more and strengthen community ties.

Print feels personal.

A letter or postcard in the mailbox lands differently than an email. Local donors notice when a nonprofit takes the time to reach them directly. Personal touches like addressing supporters by name, referencing past giving, or using a handwritten font for a static or variable note help make your message feel meaningful and authentic.

Print stands out.

Online, nonprofits compete for attention. But a physical mailer, whether it's a fundraising letter, event invitation, or holiday card won't disappear with a click. These pieces often sit on kitchen counters or office desks, keeping your cause top of mind and showing your commitment to the community.

Print tells your story.

Annual reports, gala invitations, or impact brochures allow nonprofits to share success stories in a way that donors can hold onto. High-quality visuals, sturdy paper, and finishing options turn these pieces into keepsakes that reflect the value of your mission.

Print drives action.

Direct mail remains one of the most effective ways to get responses. Including reply forms, donation envelopes, or QR codes to online giving pages makes it easy for supporters to act. Local events like charity runs, school fundraisers, or food drives get a bigger turnout when promoted with printed materials.

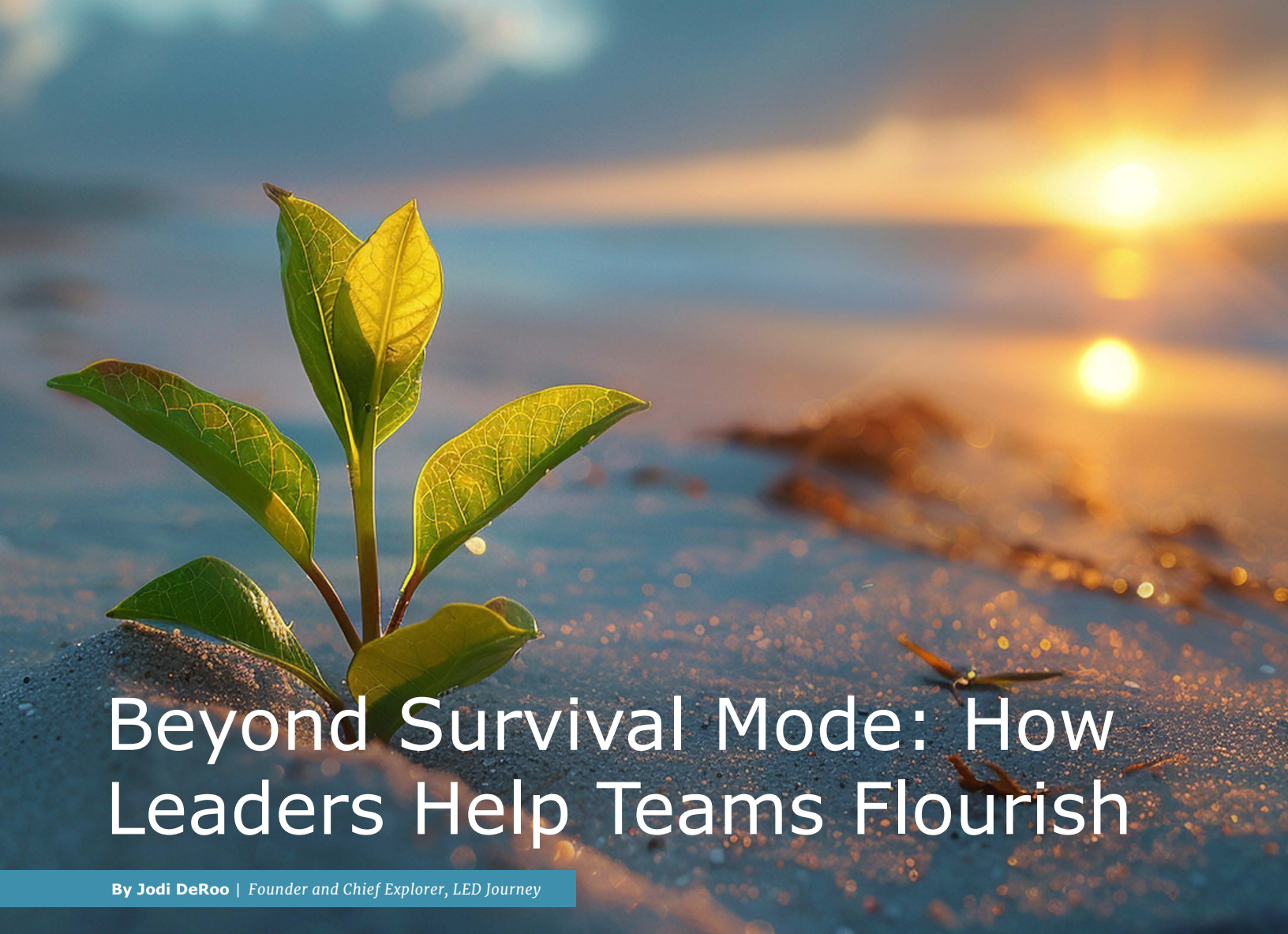


Print works with digital.

The most effective campaigns combine print and digital. A printed appeal can arrive a week before a follow-up email or social post, reinforcing the message. Supporters who see your story in multiple ways are more likely to respond.

For West Michigan nonprofits, print isn't just an expense, it's an investment in stronger donor relationships and higher response rates. From heartfelt letters to striking event invitations, printed materials continue to be one of the best ways to engage your local community.





Beyond Survival Mode: How Leaders Help Teams Flourish

By Jodi DeRoo | Founder and Chief Explorer, LED Journey

As I write this article, I'm reflecting on the 16th anniversary of my cancer diagnosis. Sixteen years ago, I was told I had multiple myeloma, a rare and incurable blood cancer. In that moment, I had to shift into survival mode, while still holding on to what gave me strength and perspective. For months, life narrowed to getting through one day at a time.

Eventually, through treatment and recovery, I learned to live again—but not in the same way. That season taught me a critical truth: surviving is about holding on. Thriving is about moving forward. Both are necessary in their time, but they are not the same.

I've carried that lesson into my work with leaders and organizations. Many companies today operate in "survival mode"—reacting to pressures, putting out fires,

and running on urgency. While survival mode may get you through a crisis, it will never position your people—or your organization—to flourish long-term. Leaders must help their teams move beyond survival into thriving.

What Thriving Leadership Looks Like

1. Self-Awareness as the Starting Point

Thriving leaders know themselves. They recognize how their own behaviors, stress levels, and blind spots influence those around them. Neuroscience reminds us that self-awareness activates higher brain functions, enabling leaders to respond rather than react. *Check your blind spots; genuine self-awareness comes from courageously asking and listening.*

2. Cultivating Safety and Trust

Thriving organizations are not built on fear, but on trust. When employees feel safe to share ideas, raise concerns, and take risks without punishment, innovation follows. Leaders either shut people down or create space for growth. *Look for ways this week to invite input and show your team their voice matters.*

3. Anchoring to Purpose

Survival mode is fueled by fear of what might be lost. Thriving, on the other hand, is fueled by purpose and vision. Leaders who consistently connect daily tasks to a bigger “why” unlock motivation that pressure alone cannot achieve. *Make it a habit to remind your team how their work contributes to something bigger.*

Lessons From the Journey

Looking back on my cancer journey, I realize that survival was necessary at first. I needed stability before I could begin to think about the future. But I also learned that staying in survival mode too long drains energy, hope, and creativity.

The same is true for organizations. A team that is constantly in crisis management may survive, but it will never thrive. It is the role of leaders to create an environment where people are not just hanging on, but actively growing, contributing, and innovating.



Jodi DeRoo is the founder of LED Journey, a leadership development company that helps organizations build stronger leaders and thriving teams. With nearly 30 years of corporate experience, she has designed and facilitated leadership programs for businesses across industries, including manufacturing, financial services, nonprofits, and family businesses. Jodi is certified in brain-based coaching through the NeuroLeadership Institute and is an authorized provider and facilitator of Everything DiSC®.

Known for her engaging workshops and practical insights, Jodi integrates neuroscience with proven leadership principles to help leaders increase self-awareness, strengthen relationships, and create healthy, productive cultures. Whether coaching one-on-one or leading group sessions, Jodi's passion is equipping leaders with tools that spark growth both professionally and personally.



Thriving leaders don't ignore the challenges—they acknowledge them. But they also point toward what's possible. They build safety, trust, and purpose into the culture. And in doing so, they help their people move from fear of loss to excitement about the future.

Moving Forward

Sixteen years later, I am grateful not just to have survived, but to have been changed by the journey. Thriving requires intentional choices—choices leaders can model and inspire in their organizations.

As you think about your own leadership, ask yourself: *Am I leading in a way that helps people simply survive the pressures of the moment, or am I guiding them to thrive in ways that will last?*

The best leaders don't settle for survival. They create conditions for people to flourish—and in doing so, they build organizations that are resilient, innovative, and prepared for whatever comes next.



Upcoming Programs

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



November 4, 2025

Power Hour

3:00 PM – 5:00 PM

Port 393

Don't miss the afternoon edition of Power Hour, complete with energizing structured networking rounds, complimentary snacks, and a cash bar. It's the perfect way to wrap up your workday and grow your network.

November 7, 2025

Advocacy in Action: City Managers

7:45 AM – 9:00 AM

Howard Miller Community Center

Join us for Advocacy in Action and get the inside scoop from Holland City Manager, Keith Van Beek, and Zeeland City Manager, Tim Klunder as they share key updates from their communities. You'll also get the chance to hear updates from state legislators and stay informed on issues impacting our region.

Lead Sponsor: **Blue Cross Blue Shield of Michigan**

November 11, 2025

Zeeland Network

9:00 AM – 10:00 AM

New Groningen Schoolhouse

Connect with fellow Zeelanders at our Zeeland Network meeting. This is your chance to meet with other Zeeland business representatives to hear updates and share experiences, all while expanding your local network.

Program Sponsorship Available

November 13, 2025

Women Inspiring Women

3:30 PM – 5:00 PM

Port 393

Cut through the noise, claim your voice, and lead with confidence. Women of all ages and stages are invited to hear from guest speaker, Kim Boudreau Smith, at Women Inspiring Women as she equips you to speak with clarity and influence outcomes at every level. Enjoy a time of networking, appetizers and drinks, and an insightful presentation.

Program Sponsorship Available

November 18, 2025

Wake Up West Coast

7:30 AM – 9:00 AM

Haworth Hotel

In this engaging session, you'll hear from Taryn Kutches as she helps attendees understand the 5th Industrial Revolution and what it means for businesses and communities. You'll walk away with tangible tools to utilize creative intelligence, transform your business, and set yourself apart in a rapidly changing world.

Program Sponsor: **Quality Car Wash**

Morning Mingle Sponsor: **First National Bank of Michigan**

December 3, 2025

Social Hour

7:30 AM – 9:00 AM

Espresso Books & Beans

Start your morning with coffee and connections at this Social Hour with the Chamber! Join us at Espresso Books & Beans, a cozy café known for its handcrafted beverages, to expand your network and support a local business. It only costs as much as you want—but the connections you'll make are invaluable.

December 15, 2025

Breakfast with our Congressman

7:30 AM – 9:00 AM

Haworth Hotel

Hear the latest updates from Washington D.C. at this special Advocacy in Action program, featuring U.S. Representative, Bill Huizenga. Following breakfast and networking, Congressman Huizenga will engage in a Q&A with questions from our members. Don't miss your chance to participate in discussions about issues that affect you and your business.

Program Sponsor: Corewell Health



To close out summer, members gathered at Port 393 to enjoy a lively Social Hour with the Chamber.



Nelis' Dutch Village opened their new pavilion, dedicated their new village square, and honored their founder's birthday with a day full of celebration.



Mike Duggan, Mayor of Detroit and candidate for Governor of Michigan, engaged in a Q&A with members at our first Advocacy in Action program of the year.



The Chamber Board of Directors gather for a photo with the 2025 Chamber of the Year award at their first meeting of the year.



Prime IV Hydration and Wellness in Holland hosted a ribbon cutting to celebrate their new ownership.



Members of the Chamber team and Ambassador team greet attendees at September's Wake Up West Coast program.



Guest speaker Shaina Lane inspired attendees to choose curiosity and courage over complacency at Wake Up West Coast.



The White Pine design team celebrated their studio space with a ribbon cutting and open house.



The YP Transition Team working together to shape the next chapter of young professional programming.



Applebee's in Holland revealed their reimagining with a ribbon cutting celebration and complimentary lunch.



Witness Inspection marked the launch of their new solar energy project in Zeeland, in partnership with Alamo Valley Solar.



The Chamber's Ambassador Team kicked off the year with an energizing meeting.



Governor Whitmer visited the Chamber team at The Next Center to honor their recognition as the 2025 Chamber of the Year.



This year's 2025 Annual Award winners pose together at the Annual Awards Celebration.



Guest speaker, Zach Mercurio, spoke about The Power of Mattering at an insightful Workshop.



The Learning Experience opened their new location in Holland and welcomed the community for a ribbon cutting.



Culver's opened their newest location on the southside of Holland and marked the occasion with a ribbon cutting ceremony.



Members engaged in several rounds of energizing, structured networking at Power Hour.

Premier Partner Spotlights

Holland Hospital

For over a century, Holland Hospital has been a pillar of West Michigan, a trusted partner in the health of the communities we serve. With facilities spanning from Holland and Zeeland to Grand Haven, Hudsonville, Saugatuck/Douglas, and South Haven, our presence is a testament to our enduring commitment to West Michigan. We are a nationally recognized leader, consistently delivering advanced technology, exceptional patient satisfaction and outstanding quality and value.

Holland Hospital offers a full range of inpatient and outpatient services, multiple convenient locations, and access to primary care physicians and experienced specialists. With facilities expanding across the region, including the recent groundbreaking of the Westpark Specialty Center in Zeeland as part of a strategic alliance with University of Michigan Health, the opening of Holland Hospital Primary Care — Hudsonville in January 2025, and the 2024 opening of the Orthopedic Center & Surgery Center at Westpark in partnership with Shoreline Orthopaedics, the hospital continues its mission of providing convenient local access to high-quality health care for communities throughout West Michigan.



Holland Hospital has a proven track record, maintaining the highest 5-star Quality rating from the Centers for Medicare and Medicaid Services every year since its inception in 2016, and ranking in the top 10% in the nation for Outstanding Patient Experience for 17 years in a row. This dedication extends to our workplace culture, which has earned us recognition for 23 years as one of the Best & Brightest Companies to Work For in West Michigan.

Holland Hospital remains dedicated to its mission to continually improve the health of the communities we serve in the spirit of hope, compassion, respect and dignity.



Quality Car Wash

At Quality Car Wash, we know life gets busy. Between work, family, and everything in between, your car's interior can start to look like a storage unit on wheels. That's why we created our brand-new Express Interior Clean! Designed with your convenience in mind!

Here's how it works: pull in, take 10 minutes to yourself, and let our friendly team go to work. While you catch your breath, sip your coffee, or scroll your phone, we'll handle the dirty work. Our crew will vacuum, wipe down the dash and console, clean the windows, freshen up the cupholders, and even get those often-forgotten door jams. In just 10 minutes, your ride feels fresh and clean again, without the hassle of a full detailing appointment.

The best part? It's easy on your wallet. For just \$29.99, you can add the Express Interior Clean to any wash purchase. Or, if you love that new car feeling all the time, join our Unlimited Express Interior Plan for only \$34.99 a month. That means you can come back as often as you'd like, whenever you need it. Perfect for parents, commuters, and anyone who just loves a clean car.



And don't worry about scheduling... No appointments necessary! Just swing by our location any day from 7am to 7pm and we'll be ready for you.

Express Interior Cleaning at
Quality Car Wash.

Quick. Simple. Clean.



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

AAC Credit Union
Advanced Sealing
AG Collaborative
Alpine Events/The Rental Company
Anchor In-Home Care
Anderson Keegin & Associates, Inc.
- OI Global Par
Applied Innovation
Arcadia Capital
Arnold Sales Complete Janitor Supply
Artex Label & Graphics Inc.
Artisan Medical Displays
Astro Wood Stake Inc.
Avflight Holland Corporation
Axis Machine & Tool, Inc. - **20***
Beeler, Stephen L PE
Benjamin's Hope
Black River Pallet Company
Blu Veranda
Bowerman Blueberries Farm Market - **5***
Brewery 4 Two 4
BuhlerPrince, Inc.
Business Intelligence Solutions
Busschers Septic Tank & Excavating Services, Inc
Choice Machinery Group - **20***
ChoiceOne Bank
Community Action House
Community Foundation of the Holland/Zeeland Area
Comparion Insurance Agency
Comprehensive Ear & Hearing - **20***
Coral Gables Yachts
Coverall of Western Michigan
Creative Dining Services, Inc.
Creatively Centered LLC
Critter Barn
Culture Impact
Culver's
Diamond Springs Golf Course

District Five Schoolhouse
Edge Insurance Group
Edward Jones DeWeerd
Ensign Equipment - **5***
Envizion IT - **5***
Evolve by Design, Inc. - **20***
Excell Construction Services
Extol, Inc. - **30***
Faith Reformed Church
Farm Bureau Insurance Spears
Forty Two North Custom Homes
Frank's Restaurant
Freedom Village Holland
Fustini's Oils & Vinegars
Gilda's Club Grand Rapids/Gilda's LaughFest
GRCC Lakeshore Campus
Green Fork Food
Harbor Steel & Supply
hg medical USA, LLC
Holland 7 - GQT Movies
Holland Area Arts Council
Holland Area Arts Council
Holland Museum
Huizenga Redi-Mix Inc.
In-Line Electric and Controls
Journey Carpet Cleaning
JP Morgan Chase Bank, N.A.
JR Automation
KENCO - **10***
K-Line Industries, Inc.
KNITit LLC
Kozaks of Holland
Lakeshore Bankruptcy Center - **10***
Lakeshore Custom Cabinets
Lakeshore Dentistry, P.L.C.
Laurie Birkholz MD & Associates
Lemonjello's Coffee
LG Energy Solution Michigan
Lifeline Ministries No 2
Macatawa Bank
Magna Engineered Glass



Magna Mirrors
Major Brands Oil Company
Medilodge of Holland
Meijer Inc. - 16th Street - **5***
Meyering Insurance Agency, Inc. - **25***
Momentum Center
Motus Integrated Technologies
Muskegon Community College - **10***
MVP Athletic Club
Nadine's Fish Tips n Wings
Nederveld, Inc.
Nelson Builders, Inc.
NextHome Champions
Northland Lanes
Office Outlet / The Company Store
Pavilion Enterprises LLC dba Saugatuck Antique Pavilion
Phares Family Dentistry
Pizza Ranch
Planet Fitness - South Holland
Plascore Inc.
Port Sheldon Township
Prism Glass (formerly Pyramid Acoustics Inc.)
Profile Tool, Inc. - **25***
Quality Car Wash
Quincy Place Senior Living
Redmon Heating & Cooling, Inc.
Resthaven
Rock 'N' Thai Café - **10***
Russell's Technical Products Inc.
Sigvaris
Skiles Tavern
Soils & Structures, Inc.

SolidCircle (d/b/a Solid Design Software Solutions)
Sonscreens
StrEATs Taco Kitchen
Sybesma's Auto
Tanglewood Winery
TelDesigns Inc.
The Bridge
The Farmhouse
The Six Eight Cafe & Boutique at Better Way Designs
Thomas A. Davis Jeweler
Thompson M-TEC
Tommy Car Wash Systems
Top Line Equipment
Tropical Smoothie Café
Tulip City Paddle Tours LLC
Uncommon Coffee Roasters
Unity Health Plans of Michigan
Vanden Bosch Co., John A.
Vision Designs of West Michigan
Wassink Plumbing
Wellness Co. - **5***
West Edge Real Estate
West Michigan Works!
West Ottawa Eyecare
Westside Service - Holland
Wolverine Precision Financial Operations Group, LLC
Zack Jannenga - **10***
Zeeland Farm Services, Inc.
Zeeland Lumber & Supply
Ziggi's Coffee
Zoet Financial

New Members

Welcoming these new members who recently joined the West Coast Chamber

196 Locksmith, LLC
Nathaniel Beckett
(616) 209-8115
www.196lock.com
inquiry@196lock.com

Alamo Valley Solar
Michael Cooper
(269) 671-5876
www.alamovalleysolar.com
cooper@alamovalleysolar.com

Beacon Health Services
Alina Jurick
(269) 238-5412
beaconhealth5219@gmail.com

Bekins Appliance
Jennifer Granning
(616) 842-4010
www.bekins.us
jennifer.granning@bekins.us

Big Lake Travel
Heather Broersma
(616) 836-4461
www.biglaketravel.com
heather@biglaketravel.com

Buma Solutions
Doug Buma
(616) 283-7193
www.bumasolutions.com
doug@bumasolutions.com

Coldwell Banker Woodland Schmidt - Joe Soto
Joe Soto
(616) 836-2328
www.cbgreatlakes.com
joe.soto@cbgreatlakes.com

Crescendo CFO
Sarah Mulder
(616) 648-5137
www.crescendocfo.com
sarah@crescendocfo.com

Five Star Real Estate - Jared Brown
Jared Brown
(616) 414-0980
www.jaredbrownrealtor.com
jared@jaredbrownrealtor.com

Guide MKTG
Josh Cowen
(616) 559-0007
www.guidemktg.com
hello@guidemktg.com

HeartSafe Holland
Kaur Rajvir
(616) 834-0602
www.heartsafeholland.org
rkaur@miottawa.org

HöM Flats
Becca Cramer
(269) 267-6217
www.homflats.com
bc@magnuscapitalpartners.com

Hotworx
Matt Fisher
(312) 656-4844
www.facebook.com/officialhotworx
matt.fisher@hotworx.net

Organizational Talent Consulting
Jeff Doolittle
(616) 803-9020
www.organizationaltalent.com
info@organizationaltalent.com

Ottawa News Network
Janet DeYoung
(616) 215-0886
www.ottawanewsnetwork.org
newsroom@ottawanewsnetwork.org

Stovetop Coffee Roasters, LLC
David Kibler
(616) 855-5353
www.stovetoproasters.com
Hello@StovetopRoasters.com

Sun Title Agency
Isaiah Salguero
(616) 516-7804
www.suntitle.com
isalguero@sunttitle.com

Tulip Advisers, LLC
Mike Jorritsma
(616) 283-1177
mike.jorritsma@tulipadvisers.com

West Michigan Asian American Association
Charles Elwood
www.wm-aaa.org
charlese@solismatica.com

Witness Inspection
Miranda Grant
(616) 879-0058
www.witnessinspection.com
mirandag@witnessinspection.com

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West Coast Chamber Staff Spotlight



Name: Lauren Siegers
Hometown: Holland, Michigan
Alma Mater: Indiana Wesleyan University
Hobbies: Horses, reading, painting, and travel
Fun Fact: My first concert was in Germany

Hi there! I'm Lauren Siegers, the Member Experience Coordinator at the West Coast Chamber. I grew up running around Holland with my three siblings. We continue to enjoy jumping in Lake Michigan and our downtown adventures. I left Holland twice — once to travel for 9-months

internationally and a second time for college — but I continue to call West Michigan my home. I am thrilled to be back in Holland working with the team at the West Coast Chamber to give back to the town that raised me.

I have a background in event planning, administrative support, non-profit work, and sailing education. Each of these experiences has challenged me and grown me in unique ways. I especially enjoy event planning because I am passionate about creating opportunities for people to connect with one another. It's an honor to continue doing this through our Chamber programming.

I'm excited to continue building relationships with the people who make West Michigan the amazing place it is.



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