

Patti VanDort
CEO
Holland Hospital

Three Key Takeaways for
Safeguarding Your Business

Navigating the AI Maze

A Trailblazing Year Ahead

The Privilege of Influence

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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.

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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The West Coast Way

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Our members are at the heart of everything we do at the West Coast Chamber. You're the reason we dream big and keep driving forward as a trailblazing organization. As we begin a new fiscal year, we're filled with excitement for the opportunities ahead—to grow, connect, and make an even greater impact together.

In this issue of The West Coast Way, you'll hear from our incoming Board Chair, Patti VanDort, as she reflects on a year of momentum and shares her vision for what's next. From building stronger talent pipelines to expanding access to opportunity across the lakeshore, the future is bright.

We're also still celebrating a defining moment in our Chamber's story—being named Chamber of the Year. This national recognition is a testament to the strength of our community and the incredible support of members like you. It's an honor we share with deep gratitude.

This year is already shaping up to be one of transformation and trailblazing progress. Thank you for being part of it. Let's keep the momentum going and make this our most impactful year yet.

Jodi Owczarski
President & CEO
Michigan West Coast Chamber
of Commerce



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Three Key Takeaways for Safeguarding Your Business

By Jourdan Deleau | Insurance & Risk Management Advisor, BHS Insurance

In a world where risks evolve as quickly as technology and business itself, organizations must stay ahead of threats that can jeopardize their survival. As an Insurance & Risk Management Advisor at BHS Insurance (Berends Hendricks Stuit), I've seen firsthand how the right insurance coverage can mean the difference between resilience and ruin. Whether it's a cyberattack, unexpected operational interruption, or a natural catastrophe, being prepared is not just smart, it's essential. Here are three key takeaways every business leader should know to protect their organization in today's rapidly evolving business environment.

1. Start with a Comprehensive Risk Assessment

Every company is unique and so are its risks. Begin with a thorough risk assessment covering your IT

infrastructure (cyber threats), physical assets (fire, flood, theft), internal controls (employee fraud), and protecting employees' well-being. This tailored analysis helps you prioritize which insurance coverages and safety practices work best to shield your operations and financial health.

2. Cyber Liability Insurance: A Modern Necessity

Cybercrime is on the rise, and no organization is immune. Data breaches, ransomware, and phishing can lead to severe financial and reputational damage. Cyber liability insurance is now critical, covering costs like breach notifications, legal defense, system restoration, and even loss of income stemming from a cyber incident. BHS has formed many quality partners addressing areas of risk we do not handle directly. Your BHS advisor would be happy to facilitate an introduction.



3. Protect Your Bottom Line: Business Interruption & Crime Coverage

Even with strong preventative measures, unexpected events like fires, storms, or equipment breakdowns can bring business to a standstill. At BHS, we have unique solutions that your business may not consider without proper guidance. Business interruption insurance replaces lost income and covers ongoing expenses during downtime caused by physical losses. A disaster recovery and business continuity plan should be designed to reduce the negative impact of a loss, while crime insurance coverage protects against employee dishonesty, forgery, and external fraud. One simple way you can gain more control over financial transactions is setting up positive pay through your bank. Whatever your approach, make sure you select the best insurance and risk management partnership with an advisor who is willing to go the extra mile to protect your wellbeing.

Jourdan Deleau serves as a Property and Casualty Risk Management Advisor at BHS, where for nearly four years, he has been a committed advocate for his clients. Hailing from Zeeland, Michigan, and a proud graduate of Western Michigan University, Jourdan's strong West Michigan roots inform his grounded and relatable approach to insurance. He is genuinely passionate about simplifying the often-complex world of insurance, helping businesses proactively manage their risks. Jourdan's focus is always on delivering customized solutions and a level of personalized service that builds lasting trust and peace of mind. When he's not guiding clients, Jourdan can be found enjoying the great outdoors – whether on the water boating, casting a line while fishing, hitting the golf course, or engaging in any sport. He also loves to explore new places and create cherished memories with his wife and their faithful companion, Dune.



Conclusion

In summary, safeguarding your business starts with a comprehensive risk assessment, securing robust cyber liability insurance, and ensuring you have the right business interruption and crime coverage in place. Together, these three strategies form a strong foundation for protecting your organization from the unexpected. If you are interested in learning more about how BHS can help you assess risks and secure the right coverage for your business, please do not hesitate to reach out. We are here to help you build resilience and peace of mind for the future.





Navigating the AI Maze: How to Choose the Right Tools for Your Business

By Mark Veldhoff | CEO/Founder, Envizion IT

Every turn in today's AI maze reveals another shiny solution, each promising to revolutionize your workflow. But with dazzling innovations appearing at every corner, the real challenge lies in cutting through the noise and identifying the tools that will make a meaningful difference for your organization. It's not just about being dazzled by the latest trends; it's about carefully weeding through the flood of possibilities to discover the solutions that will truly transform the way you work. Let's chart a course through this complex landscape, so you can focus on what matters: finding AI tools that genuinely move the needle for your business.

Start with Purpose

The key is to start with purpose. What exactly are you trying to accomplish? AI tools are most effective when given focused, specific tasks. Just like children thrive with simple instructions, AI agents perform best when they're not overwhelmed with too many directives. Each agent that you find will give a specific purpose for why and what it was built to accomplish. If it doesn't say, ask the agent; it will tell you its purpose. If your goal is to analyze data, summarize documents, generate content, or work with images and video, you'll want to choose a tool that excels in that specific area. Understanding your objective is the first and most important step.

Identify the Data

Next, identify the required data. This is the information your AI tool needs for its intended purpose, such as customer data, sales numbers, or any data directly tied to your goal. For searching across emails, chats, meetings, or documents, integrated solutions such as Copilot for M365, Google Gemini, or Zoom agents provide seamless connectivity within their respective ecosystems. If your work is primarily based in Salesforce or an ERP, leveraging that platform's dedicated AI tool may be most effective. Specialized platforms like ideogram.ai, invideo.io, and runwayml.com excel in generating high-quality images, graphics, and videos. For requirements that span multiple platforms, both Microsoft Copilot Studio and ChatGPT support connectors to third party services such as Salesforce, Dynamics, social media, and weather data, facilitating broad and versatile integration.

Keep Security Top of Mind

Security is another critical factor. If you're uploading sensitive data, make sure you understand whether the AI tool is public or private. Microsoft Copilot, for example, respects your organization's existing permissions and keeps your data within your Microsoft tenant—meaning your emails, chats, and files stay secure and internal. On the other hand, depending on your subscription tier, your data might be used to train future models unless you opt out. If it's free, you're probably making your data available to the public.

Embrace the Learning Curve

Even with a clear purpose and the right agent, you'll still face the AI learning curve. Think back to the early days of Excel. Every company/department had a power user who built complex spreadsheets and macros that saved hours of work. We sent these individuals to Excel bootcamps. The spreadsheets they created were



eventually handed off to team members and, if they were really good, given to IT to be scaled into enterprise solutions.

We're seeing the same pattern with AI. Low-code platforms like ChatGPT's custom GPTs or Microsoft Copilot Studio allow users to build powerful tools without needing to be developers. But there is a learning curve. That's why it's important to identify the AI enthusiasts within your organization, those curious, tech-savvy team members who are eager to experiment. Give them the time and resources to build proof-of-concept tools. The most effective solutions will naturally rise to the top, and your IT team can then help scale them into fully integrated systems.

In short, choosing the right AI tools isn't about picking the flashiest option, it's about aligning the tool's strengths with your business needs, understanding your data environment, and empowering your team to innovate. With the right approach, AI can become more than just a buzzword, it can be a true business accelerator.

Mark Veldhoff is the CEO and Founder of Envizion IT, where he helps businesses navigate the evolving landscape of technology with clarity and purpose. With over 20 years of experience in IT cost mitigation and infrastructure optimization, Mark has built a reputation for delivering lean, cost-effective solutions without compromising quality. Today, he's focused on guiding organizations through the complexities of AI adoption—helping them identify the right tools, align them with business goals, and empower internal teams to innovate. Mark's approach blends strategic insight with hands-on experience, making advanced technologies like AI accessible and actionable for companies of all sizes. Through Envizion IT, he continues to champion personalized, scalable solutions that drive real business value.





A Trailblazing Year Ahead

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

You've probably noticed a lot is happening around here. The Chamber is building momentum, driving bold ideas, and shaping a future where our community is bigger, brighter, and more vibrant than ever before. Change is underway, and even more is on the horizon. This work is only possible because our members, partners, collaborators, and the broader community have been making the magic happen alongside us every step of the way. Thank you.

The momentum reached a high point in July when we were recognized nationally for the impact of our work, specifically focused on Statewide Community Impact Day and the launch of our Chamber Career Center.

Chamber of the Year

We were named Chamber of the Year by the Association of Chamber of Commerce Executives (ACCE). This prestigious award was presented to us in July at ACCE's annual convention in Philadelphia, Pennsylvania. The Chamber of the Year award recognizes excellence in operations, member services, and community leadership.

Accepting this award on behalf of our members and community was an unforgettable moment. This recognition is a direct reflection of the passion, commitment, and collaboration of our business community. This national honor belongs to all of us.

Young Professional Programming

Building on that momentum, the Chamber is also taking on a new program: Holland/Zeeland Young Professionals (HYP). This acquisition brings fresh energy and long-term support to the lakeshore's young professionals. The current HYP board will remain engaged through the transition, working alongside the Chamber to shape the future framework.

Young professional programming will be open to both Chamber members and nonmembers, expanding opportunities for the next generation of leaders across our community.

Rebranding for the Future

And the momentum doesn't stop there. You may have noticed something new as you flipped through this magazine. We're rolling out a refreshed brand and logo—one that reflects who we are today and where we're headed tomorrow. We're still your Chamber, now with a bold look that captures the tidal wave of positive impact we're creating as a Catalyst, Convener, and Champion.

So why the change? When the starburst logo was created in 2012, it was chosen largely because of what it wasn't.

It had to be something vastly different from the logos of both the Holland and Zeeland Chambers following their merger into the West Coast Chamber. As we reflected on where we are now, it became clear that our identity deserved something more intentional and inspiring.

When President & CEO Jodi Owczarski floated the idea of a rebrand to former President & CEO Jane Clark, Jane didn't hesitate. "It's time. You should absolutely change it," she said. That final encouragement set the process in motion. We partnered with local marketing agency 2 Fish Company to bring this vision to life. Over the past few months, their creative team has collaborated with us to shape a brand identity that mirrors the energy, ambition, and future-focused spirit of our community. We couldn't be more excited to share this new brand and everything it represents.

And this is just the beginning. From innovative programs to bold new collaborations, there's never been a better time to be engaged with your Chamber. Stay connected by visiting our website for the latest updates. We want you to be part of what's ahead.





The Privilege of Influence

By Patti VanDort | CEO, Holland Hospital

It's hard to believe that fall is already upon us. As September arrives, I begin a new role. I have the honor and privilege to serve as the Board Chair for the Michigan West Coast Chamber of Commerce...and let me add, fresh off being named THE Chamber of the Year! This recognition is truly a testament to the amazing leadership and staff of this organization. Talk about good timing. I am so excited to serve with Jodi, her team, and the entire Board of Directors as we look forward to this next chapter.

Thank you to my predecessor in this role, Paul Brinks, who has provided both steady and thoughtful leadership over the past year and has indeed left a

legacy of lasting impact. I will look to him to help guide and mentor me in the year ahead.

As I begin my tenure as Board Chair, I am embracing the notion that the role is largely one of using influence. One of my favorite quotes reads "The key to successful leadership is influence, not authority." Leaders need impactful influence to sell ideas, motivate others, and to support and implement decisions. The art of influencing others is all about empowering them to achieve their highest potential. Effective influence enables attainment of desired outcomes with grace and ease. It inspires a better future.

With the ability or opportunity to influence comes great responsibility. Our words and actions plant seeds in others, either positively or negatively. One never knows when they may be influencing another individual or group of individuals, so it's important to be intentional in how we use our influence. It is my hope that in this role, I can positively support and influence the work of the Chamber as we work to be a catalyst, convener and champion for the communities we serve.

Earlier I mentioned the fortunate timing of stepping into this role, given the Chamber's recognition as the Chamber of the Year. This timing is also fortuitous when it comes to facility planning. In order to support our continued growth and impact, the Chamber office will be relocating to the Next Center later this calendar year, joining Lakeshore Advantage. Together, these organizations positively influence the future of this community by engaging member businesses in new and innovative ways. I am so excited about this move as I believe it will enhance the Chamber's efforts as well as support their various strategic partnerships. Part of my responsibility as the Board Chair is to ensure fiscal responsibility and accountability with the resources entrusted to the Chamber. The Board views this new space as an investment in our community and is committed to being good stewards in this regard.

This new space will be central to the Chamber's

"Reimagine Education" initiative. The Chamber and its partners are working to connect the education and employer sectors to identify synergies and opportunities for experiential learning to help grow and develop the workforce of the future. As part of this endeavor, we will be launching the Chamber Career Center which will serve as a hub for career exploration and growth for students and early career professionals. This is your Chamber trailblazing new paths in workforce development. I cannot emphasize strongly enough the value this brings to the local and regional economy.

Additionally, a new direction for the Holland Young Professionals (HYP) group has emerged. In the new fiscal year, this organization will fully integrate into the Chamber's operations and oversight. We see this development as a significant opportunity to engage young professionals in new and exciting ways.

The Chamber remains committed to magnifying our impact. To that end, we will continue to bring you, our members, strong educational programs and offerings that help your teams grow stronger. We also will remain a trusted and stable resource, advocating for our communities during a time of political and social fragmentation by facilitating conversations with local, state and national governmental leaders.

And finally, speaking of magnifying our impact, the Chamber once again facilitated Community Impact Day,





which was expanded this year to include several other Chambers across the State of Michigan. In total, there were over 3,600 volunteers who came together to make a difference by serving and supporting almost 200 organizations. We are looking forward to making this event even bigger in 2026.

I am so grateful for the opportunity to lead the Board of Directors for this outstanding organization and will work to be a positive influence to help enable the Chamber to fulfill its mission. Together with our member organizations we can and will thrive.



Patti has worked at Holland Hospital since 1987, beginning as a staff nurse and then in various nursing leadership positions until joining the executive team in 2001, first as the Vice President for Nursing and Chief Nurse Officer and then in 2018 as Senior Vice President of Hospital Operations. She is currently serving as CEO, a role she has held since January 2024. During her tenure, the hospital and its medical group have experienced tremendous growth in the services provided to the community.

Patti has served on the boards of the West Coast Chamber of Commerce, Hospice of Holland, and the Holland Community Health Center, and on advisory councils for Hope College and Grand Valley State University nursing programs. She has also served as the President of the Michigan Organization of Nurse Executives (MONE).

Patti completed both her Bachelors and Masters Degrees from Grand Valley State University where she has since received the Kirkhof School of Nursing Outstanding Alumni Award.

Patti lives in Holland, Michigan. She has two sons and two daughters-in-law and two grandchildren.



Global Vision, Local Impact: JR Automation's Next Chapter in West Michigan

By Christine Powers | Global Director of Marketing and Communications, JR Automation

For decades, JR Automation has been a cornerstone of West Michigan's manufacturing innovation. Now, with the construction of its new Global Headquarters in Zeeland, the company is reaffirming its commitment to the region that helped shape its success since 1980, and investing in a future defined by sustainability, collaboration, and world-class engineering.

Set on 45 acres, the new headquarters is more than a facility—it's a bold statement of purpose. With 76,000 square feet of office space and 210,000 square feet of shop and office facilities, the site will bring together approximately 350 employees when it opens in Fall 2026. But the impact goes far beyond square footage.

"Our new global headquarters will serve as a hub for advanced manufacturing, engineering, and innovation," said Dave DeGraaf, CEO of JR Automation. "As part of the Hitachi group of companies, we had the opportunity to explore global locations for our headquarter location. We're grateful for Hitachi's investment and proud to grow right here in West Michigan, where our roots run deep and our future is bright."

A Legacy of Leadership

Founded in Holland, JR Automation has long been a leader in industrial automation, robotics, and digital transformation. The new headquarters reflects that legacy while positioning the company for continued global growth. By consolidating selling, general, and administrative teams and expanding shop floor capabilities, the facility will serve as a center of excellence, uniting teams with a global focus under one roof.

The design also reflects JR Automation's culture and values. Workspaces, from office desks to shop floor stations, will have access to natural light. Amenities like a fitness center and walking trails support employee well-being, while a dedicated Customer Experience area will showcase the company's capabilities and the broader Hitachi story.

Sustainability in Action

Sustainability is central to the project. JR Automation is using this opportunity to advance its goal of carbon neutrality and zero waste-to-landfill by 2030. The site will feature native prairie landscaping, energy-efficient systems,



and on-site renewable energy sources. Real-time energy monitoring will be shared throughout the facility to promote transparency and accountability.

One of the most impactful environmental efforts is the Brower Drain restoration. Once a narrow, eroded creek, the drain has been transformed into a 100-foot-wide conservation easement planted with native Michigan vegetation. This restoration improves stormwater management, reduces erosion, and creates a thriving habitat for local wildlife.

"The Brower Drain restoration is a perfect example of how we're aligning our physical footprint with our values," said Joel Cooper, Global Director of Sustainability, EH&S, and Facilities. "We didn't just move a drain, we created a living system that will benefit our site, our community, and the environment for decades to come."

Investing in Community and the Future

The new headquarters is a collaborative effort, supported by the Michigan Economic Development Corporation, Lakeshore Advantage, the City of Zeeland, and other regional partners. It's a testament to what's possible when business and community work together to build something lasting.

"We're proud to be part of an economic ecosystem of lakeshore companies that are building the future of manufacturing, not just enjoying the view," said DeGraaf. "Our headquarters is a reflection of our commitment to innovation, our people, our values, and the community we're proud to call home."

JR AUTOMATION®
A Hitachi Group Company

Premier Partner Spotlights

Local. Reliable. Efficient. Essential.

Holland BPW takes care of the essentials so you can flourish—at home and in business. As Holland’s community-owned, not-for-profit utility since 1893, our priorities are rooted right here. Serving our neighbors, families, and friends drives our commitment to excellence. Our reliable, efficient utility infrastructure empowers our community with the tools for growth and self-determination.

With proven reliability and some of the lowest rates in Michigan, we deliver competitive and innovative utility services—electric, water, wastewater, and broadband. We are dedicated stewards of the resources entrusted to us.

Our local roots enhance the quality of life in Holland. When considering innovation, we engage stakeholders to understand what matters most to those we serve. Two standout examples of this are Holland Energy Park and Holland City Fiber.

Holland Energy Park (HEP) is a state-of-the-art combined cycle natural gas plant that earned the Institute for Sustainable Infrastructure’s Envision® Platinum award—the first base load power plant to do so. HEP’s efficiency has cut our community’s carbon emissions in half. Since its launch, ratepayers have seen



two rate decreases, and the plant’s debt was fully retired in just seven years.

Holland City Fiber began with a community call to expand access to Holland BPW’s high-speed broadband network. A taskforce of local stakeholders explored the benefits of community-owned broadband and recommended asking residents if they wanted a citywide expansion. On August 2, 2022, Holland residents voted to invest in this future-forward infrastructure. Today, construction is well underway, and service is rolling out. Holland BPW Fiber offers 2,000 Mbps service for just \$45/month—including installation, modem, no contract, and no hidden fees. Customer satisfaction? A remarkable 96%.



Planning Ahead: Why Succession Is a Strategy, Not an Exit

Along Michigan’s Lakeshore, family-owned businesses and growing companies alike form the backbone of our local economy. But many leaders wait too long to think about what comes next—putting jobs, legacies, and growth at risk.

At Huntington, we believe succession planning isn’t just about retirement. It’s about creating stability, unlocking value, and charting a strategic path forward—whether you’re planning to pass the business to family, sell to a third party, or explore an employee stock ownership plan (ESOP).

ESOPs, in particular, are increasingly becoming more common across West Michigan over the past few years. These plans allow business owners to sell all or part of their company to employees through a qualified retirement trust—creating a tax-advantaged liquidity event while preserving company culture and rewarding the very people who helped build the business. For the right company, it can be a powerful tool for retention, recruitment, and long-term growth.

The key? Start early. Successful transitions may take time, sometimes years, and require careful coordination across

banking, legal, tax, and advisory partners. That’s where Huntington comes in. Our team works with business owners at every stage of the transition process to ensure their next chapter is as intentional as their first.

Succession is one of the most important decisions a business owner will ever make. Let’s make sure it’s also one of the smartest.



Connect with David Kinsman, Commercial Banking Market Leader for West Michigan, to start the conversation.

Huntington is proud to be a Premier Partner of the Michigan West Coast Chamber of Commerce, supporting the strength and resilience of Lakeshore businesses.



Upcoming Programs

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



September 5, 2025

Advocacy in Action

10:45 AM – 12:00 PM

Holland Civic Center Place

At the first Advocacy in Action of the program year, hear a remarkable story of resilience from Detroit's Mayor and independent Candidate for Governor, Mike Duggan. State Legislators will also share updates to keep you in the know.

Program Sponsor: **Blue Cross Blue Shield Blue Care**

Network of Michigan

Spotlight Sponsor: **ITC**

September 9, 2025

Wake Up West Coast

7:30 AM – 9:00 AM

Haworth Hotel

Kick off your day choosing to be bold, brave, and better. Join us at the first Wake Up West Coast of the year as speaker, author, and coach Shaina Lane shares what it takes to be epic. You won't want to miss this impactful program.

Program Sponsor: **Hungerford**

Morning Mingle Sponsor: **United Bank**

September 18, 2025

Annual Awards Celebration

6:00 PM – 9:00 PM

Holland Civic Center Place

Join the Chamber for an elegant evening as we toast the trailblazers and celebrate the individuals and organizations making an impact in our community. Stroll through the transformed venue while connecting with friends and enjoying heavy hors d'oeuvres and live music. Availability is limited so register today.

Program Sponsor: **Blue Cross Blue Shield Blue Care**

Network of Michigan

September 25, 2025

Power Hour

8:00 AM – 10:00 AM

The Salvation Army

Grab your business cards and join us for several rounds of structured table networking, open networking time, and no meal interruptions. Meet dozens of local professionals plus have the chance to win door prizes. There's no better way to start your day.

Program Sponsor: **Prime IV Hydration & Wellness**

September 30, 2025

Workshop: The Power of Mattering – Essential Skills for Building a Culture of Significance

8:00 AM – 10:00 AM

Howard Miller Library & Community Center

Join us for The Power of Mattering, an interactive workshop with author and researcher Dr. Zach Mercurio, focused on building cultures where people feel seen, valued, and essential. Through three core practices—Noticing, Affirming, and Needing—you'll learn how to foster significance to boost engagement, motivation, and well-being. Back by popular demand and supported by The Avalune Group, this session offers practical tools to help leaders embed mattering into everyday interactions.

Program Sponsor: **The Avalune Group**

October 14, 2025

Wake Up West Coast

7:30 AM – 9:00 AM

Haworth Hotel

Start communicating in a way that truly connects. Join us as a featured communication expert shares how to influence, inspire, and motivate action through the power of storytelling. You won't want to miss this high-impact session on clarity and connection.

Program Sponsor: **Independent Bank**

Morning Mingle Sponsor: **Consumers Energy**

October 22, 2025

Workshop: AI at Work – How to Use Artificial Intelligence to Save Time, Cut Costs, and Work Smarter

8:00 AM – 10:00 AM

Howard Miller Library & Community Center

Join experts from Envizion IT for a hands-on session that will show you how to unlock the full potential of AI Agents. Walk away with practical tips, real-world examples, and the confidence to start using AI tools more strategically.



Windmill Transport unveiled their new name and look with a ribbon cutting celebration at Windmill Island Gardens.



Costa Oil was named Franchise of the Year and marked the accomplishment with a ribbon cutting.



Maple Tree Marketing celebrated their new downtown Holland office with a ribbon cutting.



Little Red Pediatric Dentistry entered a new chapter and cut the ribbon on their brand new building.



Addington Place of Lakeside Vista hosted a grand opening of their new apartments and remodeled memory care.



ChoiceOne Bank held a ribbon cutting to honor the opening of their new loan office in Holland.



Tru by Hilton celebrated their official grand opening in Holland.



Five Star Real Estate hosted a ribbon cutting celebration to commemorate their new office.



RightWay Auto Sales opened their very first location on the lakeshore and marked the occasion with a ribbon cutting.



Boxed Up Kitchen honored the opening of their brand new storefront with a ribbon cutting and free samples.



Holland Area Arts Council dedicated the Patricia Flynn Creative Space with a ribbon cutting and open house.



InsITe Business Solutions celebrated the expansion of their new office space with a ribbon cutting.



Holland Cat Cove celebrated the opening of their cat lounge with a ribbon cutting.

Premier Partner Spotlight

LG Energy Solution Michigan, Inc. – Empowering Every Possibility

As a proud sponsor of the West Coast Chamber, LG Energy Solution Michigan, Inc. is deeply invested in the growth and success of the Holland and West Michigan communities. The company is committed to advancing green technology in a way that creates meaningful impact for the region.

Founded in 2020, LG Energy Solution Michigan, Inc. is a wholly-owned subsidiary of LG Energy Solution, one of the world's leading lithium-ion battery manufacturers. Its batteries power electric vehicles, energy storage systems (ESS), and advanced technologies used around the globe. With trusted partners like GM, Ford, and Stellantis, the company plays a key role in accelerating the clean energy transition.

Locally, LG Energy Solution Michigan, Inc. is more than a manufacturer — it's a community partner. From sponsoring Tulip Time to supporting the West Coast Chamber's Community Impact Day, the company takes pride in giving



back. In Spring 2025, LG was the presenting sponsor of the fourth annual Community Impact Day, helping connect over 2,000 volunteers with dozens of local nonprofits to complete thousands of service hours across the region.

Through continued engagement, LG Energy Solution Michigan, Inc. has become an important part of the fabric of West Michigan. Its mission — Empower Every Possibility — is about more than technology. It's about building a brighter, more sustainable future for all.



Member Spotlight

Thompson M-TEC Helps Employers Grow and Thrive

Thompson M-TEC in Holland, a service of Ottawa Area ISD, has worked with local employers for 25 years, providing fast and up-to-date business and leadership training in health sciences, manufacturing, office and technology, and residential skilled trades. We work with you to learn your business needs and then create a customized training plan that can be implemented at our facility or yours. If you haven't checked out Thompson M-TEC for your business needs, now is the time!



Employee Training Pays Off

Investing in employees demonstrates your company is committed to employee growth and development. Staff training has been shown to create more motivated workers who, in turn, work harder and are more satisfied with their employment. A local manager relayed the story of an employee with a "new attitude and skills" after

training at Thompson M-TEC. Improving the bottom line and retaining happy and motivated employees? That's a win-win!

Personalized Training for Your Business

We take time to meet with you to determine the best training for your business. Could improved leadership skills create a better work environment? Do you have great employees in need of a few more skills? We will find answers to these questions and then build a plan to help you reach your business goals.

New Facility is a Modern Solution for Upskilling

Thompson M-TEC is excited to open the doors to our new, updated and expanded training facilities this fall. Our bright and spacious rooms provide a fantastic learning environment with state-of-the-art equipment, hands-on learning, easy parking and convenient class times.

Thompson M-TEC has proven to be a reliable training resource for businesses along the lakeshore for decades. We invite you to call us today at 616-738-8935 or visit www.mtec.org and see how, working together, we can take your business to the next level.

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

4Front Credit Union	Custer Insurance Agency and Custer Financial Advisors
ACCT-Now, Div. of Weymon & Associates, Inc.	Ditto Upscale Resale
AcenTek (formerly Ace Communications)	EcoBuns Baby + Co.
Acoustical Installations	Edge Benefits Group LLC
Addington Place Of Lakeside Vista	Eighty-Six West Asset Management
Adobe	Eikenhout
Advanced Architectural Products	Elisabeth Marie Photography LLC
Advanced Time	Engedi Salon – Zeeland - 10*
Ageless Autos	Escape Ministries
Anne Rae Design	Estella Rose Fashion
ASE of West Michigan	Evergreen Commons
Baumann Building Inc.	Flex Fitness Center - 40*
Baymont Inn & Suites - 10*	Fort Freight
Bearded Dutchman Meats	Foundation Systems of Michigan
Beauty ReNew, LLC	Friends of Felt Estate
Billco Products, LLC	Garsnett Beacon Candle Co.
Blue Rocket Marketing	GHSP - 5*
Blueprint Dentistry	Glenda's Lakewood Flowers
Bremer & Bouman Heating & Cooling, Inc.	Good Ink
Brownson Properties (JBBBC.com fund)	Goog's Pub & Grub
Buckman MacDonald & Brown PC	Greenridge Realty
Bumble Bee Blinds of West Michigan	Hand2Hand
Butch's Dry Dock	Harbor Health and Massage, LLC
Calder Capital - Parker Schaap	Heritage Homes, Inc.
Car Center - Holland	Holland American Food Co., Inc.
Caroline's PEACH Foundation	Holland Community Health Center
Carolyn Stich Studio, LLC	Holland Fairfield Inn & Suites - 30*
Carpet Bonanza	Holland Family Dentistry, PC - 30*
Cascade Apartments	Holland P.T. Corp.
Cherry Republic	Holland Quality Monument Company
City of Holland	Home2 Suites by Hilton
City of Zeeland	HomeRealty
ClimateGuys.com	Howard Miller Clock Co.
Code Blue Corporation	Howard Miller Library & Community Center
Cold-Link Logistics Holland, LLC	Hughes Integrated
Collective Idea	Intext Concepts, Inc.
Cook's Delivery Service, LLC	ITB Packaging
Cornerstone Caregiving	Johns Dozing Service Inc.
Corporate Caterers of West Michigan	Jonker's Garden
Courtyard by Marriott - 10*	Joy Family Health
Craig's Cruisers Family Fun Center	Key Bank
Crunch-N' Wings	King's Cove Party Store - 30*
Cusack Manufacturing	Koele Godfrey Investment Group
Cusack Music	Laketown Township



Laurel & Co. - **5***
Light Lounge
Lighthouse Title Group
Lincolnshire Party Store
LVS CPAs & Associates
Mac Adventures LLC
Macatawa Area Express Transportation Authority (MAX)
Mannes Body Shop
Marie's Green Apothecary
Marigold Family Dentistry
Matchless Marketing, LLC
Michigan Certified Development Corporation
Michigan Fosters
MillerKnoll
Morrison Industrial Equipment
Nelson Steel Products
NetWerks LLC
New York Life
Next Generation Services, L.L.C.
North Coast Wealth Advisors
NovaCare Rehabilitation
Novo Building Products
NuVescor
Old National Bank
Oranje Boven Marketing
Ottawa Insurance Agency Inc.
P.I.E. Management, L.L.C.
PMS Products, Inc.
Preferred Employment and Living Supports
Preferred Machine, LLC
Redwood Holland
Redwood Zeeland
Rivers Ace Hardware
Rodgers Creative Group, LLC
Royal Technologies
Salon Cheveux
Salt & Pepper Savory Grill and Pub
Sarah Moneybrake Interior Design

Sebright Machining, Inc.
She Plans Travel Co
Site Work Solutions
Sloothaak Farms LLC
Spalding DeDecker
Sperry's Moviehouse
Steven Walters Builders
Straight Line Designs
Studio G Inc.
Summit Point Roofing
Supply Chain Solutions, Inc. - **25***
Taylor Rental Center
The Bridge Youth Center
The First Tee of West Michigan - Holland
The Lost City, LLC
The Salvation Army
The Stow Company
Townline Poultry Farm Inc.
Trigon Steel Components, Inc.
Turning Pointe School of Dance
Unity Christian High School
Vander Lugt Capital Management
Vander Meulen Builders
VanSlambrouck Family Dentistry
Versiti Blood Center of Michigan
Vitale's Pizza of Zeeland
Warner Norcross + Judd LLP
Wells Fargo Advisors
West Coast CPA Group
West Michigan Advisors
West Ottawa Public Schools
Western Michigan Fleet Parts Inc.
Westshore Financial Services
Westside Service Center - Zeeland
WGVU - **10***
Wild Chef Japanese Steakhouse
Woodward Inc.
Worden
Workforce Employment Specialists
Zeeland Board of Public Works

New Members

Welcoming these new members who recently joined the West Coast Chamber

Alliance Retirement Plan Solutions a division of Gasaway
Investment Advisors
Caitlin Borton
(269) 324-0080
www.alliancerps.com
info@alliancerps.com

Applebee's
Chelsea Mitchell
(616) 786-4446
www.applebees.com
cmitchell@teamschostak.com

Branding Projex
Tommy Zondervan
(616) 301-5105
www.brandingprojex.com
tommy@brandingprojex.com

Cornerstone University - SOAR
Keith Mitchell
(616) 949-5300
www.cornerstone.edu/soar
soarpartners@cornerstone.edu

Dog Obedience College
Drew Uhl
(616) 313-9540
www.dogobediencecollege.com
drew@dogobediencecollege.com

Driftwood Coffee Cove
Jasmine Chapa
(616) 610-6225
www.driftwoodcoffeecove.com
driftwoodcoffeecove@gmail.com

Greg Maybury Consulting LLC
Greg Maybury
(616) 836-4290
gregmayburyconsultingllc@gmail.com

Holland Cat Cove
Jennifer Siegel
(616) 294-1147
www.hollandcatcove.com
hollandcatcove@gmail.com

Paw Paw Indoor Golf & Driving Range
Cameron Smith
(805) 459-3523
chili@southbaygolfco.com

RightWay Autos of Holland
Jennifer O'Brien-Martinez
(616) 377-2275
www.rightway.com
jobrienmartinez@rightway.com

Snacky Wacky Time
Anthony Smith
(616) 834-1704
snackywackytime@outlook.com

The 90 Degree Ascent
Ben Terpsma
(616) 218-5373
www.90Ascent.org
ben@90ascent.org

The Hirdes Group, LLC
Natalie Hirdes
(616) 890-9318
www.thehirdesgroup.com
natalie@thehirdesgroup.com

The Learning Experience - Holland
Zeeshan Shoukat
(734) 833-4348
www.thelearningexperience.com/
centers/holland-township/zeeshan.
shoukat@tlechildcare.com

Toddy TOTE, LLC
Cathy Schroeder
(231) 638-3429
www.toddytote.com
info@toddytote.com

Top Rail Fence Holland
Chad Stears
(616) 616-6136
www.toprailfences.com/locations/holland
holland@toprailfence.com

West Michigan CPAP Alternatives
Karel Vandervelden
(616) 741-9035
www.wmCPAPalternatives.com
drvandervelden@wmcpapalternatives.com

West Michigan Psychological Services
Jessica Blaskowski
(616) 952-9957
www.wmps.net
alexa@wmps.net

Winston's Bar Service
www.winstonsbarservice.com

Workbox Staffing
Trevor Herweyer
(616) 396-5557
www.workboxstaffing.com/holland-mi
trevorh@workboxstaffing.com



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Buist: Raising the Standard

At Buist, formerly known as Buist Electric, we are an employee-owned Michigan-based trade partner offering a wide range of electrical, technological, and engineering services. Founded over 60 years ago, our company has always been committed to integrity, serving both clients and the community with excellence.

In 2024, we proudly celebrated our 60th anniversary and made the decision to rebrand by dropping “Electric” from our name. While electrical construction remains at the core of what we do, the updated name, Buist, more accurately reflects the diverse array of services we offer.

At our core, we remain steadfast in our values:

Faith – We are guided by Biblical principles.

Service to Others – We serve our co-workers, customers, and community with passion, care, and humility.

Strong Work Ethic – We approach every task with enthusiasm, dedication, and a commitment to excellence.

Integrity – We are honest, trustworthy, and dependable in all that we do.

Continuous Improvement – We are committed to “Raising The Standard” in ethics, productivity, competence, creativity, and service.

Our Mission Remains:

To honor God in all we do, to consider our employees’ well-being as essential, to provide our customers with superior service, and to share our resources with those in need.

Evolving for the Future

Today, Buist includes numerous departments, including Audio Visual, Building Automation, Building Information Modeling (BIM), Contracting, Communications, Design Build, Distributed Antenna Systems (DAS), Industrial Automation, Medium Voltage, Outdoor Utilities, Power System Analysis, Security Solutions, Service, Technology Solutions, and Testing.

Our expanded services meet the evolving needs of modern construction and technology across industries such as healthcare, industrial, education, and commercial.



Raising The Standard

Like many companies with decades of experience, we’ve weathered economic shifts, technological advancements, and the natural evolution of the construction industry. Through it all, we’ve stayed committed to “Raising The Standard” in our work and upholding the values we were founded on.

Today, Buist proudly employs a dedicated team of skilled professionals who continue to serve the West Michigan community and beyond. Our success is driven by our employee-owners, loyal partners, and honoring God in all that we do. As we move forward, we remain focused on continuous improvement, ensuring that “Raising The Standard” is not just a motto, but a promise we keep.





Four Insights for Strategic Initiative Success

By Vicki Zylstra | Founder & Owner, Steadfast Business Consulting

Several years ago, my daughter was a high school freestyle swimmer. For the first three years of her high school career, she focused on perfecting the 50-meter freestyle event. She learned how to dive with little water resistance, pace her strokes, breathe with precision, and finish strong. Every technique was tailored to the 50-meter sprint, where times are measured in hundredths of a second.

In her senior year, her team needed a 500-meter swimmer—and she was chosen. For her senior year, she had to swim both the 50-meter and the 500-meter events. While it might seem like the 500 is just more laps, it's a completely different event. She had to recalibrate her breathing, preparation, cooldown, and how she paced with swimmers in adjacent lanes. *Same stroke, very different preparation and very different execution.*

Leaders must know the type of strategy they are initiating.

Sometimes, leaders must treat strategic initiatives like a 50-meter sprint—fast, focused, and intense. These short-term strategic priorities demand high energy and precision, knowing the finish line is near.

Other times, strategic priorities resemble the 500-meter long-course event. They require methodical planning, more people, more resources, and greater patience. This strategy allows more time for issues to arise, so leaders must ensure the team stays aligned and connected, pacing together to avoid burnout or disconnection.

Leaders must know how to coach and pivot teams for sprint and marathon strategic initiatives.

First, always tie each initiative back to your organization's core foundation. If an initiative doesn't align to foundational beliefs like mission, vision, and values, it's worth reevaluating the initiative's purpose. Teams need to operate with great clarity of purpose and with a compelling finish line in view. Here are four ways to increase your success rate in initiative work:

1. Prepare To Win.

Solid preparation strengthens the likelihood of a strong finish. How long will this take? Who's on the team? What approvals or buy-ins are needed? What are the risks? What will define success? These questions help shape the project's structure.

2. Understand the Fuel Needed.

Short projects need a quick burst of energy. Long projects require sustained motivation, more planning, regular check-ins, and moments of affirmation. Know what fuels your team, whether it's a sprint or a marathon.



Vicki is the Founder & Owner of Steadfast Business Consulting, a consultancy that specializes in Vision Master Planning™. With 25+ years focused on strategy and organizational development, Vicki helps organizations align their current state with a successful future. Through Vision Master Planning and alignment services, she guides leaders toward clarity, cohesion, and purpose. Vicki enjoys traveling, interior design projects, and spending time with her friends and family.



3. Discipline the Team's Pace.

Pacing is critical. Going too fast risks mistakes and burnout. While that might work for short efforts, it's unsustainable for long ones. Use tools like Asana or MS Project to help your team stay in sync and ensure everyone is trained to use them effectively.

4. Have a Finish-Strong Mindset, then Celebrate!

Regardless of project length, a strong finish is essential. Define what success looks like from the start and celebrate it at the end. The team is the success, and the team must feel celebrated so they can carry that energy into the next initiative.

Back to swimming, one of the most interesting practices is that after finishing a 500-meter race, swimmers often jump right back in the pool as a participant in the 50-meter medley. Though the 50 is a sprint, it's also used as a "cool down" to help the body recover from the 500. The takeaway? Whether your last initiative was a sprint or a marathon, don't stay out of the pool too long. After some rest and refueling, be ready for what's next. Strategic focus doesn't take a break.



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