

NOLA 26

ACCE ANNUAL CONVENTION

Revenue as a Team Strategy



Michigan

**West Coast
Chamber**

of Commerce



Revenue as a Team Strategy

Britt Delo, Vice President of Strategic Initiatives
Jodi Owczarski, President & CEO

About The West Coast Chamber

- Located in Holland, Michigan
- Members: 1,230
- Staff Members: 9
- 5-star Accredited
- 2025 Chamber of the Year
- Run on EOS®



What You Can Expect



Tools



Resources



Mindsets



Tool #1: EOS



CORE VALUES	1. It's All About You: We help our members and community thrive. 2. Contagious Energy with a Positive Attitude: We create a culture of positivity and belonging. 3. Deliver Remarkable Experiences: We are intentional with every detail. 4. Creative & Curious: We dig deep to learn and grow. 5. <u>Be</u> a Trailblazer: We are boldly innovating to drive positive impact.
CORE FOCUS™	Purpose Statement: We exist to be a trailblazing organization that creates tidal waves of positive impact. Our Niche: We align businesses, leaders, and community partners to move ideas into meaningful action. Our impact is driven through: • Advocacy: Promoting a business-friendly environment through access to elected officials and education on issues. • Business Building: Providing visibility, connections, and resources for business success. • Community Impact: Maximizing our impact on the community through collaboration and innovation. • Leadership & Talent Development: Delivering education and training opportunities for growth and development. • Inclusivity: Fostering a culture of belonging within the business community.
10 YEAR TARGET	We are creating 1,000,000 moments of positive impact.
MARKETING STRATEGY	Target Market/ "The List": • Viable businesses with a growth mindset • Physical presence in Holland/Zeeland • They get it: they value the impact of the Chamber • They are engaged in a way that is meaningful to them Three Uniques: 1. We are a membership organization primarily focused on Holland/Zeeland organizations of all sizes and sectors 2. We provide visibility, connections, and resources for success 3. We drive impact with a trailblazing, action-oriented, collaborative approach Proven Process: There's a Journey for That Guarantee: We actively listen and respond



Accountability Chart

Visionary - Jodi

Chamber Vision
Chamber Culture
Financial Policies
Face of the Chamber
Advocacy
Board Management

Board of Directors

Strategic Thinking / Planning / Advising
Financial and Management Oversight
PR Ambassadors/Support in community
New Member Leads
Share Their Expertise

Integrator - Colleen

Implements 1 year Plan / Rocks
Financial Oversight / P&L Results
Manage Day to Day Operations

Membership - Lindsey

LMA
Revenue
Member Journey Management & Engagement
West Coast Leadership

Marketing and Communications - Lindsey

LMA
Marketing Strategy & Brand Management

Strategic Initiatives - Britt

LMA
Talent Development Initiatives
Strategic Partnerships
West Coast YP's

Programs - Colleen

LMA
West Coast Leadership Logistics

Finance and Operations - Colleen

LMA
Finance
HR
Vendor Management
Technology
West Coast Cash Support
Certificate of Origin
Magazine Proofing

Membership - Alyssa

Sales
Member Journey Management
Ambassador Committee
Retention & Collection Management
Member Celebrations
retention
credit card payments - update revenue tracking sheet
mailing invoices
failed credit cards

Marketing - Emmy

Website
Social Media
Email Communication
Magazine
Marketing Deliverables
Photography

Career Center Coordinator - Lauren

Internship Programming
Student Ambassador Program Support
YouScience Coordination
Job Shadow Experiences: Individual and Groups
Marketing to Students
Student Workshops Coordination
West Coast YP Leadership Team Support
Career Center Visits
Website Boards
West Coast Connect
Database Support
Info @ Email

Programs - Hannah

Round Tables
West Coast YP Programs
Signature Programs
DC Fly in Trip
WUWC (including Sign up Genius for Ambassadors)
CID (national chamber relationships)
West Coast Leadership Logistics Backup

CPA firm - Outsourced

Annual Audit (Hungerford Nichols)
990 Returns (Hungerford Nichols)
1099 Processing (DeLong & Brouwer)

Media Production - Outsourced

Video - Special Projects
Photos - Magazine, Signature Events

Program Coordinator - Bonnie

Socials & Networking
Advocacy
Workshops
Sponsor Event Communications
CID Support (T-shirts, and ???)
Hospitality / Facility Management
Maximize your Membership
Zeeland Network

Corporate Scorecard

		Owner	Week 13 May 25	Week 1 June 1	Week 2 June 8	Week 3 June 15	Week 4 June 22	Week 5 June 29
Revenue	Pipeline	Alyssa	\$955 open apps \$9,055 pipeline \$2,460 actual total = \$12,470 Budget May \$5,000	\$770 open apps \$9,055 pipeline \$0 actual total = \$9,825 Budget June \$5,000	\$495 open apps \$9,605 pipeline \$860 actual total = \$10,960 Budget June \$5,000	\$495 open apps \$12,780 pipeline \$860 actual total = \$14,135 Budget June \$5,000	\$697.50 open apps \$5,665 pipeline \$2,220 actual total = \$8,582.50 Budget June \$5,000	\$405 open apps \$4,160 pipeline \$3,377.50 actual total = \$7,942.50 Budget June \$5,000
	YTD New Membership Sales (Reported Monthly)	Alyssa		YTD: Over \$9,121				
	Membership Retention Dollars - lagging 3 months (89% billed)	Alyssa	\$250,083 / \$246,429	\$183,715 / \$185,434 (March/ April /May)	\$187,587 / \$187,153	\$189,642 / \$188,871	\$194,192 / \$190,590	\$195,134 / \$192,309
	Sponsorship Invoiced (YTD tracking)	Lindsey	\$331,100 / \$300,793.75 (Over: \$30,306.25)	YTD through May: \$331,100 / \$302,725 (Over: \$28,375)	\$331,100 / \$306,475 (Over: \$24,625)	\$337,200 / \$310,225 (Over: \$26,975)	\$341,200 / \$313,975 (Over: \$27,225)	\$344,100 / \$317,725 (Over: \$26,375)
Engagement	Sponsorship Allocated (YTD tracking)	Lindsey	\$336,202.27 / \$303,343.75 (Over: \$32,858.52)	YTD through May: \$336,202.27 / \$323,400 (Over: \$12,802.27)	\$350,618.27 / \$325,631.25 (Over: \$24,987.02)	\$350,368.27 / \$327,862.50 (Over: \$22,505.77)	\$350,368.27 / \$330,093.75 (Over: \$20,274.52)	\$350,368.27 / \$332,325 (Over: \$18,043.27)
	Email - Weekly Open Rate (Goal 34% - new goal as of March 2026)	Emmy	37%	37%	SKIP	44%	47%	32%
	Email - Weekly Click Rate (Goal TBD)	Emmy	4%	3%	SKIP	3%	3%	2%
	Email - Monthly YP eNews (Goal 50%)	Emmy			Monthly eNews 55% open / 8% click		Standalone 44% open / 8% click	



Program Scorecard

MI WCC: Events & Program Registrations Scorecard

[Current Program Calendar Doc](#)

4wk (30%) 3wk (60%) 1wk (90%)

NOS - NOT ON SALE

Program Registration Tracking	Owner	Program Date	Days Until	Paid Tix Goal	10-Mar	17-Mar	24-Mar	31-Mar	7-Apr	14-Apr	21-Apr	28-Apr	5-May
YP Networking 101 7 15 22	Hannah	3/18/2026	0	25	23	32	FINAL 32	--	--	--	--	--	--
Retail Workshop 7 15 22	Hannah	3/25/2026	0	25	5	16	21	FINAL 23	--	--	--	--	--
Power Hour - Morning 15 30 45	Hannah	3/31/2026	0	50	45	46	60	FINAL 67	--	--	--	--	--
April WUWC 39 78 117	Hannah	4/14/2026	0	130	29	56	70	91	130	FINAL 133	--	--	--
Social Hour Tanglewood 18 36 54	Alyssa	4/15/2026	0	60	36	44	62	65	69	FINAL 96	--	--	--
YP Trivia 6 12 18	Hannah	4/27/2026	0	20	3	3	9	11	13	20	27	FINAL 33	--
AI Marketing Workshop 7 15 22	Hannah	4/29/2026	0	25	*NOS*	1	8	10	11	14	19	20	FINAL 21
Zeeland Network - Midwest Const. 7 15 22	Hannah	4/30/2026	0	25	*NOS*	2	3	7	10	30	40	44	FINAL 46





Tool #2: GrowthZone Project Templates



There's a Journey for That

- Ambassador Team Meeting Journey
- Collections Journey
- Community Impact Day Journey
- Courtesy Member Journey
- Facility Rental Management Journey
- Job Shadow Journey
- Member Journey
- New Member Journey
- Program Journeys
- Ribbon Cutting Journeys
- Sponsor Journey
- West Coast Cash Journey
- West Coast Connect Journey



Template Tasks

	Name	Task Priority	Task Type
↑	New Member Setup	Normal	New Member Journey
↑	Send Your New Member Journey Starts Here Email	Normal	New Member Journey
↑	Add to Automated New Member Journey Group (and any groups)	Normal	New Member Journey
↑	6 Month New Member Outreach	Normal	New Member Journey
↑	New Member Check In	Normal	New Member Journey
↑	Evaluate Engagement - 9 Month Check In	Normal	New Member Journey
↑	Marketing Tasks	Normal	New Member Journey
↑	Send Staff New Member Email	Normal	New Member Journey
↑	Hand Written Welcome Note	Normal	New Member Journey
↑	More Info Tab	Normal	New Member Journey
↑	Standardize Naming & Contact Info	Normal	New Member Journey
↑	Welcome Phone Call (Optional)	Normal	New Member Journey

Task Items

Name	Is Complete
☰ Confirm Membership is activated	☐
☰ Double check no duplicated contacts (individual & business), merge	☐
☰ Confirm directory listing is activated (web content tab)	☐
☰ Set primary rep and individual user settings (individual contact)	☐
☰ Set billing preferences based on application and add an billing conti	☐
☰ Add appropriate tags (WCC Prospect)	☐
☰ Confirm mailing address is the same as physical address (example: I	☐
☰ Uncheck "show as related" for everyone else on the account besides	☐

Template Tasks

	Name	Task Priority	Task Type	Assign Person
↑	Review PER & Survey Results	Urgent	Event Planning	Hanr
↑	Keynote Speaker Checklist	Normal	Speaker Prep	Hanr
↑	Program & Morning Mingle Sponsors	Normal	Sponsor Mgmt	Hanr
↑	Sponsor Ticket(s) Check-In	Normal	Sponsor Mgmt	Bonr
↑	Livestream Recording	Important	Event Marketing	Hanr
↑	SUG for Ambassadors	Normal	Ambassador Support	Hanr
↑	3 WEEKS OUT: Special Invites / Head Table Invites?	Normal	Event Planning	Hanr
↑	Agenda Tasks	Normal	Venue Prep	Hanr
↑	BY 12 PM - GTD & Set Count To Venue	Urgent	Event Planning	Hanr
↑	Day Before - Attendees Email Reminder	Urgent	Event Planning	Hanr
↑	Post-Program Survey Email To Attendees	Urgent	Event Planning	Hanr
↑	Prep & Print Program Materials	Urgent	Event Planning	Hanr
↑	Reconcile Program	Important	Finances	Hanr

Task Items

Name	Is Completed
Confirm Due Date Set for 2 Days After Program?	☐
Received EMAIL FROM MAGGIE? DISREGARD! OTHERWISE...CONT.	☐
Email devettej@hope.edu For Invoice, CC Maggie & Catering	☐
Upload To Box	☐
Print 1-Sided Copy For Colleen	☐
Update Expenses On PER & Budget Tracking	☐

Community Impact Day

Join us on May 12, 2027!



Tool #3: Custom Sponsorship Documents



Company Name

January – December 2026

Levels

Please make selections on the following pages to determine your level.

Personalized Partnership \$25,000+

- One spotlight in a weekly eNews
- One Chamber Magazine Article

Gold \$10,000 - \$24,999

- One highlight in a weekly eNews
- One Chamber Magazine Spotlight

Silver \$7,000 - \$9,999

Individual Selections \$250 - \$6,999

Premier Partnership Marketing Benefits

Included with Silver, Gold, and Personalized Levels.

Social Media Announcement

- 8,300+ followers on Facebook
- 4,900+ followers on LinkedIn

Logo on Chamber Website

- 44,000+ impressions/year
- 27,000+ unique homepage visits to the homepage annually

Logo and recognition in weekly eNews

- 6,300+ recipients sent 45+/year

Sponsorship Proposal

Platinum Premier Partnership Impact Report

October 2025 - September 2026

Through your partnership and investment, thousands of business leaders, employers, volunteers, and community members have had opportunities to connect, grow, lead, and make a positive impact. Thank you for helping us strengthen our business community.

Impact at a Glance

Your support helped create opportunities for advocacy, business building, leadership and talent development, community impact, and more across the Lakeshore.

7	25	18	1,801	2,300+
Advocacy in Action Programs	Business Builder Programs	Leadership and Talent Development Programs	Community Impact Day Volunteers	Members Reached Through Sponsor Email



Griffin Cobean at an Advocacy in Action program.



The Blue Cross Blue Shield of Michigan team at the 2025 Annual Awards Celebration.

"Insert a great quote from an event attendee about the impact of a program."
- Event Attendee

"Insert another great quote from an attendee about the impact of another program."
- Event Attendee



The Chamber Ambassador Team at their end of year party in May 2026.

Sponsorship Fulfillment Report



Tool #4: Post Event Report



Post Event Report

Wake Up West Coast

Program Year	2023/2024	2024/2025	2025/2026
Date	9/20/2023	9/10/2024	9/9/2025
Presenter	Zach Merrcurio	Kevin Mays	Shaina Lane
Topic	The Power & Practice of Purposeful Leadership	High-Performance Solutions: Genius Problem Solving That Would Make Einstein Proud	Built to be EPIC: Choosing Bold, Brave & Better Every Day
Location	Haworth Hotel & Conference Center	Haworth Hotel & Conference Center	Haworth Hotel & Conference Center
Registered	231	178	168
Attendance	199	156	139
% of No Shows	14%	12%	17%
GTD & Set Counts	Guaranteed: 210 Set: 218	Guaranteed: 176 Set: 182	Guaranteed: 140 Set: 146
# of Registrations From Stand Alone (Day Of & Day After Send)	N/A	12	19
# of Registrations After Counts Called (Not Including Walk Ups)	N/A	4	4
Walk Up Registrations (Day Of)	N/A	1	5
NPS Score (Goal is 70) - In Person	82 (0, 10, 46)	49 (5, 8, 22)	73 (0, 3, 8)
Breakfast Sponsor/Revenue	Warner Norcross & Judd / \$2,000	Independent Bank / \$2,000	Hungerford / \$2,200
Pre-Coffee Sponsor/Revenue	AAC Credit Union / \$500	DISHER / \$700	United Bank / \$700
Ticket Price	\$35 Member / \$50 Non-Member	\$35 Member / \$50 Non-Member	\$35 Member / \$50 Non-Member
Price per Person - hard cost	\$21.02	\$37.93	\$25.22

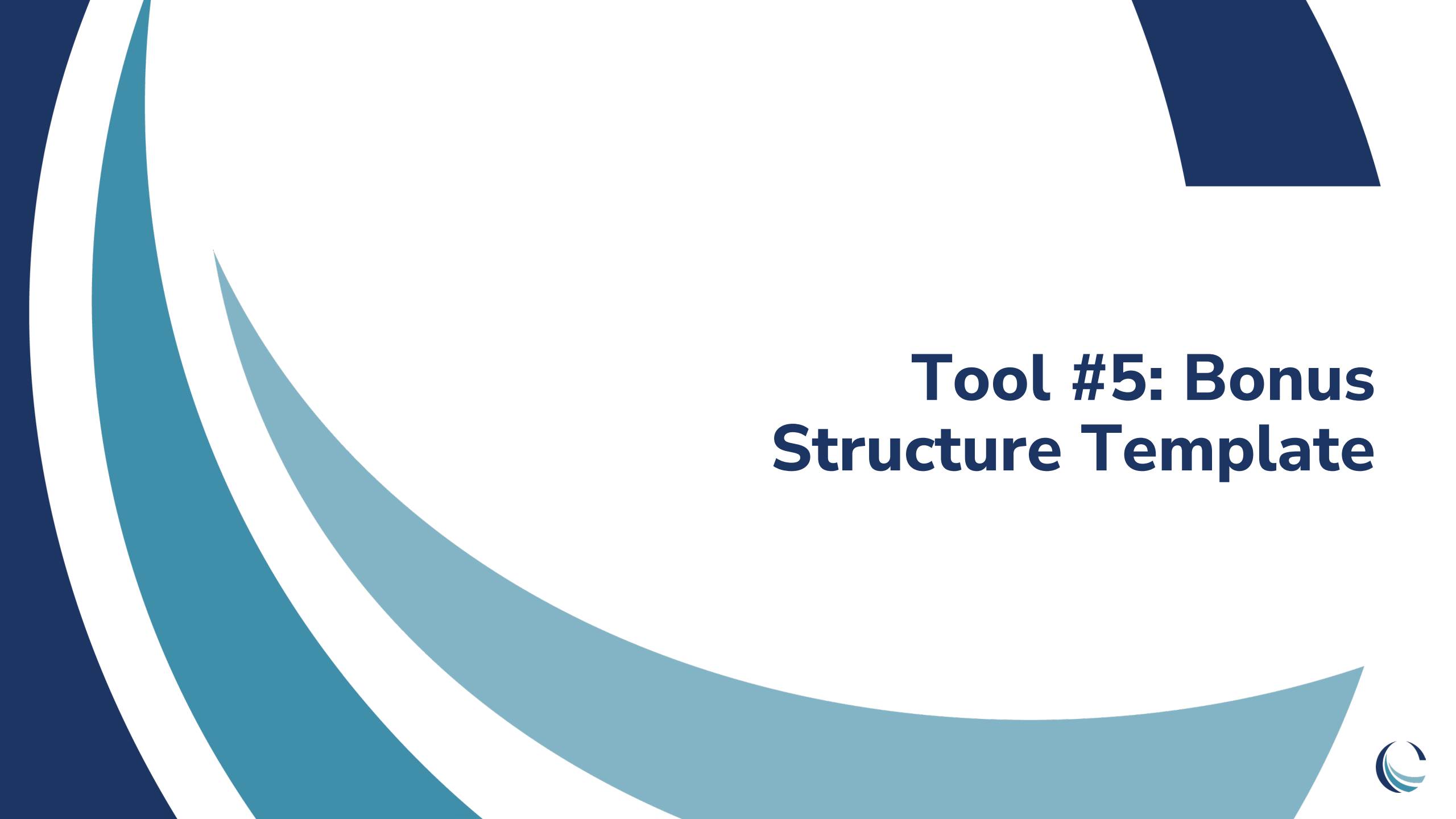


Post Event Report

Wake Up West Coast

Sponsor Revenue	\$2,500.00	\$2,700.00	\$2,900.00
Registration Revenue	\$7,540.00	\$5,480.00	\$5,085.00
Total Revenue	\$10,040.00	\$8,180.00	\$7,985.00
Total Expenses	\$4,856.61	\$6,751.24	\$4,237.69
Net Revenue	\$5,183.39	\$1,428.76	\$3,747.31
Budgeted Net Revenue	\$3,986.65	\$1,381.56	\$3,266.06
Event Planner Notes:	Huizenga Gamache & Associates graciously covered our speaker fee Zach was absolutely beloved by attendees. There wasn't a single person who broke concentration when he was presenting - Food has improved at Haworth, but attendees were still dissapointed. I'm working with the head cheft to amp up our selections!	\$2K Speaker Fee really brought our budgeted net down, but we still beat the goal we set Kevin has great energy but took way too much time building up to the meat of the program. Then he had to skip like 20 slides and attendees felt slighted by this. Breakfast was good and Haworth's team was supportive.	Speaker Fee: \$1K Haworth had some tech issues with the slides & sound. Wasn't a dedicated tech person so we had to scramble but Shaina was very patient and we got it cared for. Avocado Toast Board was a great, elevated idea, but the execution was meh. NOTE: our 15% discount on food was not applied -- the difference will be applied to our November invoice.
Attendee Top 3 Likes & Opportunities to Improve:	Likes: ZACH! Opportunities: Better food, more time for networking before program	Likes: some people enjoyed Kevin, others love the networking, and were glad to be back after the summer Opportunities: pens for any speaker handouts, eggs were blueish	Likes: Liked Shaina, glad to be back into networking breakfasts Opportunities: not a lot of notes, just want coffee earlier (in the lobby?)





Tool #5: Bonus Structure Template



Bonus Structure - Sample

Category	Weight %	Goal	Actual	% Achieved		Bonus Earned
New Member Sales	30%	\$60,000	\$75,000	125%		\$1,125.00
Retention	30%	88%	93%	106%		\$955.23
Member Celebrations	15%	\$10,000	\$20,000	200%		\$900.00
One Year Plan	25%	80%	100%	125%		\$937.50
Stretch Goal:						
Sponsorship Growth	10%	\$15,000	\$7,500	50%		\$150.00
			Total Bonus Earned			\$ 4,067.73
						6.78%
	Annual Salary		\$ 60,000.00			
	5% Bonus potential		\$ 3,000.00			



Resources



GrowthZone



Resources



GrowthZone



AI

Resources





ANNUAL AWARDS CELEBRATION

AN EVENING WITH THE CHAMBER



TIME TO CELEBRATE!

At this year's Annual Celebration, the West Coast Chamber invites you to join us as we recognize and celebrate the collective success of our business community. In addition to live entertainment and Chamber updates, this joyous event will include the presentation of a number of awards to remarkable organizations that have made exceptional contributions to our community over the past year.

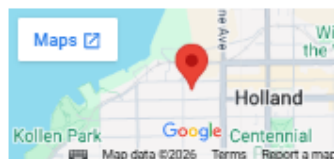
Nominations for awards are closed for this year! The 2025 winners will be announced at the celebration.

⑤ Pricing

\$125 for Members
\$150 for Non-Members

Sponsorship Opportunities Available

📍 **Holland Civic Center Place**
150 W 8th Street
Holland, MI 49423 United States
Cocktail Attire



② Event Contact

Hannah Bowen
616-928-9103
[Send Email](#)

🕒 **Thursday, September 18, 2025**
(6:00 PM - 9:00 PM) (EDT)
6:00 PM Cocktail Reception

7:00 PM Awards Program

7:45 PM Dessert and Live Music

☰ Categories

Networking
Annual Meeting

Curious who has won in the past? Check out former winners below.

	Excellence	Icon	Impact	Innovation	Inspire
2022	DISHER	Released in 2023	Community Action House	Volta Power Systems	UBelHome Real Estate
2023	Gentex Corporation	Travis Williams, ODC Network	GDK Construction	The Shops @ Westshore	Compassionate Heart Ministries
2024	Mission Design & Automation	Jennifer Owens, Lakeshore Advantage	Lakeshore Habitat & Jubilee Ministries	Tanglewood Winery	Holland Public Schools

Sponsors

Platinum Program Sponsor



Blue Cross Blue
Shield and Blue Care
Network of Michigan

West Coast Cash Wall Sponsor

Huntington National
Bank

VIP Reception Sponsor

Warner Norcross +
Judd LLP

Live Music Sponsor

Mission Design &
Automation



WEST COAST CHAMBER SIGNATURE EVENT

Annual Awards Celebration

"Celebrating the people and organizations shaping our lakeshore community."



EXPLORE THE EVENING

The Annual Awards Celebration brings together business and community leaders from across the lakeshore for an elegant evening of recognition, connection, live music, and celebration.

Evening Flow

6:00 PM

Cocktail Reception

Arrive, connect, explore the transformed venue, and enjoy heavy hors d'oeuvres as a strolling dinner, drinks, and live music by KalHaven Strings.

7:00 PM

Pricing

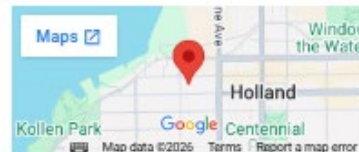
Member Celebration Ticket: \$125

Non-Member Ticket: \$150

Holland Civic Center Place

150 W 8th Street

Holland, MI 49423 United States



Event Contact

Hannah Bowen

616-928-9103

[Send Email](#)

Thursday, September 24, 2026
(6:00 PM - 9:00 PM) (EDT)

6:00 PM | Cocktail Reception

7:00 PM | Awards Program

7:45 PM | Dessert and Live Music

Categories

Networking

Annual Meeting

PAST HONOREES

A Tradition Worth Celebrating

Curious who has been recognized in past years? Explore former award winners and the remarkable organizations helping shape our business community.

► [2025 Award Winners](#)

► [2024 Award Winners](#)

► [2023 Award Winners](#)

► [2022 Award Winners](#)

CELEBRATION PARTNERS

Thank You To Our Sponsors

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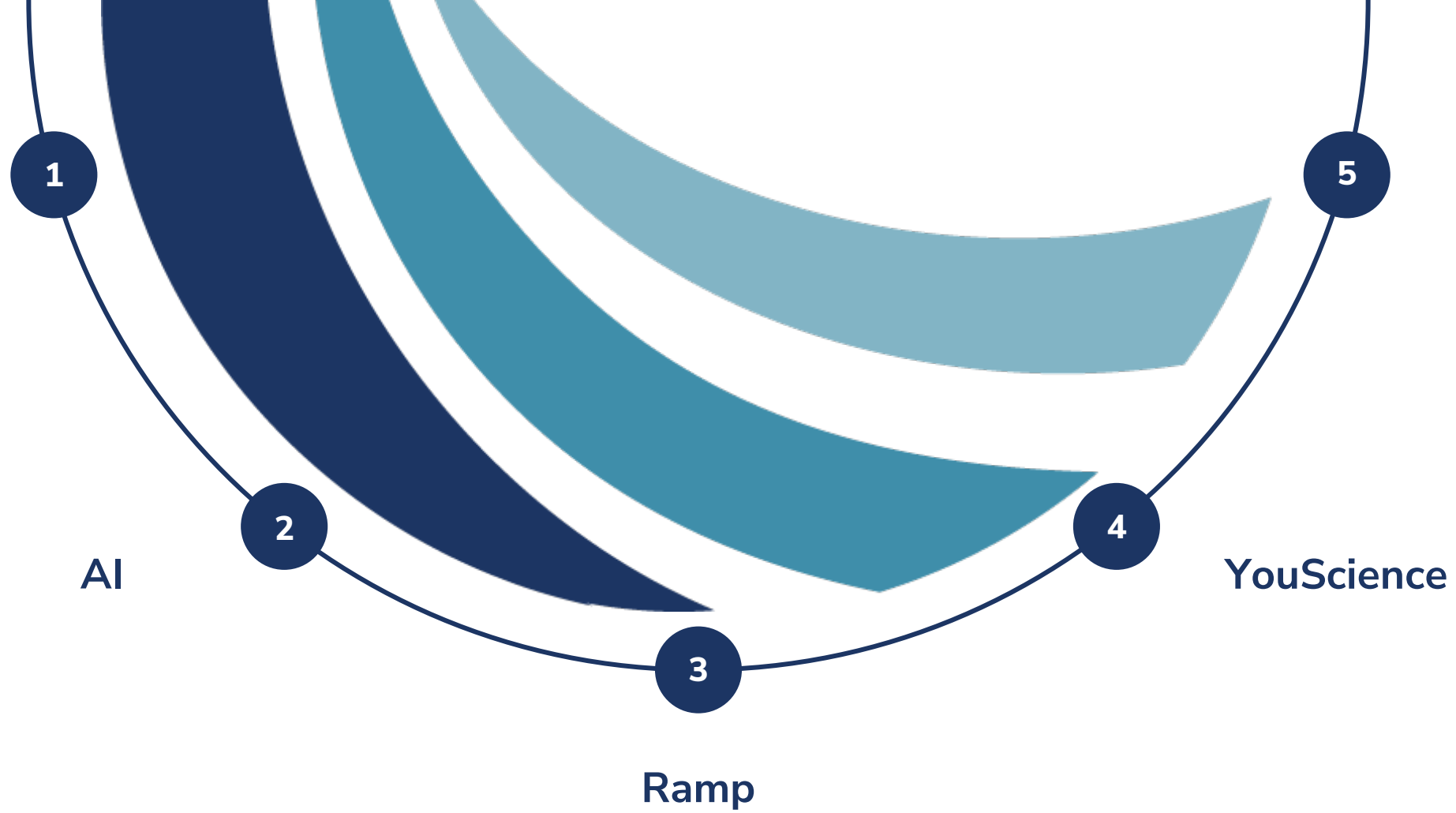
Colleen Schipsi
Vice President of Operations

**Referral:
Get \$250. Give \$250**

Email:
colleen@westcoastchamber.org



GrowthZone



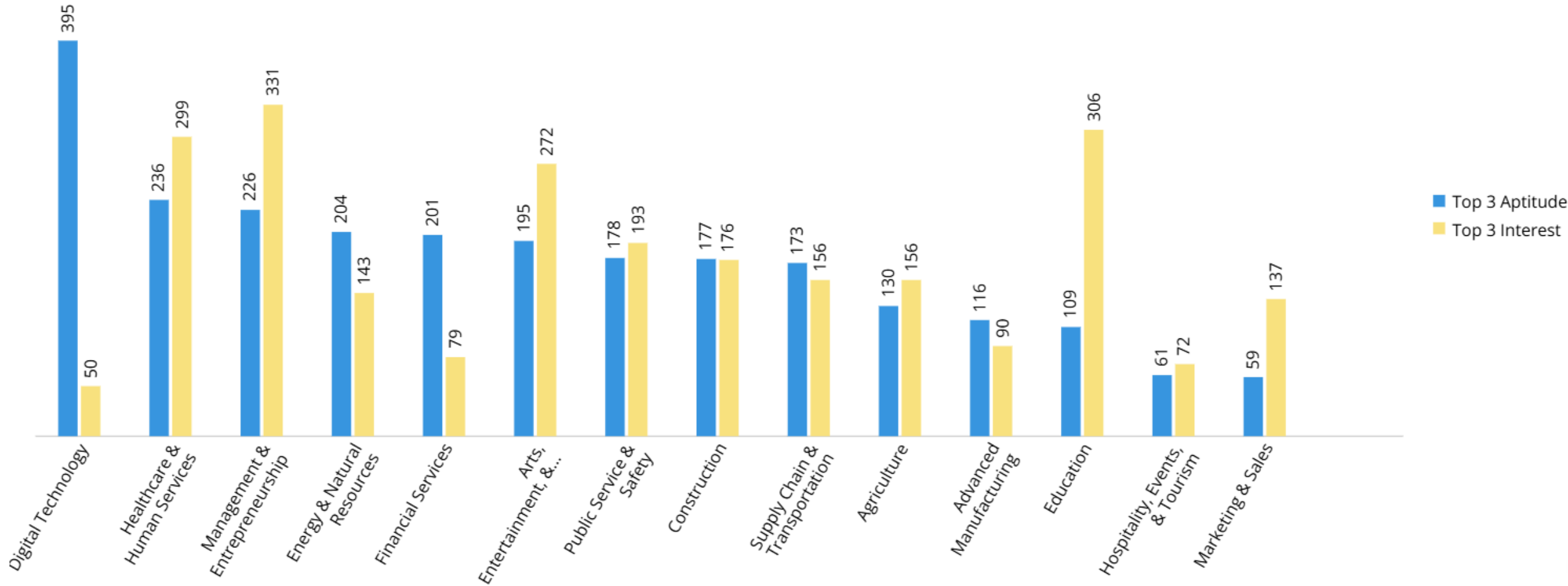
Resources





Exposure Gap Report

Aptitude vs Interest



GrowthZone



Rollie Jobs

AI

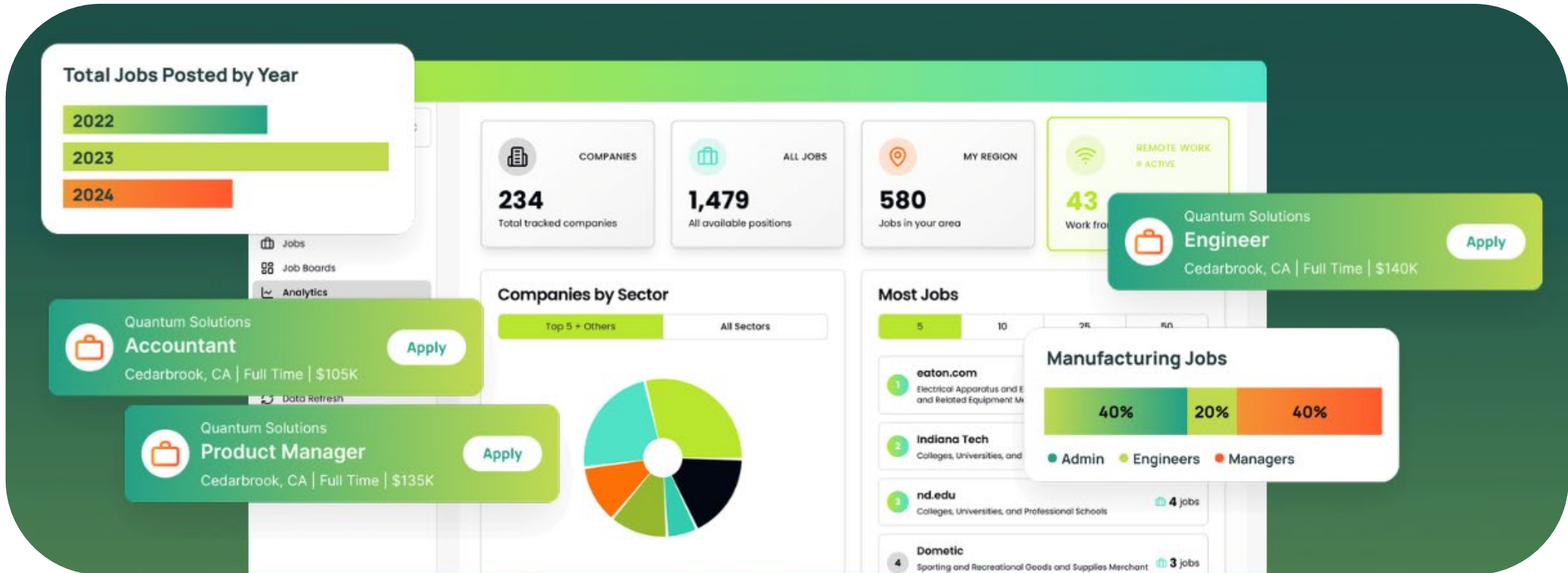
Ramp

YouScience

Resources



Rollie Jobs



Mindsets





Mindset #1

**Fiercely Protect
Your Culture**

Mindset #2

**Strike while the
Iron is Hot**



INNOVATION CENTER

POWERED BY:

 LG Energy Solution





Mindset #3

**Do you Want Fries
with That?**

Mindset #4

**We Actively Listen
and Respond**





Mindset #5

**Make Your Own
Rules**

Results



Drive with Data

- 94% Member Retention
- 120% New Member Sales
- 200% Capital Campaign Goal
- \$1,100,000 **NET** Revenue



**Share YOUR Best Tool,
Resource, or Mindset.**





Michigan
**West Coast
Chamber**
of Commerce



Connect With Us



westcoastchamber.org



[@Michigan-west-coast-chamber-of-commerce](https://www.linkedin.com/company/@Michigan-west-coast-chamber-of-commerce)



[@WestCoastChamber](https://www.facebook.com/@WestCoastChamber)



[Michigan West Coast Chamber of Commerce](https://www.youtube.com/channel/UC...)



[@miwestcoastchamber](https://www.instagram.com/@miwestcoastchamber)



info@westcoastchamber.org



SURVEY



Thank you!

