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PRESS RELEASE

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Trailblazing Together: Chamber and HYP Unite to Strengthen Young Professional Engagement

Holland, MI – The Michigan West Coast Chamber of Commerce is excited to announce the acquisition of Holland/Zeeland Young Professionals (HYP), driving forward a new chapter of support and expanded opportunities for the lakeshore's emerging leaders. This transition is a strategic move that both honors the legacy of HYP and provides long-term continuity and growth for young professional programming in our community.

"HYP has always been about creating a space for young professionals to build meaningful connections and grow as leaders," said Rachel Shelton, President of the HYP Board. "This new chapter with the West Coast Chamber strengthens that mission by giving us the structure, support, and visibility to take our impact even further. We're excited to continue shaping a vibrant future for young people in our community—together."

Since its founding in 2003, HYP has been powered by volunteers. This new chapter brings greater consistency and resources to build on its 20-year legacy and drive its impact even further. By joining forces with the Chamber, HYP will gain dedicated staff support which will help to expand marketing presence, create deeper business connections, and drive even more remarkable programming. Ultimately, this move will strengthen HYP's mission to connect and develop young professionals across industries.

With its deep business connections and action-oriented approach, the Chamber is uniquely positioned to grow this initiative and build an even more vibrant young professional community. Merging HYP's grassroots energy with the Chamber's infrastructure ensures a strong, sustainable future for talent engagement in the Holland/Zeeland area.

"We're incredibly grateful for the passion and dedication of HYP's volunteer leaders, who have built something truly meaningful for our community," said Jodi Owczarski, President & CEO of the West Coast Chamber. "Over the years, conversations about a closer partnership have come up naturally, and now the timing is just right. This next chapter allows us to build on their strong foundation while creating new opportunities for the young professionals who will shape the future of our region."

The Chamber and HYP are collaborating on a smooth transition this summer, with full integration of young professional programming beginning this fall. To ensure continuity and honor existing momentum, the current HYP Board will remain in place throughout the upcoming year. Ongoing updates will be shared via the Chamber's social media channels, weekly eNews, and website.

About the Michigan West Coast Chamber of Commerce:

The Michigan West Coast Chamber of Commerce serves over 1,200 member businesses and their 80,000 employees in the Holland and Zeeland areas. As a Catalyst, Convener, and Champion, the Chamber connects member businesses to the resources they need to be successful. The 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. Learn more by visiting www.westcoastchamber.org.

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