

West Coast Way

JULY/AUGUST 2026

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Premier Partners

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President & CEO

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Britt Delo
VP of Strategic Initiatives

Lindsey Younglove
VP of Membership

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Program Manager

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Member Experience Coordinator

Bonnie Couch
Program Coordinator

ABOUT THE CHAMBER

The Michigan West Coast Chamber of Commerce exists to be a trailblazing organization that creates tidal waves of positive impact. 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 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. The Chamber is proud to be named a 2025 Chamber of the Year by the Association of Chamber of Commerce Executives (ACCE).

THE WEST COAST WAY

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Collaboration is at the heart of the West Coast Chamber. The greatest impact happens when people, organizations, and communities come together with a shared purpose.

We watched that happen in May as 19 Chambers from across the nation rolled up their sleeves and flooded their communities for Community Impact Day. What began here on the lakeshore has grown into a nationwide movement – a powerful reminder that when people come together with the shared goal of serving others, ripples of influence can become tidal waves of positive impact.

This issue reflects that same spirit. Throughout these pages, you'll find examples of people and organizations who are looking beyond their own walls and asking bigger questions: How do we create opportunities for others? How do we solve challenges together? How do we invest in the long-term success of our community? The answers look different in every story, but they all share a common thread: meaningful progress happens when people choose partnership over silos and action over intention.

At the Chamber, we are continually inspired by what can happen when people come together with a shared vision. Whether it's strengthening the future workforce, supporting employee wellbeing, or investing in future leaders, progress happens through partnership.

Thank you for being part of our business community that continues to show what's possible when we move forward together.

Jodi Owczarski
President & CEO

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The Role of the Lakeshore Leadership Council

No Comm

It's Not Just a NASA Problem

By Mari Martin

Founding
Partner,
Performance
Strategies Group

“No comm.” No communication. That seems perfectly plausible when you are on the far side of the moon. But when you are floating in the ocean just off the coast of San Diego, it feels almost prehistoric. You are NASA—surely communication should be possible.

When the astronauts aboard Artemis II splashed down earlier this year after ten days around the far side of the moon, the world waited for confirmation that all four crew members were safe. The capsule landed right on schedule, but for several long minutes there was no communication link. We had to wait for the connection to return before hearing the good news: all were well, all were stable, and all were ready to reenter life back home.

My husband Chris and I live with our own version of “no comm” every day.



After a throat cancer diagnosis, Chris underwent a laryngectomy to save his life. Since 2020, he has lived without a natural voice. Our “no comm” has not lasted forty minutes after splashdown—it has lasted more than

five years.

And yet, I would never describe our life as silent.

Our days are filled with interaction, decision-making, problem solving, humor, and connection. Chris communicates through gestures, expressions, a writing tablet, and a whiteboard that is never far from reach. Over time, we have learned that communication is far more than spoken words. It is attention, patience, awareness, and understanding.

That experience has sharpened my understanding of what effective communication really means in the workplace and in life. Clear communication is not simply talking. It is the successful exchange of ideas so

Strong communication builds trust, improves efficiency, and strengthens teams.

the message is both received and understood. It requires emotional intelligence, listening skills, awareness of context, and a willingness to slow down enough to truly connect.

Strong communication builds trust, improves efficiency, and strengthens teams. Weak communication creates confusion, frustration, and unnecessary conflict. Here are a few lessons our journey has reinforced for me.

Pay Attention

Communication begins with the listener. When Chris reaches for his tablet, I stop what I am doing and give him my attention. In the workplace, people are constantly signaling when they need to be heard. Paying attention sends a simple but powerful message: you matter.

Acknowledge Each Other

Acknowledgment is one of the most overlooked forms of respect. In restaurants, cooks respond with “Heard, Chef.” Simple. Clear. Effective. A quick acknowledgment—whether in person, by email, or in a meeting—lets people know they have been seen and understood.

Know Others

Great teams take time to understand one another. Our work using the Kolbe System™ is invaluable in helping

organizations understand how people operate, solve problems, and communicate best. Knowing how someone is wired allows you to work with them more effectively instead of against them.

Know the Context

More than 90 percent of Chris's communication now involves pointing or gestures. Context matters enormously. The same word, expression, or action can mean entirely different things depending on the situation. Misunderstandings multiply when context is ignored. Great teams are attuned to each other.

Provide Information and Establish Expectations

Clear communication includes both information and direction. It is assertive, respectful, and honest. Invite others into the decision by providing options that lay out the situation and provide a timeframe to implement.

Consider Your Blind Spots

There is always a blind spot on the far side of the moon. The danger in our own communication is that we

Clear communication includes both information and direction.

often do not realize our blind spots exist. Pay attention to reactions that feel immediate or defensive. Those moments often reveal areas where growth is needed.

Be Patient. Be Kind.

Teams improve over time. Familiarity builds fluency. Artemis II traveled roughly 24,500 miles per hour in space but slowed to only 17 miles per hour for splashdown. Both speeds were necessary. Communication works the same way. Sometimes speed matters; sometimes precision and patience matter more.

Chris and I now live much of life on “the far side,” where communication often happens in gestures, expressions, and short written phrases. Our communication holds an exquisite quiet, but it is never silent. There are still misunderstandings. There are still hard days. But there is also humor, grace, and deep connection.

Experiencing the far side has taught us this: effective communication is not about having the loudest voice in the room. It is about making sure people feel heard, understood, and valued.

And that changes everything.



Chris using a writing tablet to communicate.



Mari Martin is the founding principal of Performance Strategies Group (PSG), now in its 36th year. She has impacted the lives of over 27,000 people with her work using the Kolbe System™ suite of tools. She serves to accelerate communication, collaboration and the teambuilding process. Mari is also the author of *Come Home Alive* (2021), which chronicles her husband Chris's first throat cancer journey. Beyond her work, Mari is an avid reader, a golf enthusiast, and hands-on grandma. Both professionally and personally, Mari is motivated by her life's purpose: *Opening lines of communication in a broken and hurting world.*

Get to Know the Student Ambassador Team

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

This year, the Michigan West Coast Chamber launched its very first Student Ambassador Team, bringing together a remarkable group of local high school students to help shape the future of this new program. Throughout the year, these students met regularly to share ideas, offer honest perspectives, and provide hands-on support as the Chamber worked to build meaningful workforce and career development opportunities for young people across the lakeshore.

As the inaugural cohort, this team played a vital role in laying the foundation for future Student Ambassador Teams. Their creativity, insight, and willingness to speak up helped shape the framework of the program, helping lay the groundwork for impact that will continue for years to come. Just as importantly, they brought contagious energy, thoughtful feedback, and a spirit of collaboration to every conversation.

We are deeply grateful for the time, ideas, and leadership each student invested in this experience and are excited to see the ways they continue to make an impact in our community. Throughout the year, Student Ambassadors completed the YouScience assessment to better understand their aptitudes and potential career pathways, with many taking the next step through job shadow experiences and meaningful career conversations with local professionals. They also participated in collaborative brainstorming sessions to help shape the future of the program and refine the Chamber's job shadow process. Beyond their work with the Career Center, many students rolled up their sleeves to serve others through Community Impact Day, further demonstrating their commitment to making a positive difference in our community.

We asked them to share reflections on their experience—and what our business community can learn from the next generation of talent.



“I loved the opportunity to step out of my comfort zone and help make a positive impact in my community; with people I normally wouldn’t have talked to or met.”

- Ximena Knittel, Student

“It’s important for students to feel connected to their community. If you’re not connected to your community, you don’t know the issues that are going on.”

- Alivia DeCook, Student

“I enjoyed collaborating with different types of people and generating ideas that I never would have thought of outside this program.”

- Maddy Landes, Student



“Your community is there for you and all you need to do is join it to gain the benefits.”

- Kasey Thomas, Student

“I think employers should know that today’s students are more than willing to meet new people and make connections to better our community and future.”

- Izzy Castro, Student

“As the Chamber continues to be a connector between business and education, we know student voice is critical in shaping this work. These students have given us valuable insight into what young people need, what excites them, and how we can prepare them for a bright future.”

- Britt Delo, Vice President of Strategic Initiatives

Interested in applying, or know a student who would benefit from being a part of the next Student Ambassador Team? Applications are opening soon. Learn more at westcoastchamber.org/careercenter.

2025-26 Student Ambassador Team

Izzy Castro

West Ottawa Dunes High School
Class of 2027

Alivia DeCook

Black River Public School
Class of 2027

Will Holmes

Hope College
Class of 2029

Ximena Knittel

Zeeland East High School
Class of 2027

Maddy Landes

Zeeland East High School
Class of 2027

Isaiah Strom

Zeeland East High School
Class of 2026

Kasey Thomas

Hamilton High School
Class of 2026

Boston Wilkinson

West Ottawa High School
Class of 2027

Annica Yin

Holland High School
Class of 2027

Holland Hospital Onsite Care, Improving Healthcare Access and Reducing Employer Costs

By Mikaela Andrea, LMSW

Assistant Vice President Corporate Partnerships, Holland Hospital

Alex Roehling, CPA

Executive Vice President and Chief Strategy Officer, Holland Hospital

At Holland Hospital, we are deeply committed to caring for the Lakeshore community—not just within our hospital walls, but wherever people live and work. That commitment is what inspired us to develop our Onsite Care program. Our Onsite Care program provides free care to employees at an affordable price for employers, with the dual objective of providing a meaningful employee benefit while reducing employer health plan claims expense. For us, this isn't just a service model—it's a relationship-centered approach to improving well-being and healthcare affordability.

Our roots in community-based care run deep, and Onsite Care is a natural extension of our mission to improve the health of the communities we serve. For the past 15 years, Holland Hospital has operated Onsite Care at a large local employer, as well as within six local school districts to help keep kids healthy and in class.

As a large community employer ourselves, we too have experienced increasing healthcare costs for our

employee health plan and needed solutions to bend the cost curve. In June 2025, we piloted a scalable model with a dedicated onsite provider three days a week, available at no cost to our employees for walk-in or scheduled appointments. Our success with our own Onsite Care was the catalyst for offering the customizable service to employers in the community. Today, we are honored to partner with eight lakeshore employers to bring care onsite to their teams, with nine additional employer launches planned throughout 2026.

What makes this program meaningful is its focus on people. We've designed Onsite Care to meet employees where they are, tailored to the unique needs of each workforce. Our clinics are staffed by Advanced Practice Providers dedicated to each employer, who diagnose and treat conditions while building trusted relationships over time. This was emphasized by Marcy Covey, HR Manager for KAM Plastics, who noted "Kristin, our dedicated Provider, has quickly





become a valued member of the KAM team, providing exceptional care while building strong relationships with our employees.”

Our program emphasizes preventative care through health screenings, coaching, and collaboration with primary care providers to proactively address risks and manage chronic conditions. And because navigating healthcare can be confusing, we walk alongside employees to guide them to the right care, at the right time, in the right setting. This ensures employees receive high-quality healthcare services in the most cost-effective manner.

Beyond clinical care, we work closely with each employer to design wellness initiatives that reflect their priorities—from educational sessions led by our providers to vaccination programs and wellness challenges. These efforts are about more than information; they are about empowering people with knowledge and support so they can take ownership of their health.

Onsite Care is designed to be affordable and simple. Employers fund the program at a level that simply covers the cost of the provider, and care delivered onsite does not generate insurance claims. That means employees can access services without disruption to their day or their wallet, while employers avoid unnecessary emergency room visits, urgent care use, and higher cost services for their health plans.

Onsite Care reflects what we believe healthcare should be—personal, accessible, and collaborative – and the experience of our employer partners reflects that. “The program has been a win-win for everyone involved,” said Marcy Covey. “Employees appreciate the convenience of receiving quality healthcare onsite

without worrying about out-of-pocket costs, and KAM benefits from offering a valuable resource that supports employee health and well-being.”

Together with employers and employees, we are strengthening connections, improving outcomes, and ensuring that care feels close, compassionate, and truly supportive of the people we serve.



Mikaela has been at Holland Hospital for the past 12 years and been in various healthcare settings for over 20 years. With a clinical background in Behavioral Health and Care Management, she is committed to patient-centered, compassionate and evidence-based care. In her current role, she partners with corporations and community agencies to find creative solutions to deliver high-quality and cost-effective healthcare solutions.



Alex is a seasoned healthcare executive with 16 years of industry experience. He recently assumed the Chief Strategy Officer role at Holland Hospital, one of the few remaining independent community hospitals in Michigan. Alex has been with Holland Hospital for 12 years and served as the Chief Financial Officer for the past five years. In his new role, Alex leads organizational strategy, pharmacy operations, human resources, and community partnerships. Alex is passionate about collaborating with local employers and healthcare partners to design innovative models that drive down costs and improve the health of the community.



Get to Know Icon Award Winner, Kelly Springer

By Kelly Springer

President and
CEO, Metal Flow
Corporation

Tell us a little bit about yourself.

I serve as President & CEO of Metal Flow Corporation, a Holland-based manufacturer specializing in deep draw stamping and complex metal components. I have spent my career in manufacturing and leadership roles that required both financial and operational discipline along with a long-term view of strategy and people. What I value most about this work is the opportunity to build teams, develop leaders, and create an environment where individuals at every level can contribute to something meaningful in service to our customers.

Outside of work, I am deeply connected to West Michigan—its strong work ethic, sense of community, and commitment to doing things the right way aligns closely with how I try to lead.

What experiences have shaped your leadership the most?

The experiences that have shaped me most are not single moments, but patterns over time, especially navigating uncertainty and making decisions when

the path forward was not obvious.

Leading through challenging business cycles, talent transitions, and growth inflection points have

What I value most about this work is the opportunity to build teams, develop leaders, and create an environment where individuals at every level can contribute something meaningful in service to our customers.

reinforced a few core beliefs:

- Clarity matters—people need to understand not just what we are doing, but why.
- Consistency builds trust—how you show up every day matters more than what you say in big moments.



- People make the difference—strategy succeeds only when the right team is aligned behind it.

I have learned a great deal from the people around me, both mentors and team members, who have challenged my thinking and helped me become a better listener and a more thoughtful leader.

development, wellness initiatives, and creating clearer pathways for advancement. Seeing individuals grow into expanded roles, take on new challenges, and succeed beyond what they initially thought possible is incredibly meaningful.

Equally important is honoring the legacy of our founders. We have a strong responsibility to build on

Leadership is not about having all the answers—it is about asking the right questions, listening well, and making thoughtful decisions.

the foundation they created—one rooted in hard work, integrity, and a commitment to doing things the right way. Our mission continues to guide us, reinforcing that our success is not just measured by business results, but by how we serve our customers, support our team members, and contribute to our community.



What impact are you most proud of?

At Metal Flow, we have been very intentional about investing in our workforce—through leadership

What excites you about the future?

What excites me most is the opportunity to develop both as an organization and as an industry. Manufacturing is in a period of transformation, and companies that are willing to adapt, invest in their people, and think



long-term will be the ones that thrive.

I am particularly energized by:

- The opportunity to innovate in how we operate and serve customers.
- The next generation of leaders stepping into larger roles.
- The increasing focus on team member wellbeing and engagement.

There's uncertainty ahead, but with uncertainty also comes opportunity—and that's where leadership makes the greatest difference.

What advice would you give to the next generation of leaders?

Stay grounded in who you are but remain open to learning and growth. Leadership is not about having all the answers—it is about asking the right questions, listening well, and making thoughtful decisions.

A few principles I would highlight:

- Focus on people first. Your success will always be tied to the team you build and develop.
- Be willing to take on challenges before you feel fully ready. Growth rarely happens in your comfort zone.
- Communicate with clarity and consistency. It is one of the most underrated leadership skills.
- Maintain integrity in all situations. Trust is built over time and can be lost quickly.

Above all, remember that leadership is a responsibility, it is about creating conditions where others can succeed.



Kelly Springer serves as President & CEO of Metal Flow Corporation, a manufacturer of technically sophisticated custom metal components serving the global automotive industry. Since 2017, she has led the company's operations across its facilities in Holland, Michigan, and Wuxi, China. Kelly joined Metal Flow in 2013 as Chief Financial Officer following a 22-year career in public accounting, where she advised manufacturing clients. In addition to her leadership at Metal Flow, Kelly is actively involved in a number of community and industry organizations. She currently serves as Chair of the MWF Board of Directors, is a member of Michigan State University's Broad College of Business Dean's Advisory Council and the Lakeshore Advantage Board of Directors and serves as Executive Champion for Inforum's ManufacturingNEXT industry group. Her leadership has been recognized through honors including the Lakeshore ATHENA Leadership Award, MWF Woman of Achievement and Courage, Crain's Grand Rapids 200 Most Influential Leaders, and West Michigan Spartans MSU Businessperson of the Year. Kelly earned her bachelor's degree from Michigan State University and remains actively engaged in alumni and university initiatives.

The Familiarity Advantage: How Direct Mail Helps West Michigan Organizations Stay Top of Mind

By Bill
McDowell

West Michigan thrives on business relationships. People remember the businesses they've worked with, the organizations that support local events, the names they hear from friends, and the companies that consistently show up in familiar places.

That kind of familiarity matters.

For many local businesses, nonprofits, schools, healthcare offices, manufacturers, service companies, and community organizations, marketing is not just about getting noticed. It's about being remembered and trusted when someone decides to buy, donate, refer, attend, schedule, or reach out.

Direct mail can help build this recognition by delivering your message directly to the people who matter most to your organization.

Why Familiarity Matters

People tend to respond to organizations they recognize. A familiar name, logo, message, or location can make a business seem more credible even before the person reads the whole piece.

This is especially crucial in a local market. West Michigan customers often care about who they do business with. They notice local connections. They recall companies that are active, useful, and reliable. A business doesn't always need to be the loudest in the market. Sometimes, it just needs to be present at the right time.

A well-planned mail campaign can reinforce that presence.

Direct Mail Creates a Lasting Presence

Digital ads, emails, and social posts can vanish quickly. Direct mail creates a different moment. It arrives at home or in the office, where it can sit on a desk, counter, bulletin board, or refrigerator. It gives people something they can hold, save, and revisit.

That physical presence can make a message feel more personal and trustworthy.

For a business trying to stay visible in a specific neighborhood, donor base, or service area, this is important. A postcard, letter, newsletter, invitation, or short informational piece can remind people who you are and why your organization matters to them.

Messages That Build Recognition

Building familiarity doesn't need to be complicated. The message might introduce a new service, explain an expanded capability, invite people to an event, share a nonprofit impact story, or remind customers about a seasonal need.

The key is relevance. The piece should feel tailored for that person's mailbox, not just a random mass mailing.

A home services company might send a timely reminder before a seasonal rush. A nonprofit might send an impact update before a fundraising campaign. A professional service firm might mail a brief guide that answers a common client question. A local retailer might invite nearby customers to a special event.

Different goals share the same idea: give the right audience a clear reason to remember you.

Trust Grows Through Consistency

One mailer can create awareness. A well-thought-out campaign can build familiarity over time.

This doesn't mean sending something all the time. It means appearing with a clear purpose when the timing makes sense. In a community where referrals and reputation still matter, staying familiar can be a significant advantage.

Ready to Build Local Recognition?

If your business or organization wants to reach a specific audience in West Michigan, Holland Litho Printing Service can help you plan, print, and mail a campaign that meets your goals.

Contact Craig Parker at craigp@hollandlitho.com or 800-652-6567 to connect with the experts at Holland Litho.



Upcoming Programs

To register, and for an up-to-date list of all upcoming events, scan the QR code or visit westcoastchamber.org.



West Coast YPs: Night Out

JULY 1, 2026



6:30 PM - 8:30 PM | Holland High

Join us for a night out as Tulip City United, Holland's hometown soccer club, takes on Lansing Common Football Club. Come and go as you wish, and enjoy a fun night out with fellow YPs.

Program Sponsorship Available

West Coast YPs: NetWALKING

JULY 8, 2026

AUGUST 19, 2026



12:00 PM - 1:30 PM | West Coast Chamber

Meet at the Chamber office for a casual meetup as we walk to the Holland Farmers Market, a vibrant downtown destination featuring dozens of local vendors, fresh foods, and a lively community atmosphere.

Program Sponsorship Available

Workshop

JULY 9, 2026



3:00 PM - 5:00 PM | West Coast Chamber

Patrick Clark of Connect Public Speaking will lead attendees through an interactive workshop about The Art of Thinking on Your Feet. Sharpen your ability to respond under pressure and build confidence at this improvisational skill-building workshop.

Program Sponsorship Available

Social Hour with the Chamber

JULY 16, 2026



12:00 PM - 1:30 PM | Holland Ice Park

Beat the afternoon heat and swing by Social Hour with the Chamber. Visit the EV Construction parking lot for lunch from StrEATS Taco Truck and sweets from the EV Construction Ice Cream Truck. Then, head across the street to the Ice Park to build connections during this casual networking event.

Program Sponsor: Lake Michigan Credit Union

West Coast YPs: Rooftop Trivia Takeover

JULY 30, 2026

AUGUST 31, 2026



6:30 PM - 8:30 PM | Tulyp Hotel

Looking for a fun, low-pressure way to connect with fellow young professionals? Join us at the 5th floor lounge at the Tulyp Hotel for Monday night trivia, bringing YPs together over great company and friendly competition.

Program Sponsorship Available

2026 Golf Outing

AUGUST 3, 2026



7:00 AM - 7:00 PM | Macatawa Golf Club

It's time to tee up for our 58th Annual Golf Outing! Choose between a 7:30 AM or 1:30 PM shotgun start, with lunch served between flights. Foursome and single golfer registrations are available. Registration includes green fees for 18 holes with cart, swag bag from our tournament sponsor, giveaways and contests, and more.

Tournament Sponsor: Gentex

Sponsorship Opportunities Available

HAPPENINGS



Members connected over drinks from Tanglewood Winery and food from ZOMBurgers during a recent Social Hour with the Chamber.



Lucky Strike, formerly BAM!, celebrated their rebranding with a ribbon cutting ceremony.



Community Action House cut the ribbon on their brand new northside Resale store.



The West Coast YPs gathered at the Tulyp Hotel for a rooftop trivia takeover.



The Holland Coast Guard Station reopened as the headquarters for the Park Township Fire Department's Marine Division.



The Chamber Ambassador Team at their end of year party at CraftCo. Social House.



Members gained valuable insights on amplifying their marketing during a workshop at Amplify Studios.



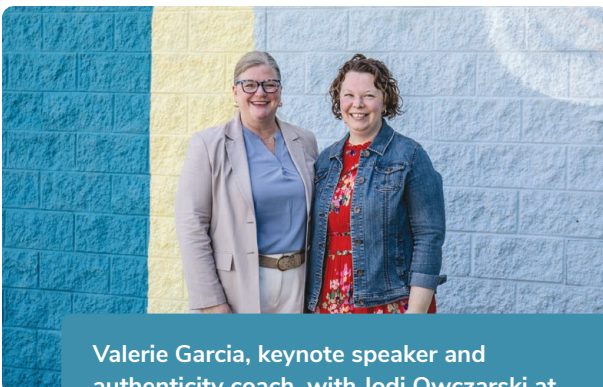
Yellow Lime Creative celebrated their new space with a vibrant ribbon cutting.



Vulpine marked their grand opening in downtown Holland with a ribbon cutting celebration.



Suite Life Salons celebrated the grand opening of their new location in downtown Zeeland.



Valerie Garcia, keynote speaker and authenticity coach, with Jodi Owczarski at this year's Leadership Live.



Executive Beauty Suites marked their grand opening with a ribbon cutting ceremony.



Freedom Boat Club of Michiana opened their newest location at Boatwerks in Holland.



The Summer Intern Series kicked off, welcoming nearly 40 interns to the Holland and Zeeland area.



The West Coast YPs visited the Holland Farmers Market during a NetWALKING event.



Operation Laundry cut the ribbon in honor of their grand opening.



Members grow their network during several rounds of networking at Power Hour.



The City of Holland broke ground for the Holland Bike Park, a new recreation space.

Community Impact Day 2026



This year, Community Impact Day went nationwide, with 19 Chambers from Michigan to Arkansas rolling up their sleeves to serve on the same day, at the same time, in the same blue shirts. We are energized and inspired by the collective impact made as thousands of volunteers came together to support hundreds of nonprofit organizations and municipalities. Community Impact Day is a powerful reminder of what's possible when we come together with a shared purpose.

West Coast Chamber Data

1,801

Total
Volunteers

120

Volunteer
Locations

5,403

Hours of Work
Completed

Nationwide Data

2,746

Total
Volunteers

227

Volunteer
Locations

8,238

Hours of Work
Completed

"What started right here in West Michigan as small ripples of influence has grown into something much bigger. Today, those ripples are creating a tidal wave of positive impact in communities across the country."

- Jodi Owczarski, President and CEO

Thank you to our sponsors!

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AD Bos Vending Services

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EV Construction

GRCC Lakeshore Campus

Haworth, Inc.

Holland Board of Public Works

Hungerford

JR Automation

Koops Automation Systems

Lake Michigan Credit Union

Lakewood Construction

Lighthouse Title Group

PNC Bank

Quality Car Wash





New & Renewing Members

Welcome to these new members who recently joined the West Coast Chamber!

A&M Cleaning, LLC

Aron Venegas | (616) 228-3008
amcleaningservices.pro@gmail.com

Aflac

Trish Luke | (616) 699-3500
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patricia_luke@us.aflac.com

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lukarval1517@gmail.com

Butternut Event Center

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Equipment Share

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patricia@mezklaqueria.com

Michigan Pipe & Valve - Holland

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Momentum Medicine

Matt Hilton | (616) 344-9700
www.momentum-med.com
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Operation Laundry, LLC

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Postcards from Paradise

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shop@postcardsfromparadise.com

Prestige Auto Sales

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daniel.zavala@prestigeautomi.com

Property Revolution Roofing and Decks

Curt Visser | (616) 898-3292
www.mypropertyrevolution.com
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Raven Strategic Group

Mike Larsen | (616) 209-9032
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mike@ravenstrategic.net

Reenders Blueberry Farms

Onalee Reenders | (616) 842-5238
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Side Door App

Junior Martinez | (616) 312-9799
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junior@sidedoorapp.com

Suite Life Salons

Savannah Schmitt | (616) 403-6853
www.suitelifesalonsmichigan.com
mail@suitelifesalonsmichigan.com

Trio WellSpace

Molly Henson | (616) 298-2731
www.triowellspace.com
triowellspace@gmail.com

Vulpine

Emily Jones | (248) 921-6409
www.vulpineandco.com
info@vulpine.com

We appreciate our members who recently renewed their memberships:

* indicates years of membership.

1983 Restaurants

Advanced Disposal, LLC

AdvisaCare Home Health and Hospice -5*

AFC Urgent Care Holland

Al's Excavating

American House of Holland

Appledorn Assisted Living Center

ASE of West Michigan

Bayside Capital Management

Becky Cannella

Beechwood Dry Cleaners

Better Business Bureau of Michigan

Bigby Coffee

Black River Billiards

Blendon Township

Boar's Head Provisions Co., Inc.

Bombshell Salon and Spa

Borgman Garage Door, LLC

Borr's Shoes

Buckman Tuinstra & Brown PC

Buursma Agency -40*

BVW Property Management

Canteen Vending

Captain Sundae Inc.

CarePatrol of West Michigan

Carpet Bonanza

Century Driving School

Chromatic Graphics, Inc. -40*

ClearView Apartments

Club Pilates Holland

Cobb Communications Inc.

Comcast Business -50*

Connect Public Speaking

Consumers Energy	Koop & Burr Insurance Agency, Inc.	Steadfast Business Consulting
Conveyability Inc.	Lakeshore Home Builders Association	Synergist
Cook's Delivery Service, LLC	Lakeshore Orthodontics	The Insurance Group: Stacy Segrist Kamphuis Doug Kamphuis
Cornerstone Real Estate Management, LLC	Landscape Design Services, Inc.	The Next Chapter Book Mart
Corporate Caterers of West Michigan	Lorna Lou	The Outpost
Crane's In the City	Love Your Neighbor	The Promo Agency
Dale Carnegie Training of Southwest Michigan	Lumir, LLC	The Shops at Westshore
DD Wind Trucking, Inc.	Maplewood Auto, Inc.	The Stow Company
Design Group International	Marco's Pizza	The Wooden Shoe Restaurant
Dryer Vent Ninjas	MBS Consulting, Inc.	Three Fires Golf Club
Ebony Tree Medical Massage	Mercantile Bank	TopLine Engineering
Edmar Manufacturing, Inc.	Michigan Awesome	Town & Country Group
Edward Jones Knapp	Michigan Fosters -5*	Tracy Brower
Edward Jones Swanson	Michigan State University	True Reflections Glass Co.
Elite Metal Tools	Michigan West Shore Nursery, LLC	Tyson Foods
Enza Design Studio	Mike Schaap Builders, Inc.	Van Der Meulen's Fine Finishers Inc.
Ess Tec, Inc.	Miller Johnson, Attorneys and Counselors	VanNoord & Associates, Inc.
Espresso Books & Beans, LLC	MSB Interior Design, LLC	Ventura Manufacturing
Fiduciary Financial Advisors	Mutually Human	Village Inn
Fleetwood Group, Inc.	Next Creative Co.	Warner Norcross + Judd LLP
For His Glory Ministry	ODC Network	Well Being Nutrition, LLC
Garden Crossings LLC	Office Machines Company, Inc.	Wells Fargo Advisors
GDW Farms	Omni Precision Components	Werner Roofing
Geenen and Kolean	Ottawa County	West Coast CPA Group
Gerald R. Ford International Airport	Parkhurst Chiropractic/Lakeshore Wellness Center	West Michigan Community Bank
GL Health Advocate	Peerbolt's, Inc.	West Michigan Office Interiors, Inc.
Global Concepts Enterprise, Inc. -30*	Pigeon Creek Golf Course	West Michigan Youth for Christ
Global Young Scholar	Progressive Companies -70*	Western Tel-Com, Inc.
Gopher Express Courier Service, Inc.	PROTEMP -10*	WOOD TV
Gordon Water Systems -40*	Psychological Insights	Workwear Collective
HealthBar -5*	Quest Design Build	Yanfeng Global Automotive Interiors
HES A and B Equipment, Inc.	Quincy Street, Inc.	Yellow Lime Creative
Holland 7 - GQT Movies -5*	Ready for School	Zeeland ACE Hardware
Holland American Food Co., Inc.	Red Horse Center	Zeeland Dry Cleaners
Homewood Suites by Hilton	Redwood Holland	Ziebart of Holland
Hope Network	Renew Therapeutic Riding Center	
Horizon Bank	Republic Services of Holland	
Hospice of Holland, Inc.	Request Foods, Inc.	
Hudsonville Public Schools -20*	Rock "N" Thai Cafe	
Hylant	Schepers Concrete Construction, LLC	
Hyperion Automation -5*	sci_Zone, Inc.	
INSIGHT Action Learning Group, LLC	Seventy x Seven Life	
InsITe Business Solutions	Shoreline Flats Apartment Community -5*	
JabberDesign Website Design & Development	Shoreline Technology Solutions -5*	
Jolt Energy Storage Technologies	Signature Associates	
JP Pallets	SKLD Zeeland	
Keller Williams Realty Holland - Lakeshore	Smith Gas Liquids Company	
Kindercare	Spine Align, Inc.	
King's Cove Party Store	State Farm Insurance - Karhoff	
Koele Godfrey Investment Group		

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Catching the Wave: The Role of the Lakeshore Leadership Council

By Travis Williams

Chief Executive
Officer, ODC
Network

West Michigan's lakeshore has long been known for strong businesses, vibrant nonprofits, effective local governments, and a deep sense of community pride. But today's environment, marked by rapid economic shifts, workforce challenges, housing pressures, and evolving education needs, has made one thing clear: no single sector can solve complex community challenges alone.

That reality is what gave rise to the Lakeshore Leadership Council (LLC).

A catalyst for collaboration

The Lakeshore Leadership Council was formed with a clear purpose: to serve as a catalyst for "greater community" collaboration. Its mission is not to replace existing organizations or duplicate work. Instead, the Council convenes leaders from business, government, education, and nonprofit sectors to identify the most pressing community priorities, especially those that are not clearly owned by any one entity.

At its core, LLC believes sustained prosperity requires alignment. When leaders coalesce around future community opportunities and challenges rather than focusing solely on the next quarter, shared goals often emerge: a thriving workforce, strong families, healthy infrastructure, and an economy that remains competitive on both a regional and national scale.

The Council's vision is bold: to help ensure the lakeshore is the most welcoming, prosperous, livable, and sustainable community in the Great Lakes region.

Who's involved

The strength of the Lakeshore Leadership Council lies in who participates. Its board includes CEOs, municipal leaders, education executives, nonprofit directors, and philanthropic partners. Leaders from

organizations such as the Community Foundation of the Holland Zeeland Area, Lakeshore Advantage, the Michigan West Coast Chamber of Commerce, Ottawa Area ISD, Ottawa County, Hope College, and the ODC Network help shape the Council's direction, alongside representatives from local municipalities and regional development organizations.

In addition, LLC engages a broader group of community representatives and a Business Advisory Group composed

As new challenges and opportunities emerge, the community needs leaders willing to engage beyond their own organizations.

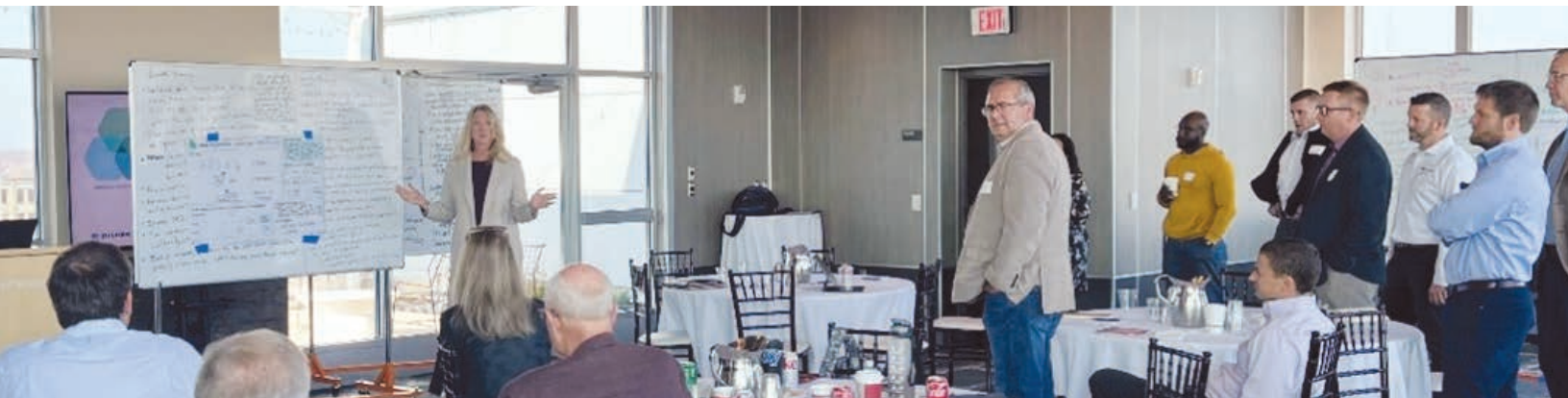
of major regional employers and industry leaders. This three-sector model ensures decisions are informed by economic realities, public policy considerations, and community impact.

From conversation to action

Each fall, the Lakeshore Leadership Council facilitates an annual priority-setting process. Through shared learning, objective data review, and candid discussion, the group identifies one key initiative that could significantly advance community prosperity.

The Council often focuses on critical priorities that are in need of more resources or support, issues that are strategically important but lack a clear champion. Past areas of emphasis have included elevating housing challenges that contributed to the formation of Housing Next, advancing post-secondary attainment and in-





district community college conversations, addressing homelessness through Project HOME, and supporting efforts to reimagine education.

LLC does not seek to own these initiatives long-term. Instead, it acts as a convener and connector, bringing the right people together, clarifying the problem, and creating space for a capable organization or leader to step forward and carry the work ahead with broad community support.

Why this matters for our community

For the business community, this work is foundational. Workforce development, housing availability, education quality, infrastructure access, and overall livability directly affect talent attraction and retention. Businesses thrive when the broader ecosystem thrives.

The Lakeshore Leadership Council's primary goal is to ensure the region maintains a competitive advantage. That means aligning economic vitality with environmental stewardship and social well-being, balancing growth with sustainability, and making decisions today that position the lakeshore for long-term success.

Together, we can continue catching the wave, and ensure the next generation inherits a community that is stronger, more competitive, and more connected than ever before.

Leading with purpose

The Lakeshore Leadership Council is not a closed group of insiders; it is a platform for leadership. As new challenges and opportunities emerge, the community needs leaders willing to engage beyond their own organizations.

Our region has always been strongest when business, government, education, and nonprofit leaders see themselves as part of one interconnected system. None of us succeed alone. Together, we can continue catching the wave, and ensure the next generation inherits a community that is stronger, more competitive, and more connected than ever before.



Travis Williams is the CEO of the ODC Network and a member of the Lakeshore Leadership Council. He has spent more than two decades working at the intersection of conservation, education, and community development across West Michigan's lakeshore.



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