

West Coast Way

MAY/JUNE 2026

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CHAMBER STAFF

Jodi Owczarski
President & CEO

Colleen Schipsi
VP of Operations

Britt Delo
VP of Strategic Initiatives

Lindsey Younglove
VP of Membership

Hannah Bowen
Program Manager

Alyssa Gabriele
Member Engagement Manager

Emmy Riemersma
Marketing Coordinator

Lauren Siegers
Member Experience Coordinator

Evan Shockey
Intern

CATALYST, CONVENER, AND CHAMPION

The Michigan West Coast Chamber of Commerce serves as a catalyst for business growth, a convener of individuals and organizations, 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 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

EDITOR

Emmy Riemersma
emmy@westcoastchamber.org

ADVERTISING INQUIRIES

Lindsey Younglove
lindsey@westcoastchamber.org





May always feels like a powerful moment for our Chamber. As we celebrate Leadership Month, it gives us a chance to reflect on the impact we're making together and the role each of us plays in moving our community forward.

This issue highlights that impact in action. You'll be inspired by our Lakeshore Women Connect Honorees, an incredible group of leaders making a difference across our region, and by our Impact Award winner, Critter Barn, whose work continues to open doors and expand access for so many.

One of the most meaningful expressions of leadership is Community Impact Day. It's moving to witness our members come together to serve, connect, and create visible change across our community. This year, that impact will stretch even further, with 20 chambers across the country joining in and creating a shared moment of service and momentum.

As you read, I encourage you to think about your own role in all of this. Leadership shows up in big and small ways. It's in how we support one another, how we step forward, and how we choose to engage. When we lead together, we can create a tidal wave of positive impact.

Jodi Owczarski
President & CEO

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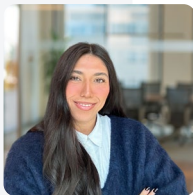
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Meet the Lakeshore Women Connect Honorees



Earlier this year, the West Coast Chamber partnered with Lakeshore Advantage to host Lakeshore Women Connect, an event celebrating women who are new to the local business community or stepping into leadership roles. Together, they recognized five remarkable women from a variety of industries, each bringing unique perspectives and leadership to their new roles.



Alejandra Guillén

Executive Director, Latin Americans United for Progress

What do you wish you had known earlier in your career? I wish I had known that I did not need to have everything perfectly figured out before taking the next step. Some of the biggest growth happens when we step outside our comfort zone and trust our own capacity along the way. As a woman, and especially as a woman of color, I think there is often pressure to work twice as hard to prove that we belong. Over time, I have learned that it is not about having every answer. It is about trusting what you are capable of and allowing yourself to grow through the process.

What challenge has most shaped you as a leader? The biggest challenge that has shaped me as a leader was starting over in a new country as an adult. I moved to Michigan alone, with my entire family still in Mexico, and even though I already had a career, experience, and connections, none of that automatically translated here. I had to rebuild my credibility, my network, and my sense of belonging in a place where things were

done differently. It was a season of significant personal and professional transition, and it taught me resilience, humility, and how to keep moving forward even when life feels uncertain. That experience continues to shape how I lead today.

What advice would you give to the next generation of female leaders? Trust your voice and trust your gut. Do not make yourself small to fit into spaces, expectations, or relationships you've outgrown. Take up space, speak up, and go after the opportunities that stretch you, even if they feel a little intimidating. Stay connected to where you come from, because your story, your values, and your lived experience are part of what make you a strong leader. And be intentional about who you surround yourself with. The people closest to you should want to see you grow, push you forward, and hold you accountable with care.



Shaun Hintz

General Manager, Magna Engineered Glass

What do you wish you had known earlier in your career? I wish I had understood earlier that life isn't meant to follow a rigid plan. My priorities—and life's priorities for me—shifted many times, and those changes ended up being gifts rather than challenges. For too long, I believed I had to know everything myself, when real leadership is about building the right team and surrounding yourself with the right



supporters. I also wish my younger self realized she was stronger and smarter than she gave herself credit for, instead of overanalyzing every step. Life is more about trying, learning, and trusting the process than getting everything right the first time.

What challenge has most shaped you as a leader?

The greatest challenge in my career has been trying to “balance” everything personally and professionally, only to realize that true balance doesn’t exist. Different seasons require different parts of you, and giving yourself grace is far more realistic than chasing a perfect equilibrium. Leading Magna’s first ERC pushed me to grow in ways I never expected, especially because I initially didn’t understand how powerful connection, community, and DEI initiatives truly are. Learning to lead a global effort while still managing plant responsibilities forced me to step outside my comfort zone and lead without having every answer. That experience transformed my confidence, expanded my network, and gave me leadership skills and relationships that have shaped the trajectory of my career.

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

You don’t need to be perfect, and you don’t need to be everything to everyone. Success isn’t about working 12-hour days or sacrificing every personal moment—it’s about finding the rhythm that works for you and being honest about what you need. Stand up for yourself, communicate clearly, and build your support system so you never forget that you earned your place. Your true wiring is your superpower, and trying to

change yourself to fit a mold is both exhausting and unnecessary. Authenticity will take you further than trying to be someone you’re not.



Dr. Sandra Kay Lee

President and CEO, Creative Dining Services

What do you wish you had known earlier in your career?

Looking back, I wish I understood earlier how essential it is to invest in brand strategy and storytelling from day one. Early in my career, I concentrated on operational excellence, but I later realized that the right branding partners can completely transform how an organization shows up in the market, especially in contract catering and foodservices, where differentiation is everything. I also wish I had appreciated sooner the impact that strong cross functional relationships have on long term success. The most meaningful progress happens when you bring together people who challenge your thinking and elevate the work. And finally, I learned that trusting my instincts, particularly in moments of uncertainty, is one of the most valuable leadership tools I have, something I would have embraced with more confidence earlier on.

What challenge has most shaped you as a leader?

The challenge that most shaped me as a leader was learning to navigate high stakes environments where expectations were high, resources were limited, and



the pressure to deliver was constant. Leading complex food service operations taught me early in my career that clarity of vision and adaptability are not optional, they are survival skills. I had to learn how to unify teams with different strengths, perspectives, and motivations while still driving toward a cohesive outcome. That experience pushed me to develop a leadership style rooted in transparency, decisiveness, and trust. It also taught me that the hardest moments, when you are stretched thin and pushed past what feels comfortable, are the ones that sharpen your judgment and elevate your confidence. Ultimately, that challenge helped me evolve from a manager who executed plans into a leader who creates them.

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

The advice I would give the next generation of female leaders is to trust the strength of their perspective and never dilute their voice to make others comfortable. Leadership is not about fitting into a mold, it is about reshaping the environment around you with conviction, empathy, and vision. I would also encourage women leaders to seek out partners and mentors who challenge them, not just those who affirm them; growth happens when you surround yourself with people who push your thinking forward. Embrace the uncomfortable moments, because that is where confidence is built and leadership is refined. And most importantly, own your ambition unapologetically! Great things happen when women lead with clarity, courage, and a deep belief in their own potential. I am excited for the next generation of women leaders at Creative Dining Services. I am surrounded by so much talent!



Julie Leonard

President and CEO, Lake Michigan Credit Union

What do you wish you had known earlier in your career?

One lesson I wish I had learned earlier is that leadership is not about having all the answers yourself. The real art and reward of leadership is building and empowering a team of talented people who bring diverse perspectives and expertise to the table. When I realized that I didn't have to be the all-knowing person in the room, it was a huge relief. It gave me the confidence to step into the CEO role and focus on creating an environment where great people could do their best work. That mindset has really helped elevate our team by building trust and respect for the different strengths each person brings. I firmly believe that diversity of thought leads to better decisions and better outcomes. One of the most important leadership lessons I've learned is simple: surround yourself with people who are smarter than you—and then get out of the way!

What challenge has most shaped you as a leader? The challenge that has shaped me most as a leader was stepping into the CEO role at Lake Michigan Credit Union. It wasn't just a new job - it meant leading a new organization while simultaneously learning a new community and building an entirely new network of professional and community relationships. After spending much of my career in Tampa, Florida, moving back to Michigan required me to quickly immerse myself in West Michigan while also guiding the organization



forward. That experience stretched me in the best possible way and reinforced an important leadership lesson: before you can truly lead, you have to listen and learn. I feel incredibly fortunate to have landed my dream job at LMCU. The people of West Michigan have been welcoming and inspiring, and it has been a privilege to grow into this role while becoming part of such a remarkable community.

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

Be courageous. Don't be afraid to stand up for what you believe in - even if you sometimes feel like you're standing alone. Stay grounded in who you are and the purpose that drives you. The most effective leaders lead with authenticity and conviction, not by trying to fit someone else's mold. And most importantly, never doubt your worth or the value of your voice. Your perspective matters, and the future of leadership and respect for the different strengths each person brings. I firmly believe that diversity of thought leads to better decisions and better outcomes.



Ally Velderman
President, City on a Hill

What do you wish you had known earlier in your career? I think it was right to learn these things along the way, but here are a few truths I've gleaned: leaders don't need to know it all; rather, they set the posture and guide others through it. Resilience, kindness, and hope have powerful returns on investment. How you do anything is how you do

everything. Integrity may not seem to win the hand, but it wins the game. Taking one next right step at a time—preferably with people you trust and enjoy—is a powerful force. And work can be both service and joy.

What challenge has most shaped you as a leader? I remember managing growth hungry college students as a young leader, where I sought to challenge and encourage them to build practices and rhythms that would help them become exceptional and intentional adults. That season became a catalyst for me to not simply instruct but also to put in the work to be an example of intentional living. To do that, I looked to those a few steps ahead of me who were willing to share and invest in me. That pattern has shaped me ever since—living life alongside those both ahead of and behind me so we can grow with and encourage each other.

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

I was once invited to imagine community as a potluck, where a fabulous meal is created by each person bringing their unique giftedness to bless the whole—and where all are nourished by receiving the gifts of others. I see that potluck invitation everywhere. I invest in and care for myself so I can bring the best dish I've got, and I look for and celebrate the gifts of others. That vision grows gratitude, celebration, humility, collaboration, and hope in me, and I'm grateful to be a leader and human who can share those things.



The Keystone Secret

Pause, Reflect, and Respond to Change Your Life and Leadership

By David
VanderMolen
Chief Catalyst,
Inspired2Change

Imagine! A frustrated tourist slams her yogurt cup on the counter, complains loudly that the fresh peach swirl tastes sour, and demands a refund in front of a dozen customers. Across town, a seasoned employee's performance has slumped. He's often late, the quality of his work is slipping, and his once-positive attitude has turned into frustration and a pending conversation with his supervisor. At the same time, a sales manager sits quietly at her desk, mulling over the careless conversation she had with her spouse the night before.

In each case—be it a customer meltdown, an employee performance conversation, or a heated exchange between intimate allies—reacting instinctively, emotionally, or haphazardly in the moment could easily escalate a customer conflict, critically alter a career, or damage a loved one. Yet, transformational leaders do something different in such situations. They exercise their power to pause and reflect before responding to create critical space between the challenge they are facing and their next response.

Create Space to Transform Situations

Victor Frankl, an Austrian neurologist, psychiatrist,

and Holocaust survivor, said, “Between stimulus and response there is a space. In that space is our power to choose our response. In our response lies our growth and our freedom.” Transformational leaders create space between the complaining customer, their employees’ poor performance, and the loaded words of their loved ones, allowing them to reflect on their options and respond favorably to the situation.

Pause | Reflect | Respond

Here, the keystone secret is a personal growth strategy that offers people “keys” to make meaningful change on the fly in the most challenging situations. It’s a secret that increases people’s personal agency to cascade positive effects across their lives and leadership.

Transformational leaders respond to undesirable situations by pausing to create space to think.

Three-Step Formula

Transformational leaders exercise this keystone secret in three simple steps:

Pause

Transformational leaders don't react in challenging situations. Like the warning the robot in *Lost in Space* issues: "Danger! Danger! Danger, Will Robinson," they know it's dangerous to react in the heat of the moment, speak without thinking, or return tit for tat when emotions or the stakes are high. Unchecked reactions to stimuli lead to a world of hurt and unwanted outcomes. As they say: "Most people react without thinking and pay for it with their peace."

Rather than reacting and forfeiting peace, transformational leaders respond to undesirable situations by pausing to create space to think. They enact a temporary stoppage in time in the pressure of the moment to reflect.

Reflect

Reflection here isn't navel-gazing; it's looking within, around, and beyond the event at hand for options that will create a more favorable outcome for all. They know that the more they invest in reflecting, the more options they can create to favorably shift the outcome of a difficult situation.



Respond

Based on their reflection, an option is picked for the response to the person or problem at hand. Drawing on their subconscious mind, transformational leaders pick a better behavior, a more thoughtful response, to

produce a more desirable outcome for the frustrated customer, the poorly performing employee, or their romantic partner.

Takeaway

Each of us has, in challenging situations, the personal license and permission to press pause, reflect, and respond to the people or problems in our lives, as Thoreau would say, "...with the license of a higher order of beings."

Exercise your power to pause and reflect before you respond.

Next time things go awry or sideways in your life or leadership, at home or at work, exercise your power to pause and reflect before you respond; you'll never regret it.



With over 35 years of infield experience and personal practice, David VanderMolen wields a contagious passion for learning, leading, and listening. In 2022, David converted his decades of corporate service into his own business, Inspired 2 Change, a people and organizational change agency, where he serves as its Chief Catalyst. As an organizational change agent, David provokes people to make profound personal change through his inspirational communication style, whether on stage or in the virtual or in-person classroom. With a mix of winsomeness, artful storytelling, and candid self-disclosure, David makes the implicit principles of relationships and leadership explicit. He moves people's hearts and minds to help them make meaningful changes in their lives and leadership. Beyond his work, David passionately seeks adventure outdoors on his Harley Davidson motorcycle, behind the camera lens, or on pickleball courts. He is a proud native of Southwest Michigan and splits his time between the shoreline of Lake Michigan and places elsewhere in pursuit of the good life.



Impact in Action: How Critter Barn is Growing Agricultural Education

By Tony McCaul
Executive
Director, Critter
Barn

Who is Critter Barn, and how is community impact woven into your mission and vision?

Critter Barn is a nonprofit farm and agricultural education center rooted in the belief that meaningful learning happens when people can experience it firsthand. We exist to connect people—especially children and families—to agriculture, animals, and the land in ways that inspire curiosity, responsibility, and care for the world around them.

Community impact is not an add-on to our mission; it is the mission. Every program we offer—from field trips and camps to traveling farms and inclusive programming—is designed to remove barriers and invite people into agriculture who might not otherwise have access. We aim to inspire, model, embrace, reach,

and steward: inspiring curiosity, modeling responsible care, embracing all learners, reaching beyond our walls, and stewarding animals, land, and relationships for the future.

How do you engage your team, volunteers, and supporters in making a positive impact?

Critter Barn's impact is powered by people. Our staff, volunteers, donors, and partners are deeply woven into the daily life of the farm, and we are intentional about helping them see how their role matters.

We invest heavily in training, culture, and shared purpose—making sure everyone understands not just what we do, but why we do it. Volunteers and supporters are invited behind the scenes, included in

Community impact is not an add-on to our mission; it is the mission.



storytelling, and encouraged to engage as ambassadors in the community. Whether someone is caring for animals, teaching a class, supporting an event, or making a financial gift, we want them to feel ownership in the mission and pride in the impact we are creating together.

Which initiative or accomplishment from the past year are you most proud of?

One of the accomplishments I'm most proud of is the continued expansion of our educational reach while staying true to our values of access and inclusion. Over the past year, we've strengthened school partnerships, expanded our traveling farm and outreach programming, and laid the groundwork for deeper career-readiness pathways in agriculture.

We've also focused on strengthening internal systems—staff development, animal care protocols, and educational consistency—so that our growth is sustainable. Impact isn't just measured by how many people we serve, but by how well we serve them, and this past year marked an important step forward in both scale and quality.

What future projects are you most excited about?

Looking ahead, I'm especially excited about initiatives that deepen long-term engagement with young people. This includes expanding youth leadership opportunities, career exploration in agriculture, and hands-on learning models

Impact isn't just measured by how many people we serve, but by how well we serve them, and this past year marked an important step forward in both scale and quality.

that blend on-farm experiences with classroom and project-based learning.

With our expanding network of schools, businesses, and community partners, Critter Barn is entering an exciting new chapter—adding new buildings, strengthening our campus, and thoughtfully evolving





our brand—while honoring the roots, relationships, and name that generations have come to love.

These efforts are about preparing Critter Barn not just for today's needs, but for the next generation of learners, educators, and agricultural leaders.

What does the Impact Award mean to Critter Barn?

Receiving the Impact Award is a powerful affirmation of the work happening every day at Critter Barn. It recognizes not just our organization, but the collective effort of staff, volunteers, donors, partners, and the broader community who believe in what we're building.

This award tells us that our commitment to education, accessibility, and community connection is being seen and felt beyond the farm gates. It motivates us to keep listening, keep learning, and keep showing up with integrity and purpose. Most of all, it reinforces that

when a community comes together around a shared mission, the impact can extend far beyond what any one organization could accomplish alone.



Tony McCaul serves as Executive Director of Critter Barn, where he leads the organization's mission to connect communities to agriculture through hands-on education. With a background in agricultural education and youth development, Tony is

passionate about creating experiential learning environments that build responsibility, confidence, and real-world skills. Under his leadership, Critter Barn has expanded its educational reach, strengthened community partnerships, and positioned itself for its next phase of growth while remaining rooted in its founding values.



What Holland Litho Actually Does (and What That Means for Your Business)

By Bill
McDowell

When most people hear “printer,” they picture the final step: send a file, pick a paper, and wait for the finished piece. But the best print partners get involved earlier, because print isn’t just ink on paper. It’s a business tool. The right piece can help you win sales, raise funds, guide customers, drive event attendance, and make your brand feel credible the moment someone holds it. So what does Holland Litho actually do, and why does it matter?

We help you turn ideas into print that performs

We take projects from concept to finished piece, whether that’s a corporate ID, a brochure, an annual report, or a multi-touch direct mail campaign. Along the way, we help you choose the right format, produce it correctly, and deliver it on schedule. That matters because print has a purpose. It’s not simply “nice to have.” It’s designed to inspire action or response.

What we produce (and how it helps)

Marketing and sales materials

Brochures, booklets, sell sheets, presentation folders, and handouts help your team clearly and consistently communicate what you do. When your printed materials look professional and reflect your brand, you come across as established and trustworthy, even while you’re growing.

Direct mail and postcards

Digital channels are crowded, but direct mail still stands out. We help you build campaigns around the right audience, a clear offer, and a strong call to action. Then we print it in a way that looks and feels worth keeping, so campaigns generate real responses, not just awareness.

Product catalogs and brochures

These pieces offer a personal, tactile experience that communicates importance and elevates value. Well-

designed, exceptionally printed materials tend to be kept and revisited, giving your message a longer life and more opportunities to connect.

Operational and everyday print

Forms, NCR forms, labels, inserts, manuals, work orders, and repeat items keep businesses running smoothly. We help make these consistent, accurate, and easy to reorder, so your team can focus on the work that matters most.

What’s different about working with Holland Litho

We anticipate details early

Print involves many technical considerations: image resolution, bleed, fonts, folding panels, finishing choices, mailing requirements, and production timelines. We review these elements up front to keep projects moving smoothly and efficiently.

We manage the full process, not just the press run

Each stage builds on the next: design to production, production to finishing, finishing to mailing or delivery. We help coordinate the entire workflow so the final result matches your expectations.

We focus on outcomes, not just output

A postcard isn’t the finish line. The finish line is what it produces: sales, attendance, donations, leads, and trust. We help you think through the piece based on your goals, then shape the specifications around that objective.

Planning a print project this year?

If you’re working on a rebrand, product brochure, mailing, event, fundraiser, or sales initiative, we’d be glad to talk it through. We can recommend an approach that fits your timeline and budget, and a short conversation up front usually saves time and effort down the road.

Sponsored Content



By Katy
Russner-Travis

A New Chapter on Familiar Ground

On a cold December morning, community members, city officials, and nonprofit partners gathered to break ground on our affordable housing development – saying goodbye to Community Action House’s former headquarters, and opening a new chapter for our longtime home.

Community Action House’s mission has long been “...to help individuals and families in the area by providing food, clothing, and shelter, and the opportunity to develop skills that will help them live a stable and prosperous life.” Since our earliest days, we’ve helped neighbors secure affordable housing because we know it’s foundational to a family’s ability to thrive. While our work has evolved over the past 55 years, housing remains part of our DNA.

Housing Stability Starts Earlier Than We Think

Long before someone loses their home, they often struggle to pay for rent, food, or medicine. Programs like Food Club and Financial Wellness help families stay stable by lowering everyday costs, solving problems early, and building financial skills. When housing has already been lost, our team shows up – seeking out unhoused neighbors to offer relationships and support toward housing. Last year, through this approach, our team helped 159 neighbors find stable homes.

When Supply Is the Missing Piece

But the uncomfortable truth is that our current support pathways can’t fully address the challenges many neighbors face. Simply growing our other programs isn’t as effective when supply limits our ability to make lasting change: we can’t help people find affordable housing when units just aren’t available.

While our community has taken big steps to expand homeownership options and market-rate rentals, the availability of affordable rental units continues to be one of our biggest challenges. A 2025 Housing Needs Assessment projected that by 2029, Ottawa County needs an additional 3,938 rental units to meet demand, with 2,289 of those units being in the most affordable category.

Housing Within Reach

This affordable housing project is our answer, and one way we’re playing our part to address our community’s housing challenges. On track to open in 2027, this two-site, mixed-income development will bring 52 units of affordable rental housing to our community.

Through years of planning alongside Dwelling Place, Hope Church, the City of Holland, and in partnership with the Little River Band of Ottawa Indians, this project represents broad collaboration, and a shared commitment to ensuring that more of our neighbors have a place to call home.

It also reflects our community’s commitment to helping families thrive. While a competitive state tax credit award is covering the majority of project costs, community generosity is needed to cover the remaining 7% gap. Already, neighbors have stepped up to help us reach 85% of this capital campaign goal – and our partners at Dwelling Place continue to seek one-time gifts to close out this project. If you or someone you know is interested in helping close this gap, please reach out to our friend Ali Conley, Strategic Partnership and Fundraising Manager, at aconley@dpgr.org.

A Foundation for Progress

A stable home acts as both a landing place and a launch pad. Everyone deserves good food, a safe home, and a community that believes in them. Together, we can build solutions that allow all of our neighbors to set a strong foundation for their family.

Learn more at communityactionhouse.org/a-place-to-call-home.



Upcoming Programs

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



Advocacy in Action

MAY 1, 2026

 7:45 AM - 9:00 AM | West Coast Chamber

Join us for an engaging conversation with Ottawa County Clerk, Justin Roebuck, surrounding civic engagement and upcoming elections. Plus, hear key updates from State Legislators and stay in the know on issues impacting our community.

Mission Lead Sponsor: Blue Cross Blue Shield of Michigan

Leadership Live

MAY 8, 2026


 10:30 AM - 12:00 PM | Engedi Church

Celebrate National Small Business Week and kick off Leadership Month with an engaging presentation by Valerie Garcia, author, global keynote speaker, and authenticity coach.

Program Sponsor: Fifth Third Bank

Community Blood Drive

MAY 12, 2026

 9:30 AM - 2:00 PM | West Coast Chamber

Make an impact at this mobile blood drive, hosted by Versiti Blood Center of Michigan. Sign up for an appointment that's convenient for you and be a part of saving lives in our community.

Community Impact Day

MAY 13, 2026

 1:00 PM - 4:00 PM | Across the Community

Be part of a statewide day of service bringing together volunteers, nonprofits, and communities to make a positive impact in just one day. In 2025, more than 3,000 volunteers supported 139 nonprofits across Michigan. Sign up to be part of another impactful year.

Program Sponsor: LG Energy Solution Michigan

Community Impact Day Celebration

MAY 13, 2026

 4:00 PM - 5:30 PM | Holland Civic Center Place

After a day of volunteering, join us to celebrate Community Impact Day and the collective impact made across our community. Enjoy free food, connection, and fun as we come together to recognize the collaboration that makes this community so special.

Program Sponsorship Available

West Coast YPs: NetWALKING

MAY 20, 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

Power Hour

JUNE 4, 2026

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

Enjoy several rounds of high-energy, structured networking at this afternoon edition of Power Hour. Wrap up your workday with connections that count.

Program Sponsor: Hope College

Social Hour with the Chamber

JUNE 16, 2026

 4:30 PM - 6:00 PM | The Parlor by House of Flavors

Join us for a sweet evening of conversation, connection, and community as we cool down with an Ice Cream Social Hour at The Parlor by House of Flavors in Zeeland. Support a local business and connect with others at this free-form networking event.

Program Sponsorship Available

HAPPENINGS



Zeeland Historical Society relaunched the Dekker Huis Museum, bringing Zeeland's history to life.



Ruther Health + Wellness celebrated their new clinic in Holland with a ribbon cutting.



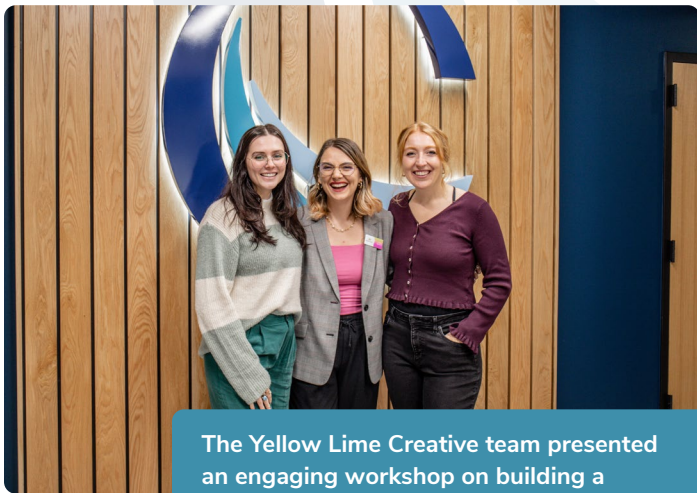
TEAM BE BETTER celebrated their new office space with a ribbon cutting and open house.



Peppino's Pizza marked the opening of their newest location in Holland.



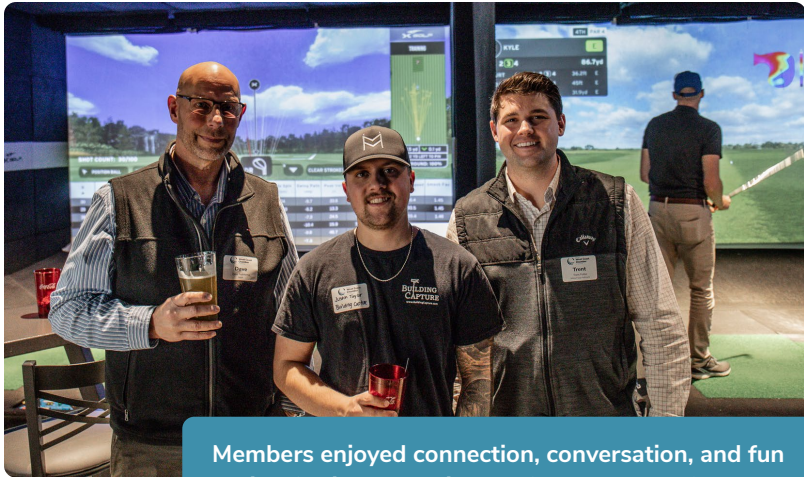
The Chamber launched a Student Ambassador Team with several students from local schools.



The Yellow Lime Creative team presented an engaging workshop on building a better website.



The West Coast YPs took to the ice during the Holland Ice Park Takeover.



Members enjoyed connection, conversation, and fun during Social Hour with the Chamber at X-Golf.



The Tulip City Bar and Grill team celebrated their reimagined gathering space with a ribbon cutting ceremony.



Guest speakers from Design International hosted a workshop on driving culture change.



The West Coast YPs brushed up on their networking skills at Networking 101.



Members expand their network and connect with friends during Power Hour at The Next Center.



A group of local high school students attending a Chamber program focused on leadership.



The Chamber team participated in Escape Holland, an outdoor escape room presented by Holland Tasting Tours.



Students from The CAVE school visited the Chamber office.



Macatawa Resource Center marked the opening of their Community Kitchen.



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

Allstate Insurance - Jessica Pike
Jessica Pike | (616) 244-7013
www.allstate.com/jessicapike
jessicapike2@allstate.com

Ascend Personal Training
Akeem Cason | (906) 370-1706
www.ascendtrainingmi.com
akeem@ascendtrainingmi.com

Axoma
Marcos Bozza | (616) 399-0000
www.axoma.tech
marcos@axoma.tech

Commerce Bank
Nick Volpe | (616) 446-7825
www.commercebank.com
nick.volpe@commercebank.com

Commercial Bank
Kristy Jones | (616) 367-3000
www.commercial-bank.com
kjones@commercial-bank.com

Cygnus Services
Meredith Nieuwsma | (616) 304-9577
www.cygnuservices.com
meredith@cygnuservices.com

Dew-El Corporation
Jon Carpenter | (616) 396-6554
www.dew-el.com
info@dew-el.com

Eight East Insurance Agency, LLC
Michelle Damian | (616) 610-4455
www.eighteastins.com
michelle@eighteastins.com

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Andy Slagh | (616) 399-6876
www.evergreenlandscapinginc.com
office@evergreenlandscapinginc.com

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Brian Parkhurst | (616) 566-8966
www.falconshireraptors.org
contact@falconshireraptors.org

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Amy Warkentien | (910) 239-7932
www.flourishfilms.com
amy@flourishfilms.com
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crisbarajas831@gmail.com

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www.gen-wealth.com
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jmillspaugh@hobbs-black.com

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keystonecoaching@comcast.net

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www.stratnavinc.com
adam@stratnavinc.com

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www.strategicvisionmapping.com
dayna.beal@gmail.com

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www.thecavecenter.org
admin@thecavecenter.org

Tulip City Bar and Grill
Carlos Mendoza | (616) 283-1053
tulipcitybarandgrill@gmail.com

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Emily Bierma | (616) 638-9696
www.velo-kids.org
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Good Samaritan Ministries	Mediation Services	The 205 Coffee Bar	
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Premier Partner Spotlight

 **LG Energy Solution**
Michigan, Inc.

As a proud partner of the West Coast Chamber, LG Energy Solution Michigan, Inc. continues to invest in the growth and vibrancy of the Holland, greater West Michigan communities and beyond. As one of the largest employers in the region, LG Energy Solution Michigan, Inc. plays an important role in supporting the local economy and creating opportunities for residents across West Michigan.

Since launching operations, LG Energy Solution Michigan, Inc. has become a key contributor to advanced battery manufacturing and energy storage, supporting technologies that power everyday life. From electric vehicles to large-scale energy solutions, LG Energy Solution Michigan, Inc. is helping drive the future of energy.

LG Energy Solution Michigan, Inc.'s continued growth reflects its long-term commitment to the region. With ongoing investment, the company is helping position West Michigan as a hub for advanced manufacturing and energy innovation. By working alongside local partners, LG Energy Solution Michigan, Inc. is creating new pathways for talent, collaboration, and shared success across the community.

Locally, LG Energy Solution Michigan, Inc. is committed to making a meaningful impact beyond its operations. Over the past year,

LG Energy Solution Michigan, Inc. has supported community events, educational initiatives, and local partnerships that bring people together and create opportunities. Whether through sponsorships like Community Impact Day or engagement with local organizations, LG Energy Solution Michigan, Inc. continues to show up as an active and invested community partner.

At the heart of LG Energy Solution Michigan, Inc.'s efforts is its mission - Empower Every Possibility. This means supporting innovation, creating opportunities, and building strong connections within the communities it calls home.

As LG Energy Solution Michigan, Inc. looks ahead, it remains focused on growing alongside West Michigan - supporting community initiatives and helping power a brighter future for all.



Hiring Now: Engineers and Skilled Trades

Every day, the team at JR Automation is tackling automation challenges at a global scale, building complex manufacturing systems for customers across automotive, energy, life sciences, warehousing, and more. JR Automation's business is growing, and they're looking for engineers and skilled technicians to grow with them.

With an incredible diversity of projects to tackle, JR Automation boasts a level of variety in our engineering work that's nearly impossible to find anywhere else. The work spans more than a dozen disciplines, including controls, applications, mechanical, robotics, field service, and digital simulation, among others. These highly-talented engineering teams work hand-in-hand, collaborating across disciplines to develop truly unique solutions for our customers.

While engineering drives much of the innovation, skilled trades professionals are just as essential — machine builders, electricians and fluid power technicians who turn engineered designs into fully functioning systems on the shop floor. Their craftsmanship and hands-on experience ensure every system meets rigorous standards for performance and safety.

That combination of technical depth and hands-on skill is what takes a concept from whiteboard to working system. And right now, as JRA continues to grow, we're hiring across both sides of that equation.

That growth is visible in Zeeland, where JR is building a new global headquarters — 286,000 square feet designed with collaboration, technology and employee experience in mind. With a commitment of 150 new jobs, we're getting the word out early! For anyone looking for work that's technically rigorous, varied and connected to real manufacturing challenges at a global scale, it's worth a look. Open positions are listed at jrautomation.com/careers.



58th Annual Golf Outing August 3, 2026



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Hope College Invites West Michigan Leaders to an Authentic Leadership Retreat

By Shonn Colbrunn

The best leaders didn't get there by simply working harder. They got there by knowing themselves well — their strengths, their blind spots, what drives them and what depletes them. That kind of self-knowledge is increasingly hard to cultivate at the pace of everyday leadership.

That's the conviction behind Lead with Hope: Authentic Leadership Retreat, a 2.5-day immersive experience hosted on Hope College's historic campus in Holland, Michigan, October 4-6, 2026.

This Isn't Another Leadership Training

It's a retreat in the truest sense — a space to pause, reflect and realign with who you are when you're leading well. Most leadership programs load you up with new skills. This one helps you reconnect with what you already have — and figure out why you're not always using it.

Using the Hogan Leadership Suite — the same scientifically validated assessments trusted by organizations worldwide — you'll get a clear-eyed look at what you bring to your leadership role and what may be getting in your way. You will:

- Discover your authentic leadership signature through personalized Hogan assessment results
- Reflect on your strengths, values and shadow sides in a supportive community of peers
- Reconnect with your deeper purpose and calling as a leader
- Renew your energy and perspective for the leadership journey ahead
- Leave with individualized development strategies and access to follow-up coaching

And the science supports it. Research consistently shows that leaders with high self-awareness lead higher-performing teams — with measurable gains in satisfaction, commitment and results. When you know yourself better, the people around you work better too.

Cohorts are intentionally small — 8 to 15 leaders — so the conversation stays real.

Meet the Facilitator and Presenters

The retreat is facilitated by Dr. Ryan J. White, Associate Dean for Leadership Development at Hope College — a Hogan-certified practitioner with a doctorate in Educational Psychology and over a decade of experience helping leaders do the hard, clarifying work of knowing themselves — and leading with that clarity.



The retreat also features guest presentations from Hope campus voices, such as:

- Matthew Scogin, President of Hope College
- Dr. Marcus Fila, Associate Professor of Management and Director of the Leadership minor
- Becky Schmidt, NCAA DIII National Champion Head Volleyball Coach
- Mary Battle Stump, Director of Hope's Center for Leadership

Is This for You?

If you're carrying real responsibility, moving fast and wondering when you last had space to think clearly about how you're leading — this retreat was designed for you. Mid-to-senior professionals, team leaders and emerging executives in business, healthcare, education, nonprofit and ministry settings all share this need. So does any leader drawn to values-based leadership, honest self-reflection and human-centered impact.

Book Now for October. Limited Space.

Our next retreat date available in 2026 will be October 4–6. Space is intentionally limited to 8–15 participants per cohort.

Pricing: \$2,400 (lodging included) | \$1,950 (without lodging).
Registration deadline: Sept. 10, 2026

Nonprofit leaders receive 25% off registration.

Ready to take the next step? Reach us at hope.edu/lead | leadership@hope.edu | 616.395.7950

Backed by Hope College's 150+ year tradition of combining excellence with character.





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