

Catalyst

Convener

Champion

Chamber
of the Year

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THIS YEAR WE CELEBRATE BEING NAMED THE OUTSTANDING CHAMBER OF THE YEAR FOR THE STATE OF MICHIGAN. As noted in our core value to “Think Big and Be Great,” we are an aspirational organization, and distinctions such as this one help validate that we are putting our time and resources in the places that matter. We make it our mission to connect people and businesses together for personal and professional development, to share tools and information for business success, and to provide opportunities for our member businesses to gain visibility and greater exposure.

As the President of the West Coast Chamber, I lead a team that is passionate about being a Catalyst, Convener and Champion for our thriving business community. We take pride in looking back over a successful year and look forward to a new year of creating more opportunities to learn, to grow and to build the businesses that keep our community strong.

Best,

Jane Clark
Jane Clark

Chamber of the Year

MICHIGAN OUTSTANDING CHAMBER OF COMMERCE

This year, Thinking Big and Being Great is one core value that helped set the stage for the West Coast Chamber's recognition as the "Michigan Outstanding Chamber of Commerce" award from Michigan Association of Chamber of Commerce Professionals (MACP).

"The Michigan West Coast Chamber of Commerce received this award based on its accomplishments in leadership and governance, financial stewardship, business advocacy and member programming," said Anita Lindsay, Director for MACP. "Among the chamber's noted achievements were its accomplishments including accreditation by the US Chamber of Commerce, a results-focused orientation and re-thinking of its workflow, innovative membership and communication programs, and its leadership in statewide and

community advocacy. The visionary work from the West Coast Chamber and its efforts to support its members are remarkable for the region and set a gold standard for other chambers in the state." The West Coast Chamber received a total of 95 out of 100 points for their application, which is the highest score ever given to the winner of this award.

This recognition is an award for the entire West Coast Chamber team, from staff to Board to Ambassadors. Our team works very hard to keep our members' needs front and center, which drives us to stay ahead of the curve in providing exceptional service and innovative programming and communications. This honor affirms that we are doing great things for the good of our members and our community.



“I think our Chamber is the best!”

The main thing I'm looking for out of the Chamber is indirect value, meaning that I think a healthy Chamber is a critical piece of a healthy community. The value we receive isn't as important as the bigger picture value that's created by having an amazing community.”

RODGER PRICE
LEADING BY DESIGN

“The Chamber is the best value proposition in our community if you are a business owner.”

DAVID SLIKKERS
TIARA YACHTS

Catalyst

THE CHAMBER IS A CATALYST FOR BUSINESS GROWTH AND DEVELOPMENT.

What is a Chamber? What do you do here? This is not an uncommon question when visitors stop into the bright Chamber atrium. One of our favorite examples of this is when a classroom of kindergartners from Black River Public School came to visit and to learn about what a Chamber does. They went back to school and wrote us thank you notes about what they learned on their field trip, and even put on their own Chamber of Commerce play.

One of the first things visitors hear is that the Chamber works closely with our members to help them reach their business goals. Providing opportunities to promote their brands is one way the Chamber supports small businesses in our community. Spotlighting our New Members, Ribbon Cutting Celebrations and West Coast Cash

merchants in our magazine and on social media amplifies their stories to all of the Chamber's Connect readers, website viewers and social media followers.

Providing educational programs and opportunities to connect is another way that the Chamber supports business leaders and their teams in pursuing professional development opportunities. Power Networking events offer expert coaching on maximizing opportunities to connect. Leading Edge Workshops provide hands-on learning in areas such as human resources, marketing and networking skills. Wake Up West Coast breakfasts feature presentations from local and national leaders who share insights on current business trends and best practices.



Board of Directors 2019-2020

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NICHOLAS KASSANOS

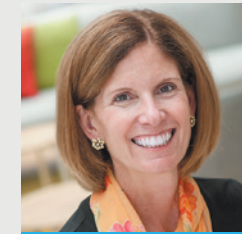


KERI MCCARTHY
DISHER



JENNIFER OWENS
LAKESHORE ADVANTAGE

Staff



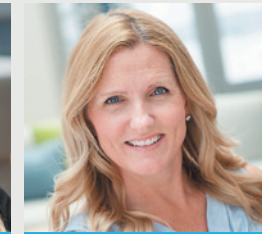
JANE CLARK
PRESIDENT



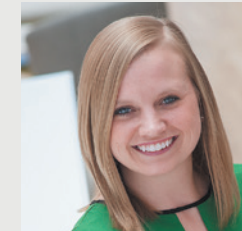
JODI OWCZARSKI
VICE PRESIDENT



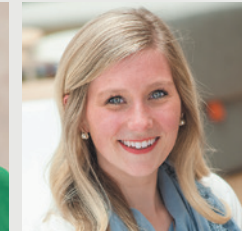
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CAROLINE MONAHAN
DIRECTOR OF MARKETING
AND COMMUNICATIONS



COLLEEN SCHIPSI
PROGRAM MANAGER



KEEGAN AALDERINK
MEMBER ENGAGEMENT
COORDINATOR



SHERI VAN LOO
DATA & ACCOUNT
COORDINATOR



“A really wonderful group of professionals!

Loved being able to chat about the issues that we are ALL facing. It is a great reminder that no one is alone in their challenges! Thanks to the Chamber for a great event!”

RACHEL DION
CLATTER CREATIVE PROMOTIONS

“Enjoyable times to meet colleagues and make new friends within the business community. Everyone I meet at Chamber functions is glad to meet you!”

ROBERT SUMRALL
HUTT TRUCKING

Convener

THE CHAMBER IS A CONVENER OF LEADERS AND INFLUENCERS.

Bringing members together to discuss issues that affect our community is one way that the Chamber makes a positive impact. Monthly Governmental Affairs Breakfasts and Premier Legislative Events provide opportunities for members to connect face to face with elected officials and policy makers and to have a voice in issues that impact their businesses.

In 2019 we convened roundtable discussions between our members and U.S. Senator Gary Peters and U.S. Congressman Bill Huizenga to discuss trade, tariffs, immigration, healthcare and financial services policies. We also welcomed Michigan's new Lt. Governor Garlin Gilchrist II to our office to meet with members and introduce policies of the newly elected administration.

By opening doors for conversations, we help our members build key relationships.

Providing opportunities to connect within the context of smaller groups is how the Chamber helps members share best practices within specific industries and focus areas. Network at Lunch events are convenient one-hour events that bring together professionals wanting to share about their business and make connections. Affinity Groups engage members in small groups segmented by business industry, job description, geographic location, mission and management profile. No one understands what you do better than someone in a similar role or industry, and the Chamber helps make those connections.



Count it.

AT THE CHAMBER WE'RE FOND OF SAYING "WHAT GETS MEASURED GETS DONE." DATA IS A CORE COMPONENT OF THE ENTREPRENEURIAL OPERATING SYSTEM (EOS), WHICH IS OUR METHOD FOR STRATEGIC PLANNING AND OPERATIONS.

\$705,386

TOTAL MEMBERSHIP REVENUE FROM NEW AND RENEWING MEMBERS

128

NEW MEMBERS JOINED THE CHAMBER IN 2018-2019!

\$346,000

TOTAL REVENUE FROM SPONSORSHIPS
29 companies support the mission of the Chamber as Premier Partners.

\$476,067

TOTAL PROGRAM AND EVENT REVENUE

171

NUMBER OF REMARKABLE EVENTS AND RIBBON CUTTINGS DELIVERED BY THE CHAMBER STAFF THIS YEAR

19

NUMBER OF MEMBERS WHO PURCHASED OUR NEW UPGRADED RIBBON CUTTING PACKAGES
This option allows members to gain additional exposure for their special event via our email and website marketing assets. This program was new in September of 2018 and continues to grow in popularity and revenue.

\$289,200

AMOUNT OF WEST COAST CASH PURCHASED BY CORPORATIONS AND COMMUNITY MEMBERS IN THE 2018-2019 FISCAL YEAR
All of this money stays in our community and supports local small businesses.

WE ARE DEDICATED TO THE STUDY OF DATA TO HELP US MAKE DECISIONS ON HOW TO BEST SERVE OUR MEMBERS. HERE'S A SNAPSHOT OF OUR 2018-2019 FISCAL YEAR.

116,831

VISITS TO OUR WEBSITE, WWW.WESTCOASTCHAMBER.ORG

74,774

NUMBER OF PEOPLE WHO VISITED OUR WEBSITE

84,470

ENGAGEMENTS WITH OUR FACEBOOK POSTS

1,016

TOTAL FOLLOWERS ON OUR INSTAGRAM PAGE
This number grew from 260 in July of 2018, thanks to our strategic social media campaigns.

48

AMBASSADORS ON OUR ROBUST VOLUNTEER TEAM, helping us to welcome new members and stay connected to our 64,000 Chamber member representatives.

847

GRADUATES OF THE WEST COAST LEADERSHIP PROGRAM, which celebrated its 30th Anniversary this year.

4

NUMBER OF AWARDS CELEBRATED BY THE CHAMBER THIS YEAR, including Michigan Outstanding Chamber of the Year, National Excellence in Communications Award, and industry awards for the design and construction of the renovated Chamber building, won by GMB Architecture + Engineering (regional award) and Lakewood Construction (regional and national awards).

“The Chamber offers very practical, value-added events.

Members helping members become better, with Chamber as connector/coordinator. So appreciative that the Chamber also sets such a great EOS example for others.”

BRAD HAVERKAMP
CHEMICAL BANK

“I love that the Chamber has taken the initiative to provide opportunities for professional women to connect. Conversations are positive and I always learn something new from others!”

ELISA HOEKWATER
MACATAWA AREA EXPRESS TRANSPORTATION AUTHORITY

Champion

THE CHAMBER IS A CHAMPION FOR A THRIVING COMMUNITY.

Thriving communities don't just happen. Rather, they are the result of smart planning, collaboration and dedication to driving solutions. The West Coast Chamber is uniquely positioned at the crossroads where private, public and non-profit sectors meet. This gives us the ability to identify community opportunities and challenges and to keep our members informed and involved in making this a great place to live and work.

Our members understand that one of the greatest reasons to support our Chamber is that a strong chamber = strong businesses = a strong community. As a pro-business advocate, the Chamber helps to develop strategic partnerships that benefit business retention and growth, workforce development, entrepreneurship, and

transportation and housing initiatives. We celebrate and spotlight leaders that elevate the conversations about diversity and inclusion in our community, and have a 30-year history of developing informed and empathetic community advocates via the West Coast Leadership Program.

We understand that being a member of a community means investing in the health and well-being of all who live here, and that our members are looking for avenues to give back to our community. In May 2019, we brought members together to support the missions of non-profit organizations in our community at our first annual Community Impact Day. Our members asked, and we delivered: a new member engagement program that focuses on giving back to the community.



Ambassadors

- | | | | |
|---|---|---|---|
| JULIE ABEL
JABBERDESIGN MOBILE APP DEVELOPMENT | LINNEA FRERIKS
COMFORT KEEPERS | TABITHA LOHR
LOHR MARKETING | JENNIFER REEVES
GILL STAFFING |
| PATRICK AVERY
BEST VERSION MEDIA | JOANNA GONZALES
ALLEGRA MARKETING / PRINT / MAIL | DREW McCLEAN
ROTARY CLUB OF HOLLAND | KRISTOPHER REINHARDT
EDWARD JONES / KRISTOPHER REINHARDT, FINANCIAL ADVISOR |
| BILL BADRAN
BANDA TECH SOLUTIONS | JOE HARBOTTLE
CRANE'S PIE PANTRY RESTAURANT AND WINERY | JANET McNAMARA
JANET MCNAMARA, REALTOR | DAN ROBERTSON
CHEMICAL BANK |
| ROBIN BARTELLS
GORDON WATER SYSTEMS | BARB HERMANSON
SERVPRO OF HOLLAND / W. OTTAWA COUNTY | ANDREW MIDGLEY
PRIVATE MORTGAGE WHOLESALE | TIM SCHREUR
SCHREUR PRINTING & MAILING |
| JIM BAUM
PNC BANK | NOLAN KAMER
NOLAN KAMER AGENCY / FARM BUREAU INSURANCE | RUSS MILLER
ROTARY CLUB OF HOLLAND | THOMAS SHARWARKO
WHITEFORD WEALTH MANAGEMENT |
| LAUREN BOKER
BEST VERSION MEDIA | RAEHEL KAMPHUIS
THE INSURANCE GROUP | JERRY MORLOCK
STAFFING INC. IN HOLLAND | SHELLY SHEPARD
COLDWELL BANKER WOODLAND SCHMIDT |
| MICHELE CHANEY
CONSUMERS CREDIT UNION | STACY SEGRIST KAMPHUIS
THE INSURANCE GROUP | KEVIN O'KEEFE
CHEMICAL BANK | PENNY SHUFF
SECOND ACT |
| TRICIA CRANMER
HOPE COLLEGE | CHERYL KILINSKI
RE/MAX LAKESHORE | ALEXANDER OVERBEEK
ROBERT W. BAIRD & CO. | LORI SWEENEY
EXCLUSIVE MARKETING CONCEPTS |
| STEVE DARROW
DE BOER, BAUMANN & COMPANY | ARIS KNITTER
FIVE STAR REAL ESTATE LAKESHORE | JOHN PASQUINELLI
FIFTH THIRD BANK | TY TANIS
COLLIERS INTERNATIONAL |
| WAYNE DEBRUYN
BAIRD | REBECCA LAMPER
COMMUNITY CHOICE CREDIT UNION | STEVE PEMBLETON
PEMBLETON HR CONSULTING | KIM VANDERMOLEN
LAKESHORE FAMILY CHIROPRACTIC |
| DARLENE DEWITT
CONSUMERS CREDIT UNION | HOPE LESPERANCE
EDWARD JONES / HOPE LESPERANCE, FINANCIAL ADVISOR | LACIE PERKINS
WM BENEFIT STRATEGIES | BRIA WAGNER
FIVE STAR REAL ESTATE LAKESHORE |
| CAMERON DOLBOW
EDWARD JONES / CAMERON DOLBOW, FINANCIAL ADVISOR | JESSE PRINS
FIRST NATIONAL BANK OF MICHIGAN | RAYNETTA PRAEST
FIVE STAR REAL ESTATE LAKESHORE | ANDREW WHITE
HIGHER HEALTH CHIROPRACTIC OF HOLLAND |
| BRITTANY DOLLY
DE BOER, BAUMANN & COMPANY | DAVID PURNELL
DP CREATIVE AUDIO | DONALD WILKINSON
LAKESHORE HABITAT FOR HUMANITY | |
| SHANNON DYKSTRA
WEST MICHIGAN LAW | | | |



Sponsors

PLATINUM SPONSOR



SMALL BUSINESS FINANCE PARTNER



COMMUNITY CHAMPION PREMIER PARTNER



GOLD SPONSOR / PREMIER PARTNER



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MICHIGAN
WEST COAST
CHAMBER OF COMMERCE

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