

# the Chamber News

A publication of the Grand Rapids Area Chamber of Commerce  
March 2011 | Vol. 11 | No. 03

## Governor Snyder to Address Chamber April 11

We look forward to welcoming Governor Rick Snyder back to Grand Rapids for a special luncheon event! Mark your calendar for Monday, April 11, and plan to attend as our new governor shares his vision for Michigan and the role the West Michigan business community will play in the state's continuing recovery. As a venture capitalist and former CEO, Governor Snyder understands the important role job providers play in the revitalization of Michigan.



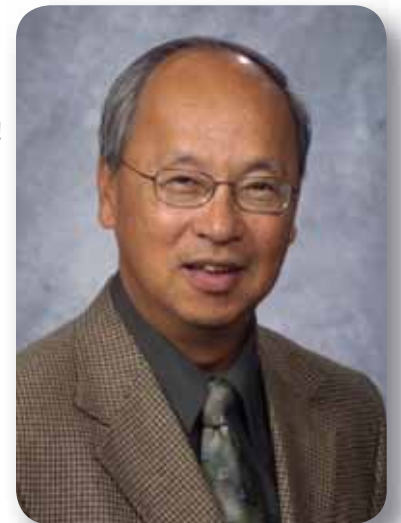
Chamber members are also invited to attend a VIP reception before the event to support the Friends of West Michigan

*Continued on p. 3*

## Bing Goei Named Diversity Visionary Award Recipient

Business and community leader Bing Goei, CEO of Eastern Floral and The Goei Center, has been named the Grand Rapids Area Chamber of Commerce's 2011 Diversity Visionary Award recipient!

A successful member of the Grand Rapids business community for nearly 40 years, Mr. Goei is a community leader with a passion and vision for an inclusive community. He is a tireless champion for economic opportunity and inclusion of all people. In 2009, he founded the International Center for Entrepreneurial Excellence at The Goei Center, a business incubator that provides collaborative space and other resources for minority- and woman-owned businesses.



Mr. Goei's leadership has also had significant impact on community organizations and initiatives, including the Multiracial Association of Professionals, Coalition for Racial and Ethnic Diversity, and the City of Grand Rapids' Community Relations Commission.

"The field of finalists for the Diversity Visionary Award was extremely competitive," said Jeanne Englehart, President and CEO of the Chamber. "But the selection committee was particularly impressed with Bing's passion and decades-long commitment to inclusion and his leadership on diversity issues in the community.

The Diversity Visionary Award is given to a person or organization that demonstrates excellence and commitment to fostering diversity and inclusion, innovative leadership in improving cultural competency and the ability to elevate and encourage ongoing efforts that contribute to a pluralistic and welcoming community.

"I am greatly honored and humbled to receive this prestigious award and thank the past recipients for their work as champions of diversity," said Goei. Past recipients include Robert Woodruff, former president of D&W Food Centers, Steelcase CEO Jim

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# MAP NOTES

## Employers: Need help retaining your diverse workforce?

The Multiracial Association of Professionals (MAP) is connecting newly relocated professionals of color to the Grand Rapids community by providing a "New Employee Connection Luncheon."



Over a casual lunch on March 9 at Bistro Bella Vita, your employees will meet and build personal relationships with MAP members of color as they highlight and identify goods and services that cater to racial and ethnic minority communities.

To register, visit [www.grandrapids.org/map](http://www.grandrapids.org/map) or contact Farris Withers at 616.771.0320 or [withersf@grandrapids.org](mailto:withersf@grandrapids.org).

## Summer Minority Intern Reception

MAP will host an information session March 10 to discuss plans for the annual Summer Minority Intern Reception. If you are responsible for your company's intern recruitment and management, or inclusion activities you should register to attend.



Area interns get connected to each other and members of the Grand Rapids business community at the annual Summer Minority Intern reception.

For more details visit [www.grandrapids.org/map](http://www.grandrapids.org/map) or contact Farris Withers at

616.771.0320 or [withersf@grandrapids.org](mailto:withersf@grandrapids.org).

## The Chamber News Editorial Policy

Articles written by outside authors do not necessarily reflect the view or position of the Grand Rapids Area Chamber of Commerce. The position of the Chamber will be clearly stated.

The Chamber reserves the right to reject advertising based on content and does not accept advertising that conflicts with a position of the Chamber.

The advertising of products and services in The Chamber News does not necessarily represent endorsement by the Grand Rapids Area Chamber of Commerce.

The Chamber News (USPS 357-010) is published monthly by the Grand Rapids Area Chamber of Commerce, 111 Pearl St. NW, Grand Rapids, MI 49503.  
p: 616.771.0300 | f: 616.771.0318 | w: [www.grandrapids.org](http://www.grandrapids.org)

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Second Class Periodical Postage Paid at Grand Rapids, MI.  
POSTMASTER: Send address changes to The Chamber News at the address above



# RIBBON CUTTING

Congratulations to the following Chamber member who recently had reasons to celebrate! If you have a groundbreaking, grand opening, product launch event or other reason to celebrate, Visit [www.grandrapids.org/ribbon-cuttings](http://www.grandrapids.org/ribbon-cuttings). We even bring giant scissors!



Avanti Law Group, PLLC held an open house and ribbon cutting event to celebrate the relocation of their offices to 600 28th St. SW in Wyoming.

**COMCAST CONNECTS MICHIGAN BUSINESS TO THE WORLD OF TECHNOLOGY.**

Comcast Business Class offers Grand Rapids Chamber of Commerce members special discounts on the latest communication technology to help businesses save money and increase productivity.

**Comcast Business Class Internet, Phone and Voice**

Grand Rapids Chamber Members get up to **3 MONTHS FREE** service with a 3-year contract.

Call Jessica at **1-877-686-4484** or visit us online at [business.comcast.com/grandrapidschamber](http://business.comcast.com/grandrapidschamber)

**Comcast BUSINESS CLASS**

Minimum three-year contract required. Early termination fees apply. Service subject to Comcast Business Class Service Order Agreement and General Terms and Conditions. Call for restrictions and complete details. ©2011 Comcast. All rights reserved.

# New benefit: online daily deals for Chamber members!

Not every “daily deal” site is local... or a Chamber member. So we have decided to partner with Grand Rapids-based Hop In Deals to bring Chamber members a new benefit: EXCLUSIVE discounts and advantages other businesses do not receive through [www.HopInDeals.com](http://www.HopInDeals.com), with ads being absolutely free.

As we continue in our efforts to stimulate commerce and connect our members with the community, we are confident that Hop In Deals is a great fit for us and our members. This type of advertising (similar to the national organizations Groupon or Living Social) helps you get your name out in the community, generate foot traffic, introduce a new product, and expand your brand and customer base.

“Running an ad is easy and free—you pay only when you get results,” says Dan DeKorne, co-owner of Hop In Deals. “This paid-by-performance advertising model is well-known on the national level, but we keep everything local and invest back in our own community. The Hop In Deals team are active members of the Chamber, we know our community well, and we want to see local businesses prosper.”



Here's how it works:

- You create a customized deal
- Hop In Deals publicizes your deal through their e-mail and social media channels.
- Customers buy your deal, driving business to your door. The number of purchasers is capped so you don't have more people redeeming the deal than you can handle.
- You receive 60% of the coupon sales.

For example, Merchant A, a Chamber member, contacts Hop In Deals and wants to offer a coupon: \$25 for \$50 worth of merchandise. When it is offered, 100 people buy

the coupon, netting \$2,500. Merchant A will receive \$1,500 of the coupon sales from Hop In Deals.

“Part of what the Chamber does is help businesses grow. This partnership is a great way to help drive motivated customers straight to our members,” says Jeanne Englehart, President & CEO of the Grand Rapids Area Chamber of Commerce.

To learn more, e-mail [GRChamber@hopindeals.com](mailto:GRChamber@hopindeals.com) or call 877-HOP-2030. In the meantime, “like” Hop In Deals on Facebook, follow them on Twitter and sign up to receive their deal e-mails.

## Gov. Snyder, from page 1

Business, the Chamber's political action committee, which is dedicated to supporting pro-business candidates at all levels of government.

Date | Monday, April 11

Time | 11:45 a.m. - 1:30 p.m.

Location | Ambassador Ballroom, Amway Grand Plaza Hotel

Cost | \$50 for Luncheon

\$100 for VIP Reception (personal funds only, payable to Friends of West Michigan Business; does not include luncheon)

To register, please call the RSVP Hotline at 616.771.0303 or visit [www.grandrapids.org/govluncheon](http://www.grandrapids.org/govluncheon).

## Sponsor this event!

Sponsorship is a great marketing tool, positioning your company as a leader in the Grand Rapids business community.

Corporate tables and event sponsorship opportunities are available, ranging from \$200 to \$5,000. Sponsorships include reserved seats at the event, table signage, recognition in the event program, and more.

Contact Leslee Fritz at 616.771.0357 for specific sponsorship levels and benefits. While sponsorships are available up to the day of the event, some must be secured by March 15, to ensure your company logo appears on event invitations.

## Visionary Award, from page 1

Hackett, Cascade Engineering and Warner Norcross & Judd, LLP.

Mr. Goei will accept the award at the Diversity Visionary Award Celebration on March 29. The dinner begins at 5:30 p.m. and will be held in the Amway Grand Plaza Hotel's Ambassador Ballroom.

The event will also feature a keynote from Georgianna Melendez, co-director

of the Commonwealth Compact, a Massachusetts initiative established to make that state a world leader in diversity and inclusion. Ms. Melendez will speak about the development of the statewide initiative, why more than 200 organizations—including some of the state's largest businesses—have signed on to be a part of the collaboration and the benchmarking tool they use.

All Chamber members are invited to attend the Diversity Visionary Award

Celebration! The Chamber member price is \$60 per person, future-member price is \$75, and corporate tables of 10 are available for \$750. Call 616.771.0303 or visit [www.grandrapids.org/visionary-award.com](http://www.grandrapids.org/visionary-award.com) to register.

Show your support of diversity initiatives in the community by sponsoring this event. Contact Leslee Fritz at 616.771.0357 or [fritzl@grandrapids.org](mailto:fritzl@grandrapids.org) for information.



Plans to cover groups and individuals.

A promise to cover everyone.

We have a broad range of group plan options, including PPO, Flexible Blue (HSA), HMO, Dental and Vision. We also offer affordable individual health care for you and your family, at any stage of your life.

Blues group and individual members have unparalleled statewide and nationwide access to the doctors and hospitals they need.

We accept everyone, regardless of medical condition and will never drop your employees for health reasons. Our nonprofit mission means you can trust us to put your needs first instead of paying dividends to stockholders. We reinvest in health care for Michigan.

Because Michigan is our home.



To learn more, call the Grand Rapids Area Chamber of Commerce at 616-771-0300.

## Thank You, Spring Facilitators!



The Chamber of Commerce and the CEO Roundtable Program Steering Committee want to thank the Spring 2010–2011 facilitators for volunteering their time to ensure the ongoing success of this program. We appreciate your efforts and thank you for your contribution.

David Fernstrum,

*Mika Meyers Beckett & Jones PLC*

Steve Hickel, *Kore / Hi Com, Inc.*

Don Jansma, *Edward Jones*

John Karle, *Crosby & Henry, Inc.*

Bob Koch, *Rim Guard, Inc.*

Rhoda Kreuzer, *Partners in Action, Inc.*

Brian Mulder, *Westwind L.L.C. - The Entrepreneur's Source*

Mike Noordyke, *Trivalent Group*

Tom Oakes, *Royal Securities Co.*

Karen Scarpino, *Promotional Impact/ Green Giftz*

Randy Sherwood, *Sales Performance Plus*

David Smith, *The Employers' Association*

Joy Spahn,

*Alzheimer's Association-Greater MI*

*Chapter/West MI Region*

Thomas Spahn,

*Human Resources Associates, P.C.*

Michele Suchovsky,

*VSA Michigan- Grand Rapids*

### Time to enroll in the Spring Series!

Visit [www.grandrapids.org/ceo-roundtable-program](http://www.grandrapids.org/ceo-roundtable-program) to download registration information, and return it to the Chamber. The spring session will begin with a mandatory orientation in late March and the first meeting with your roundtable will be in April. The CEO Roundtable Program requires a one-year commitment, and has a cost of \$60. Please contact Bridget Meyers at [meyersb@grandrapids.org](mailto:meyersb@grandrapids.org) or 616.771.0342 for more information.

## Accident Fund Program Helps Your Bottom Line

### Members to receive \$572,600 in dividends

Workers' compensation insurance is just one of the expenses employers must figure in to the cost of doing business. Put your membership to work for you—join the Chamber Group insurance program through Accident Fund Insurance Company of America and make it a smaller part of your budget!

The Chamber's Accident Fund program not only offers up-front savings, but also makes your businesses eligible for dividends. Since the Chamber group continues to be one of the strongest performing groups in the state, group members will soon have a windfall with a dividend of 11% of premiums being returned to them this year. In all, this Chamber program is putting \$572,600 into members' pockets this month!

This Group Program is offered exclusively to Chamber members and entitles you to the following benefits:

- 5% up-front savings on your premium
- Dividend eligibility based on group performance
- No minimum premium to qualify
- Convenient billing options
- Loss prevention tools

Want to learn more about this member benefit? Contact Mark Allen at 616.771.0348 or [allenm@grandrapids.org](mailto:allenm@grandrapids.org) for additional information or an agent referral.



Theresa Ross of Accident Fund (center) recently presented a check for member dividends totaling more than \$572,600 to Chamber President & CEO Jeanne Englehart (left) and Chief Operations Officer Laurie Forte.

## We Want Your Membership Referrals!

Would you like to attend the Business Exchange Luncheon for free? How about \$50 off your registration for The Chamber Open in June? You can earn a \$50 credit to attend a Chamber event through our member referral program, back by popular demand!

All you have to do is let us know of businesses you work with who are missing out on the benefits of Chamber membership. Visit [www.grandrapids.org/referral](http://www.grandrapids.org/referral) to complete your referral form, and if your referral joins, you receive a \$50 credit toward Chamber programs or events.

## April Business After Hours to feature IT Expo

Information Technology will be the focus of the fourth Business After Hours Expo, to be held Thursday, April 21. Not only will you get to experience the great networking that comes with every Business After Hours event, but you'll also get to know and learn from member businesses offering the latest and greatest IT products and services.

### Become an Exhibitor!

Whether your objective is to develop sales leads, demonstrate and introduce new products, enhance your company image, get customer feedback, or qualify a certain amount of new sales leads, make your plans to exhibit and attend the Business After Hours IT Expo. Here's why:

- **Meet Chamber Members.** The Business After Hours IT Expo is your one opportunity to bring your business face to face with dozens of Chamber members. Where else can you see so many Chamber members in one evening?
- **Promote.** Showcase your company in a unique business environment.
- **Connect.** Touch base with your established customers. You can talk about new products, renew your relationships and thank them for their business.
- **Follow Up.** We understand the importance of follow up, so we provide you with a list of attendees allowing you to begin following up immediately after the show. Don't let your leads get cold! Be prepared to close the sale.

Cost to exhibit is only \$35 for Chamber members, and space is limited. Register to become an exhibitor by visiting [www.grandrapids.org/business-after-hours](http://www.grandrapids.org/business-after-hours). Deadline to reserve your exhibit space is Friday, April 8.

**Date** | Thursday, April 21

**Time** | 5:30 – 7:30 p.m.

**Location** | Crossroads Banquet & Conference Center,  
6569 Clay Ave. SW

**Cost** | Free to attend, \$35 to exhibit

**About in-kind Sponsor Crossroads Banquet & Conference Center:** *Crossroads Conference Center is a premier venue for hosting full-service conferences, business meetings and special events. The modern facility embraces elegance, high-tech communications and delectable food selections to assure your event is an absolute success. Technology upgrades within the facility include video conferencing capabilities and higher bandwidth for internet connectivity to allow multiple users to connect simultaneously with ease. From business meetings to weddings, Crossroads is YOUR place for success. Visit [www.crossroadsbanquet.com](http://www.crossroadsbanquet.com) for more information, or give them a call to host your next event!*

## ATHENA Scholarship Applications now available

The ATHENA Scholarship program supports women over 30 who are working toward their college degree. These scholarships are unique in that they can be used for whatever helps a woman achieve her academic goals, whether that's tuition and books or childcare and transportation expenses.



Six women over 30 who have returned to school were awarded ATHENA Scholarships in 2010.

"Because of the ATHENA Scholarship, I will be able to victoriously complete my program at Calvin Theological Seminary," says Regina Riley, a scholarship recipient in 2010. "I was able to upgrade my technology and was relieved of significant financial stress that is usually inevitable in higher education."

This marks the 11th year of the ATHENA Scholarship program in Grand Rapids! In that time, scholarships totaling more than \$35,000 have been awarded. If you know an area woman who could benefit from this scholarship, please encourage her to pick up an ATHENA Scholarship application at her college or university's financial aid office or download it at [www.grandrapids.org/athena-scholarship](http://www.grandrapids.org/athena-scholarship). Deadline to apply is May 6, 2011. The 2011 Scholarship is sponsored in part by:



# NEW!

The Chamber News has **new** ad sizes and options for advertising.

Call 616.771.0357 for advertising information.

## Ambassador of the Month



Cindy Locklin, President & CEO of commercial janitorial company Busy Bea's Services, Inc., has taken the prize as January's Ambassador of the Month!

Cindy earned Ambassador points by reaching out to 11 Chamber members during the month to be sure they were aware and taking advantage of the many Chamber benefits available to them. She also welcomed a new member to the Chamber with a personal visit to deliver their new member kit, and worked greeting members at Chamber events such as the Annual Meeting.

"I have met so many great people through the Chamber," says Cindy, who uses many Chamber members as vendors for her business. "It's great to have that network of support."

Cindy says she has also enhanced her knowledge of Diversity and Government Affairs and met members who inspire her to reach the goals she has set for her company. "I have benefitted in a short time from my Chamber Membership beyond what I ever expected to gain from any organization," she says.

In addition to her role as a Team Captain with the Ambassadors Club, Cindy is the Vice Chair of Corporate Social Responsibility with the West Michigan Sustainable Business Forum, serves on the Golf Committee with Commercial Alliance of Realtors, and is an eight-gallon donor with MI Blood. Cindy has also been the Vice President for two years and Treasurer for one year of the Grand Rapids Red Project.

# CCL Annual Fundraiser set for April 20

## Event to feature Distinguished Community Trustee and new Uncommon Greatness Award

The Center for Community Leadership (CCL) challenges the participants of its programs and events to "Imagine a community where..." to harness the creativity and energy of those who want to make this a better community for everyone.



Grand Rapids is recognized across the state as a community that gets things done. This community's style of leadership and service incorporates a systems approach that includes everyone in the decision-making process and engages every resource to address challenges and take advantage of opportunities. CCL emphasizes this style of community leadership in all of its programs and is bringing together more people than ever to ensure Grand Rapids has a bright future.

Each year, the Center for Community Leadership hosts an annual fundraiser to help provide scholarships for its leadership programs. This event includes honoring an individual whose service on behalf of the Grand Rapids area embodies its mission to engage and develop an effective and diverse network of community trustees – leaders serving for the betterment of the entire community. They are presented with the Distinguished Community Trustee Award, and past recipients include Mayor George Heartwell, The Right Place President Birgit Klohs, Rockford Construction founder John Wheeler and community educator and activist Betty Burton Groce.

Starting this year, CCL will also honor an initiative which has helped create an area of "uncommon greatness" within the Grand Rapids community. This initiative will be recognized for mobilizing a diverse network of leaders working collaboratively across many systems and organizations in order to provide access to resources and/or changes in our approach to solving persistent community challenges.

CCL enhances and connects leaders and prepares them for a deeper level of community service. Its programs are integral to keeping Grand Rapids the vibrant community it has become. Please join us for this special annual event to honor the recipients of the 2011 Distinguished Community Trustee and inaugural Uncommon Greatness Awards.

**Date** | Wednesday, April 20

**Time** | 5:30-8:30 p.m.

**Location** | Frederik Meijer Gardens & Sculpture Park, 1000 East Beltline NE

**Cost** | \$55/person

To attend the event, please contact Alexis Rangel at [rangela@grandrapids.org](mailto:rangela@grandrapids.org) or 616.771.0354.

Event sponsors:



# Register Today for These Upcoming Chamber events!

## To Register

Unless otherwise noted, register for events by calling the Chamber's RSVP hot line at 616.771.0303 (please have your credit card information handy when you call) or online at [www.grandrapids.org](http://www.grandrapids.org). Please call 616.771.0300 with questions about events. Special needs: Vegetarian meals are available, please let us know your dietary requirements when registering. Reasonable arrangements for people with disabilities will be made if requested in advance. Registration and Cancellation Policy: Prepayment of events is required and guarantees a reservation. Cancellations must be received at least two business days prior to an event to be eligible for a full refund. No-shows will be billed.

## March

### 2 | Chamber Member Orientation

Learn to use your membership to its fullest! Event sponsored by Accident Fund Insurance Company of America.  
Time | Noon – 1 p.m.  
Location | Chamber Offices, 111 Pearl St. NW  
Cost | Free, includes lunch



### 8 | West Michigan Business Day at the Capitol

Join fellow members on a bus trip to the Capitol to educate legislators and showcase the West Michigan business community. More details at [www.grandrapids.org/capitolday](http://www.grandrapids.org/capitolday).  
Time | 7:30 a.m. – 4:30 p.m.  
Location | State Capitol, Lansing  
Cost | FREE to members, \$50 to be an exhibitor at the lunchtime business expo.



### 9 | Wake up Wednesday: Leadership Skills Development



Features Max Gibbard from Davenport University's Leadership & Management Development Institute.  
Time | 7:30 – 9 a.m.  
Location | Goei Center, 818 Butterworth St. SW  
Cost | FREE for CCL Trustee Members; \$10 CCL Connector Members; \$15 Non-Members

### 9 | MAP: New Employee Connection Luncheon

See page 2 for details.  
Time | Noon – 1:30 p.m.  
Location | Bistro Bella Vita, 44 Grandville SW  
Cost | Call 616.771.0320 for details.



### 10 | MAP: Minority Intern Reception Planning session

See page 2 for details.  
Time | 8 – 9 a.m.  
Location | Chamber offices, 111 Pearl St. NW  
Cost | Free

### 10 | Business Exchange Luncheon

The Chamber's #1 networking event!  
Time | 11:30 a.m. – 1:30 p.m.  
Location | Prince Conference Center, 1800 East Beltline Ave. SE  
Cost | \$18/member-early registration, \$23/member after 5 p.m. March 4, \$23/future members (may attend once)

Sponsored by:



### 16 | Business After Hours

NOTE: This month's After Hours is on a WEDNESDAY, not the usual Thursday! Enjoy an evening of networking at the new home of Kids' Food Basket, which feeds 3,700 Grand Rapids children every day. Bring 100% fruit juice boxes to get in!  
Time | 5:30 – 7:30 p.m.  
Location | Kids' Food Basket, 2055 Oak Industrial Drive  
Cost | Donation of 100% Fruit Juice Boxes



### 22 | West Michigan World Trade Association Dinner/Speaker Series



Join us for "Japanese: Modern Myth, Reality & Practical Tips." Presented by Andrew Thorsch and Makiko Masuda of Warner Norcross & Judd, LLP.  
Time | 5:30 p.m. Cocktails, 6:15 p.m. Dinner  
Location | Watermark Country Club, 5500 Cascade Rd. SE  
Cost | \$35 WMWTA members; \$50 future members  
Sponsored by SoundOff Signal

### 28 | Breakfast with Legislators

Meet your elected officials and voice opinions on issues that affect your bottom line! Networking and facilitated question and answer sessions offer first-hand information on upcoming legislation.  
Time | 7:30 – 9 a.m.  
Location | Davenport University W.A. Lettinga Campus, 6191 Kraft Ave. SE  
Cost | \$15/members, \$20/future members or late registration



### 29 | Diversity Visionary Award Celebration

Honoring Bing Goei of Eastern Floral and the Goei Center. Please see page 1 for details.  
Time | 5:30 – 8 p.m.  
Location | Amway Grand Plaza Hotel  
Cost | \$60/members, \$75/future members, \$750/corporate table of 10

### 30 | FYI Session – Net“work”ing

Networking secrets! You'll learn about choosing events, signing up & what to bring, setting networking goals, how to break into a crowd, successful messaging when you only have 15 seconds and much more! Presented by Linda Vogl of Paychex.  
Time | 7:30 – 9:30 a.m.  
Location | Chamber Offices, 111 Pearl St. NW  
Cost | Free/Chamber members, \$15/future members

## April

### 6 | Chamber Member Orientation

Learn to use your membership to its fullest!  
Event sponsored by Accident Fund Insurance  
Company of America.

Time | 8 – 9 a.m.

Location | Chamber Offices, 111 Pearl St. NW

Cost | Free, includes continental breakfast

### 14 | Business Exchange Luncheon

The Chamber's #1 networking event! Sponsored  
by Blue Cross Blue Shield of Michigan.

Time | 11:30 a.m. – 1:30 p.m.

Location | Prince Conference Center,  
1800 East Beltline Ave. SE

Cost | \$18/member-early registration,  
\$23/member after 5 p.m. April 14,  
\$23/future members (may attend once)

### 11 | Luncheon featuring Governor Rick Snyder

Please see page 1 for details.

Time | 11:45 a.m. – 1:30 p.m.

Location | Ambassador Ballroom, Amway Grand  
Plaza Hotel, 187 Monroe Ave. NW

Cost | \$50/person. (VIP reception prior to  
luncheon is \$100/person, personal funds  
only. Does not include lunch.)

### 18 | Breakfast with Legislators

Time | 7:30 – 9 a.m.

Location | Amway Headquarters  
7575 Fulton Street East

Cost | \$15/members, \$20/future members or  
late registration

### 21 | Business After Hours & IT Expo

See page 6 for details.

Time | 5:30 – 7:30 p.m.

Location | Crossroads Banquet and Conference  
Center, 6569 Clay Ave. SW

Cost | Free to members attending, \$35 to exhibit

### 20 | Center for Community Leadership Annual Fundraiser

Please see details on page 7.

Time | 5:30 – 8:30 p.m.

Location | Frederik Meijer Gardens &  
Sculpture Park, 1000 E. Beltline NE

Cost | \$55/person

### 26 | West Michigan World Trade Association Dinner/Speaker Series

Time | 5:30 p.m. Cocktails, 6:15 p.m. Dinner &  
Speaker

Location | Watermark Country Club, 5500  
Cascade Rd. SE

Cost | \$35/WMWTA members; \$50/future  
members

### 27 | New Member Connections

Networking, exclusively for members who joined  
in February 2010 or later.

Time | 7:30 a.m. – 9 a.m.

Location | TBD

Cost | FREE, includes continental breakfast  
To register, contact Mark Allen at 616.771.0348 or  
allenm@grandrapids.org.



## Member Seminars, Events & Celebrations

### March

11 | **Overview for Planning and Starting Your Own Business** - This SCORE workshop covers what professional assistance will be needed, identifying your competition, business plans, what legal entity to incorporate as, marketing research, financing and more. \$45 for one or two people. Register at [www.scoregr.org](http://www.scoregr.org). Also offered March 16.

9 | **Speak Up & Be Effective™** - *Be an assertive communicator.* In this program, you will learn how to think on your feet, project more confidence, manage your nerves, and get your points across. 616.336.7058 to register and for more information.

22 - 23 | **Speak Up & Be Effective™** - Advanced - *Communicate with Impact.* Learn how to Communicate with impact through oral presentation skills, create focused, concise, activating messages that influence

others and projects style and presence of today's leaders. 616.336.7058 to register and for more information.

### April

11 | **Overview for Planning and Starting Your Own Business** - This SCORE workshop covers what professional assistance will be needed, identifying your competition, business plans, what legal entity to incorporate as, marketing research, financing and more. \$45 for one or two people. Register at [www.scoregr.org](http://www.scoregr.org). Also offered March 16.

19 - 20 | **Speak Up & Be Effective™** - Advanced - *Communicate with Impact.* Learn how to Communicate with impact through oral presentation skills, create focused, concise, activating messages that influence others and projects style and presence of today's leaders. 616.336.7058 to register and for more information.

# THE SUSTAINABILITY SPOTLIGHT

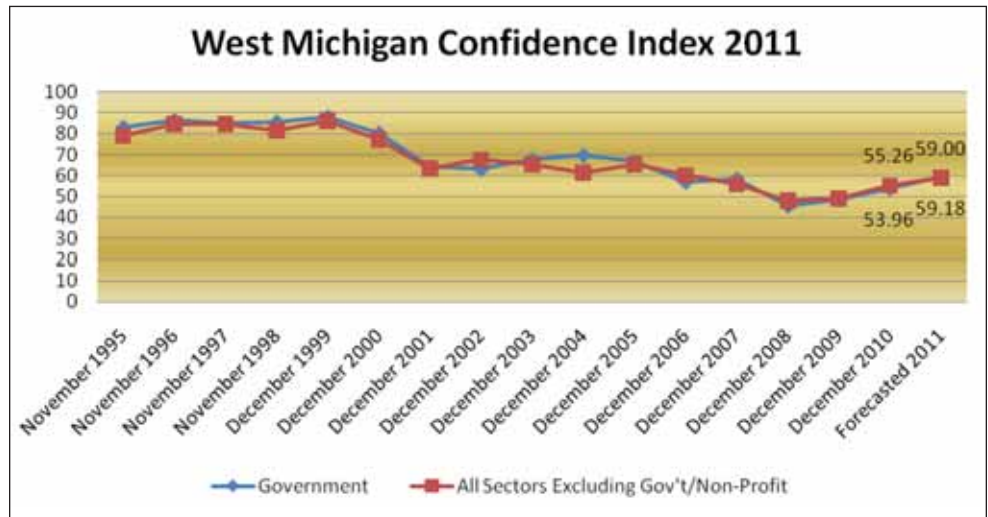
## Grand Rapids Economic Forecast 2011

Hari Singh, Ph.D., and Nancy Boese, M.B.A.  
Seidman College of Business, Grand Valley State University

According to the latest regional survey there is good news! The survey for the greater Grand Rapids economy (Kent, Ottawa, Muskegon, and Allegan counties) was conducted in November 2010. A survey was mailed to the CEOs of 937 organizations based on a representative sample. We tried to ensure that the sample represented different sectors of the regional economy and the geographical diversity of the area. Eventually, 211 organizations responded, resulting in a response rate of 22.5%. Due to the small sample size, the survey should be interpreted with caution.

A major goal of our survey effort is to historically track the overall business confidence of the Grand Rapids metropolitan area by a Confidence Index. The confidence index respondents use a scale from zero percent (no confidence at all) to one hundred percent (complete confidence). Although we are beginning to come out of the Great Recession, expectations are still depressed but the overall outlook is beginning to take a positive turn. For the first time in the last two years the projected confidence is rising significantly above the 50% benchmark. The confidence index is expected to be close to 60% for 2011. There is a palpable increase in the regional confidence for the next year. The regional economy has picked up its pace for the long consolidation process.

Employment will grow by approximately 2%. Last year 36% of the respondents indicated that they will hire workers in 2010. This year approximately 60% have indicated that they will hire in 2011. Of



the persons who responded, about two thirds (66%) indicated that they would hire permanent workers. These numbers corroborate the significant pick up in hiring that is expected to take place in 2011.

Nominal sales will increase by 2.5% for 2011. This is a significant increase from 0.77% for 2010. In spite of its volatility, exports have always been a bright spot during the Great Recession growing in the 7% to 8% range. In 2011, exports are projected to rebound even more next year to 9%. Part of the export growth is propelled by the low value of the dollar and the resumed high growth rates in Asia, particularly China and India.

### Sustainability: The importance of Positioning

West Michigan will continue to find a foothold by diversifying away from manufacturing into specialized services such as health care, professional services, and education. The state needs

to ensure that it will create a highly qualified work force for the future by investing more resources in education. State resources need to be leveraged to position ourselves strategically in growth sectors of the future, particularly in green technologies and sustainability. Presently sustainability issues are a major preoccupation for developed countries. As the century progresses, these issues will increasingly become a focus for developing countries. At this juncture, it is critical to aggressively seize the opportunities and position ourselves strongly in this new growth sector. If we do not do this proactively and imaginatively other states and countries will leave us far behind in the long run.

*Hari Singh is a Professor of Economics in the Seidman College of Business at Grand Valley State University. Nancy Boese is the Business Tools Specialist of The Small Business & Technology Development Center (MI-SBTDC). We were aided by invaluable research support from Rennie Ramlal graduate research assistant in the Economics Department.*

# Issue of the Month: Health Care Principles for Reform

Health care costs continue to rise, consuming an increasing—and alarming—proportion of the nation’s resources while jeopardizing the competitiveness of businesses like yours. Increased costs make it more difficult for employers to offer coverage to their employees. In our recent survey, the cost of health care was a top-ranked concern for member businesses, second only to the state of Michigan’s economy.

The Chamber works in many ways to advocate for changes in health care policy in our state. Here are our priorities and principles for health care policy:

- Promote primary care, chronic disease management, prevention and education.
- Reduce barriers to consumers seeking primary care and chronic disease management services.
- Support the development of patient-centered medical homes in primary care and other cost containment innovations in hospital and outpatient care, specialist physician care and prescription drug management.
- Advocate for Medicaid Reform. One of the Chamber’s long-standing concerns has been the cost shifting by Medicaid to the private sector, leading to higher costs for employers and decreased access for Medicaid recipients. Nearly \$200 million is cost-shifted by Medicaid to those with private health insurance in West Michigan every year. In Michigan, it is more than \$2 billion.
- Support the consolidation of public



- employee healthcare.
- Support more personal responsibility for health status and healthcare costs (premiums, deductibles and co-pays).
- Include consumer-driven health care plans in plan design.
- Support equal tax incentives for all

purchasers of health care benefits.

- Oppose government efforts, at all levels, to mandate participant benefits in employer sponsored plans which ultimately drive up the cost of employer-sponsored care.

On behalf of our members, the Chamber demands quality, accountability and innovation in the health care system. True health care cost containment cannot be

achieved if the focus is on price controls and government interference in employers’ health care decisions. Legislators should focus their time and energy on implementing market-friendly and consumer-driven reforms that eliminate the regulations which increase costs on businesses and employees and add to the number of uninsured.

The Chamber will work to advance legislation in alignment with these priorities and is participating in the implementation of Michigan’s health exchange planning process.

This article is intended to be a summary of the issues the Chamber addresses in health care policy. For more information visit, [www.grandrapids.org](http://www.grandrapids.org) or contact Andy Johnston, Director of Legislative Affairs for the Chamber. He can be reached at 616.771.0335 or [johnstona@grandrapids.org](mailto:johnstona@grandrapids.org).

# Teach or host a class and help fellow members Connect, Grow & Succeed!

If your company is like 85% of our members, you joined the Chamber to network with other business professionals. One of the ways to do that is to share your expertise with fellow members and present a class at Chamber Summer School!

We are currently accepting proposals for classes on professional and business development topics. Classes are two hours in length (including networking time at the start of each class) and held at either the Chamber offices or a Chamber member location.



We are also accepting proposals for locations to host some of our Chamber Summer School classes. Requirements are classroom seating for at least 50 with convenient parking.

We are eager to hear from you - leaders of all ages, backgrounds, business sectors, job titles/roles and sizes of companies. Visit [www.grandrapids.org/summer-school](http://www.grandrapids.org/summer-school) to download the official Request for Proposals document.

Deadline to submit a proposal is March 18. Questions can be directed to Bridget Meyers at 616.771.0342 or [meyersb@grandrapids.org](mailto:meyersb@grandrapids.org).

# Newsflashes

*Newsflashes is feature of the Chamber News that recognizes Chamber members' new products or services, new or promoted employees and recognition that they have received. E-mail press releases to editor@grandrapids.org. Deadline: first Friday of each month.*

Access of West Michigan has added Jennifer Gray as Hunger Walk coordinator and Don Barsema as finance manager.

Rick Saier, M.D., has joined Advantage Health Physician Network as an internal medicine provider.

Ryan M. Allen, CFA and Jennifer R. VanZyll have been named Principals/Shareholders of AMBS Investment Counsel.

Alexander Marketing's Lynne Hartzell has been promoted to the newly created position of agency President.

The Arts Council of Greater Grand Rapids recently awarded \$15,000 in Operating Support Grants for 2010-2011. Twenty-one Chamber-member organizations were awarded grants that ranged from \$250-\$1,475.

Baker Spindler Holtz has expanded their offerings to include audit services.

Charlie Denton of Barnes & Thornburg has been re-elected to the Michigan Association of Environmental Professionals Board for a two-year term.

Basic Communications has named Scott Longendyke and Stephanie Chesley as district managers in the Northern and West Michigan markets, respectively, and has promoted Sara Ecklesdafer to Store Manager at the Northland Drive location. The company also recognized Naomi Schimmel as a peak performer in the second half of 2010.

Grand Rapids' Behavioral Resources and Institute for Neuropsychological Services is expanding, now offering its services through an affiliation with Generation Care in Grand Haven.

Blue Cross Blue Shield of Michigan President and CEO Daniel J. Loepp was elected Chairman of the Blue Cross and Blue Shield Association Board of Directors.

C2AE welcomes Project Manager Eric Rantanen, PE, PMP, LEED®BD+C; Director John Harvey, PE, LEED AP; Project Architect Nathan Golin, AIA; Structural Engineer Norm Farhat, PE, and Project Manager David Holmgren, PE.

Calvin College has received the Carnegie Foundation for the Advancement of Teaching's 2010 Community Engagement Classification in recognition of exemplary service-learning.

Doug MacNeil has joined C/D/H as a consultant.

Glenn Sweeney of Chemical Bank has been promoted to First Vice President, Loss Prevention Officer.

Former Michigan State Senate Majority Leader Michael D. Bishop has joined Clark Hill PLC's Birmingham office.

Colliers International/West Michigan announces the induction of Principal and Property Management Manager Elizabeth Slane into the first annual Midwest Commercial Real Estate Hall of Fame.

Crowe Horwath LLP hired Brian Mitrzk as Senior Staff in the Tax Group for its Grand Rapids office.

The private, concierge practice of Dr. Stephen Dalm has expanded services to include Interstim, a new technology for bladder dysfunction.

Dan Vos Construction has hired Todd Hussey as its new project manager and promoted Ben Bowen to foreman.

Encompass, EAP and WorkLife services congratulates Melita Travis Johnson, LMSW, CCDP, Director of Diversity & Inclusion Initiatives, who received the 2011 Ethel Coe Humanities award at the 29th Annual Giants Awards Banquet.

Robert Basselman has been named Vice President and Relationship Manager

for Fifth Third Bank Western Michigan's Business Group.

Frederik Meijer Gardens & Sculpture Park announces the promotions of Janel Mullen to Annual Fund Manager and Katie Porath to Sponsorship Relations Manager.

Rich Zeck was appointed Director of Gerontology Network's Senior Companion Program.

Grand Rapids Community College presented its first Excellence in Teaching by Adjunct Faculty Award to Melanie Forbes of the mathematics department.

Two Chamber members have been added to committees of the Grand Rapids Community Foundation: Dori Danko of the Seidman School of Business at Grand Valley State University has joined the audit committee and Ben Irwin of Padnos Iron & Metal Co. is now on the investment review committee.

Scott Seifferlein of GrandRapidsGolfLesson.com, received distinguished recognition as a member of the PGA President's Council on Growing the Game for efforts and commitment to Play Golf America.

Grand Connection, Inc., a full service meetings management firm, announced that it has received national certification as a Women's Business Enterprise.

Gov. Rick Snyder announced the appointment of John Kennedy and David Hooker to Grand Valley State University's Board of Trustees. Kennedy is President and CEO of Autocam, and Hooker is President and CEO of Frederik Meijer Gardens and Sculpture Park.

Doreen Bolhuis, President of Gymco, Inc. is the Interim Executive Director of the Grand Rapids Child Discovery Center, a K-5 Charter School.

Homewatch International has selected Jeff Swain, owner of Homewatch CareGivers serving Grand Rapids and Kent County to serve as Chairman of the Company's Franchise Advisory Board.

Hope College has received the Carnegie Foundation for the Advancement of Teaching's 2010 Community Engagement Classification in recognition of exemplary service-learning.

Terry Mulvihill has joined Hope Network as Director of External Affairs.

The Michigan Association of Certified Public Accountants recently presented Edward Kisscorni with the annual Thomas M. Hoatlin Award.

Lambert, Edwards & Associates has appointed T.J. Bucholz Director of the firm's Public Affairs practice.

Timothy M. Anderson has joined Legacy Trust as its new Chief Investment Officer.

Lighthouse Insurance Group has been honored with the Prestigious Citizens President's Cup.

Macatawa Bank has hired Michael G. Brady, Rhonda Romatz, Todd Gray, and Paul Nicholson.

Manpower Inc. announced the Lakeshore Region is the recipient of the Manpower Power Award for 2010.

Eddie O'Connor, sports psychologist at the Performance Excellence Center of Mary Free Bed Rehabilitation Hospital, has been inducted as a fellow of the Association for Applied Sport Psychology.

Media 1 has earned three regional awards in the competition for technical communication organized by the Society of Technical Communication.

Dr. Larry J. Diaz has joined Metro Health as a cardiologist.

Mika Meyers Beckett & Jones recently elected William A. Horn (Chair), John T. Sperla and Benjamin A. Zainea to its Management Committee for 2011.

Miller Johnson announces leadership positions at the firm: Mark E. Rizik will serve as Chair and Robert D. Wolford will serve as Vice Chair of the firm's Business section. Peter J. Kok will continue to serve as Chair and John F. Koryto will

serve as Vice Chair of the firm's Employment and Labor section. Craig H. Lubben will serve as Chair and Richard E. Hillary II will serve as Vice Chair of the firm's Litigation section. Julie A. Sullivan will continue as the Administrative Member in the firm's Kalamazoo office. James R. Peterson was appointed Vice General Counsel and Jon R. Muth continues as General Counsel for the firm's Risk Management.

For the 13th consecutive year Plante & Moran is on FORTUNE magazine's list of "100 Best Companies to Work For," ranking 26th on the list. Also, their Grand Rapids office raised more than \$6,600 for Safe Haven Ministries in 2010.

Protravel International received the Conde Nast Top Agent Award for 2010.

Regal Financial Group's Brian Yarch has become Chief Operating Officer (COO) of the company.

Rehmann Financial has recognized Lynn E. Pope with the 2010 Jack L. Rehmann Community Leadership Award for outstanding volunteer leadership contributions. Pope is a financial advisor and investment consultant with Rehmann.

Jason Piasecki, co-owner of Revel, has been appointed to the Muskegon Intermediate School District Board of Education.

Caroline Fox Pavone has joined Signature Associates as a Sales Associate.

William W. Jack, a shareholder with Smith Haughey Rice & Roegge, has been awarded the first annual Hillman Award, presented by the Hillman Advocacy Program.

The Specialized Language Development Center added Cheri Reeves as Director of Marketing.

Steelcase Group president Jim Keane will assume leadership of the Steelcase brand across the Americas, the EMEA (Europe, Middle East & Africa) and oversees Turnstone, Details and Polyvision brands for the company. Jim Mitchell, President of Steelcase International,

will retain responsibility for sales and distribution across EMEA and will report to Keane. Elizabeth (Libby) Ferin is now manager, channel development.

Grand Rapids-based Steketee Greiner and Co. announced its merger with Chicago-based Agent X. The merged company will be branded Agent X and will maintain a presence in both cities.

The Rapid hired Bill Kirk as Public Outreach Coordinator.

The Right Place, Inc. has announced the leadership of its new Board of Directors: Chairman, Doug DeVos, Amway Corp.; Vice Chair, Michelle VanDyke, Fifth Third Bank; Treasurer, Richard C. Breon, Spectrum Health; Executive Committee Member, Brian Walker, Herman Miller.

Varnum attorney Paul McKenney was named one of 10 Newsmakers of the Year by Tax Notes. Also, the firm's Steve Buquicchio was elected to the American Red Cross of Greater Grand Rapids' Board of Directors.

Warner Norcross & Judd has been recognized as a national leader in client services among law firms in a recent survey conducted by The BTI Client Service A-Team. Also, Sarah Riley Howard, a WN&J Partner, has contributed a chapter to a new book, Understanding the DOJ Discovery Policies.

The West Michigan Hispanic Chamber of Commerce announced the addition of Eduardo Cedillo, Steelcase Inc., and Melissa Papke, Varnum, to its board.

Western Michigan University has received the Carnegie Foundation for the Advancement of Teaching's 2010 Community Engagement Classification in recognition of exemplary service-learning.

Newsradio WOOD 1300 AM can now also be heard on 106.9 FM. The new signal will blanket areas from the lakeshore into Grand Rapids and beyond.

# New Members

A hearty welcome to these business that joined the Chamber in September - December. Feel free to add this page to your 2011 Membership directory. We encourage you to do business with Chamber members!

## A&M Hospitality

Hotels/Motels/Resorts/B&B  
(616) 570-9151  
www.hotelsgrandrapidsmichigan.com

## Aaron Worldwide Collections, Inc.

Collection Services  
(616) 243-2348  
www.aaronworldwidecollections.com

## Access Insurance Agencies

Insurance  
(616) 245-5555  
www.accessgr.com

## Activa Benefit Services, LLC

Employee Benefits  
(616) 588-5362  
www.activabenefits.com

## Adhezion, Inc.

Adhesives & Glues  
(877) 748-2050  
www.adhezioninc.com

## Affordable Automotive Detailing

Automotive  
(616) 540-0126  
www.affordableautomotivedetailing.com

## Alexander Marketing

Marketing  
(616) 957-2000  
www.alexandermarketing.com

## The Alternative Board West Michigan

Business Coach  
(616) 975-0125  
www.tabmichigan.com

## Always There In Home Care Company

Home Healthcare/Hospice  
(616) 956-6393  
www.alwaysthere.com

## American Autocoat

Manufacturing  
(616) 669-9040  
www.americanautocoat.com

## Ameriprise Financial

Financial/Investment Services  
(616) 957-1800  
www.ampf.com

## Appletree Christian Learning Center - Grandville Center

Child/Adult Care  
(616) 531-4252  
www.appletreekids.com

## Appletree Christian Learning Center - Hudsonville Center

Child/Adult Care  
(616) 662-4222  
www.appletreekids.com

## Appletree Christian Learning Center - Kentwood Center

Child/Adult Care  
(616) 530-6400  
www.appletreekids.com

## Appletree Christian Learning Center - Monroe Center

Child/Adult Care  
(616) 447-7837  
www.appletreekids.com

## Appletree Christian Learning Center - Rockford Center

Child/Adult Care  
(616) 874-5437  
www.appletreekids.com

## Appletree Christian Learning Center - Walker Center

Child/Adult Care  
(616) 735-4600  
www.appletreekids.com

## Aspen Lakes Apartments

Apartments/Condominiums  
(616) 361-6767  
www.aspenlakesapartments.com

## Bear Hugs Child Development Center

Child/Adult Care  
(616) 677-0041  
www.bearhugscdc.com

## Birch Rock Associates, PLLC

Counseling  
(616) 401-7212  
www.birchrockassociates.com

## BlueSky Resource Management

Energy  
(616) 730-2276  
www.blueskyrm.com

## Bob Evans Restaurant

Restaurants/Cafes (Loc., Equip., Supplies)  
(616) 735-2400  
www.bobevans.com

## Bob Evans Restaurant

Restaurants/Cafes (Loc., Equip., Supplies)  
(616) 942-0190  
www.bobevans.com

## Bob Evans Restaurant

Restaurants/Cafes (Loc., Equip., Supplies)  
(616) 554-5673  
www.bobevans.com

## Bottlenecks (Party Store)

Retail  
(616) 726-1717

## Brand Design Co. Inc. dba House Industries

Marketing  
(616) 862-6083  
www.houseind.com

## Bulls Head Tavern

Restaurants/Cafes (Loc., Equip., Supplies)  
(616) 454-3580  
www.thebullsheadtavern.com

## Buono Mangiare Gourmet Catering

Caterers/Personal Chefs  
(616) 895-5099  
www.savoryfood4u.com

## Camp Fire USA West Michigan Council

Organizations & Non-Profits  
(616) 949-2500  
www.campfireusawmc.org

## Candlestone Golf & Resort

Golf  
(616) 794-1580  
www.candlestone.com

## Carolyn Lund, Independent Marketing Executive

Health/Wellness  
(616) 459-6305

## Cartridge World

Office Furniture/Office Supplies  
(616) 245-7221

## Case Systems Solutions

Construction  
(989) 496-9510  
www.casesystemsolutions.com

## Centennial Country Club

Banquet/Meeting Facilities  
(616) 954-0444  
www.centennialcc.com

## CertaPro Painters of Grand Rapids West

Painting  
(616) 828-2575  
www.certapro.com

## CityFlats Hotel

Hotels/Motels/Resorts/B&B  
(616) 796-2105  
www.cityflatsshotel.com

## Common Thread Software

Computers/Technology  
(616) 988-3443  
www.commonthreadsoftware.com

## Computer Services

Computers/Technology  
(616) 634-1136

## The Concord Group

Construction  
(616) 235-3000  
www.concordmich.com

## Custodial Housekeeping Staffing, Inc.

Janitorial  
(616) 780-6530  
www.chstaffinginc.com

## Custom Embroidery & Uniform Services

Marketing  
(616) 819-0179  
www.logoweardirect.biz/ghaynes33

## DeDinas & Franzak Ent. DBA Cheeze Kurls Inc.

Food  
(495) 44-1400  
www.cheezekurls.com

## DVQ Studio

Communication  
(616) 451-4174  
www.dvqstudio.com

## EGLTECH, Inc.

Computers/Technology  
(616) 392-7422  
www.egltech.net

## Farmers Insurance Group

Insurance  
(616) 956-8888  
www.foremost.com

## Founders Bank & Trust-Northland Branch

Banks & Credit Unions  
(616) 364-3378  
www.foundersbt.com

## Founders Bank & Trust-Wilson Branch

Banks & Credit Unions  
(616) 724-2708  
www.foundersbt.com

## Gamer Doc

Entertainment/Entertainers  
(616) 363-9901  
www.thumbcombat.com

## Gipper's

Bars/Grills  
(616) 551-0841  
www.gippersgr.com

## GLT Packaging Corp.

Packaging  
(616) 241-6441  
www.GLTPackaging.com

## Grand Rapids Tax Company LC

Accounting  
(616) 884-0595  
www.grandrapidsstaxcompany.com

## Grandview Apartments

Apartments/Condominiums  
(616) 453-8723  
www.medallionmgmt.com

## Grandville Roofing Co.

Contractors  
(616) 452-0805

## GRstar, LLC Grand Rapids Business Directory

Business Services  
(616) 644-1141  
www.GRstar.com

## Half Michigan

Telecommunications  
(616) 334-7625

## Harrison Chiropractic Center - Plainfield Office

Chiropractors  
(616) 363-7771  
www.harrisonchiro.com

**Heirloom House Antiques and Estate Sales**  
*Antiques*  
(616) 454-0411  
www.heirloomantiques.com

**Hilger & Hammond PC**  
*Attorneys*  
(616) 458-3600  
www.hilgerhammond.com

**HR Components, LLC**  
*Human Resources*  
(616) 403-3967  
www.slghrcomponents.com

**India Town: Restaurant, Spices, Music**  
*Restaurants/Cafes (Loc., Equip., Supplies)*  
(616) 243-1219  
www.indiatown4u.com

**Integrated Strategies Inc.**  
*Consultants*  
(517) 381-4800 Ext:219  
www.sourcing.com

**IP Consulting, Inc.**  
*Communication*  
(616) 828-4416  
www.ipconsultinginc.com

**Ivy K. Gillespie Moody Memorial Chapel**  
*Funeral*  
(616) 241-5665  
www.gillespie-moodymemorialchapel.com

**J. Gardella's Tavern**  
*Restaurants/Cafes (Loc., Equip., Supplies)*  
(616) 459-8824  
www.jgardellastavern.com

**Lakeshore Office Furniture**  
*Alarms/Locks/Safes/Vaults*  
(616) 437-1328  
www.LSOofficeFurniture.com

**Lee & Birch**  
*Clothing*  
(616) 233-4001  
www.leeandbirch.com

**Lost and Found: Treasures of Old & New**  
*Antiques*  
(616) 732-3401  
www.lostandfoundgr.com

**Mallory Jackson Photography**  
*Photography*  
(616) 318-3447  
www.mallory-jackson.com

**Mark Talsma Jewelry, LLC**  
*Jewelers & Gems*  
(616) 635-2915  
www.marktalsmajewelry.com

**Markant USA**  
*Furniture*  
(616) 281-5559  
www.markantoffice.com

**Merchant Services/Lisa Gonzalez**  
*Credit & Debit Cards*  
(949) 861-4000 Ext:7912  
www.MerchantSvcs.com

**Michelle Leigh Photography**  
*Photography*  
(616) 771-5758  
www.michelle-leigh.com

**Michigan Fire Claims Inc.**  
*Appraisers*  
(616) 717-5745  
www.michiganfireclaimsinc.com

**Michigan Rail & Storage, Inc.**  
*Warehousing*  
(616) 647-4677  
www.shipitbyrail.com

**Midstate Title Agency, a Division of Attorney's Title Agency, LLC**  
*Insurance*  
(616) 261-0700

**Midstate Title Agency, a Division of Attorney's Title Agency, LLC**  
*Insurance*  
(616) 285-0300

**MMJ Technology LLC**  
*Website*  
(616) 457-0300  
www.mmjtech.com

**Momber Outdoor Services**  
*Landscaping/Gardening*  
(616) 893-3710

**Neff & Associates CPA, PLLC**  
*Accounting*  
(616) 719-5454

**Nonprofit Process Excellence**  
*Organizations & Non-Profits*  
(616) 915-1853  
www.npx-mi.org

**Norbert Kunze Agency**  
*Insurance*  
(616) 698-6808

**The North Face**  
*Clothing*  
(616) 940-0681  
www.thenorthface.com

**Nutra Food Ingredients, LLC**  
*Distribution/Distributor*  
(616) 656-9928  
www.nutrafoodingredients.com

**NuWave Technology Partners**  
*Computers/Technology*  
(616) 942-7520  
www.nuwavepartners.com

**Ottawa Kent**  
*Insurance*  
(616) 457-1320  
www.ottawakent.com

**Pal's Indian Cuisine**  
*Restaurants/Cafes (Loc., Equip., Supplies)*  
(616) 957-2271  
www.palsindiancuisine.net

**Peak Performance Natural Healthcare**  
*Health/Wellness*  
(616) 447-9888  
www.peakperformancechiropractic.info

**Peninsula Trading Travel Gear**  
*Travel/Tourism*  
(616) 776-1628  
www.peninsulatrading.com

**Perscriptive Analysis**  
*Education*  
(616) 322-4185

**Pilgrim Manor Retirement Community**  
*Senior Care/Housing*  
(616) 458-1133  
www.pilgrimmanor.org

**Premier Designs**  
*Jewelers & Gems*  
(616) 698-6759

**ProCare Systems, Inc.**  
*Healthcare*  
(616) 940-0660  
www.procaresystems.com

**ProLegal Systems, LLC**  
*Legal Services*  
(616) 940-0236  
www.prolegalsystems.com

**RenuServices, LLC**  
*Office Furniture/Office Supplies*  
(866) 349-1721  
www.renuserv.com

**RHD Tire**  
*Automotive*  
(616) 459-0129  
www.rhdtire.com

**The Salvation Army**  
*Organizations & Non-Profits*  
(616) 459-3433  
www.sawmni.org

**Schellenberg & Evers, PC**  
*Accounting*  
(616) 776-9777

**Schnelker, Rassi & McConnell, PLC**  
*Attorneys*  
(616) 828-1195  
www.srmlawyers.com

**Shepard's Grill & Tavern**  
*Restaurants/Cafes (Loc., Equip., Supplies)*  
(616) 350-9604

**Shoppers' View**  
*Quality Control*  
(616) 447-0097  
www.shoppersview.com

**Sib's Catering, LLC**  
*Caterers/Personal Chefs*  
(616) 891-1043  
www.sibscatering.com

**Sky Vision Enterprises**  
*Marketing*  
(616) 570-0021  
www.skyvisionenterprises.com

**SMZ Advertising**  
*Advertising*  
(248) 362-4242  
www.smz.com

**Soulwise International**  
*Consultants*  
(616) 682-0253  
www.soulwiseinternational.com

**Steve Hilger Jazz Quintet**  
*Entertainment/Entertainers*  
(616) 498-0855  
www.hilgerband.com

**StoneWater Country Club**  
*Golf*  
(616) 656-9898  
www.stonewatercc.com

**Storage Pros - Airport**  
*Storage*  
(616) 956-0094  
www.storageeop.com

**Storage Pros - Grand Rapids**  
*Storage*  
(616) 248-4674  
www.storageeop.com

**Sunnybrook Country Club**  
*Golf*  
(616) 457-1100  
www.sunnybrookccc.com

**Supermercado Mexico, Inc.**  
*Grocers*  
(616) 245-7443

**T.A.G.**  
*Health/Wellness*  
(616) 402-2569  
www.getmedcard.com

**TekkBuzz Marketing**  
*Marketing*  
(616) 498-0289  
www.tekkbuzzdigitalmedia.com

**The W.L. Burmeister Company**  
*Business Services*  
(616) 447-8772  
www.wlbc.com

**Third Coast Counseling Center, LLC**  
*Mental Health*  
(616) 451-3008  
www.thirdcoastcounseling.com

**Third Wave Workforce**  
*Training/Development*  
(616) 957-2373

**Total Plastics Inc.**  
*Plastic*  
(616) 530-0055  
www.totalplastics.com

**Tri-Coast Consulting LLC**  
*Consultants*  
(616) 803-9248

**Vacation Benefits LLC**  
*Travel/Tourism*  
(616) 891-9928  
www.bruce.worldventures.biz

**Verhey Carpets**  
*Floor Coverings & Services*  
(616) 957-0430  
www.verheycarpets.com

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## New Members from page 15

**Visser Brothers, Inc.**  
*Contractors*  
(616) 363-3825  
www.visserbrothers.com

**VizCom Media**  
*Graphic Design*  
(616) 452-2001  
www.vizcommedia.com

**Waddell & Reed, Inc.**  
*Financial/Investment Services*  
(616) 956-6051  
www.waddell.com

**Watermark Country Club**  
*Banquet/Meeting Facilities*  
(616) 949-0570  
www.watermarkcc.com

**Western Michigan Supply LLC**  
*Industrial*  
(616) 828-5496  
www.westernmichigansupply.com

**Wireless Zone**  
*Telephone & Mobile Phones*  
(616) 608-4820  
www.wirelesszone.com/grandrapids

**Wolven & Coonen, PLLC**  
*Attorneys*  
(616) 608-8088  
www.wolvenandcoonen.com

**World Mission**  
*Organizations & Non-Profits*  
(616) 534-5689  
www.worldmission.cc

# Mark Your Calendar for our 2011 Signature Events!

Join us for these “can’t-miss” Chamber events in 2011:



**Diversity Visionary Award Celebration**  
Tuesday, March 29, 5:30 - 8 p.m.  
Amway Grand Plaza Hotel



**The EPIC Awards**  
Wednesday, May 18, 5:30 - 8 p.m.  
Frederik Meijer Gardens & Sculpture Park



**The Chamber Open**  
Tuesday, June 14 (two shotguns 8 a.m. & 1:30 p.m.)  
Watermark Country Club



**ATHENA Award Luncheon**  
September 14, 11:30 a.m. - 1:30 p.m.  
Amway Grand Plaza Hotel

Diversity Visionary, EPIC and ATHENA Award photos courtesy of Tiberius Images, [www.tiberiusimages.com](http://www.tiberiusimages.com).