

## Gov. Rick Snyder addresses Chamber: "It's time for all of us to step up."



Photo: Tiberius Images

On Monday, April 11, more than 700 members of the West Michigan business community gathered to hear from Governor Rick Snyder at a standing room only luncheon hosted by the Grand Rapids Area Chamber of Commerce. The event marked the Governor's 101st day in office.

"This was a great opportunity for our  
*Continued on p. 12*

## Eighteen vie for EPIC Awards!

Who will be this year's EPIC Award recipients? The field has been narrowed down to eighteen finalists for the six awards, with the award recipients being revealed May 18 at the EPIC Awards Dinner. EPIC stands for Entrepreneurial, Progressive, Innovative and Collaborative – traits all the finalists possess.

There is a two-step process that allows committees of Chamber volunteers to select the award recipient for each category. Each nominee completes an extensive questionnaire that is reviewed by the selection committee, who then narrows the field to three finalists. Following in-person interviews with each finalist and some heartfelt discussion, a recipient is chosen.

# EPIC awards

Here are the eighteen finalists who are competing for the 2011 EPIC Awards:

**Small Business of the Year**  
Lambert Edwards & Associates, Inc.

SecurAlarm Systems, Inc.  
Swift Printing and Communications

**Young Entrepreneur of the Year**  
Ross Timyan, Crystal Clean Auto Detailing, LLC  
Amanda and Nate Lewis, gNetworks  
Scott Seifferlein,  
GrandRapidsGolfLesson.com

**Minority-Owned Business of the Year**  
Jim Roberts Enterprises, LLC  
Management Business Solutions  
Summit Landscape Management, Inc.

*Continued on p. 2*

## ATHENA Award nominations open

### Make your nominations by May 27!

Do you know an outstanding professional, male or female, who fosters leadership opportunities for women in the community's workplaces?

**The ATHENA Award** recognizes an individual for their business or professional accomplishments, community service, mentoring of women, and helping women achieve their full potential. It is an international award, given in communities across the globe. Past recipients in Grand Rapids include Michigan State University College of Human Medicine Dean Dr. Marsha Rappley (2010), Varnum Consulting's Nancy

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# Chamber Chat

*A message from Rick Baker, President & CEO of the Grand Rapids Area Chamber of Commerce*



Let me begin by saying how honored I am to be selected to serve as the President/CEO of the Grand Rapids Area Chamber of Commerce. It's an absolute privilege to serve in a leadership capacity in this dynamic and exciting region.

The Grand Rapids Area Chamber has a long history of providing leadership and delivering results. The Chamber's Board has challenged me with taking the organization to the next level, to deliver more return on your investment and to have greater impact in the region. We are blessed with a talented team of professional staff who, with me, has embraced the challenge put to us by your Chamber board.

We have begun an internal process to define 'next level.' It has become our mantra as we examine every aspect of the organization – processes, programs, communications, events, and benefits – for their impact on the region and return on investment for our members. We will be asking our Board of Directors and our members to engage with us in the coming months to chart our course and provide guidance on our strategy to ensure it truly does propel the Grand Rapids Area Chamber of Commerce to the next level.

In the meantime, we are committed to continue working tirelessly on behalf of your business every day through our government advocacy efforts, providing opportunities for you to connect to new customers, developing future leaders who are informed on issues impacting the regional business climate, and leading the community to realize the economic advantages of embracing our region's diversity.

As a member of the Grand Rapids Area Chamber, you are among 2,700 like-minded businesses that are committed to improving the West Michigan economy. We invite you and your employees to take a closer look at the Grand Rapids Area Chamber with an eye toward taking full advantage of the many opportunities for engagement.

Thank you for entrusting your resources with us through your investment in the Grand Rapids Area Chamber of Commerce. We take our responsibility to deliver a return on your investment very seriously and welcome an opportunity to meet personally with you to learn more about your business.

## EPIC Awards (from p. 1)

### Woman-Owned Business of the Year

Busy Bea's Services, Inc.  
Holistic Care Approach  
Reagan Marketing + Design, LLC

### Non-profit of the Year

Habitat for Humanity of Kent County  
Kids Food Basket  
The Right Place, Inc.

### Excellence in Business

Axios Incorporated  
Elzinga & Volkers, Inc.  
Hope Network Corporation

This year's EPIC event will be held Wednesday, May 18 from 5:30 – 8 p.m. at the Frederik Meijer Gardens & Sculpture Park. Cost to attend is \$60/members, \$85/ future members, and \$750 for a corporate table of ten.

Visit [www.grandrapids.org/epic-awards](http://www.grandrapids.org/epic-awards) for details. Online registration is open, or you may register by calling 616.771.0303. General event questions can be directed to Janet Wyllie at 616.771.0331 or [wylliej@grandrapids.org](mailto:wylliej@grandrapids.org).

Interested in sponsoring the EPIC Awards event? Contact Leslee Fritz at 616.771.0357 or [fritzl@grandrapids.org](mailto:fritzl@grandrapids.org). Sponsorships start at just \$250.



The 2010 EPIC Awards drew a crowd of more than 400 attendees. Photo: Tiberius Images.

## 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.

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Masthead photo: The elite runners in the Fifth Third River Bank Run, held in May each year.



# Looking for the right place to apply your talents?

## Consider the Chamber's Ambassadors Club!

The Grand Rapids Area Chamber of Commerce is looking for people to join the ranks of this elite volunteer corps. Ambassadors' activities directly support the Chamber's goal of connecting members to resources they can use to grow and succeed.

Ambassadors serve as liaisons between the Chamber and our members, focusing on educating their peers about membership benefits and helping retention efforts through mentorship and involvement.

"Being an Ambassador has allowed me to meet new people and businesses that I would not have otherwise been in contact with. Many of the connections that I have made have been very valuable to me personally as well as to ISE," says 2010 Ambassador of the Year Dawn Martinson of International Student Exchange.

Ambassadors meet one-on-one with new Chamber members, participate in their open houses and ribbon cuttings, and contact fellow members on a monthly basis to help encourage participation in programs and events.

Interested? Take the first step by checking out the Ambassadors Club Handbook & Application on our website, [www.grandrapids.org/ambassadors-club](http://www.grandrapids.org/ambassadors-club). You can attend a meeting in advance to see if you like this group, but we're sure you will!

Contact Leslee Fritz at [fritzl@grandrapids.org](mailto:fritzl@grandrapids.org) or 616.771.0357 for more information. The Ambassadors club is generously sponsored by:



Chamber Ambassador "Team Connect" is fired up to educate their peers on the benefits of membership! L to R: Bernard Fogg - Prepaid Legal Services, Monty Vanderwall - Universal Wireless Business Solutions, Dawn Martinson - International Student Exchange, Cindy Locklin - Busy Bea's Services, Inc., Brent Wheatley - Metro Cab of Grand Rapids, James Halstead - Logical PC Solutions, Tim Henk - Prime Insurance Service and Kate Wezeman - Beene Garter LLP.

# Mark your calendar for a joint Business After Hours!

Mark your calendar for Thursday, May 19, when six Chambers of Commerce in the greater Grand Rapids area come together to provide an exclusive joint networking event at Grand Volute Ballrooms.

In 2009, Grand Volute Ballrooms welcomed more than 120 members of the Grand Rapids Area Chamber of Commerce and the Lowell Area Chamber of Commerce for their first joint Business After Hours. This year, the Grand Rapids and Lowell chambers return, but will also welcome members from the Belding, Greenville, Ionia and Rockford Chambers, too!

This is a great opportunity to meet and mingle with friends and chamber members from throughout the greater Grand Rapids area – don't miss out!

Date | Thursday, May 19

Time | 5:30 - 7:30 p.m.

Location | Grand Volute Ballrooms, 655 Lincoln Lake Ave. SE, Lowell

Cost | FREE to Chamber members

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## If you want your employees to be healthier and happier, Blue Care Network can do both.

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It's no wonder over 100,000 employees across the state have already signed up with Healthy *Blue Living*.

To learn more about sponsored health care plans available to your business, visit [grandrapids.org/bcbs](http://grandrapids.org/bcbs) or contact the Grand Rapids Area Chamber of Commerce at 616-771-0348.



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## RIBBON CUTTINGS

Congratulations to Gazelle Sports, who celebrated the Grand Opening of their expanded and remodeled store at 3930 28th St. SE last month!

If you have an upcoming groundbreaking, grand opening, product launch event or other reason to celebrate, visit [www.grandrapids.org/ribboncuttings](http://www.grandrapids.org/ribboncuttings) to see how we can help. We even bring the giant scissors!



## Chamber Supports New International Trade Crossing

During his address to Chamber members last month, Governor Snyder highlighted the new International Trade Crossing and its importance to Michigan's future. The Grand Rapids Area Chamber of Commerce, along with other business and transportation coalitions, supports the Governor's efforts to build another span between Detroit and Windsor, Ontario.



"A well-functioning border is important to our region and state. The construction of an additional bridge will provide immediate value to West Michigan companies doing business in Canada," said Rick Baker, President and CEO of the Grand Rapids Area Chamber of Commerce. "With the goals of creating and supporting continued economic growth, the Chamber supports the construction of the New International Trade Crossing. It's a win for our members."

Sixty percent of all Michigan trade – \$44 billion a year – is with Canada. One in seven Grand Rapids area jobs are tied to trade with Canada, and a significant number of West Michigan companies do business with Canada every day.

According to Andy Johnston, the Chamber's Vice President of Government Affairs, the New International Trade Crossing is a project that will not only strengthen the trade relationship between Canada and the United States, it will allow Michigan to leverage billions of dollars in federal transportation funds to pay for needed upkeep of our roads. "The proposed public/private partnership will create no new debt and no new taxes for taxpayers," he said.

Questions? Contact Andy Johnston at 616.771.0335.



## New Employee Connection Luncheon set for May 10

MAP's (Multiracial Association of Professionals) New Employee Connection Luncheon is an ideal event for employees of color who have relocated to the Grand Rapids area within the past 12 months. While enjoying a casual lunch at a downtown restaurant, a minimum of five other professionals of color will share what they think is great about Grand Rapids and where to find personal services, food, and entertainment that cater to specific racial and ethnic communities.

Your new employees will also receive follow-up contacts by those they meet at the luncheon, as well as a MAP membership (valued at \$50). Registration is required, contact Farris Withers at 616.771.0320 or [diversity@grandrapids.org](mailto:diversity@grandrapids.org) to register your employee(s) by May 6.

Date | Tuesday, May 10

Time | Noon – 1 p.m.

Location | Bistro Bella Vita

44 Grandville Ave. SW

Cost | \$100 (a complimentary service for MAP Corporate members)

For more information about MAP visit [www.grandrapids.org/map](http://www.grandrapids.org/map) or contact Farris Withers at 616.771.0320.

# THE SUSTAINABILITY SPOTLIGHT

## Reduce Risk Through Green Cleaning

By Renae Hesselink, LEED-AP; Vice President of Sustainability, Nichols Paper and Chair of the U.S. Green Building Council West Michigan Chapter

Asthma affects 22 million Americans and costs nearly \$18 billion annually. For adults, it is the fourth leading cause of work absenteeism and or "working while ill," resulting in nearly 15 million missed or less productive workdays every year.

A 2003 survey conducted by the Michigan Department of Community Health determined that more than 230,000 children and 700,000 adults in Michigan at that time had asthma. Annually, this disease costs Michigan approximately \$224 million in direct medical expenses alone, and an additional \$170 million in indirect costs. An estimated 15 percent of all adult asthma cases in the U.S. can be traced to the workplace including exposure to cleaning products.

Safer products are readily available through all of the major manufacturers of commercial cleaners. For example, Green Seal (GS-37) certified products do not contain ingredients that cause or trigger asthma attacks. We will soon see the EPA's Design for the Environment label on disinfectants that meet higher standards for health and safety.

Good cleaning practices also contribute to reduced exposures for cleaning crews and building occupants. The use of micro-fiber technologies for dusting or mopping capture dirt and dust and remove contaminants from surfaces as well as the air. Using vacuums certified by the Carpet and Rug Institute (CRI) ensure that the proper filtration systems are in place to remove soils and dust particles. CRI certification also guarantees that the chamber that contains the bag is well-sealed to prevent dust from escaping.

Using safe cleaning methods is equally as important. Never mix different cleaning products together; never use a chemical at full strength when the instructions say to dilute it; work with as much ventilation as possible; avoid aerosols (applying the cleaning agent using cloth may also reduce the amount needed); use personal protective equipment such as goggles and gloves; and pay attention to warning labels and Material Safety Data Sheets. Avoid overuse of disinfectants unless absolutely necessary. Using disinfectants on high touch points combined with the proper contact time, cleaning methods and tools will help reduce exposure and risk. Disinfectants are typically not good cleaners, so cleaning the surface first is always recommended.

If we approach commercial building cleaning holistically with the health of our occupants in mind, including the custodial team, we can promote improved health, achieve cost savings, reap the benefits inherent in green cleaning products and practices and ultimately reduce risk.



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# Minority Intern Reception is June 1



More than 150 people attended last year's Minority Intern Reception which showcases our community to students of color interning in West Michigan.

Want to enhance your talent pipeline efforts? Let MAP assist you! The Multiracial Association of Professionals (MAP) will host the annual reception for interns of color on June 1, 5:30 - 7:30 p.m. The reception helps employers to connect minority interns to one another and to a community of diverse professionals.

Don't miss this opportunity to connect your young talent, or to attend yourself! To register, contact Farris Withers at [witersf@grandrapids.org](mailto:witersf@grandrapids.org) or 616.771.0320.

Sponsorship opportunities for this event are available. Contact Leslee Fritz at [fritzl@grandrapids.org](mailto:fritzl@grandrapids.org) for sponsorship information. For more information, visit [www.grandrapids.org/intern-reception](http://www.grandrapids.org/intern-reception).

Date | Wednesday, June 1

Time | 5:30-7:30 p.m.

Location | Michigan State University College of Human Medicine, 15 Michigan St. NE

Cost | FREE, must pre-register by May 27

## ATHENA Nominations (from p. 1)

Skinner (2009), Marge Potter of the Detroit River Tunnel Project (2008), Birgit Klohs, President of The Right Place, Inc. (2007), and Hon. Sara Smolenski (2006), Chief Judge of the 63rd District Court. Who will join this illustrious group? Make your nomination today!

**The ATHENA Young Professional Award**, which was added to our ATHENA program in 2008, has criteria similar to that of the ATHENA Award. What sets this award apart is that a nominee is expected to be a role model as opposed to a mentor, and must be under 40 years of age with a minimum of five years professional experience. The three recipients of this award have been City Commissioner Rosalynn Bliss, Luisa Schumacher, Executive Director of the West Michigan Center for Arts and Technology and Rachel Mraz, Partner at Merrill Lynch - DeVries, Freeberg & Mraz Group.

If you know someone who could join the company of these powerhouse award recipients, be sure to make your nomination before May 27. Nomination forms are available online at [www.grandrapids.org/athena-award-program](http://www.grandrapids.org/athena-award-program) or by contacting Janet Wyllie at [wylliej@grandrapids.org](mailto:wylliej@grandrapids.org) or 616.771.0331.

Then, save the date for the Annual ATHENA Award Luncheon on September 14, from 11:30 a.m. - 1:30 p.m. at the Amway Grand Plaza Hotel. Mark those calendars and plan to attend!

### Sponsorship opportunities are available!

If you are interested in sponsoring this annual event or donating to the ATHENA scholarship fund, contact Leslee Fritz at 616.771.0357 or [fritzl@grandrapids.org](mailto:fritzl@grandrapids.org).

## Ambassador of the Month



Jill Murray, an advertising consultant for JQ99 & 1260 The Pledge, has achieved the coveted Ambassador of the Month title in her rookie month!

Jill regularly attends the Chamber's Business Exchange Luncheons and Business After Hours as well as the Chamber Summer School programs. She says the Chamber Summer School sessions combine networking and great topics to expand knowledge.

"The Chamber has given me great opportunities to meet new and existing Chamber members," Jill says.

In her role as an advertising consultant, Jill loves to meet with business owners and other representatives to look at their existing marketing plan and to give them ideas about how to grow their business.

Contact Jill Murray to learn how to market your business through JQ99 & 1260 The Pledge by calling 616.460.0518.

The Ambassadors Club is generously sponsored by:



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# Register today for these upcoming Chamber events!

## To Register

Unless otherwise noted, register for events at [www.grandrapids.org/events](http://www.grandrapids.org/events). Or, call the RSVP hot line at 616.771.0303 (please have your credit card information handy when you call). Questions about events? Call 616.771.0300. 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.

## May

### 2 | ATHENA Award Nominations open

Make a nomination at [www.grandrapids.org/athena](http://www.grandrapids.org/athena). Details on page 1.

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



As a part of World Trade Week, join the WMWTA to welcome Richard N. Holwill of Amway as he presents, "Trade Policy and Regulatory Update: Impact on

US Companies and Their Global Competitiveness."

Sponsored by GNS.

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

### 4 | Chamber Member Orientation

Learn to use your membership to its fullest!

Time | Noon – 1 p.m.

Location | Chamber Offices, 111 Pearl St. NW

Cost | Free, includes light lunch

Sponsored by:



### 10 | MAP's New Employee Luncheon

See details on page 5.

Time | Noon – 1 p.m.

Location | Bistro Bella Vita, 44 Grandville SW

Cost | \$100 (a complimentary service for MAP Corporate members)

### 12 | Business Exchange Luncheon

The Chamber's #1 networking event!

Time | 11:30 a.m. – 1:30 p.m.

Location | Watermark Country Club, 5500 Cascade Rd. SE

Cost | \$18/member-early registration, \$23/member after 5 p.m. May 6, \$23/future members (may attend once)

Event Sponsor:



Business Exchange Underwriter:



### 18 | EPIC Awards

Join us for this second annual event honoring members of the business community who are Entrepreneurial, Progressive, Innovative and Collaborative. Six awards will be given to members of the business community at this reception and dinner. More information is available at [www.grandrapids.org/epic-awards](http://www.grandrapids.org/epic-awards), or on page 1.

Time | 5:30 – 8 p.m.

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

Cost | \$60/Members, \$85/Future members



### 19 | Business After Hours

Expand your business base at this networking event with members from six chambers! Details on page 3.

Time | 5:30 – 7:30 p.m.

Location | Grand Volute Ballrooms, 655 Lincoln Lake Ave. SE, Lowell

Cost | Free to members

### 23 | Breakfast with Legislators

Time | 7:30 – 9 a.m.

Location | Michigan State University College of Human Medicine, 15 Michigan St. NE

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



### 27 | ATHENA Award Nominations close

Get those nominations for the ATHENA and ATHENA Young Professional Awards in by 5 p.m. today!

### 30 | Chamber closed

Enjoy the Memorial Day holiday!

## June

### 1 | 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 light lunch

### 1 | Minority Intern Reception

See details on page 7. To register, call 616.771.0320 or e-mail [diversity@grandrapids.org](mailto:diversity@grandrapids.org).

Time | 5:30 – 7:30 p.m.

Location | Michigan State University College of Human Medicine, 15 Michigan St. NE

Cost | FREE

# Almost time “fore” the Chamber Open!

## 9-10 | Facing Racism

Intensive two-day Institute for Healing Racism Program that works to eliminate individual and institutional racism.

Time | 8 a.m. - 4 p.m. both days

Location | Kent MSU Extension, 775 Ball Avenue

Cost | Members: \$200/person from nonprofit organizations, \$300/person from for-profit. \$50 extra for future members.

## 9 | Business Exchange Luncheon

The Chamber's #1 networking event! Event Underwriter: Blue Cross Blue Shield of Michigan.

Time | 11:30 – 1:30 p.m.

Location | Watermark Country Club,  
5500 Cascade Rd. SE

Cost | \$18/member-early registration,  
\$23 /member after 5 p.m. June 3,  
\$23/future members (may only attend once)



## 16 | Business After Hours

The Grand Rapids Public Museum welcomes you to a new exhibit, “Thank God for Michigan: Stories from the Civil War.” Enjoy an evening of networking while getting a glimpse of artifacts of local soldiers and officers who volunteered to fight and the civilians on the home front that supported them.

Time | 5:30 – 7:30 p.m.

Location | 272 Pearl Street NW

Cost | FREE to members

It's time to visit the driving range and start warming up for the 2011 Chamber Open! This year's golf outing on Tuesday, June 14, features two shotgun starts and plenty of opportunity to network with a wide range of decision makers and community leaders.

Cost per foursome is \$600 and includes breakfast, golf, door prizes, drink tickets, lunch and more. Don't have a foursome or want to golf with new contacts? Sign up as a threesome, twosome or single golfer we will match you with others you can enjoy the day with.

If you're looking for a way to introduce your products or services to customers in a fun, relaxed atmosphere, consider sponsoring or co-sponsoring a course hole. It's a great way to market your company, build and strengthen relationships with other prominent mem-



bers of your community and enjoy an entertaining day out of the office!

Date | Tuesday, June 14  
Time | 8 a.m. and 1:30 p.m.

shotgun starts with lunch between

Location | Watermark Country Club,  
5500 Cascade Rd. SE

Cost | \$150/individual, \$600/foursome

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

To donate door prize/raffle items or if you have general questions about the event, contact Janet Wyllie at 616.771.0331 or [wylliej@grandrapids.org](mailto:wylliej@grandrapids.org). For sponsorship information and opportunities, contact Leslee Fritz at 616.771.0357 or [fritzl@grandrapids.org](mailto:fritzl@grandrapids.org).

## Member Seminars, Events & Celebrations May

**5 - 6 | The Exceptional Leader™** - Inspire action. Differentiate the roles and responsibilities of leaders and managers and consider ways to think and plan more strategically. You'll also learn a process for setting direction and aligning others, how to plan a communication strategy, and to develop skills that motivate and inspire others. Call Varnum Consulting at 616.336.7058 for more details or to register.

**12 | AAF 2011 Small Business Workshop** – Develop targeted messages, identify and reach your customers, make your advertising and marketing dollars work harder, and talk one-on-one with West Michigan advertising and business leaders. \$40 AAFWM ad club & Grand Rapids Chamber members. For a list of speakers and to register, visit [www.aafwmi.org](http://www.aafwmi.org).

**19 | 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. Call Varnum Consulting at 616.336.7058 for more details or to register.

### Member Ribbon Cutting celebrations

10 | Forest View Hospital, 3:30 p.m., 616.942.9610

18 | Operator Specialty Co., 1:30 p.m., 616.719.5588

20 | Storage Pros, 12:30 p.m., 616.248.4674

21 | Goodwill Industries, 9:00 a.m., New Rockford location, 616.885.7254

27 | Snap Fitness at Watermark Country Club, 11:00 a.m., 616.957.3560

# 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.*

Three Chamber members are part of **Accident Fund Insurance Co. of America's** 2010 President's Club: **Berends Hendricks Stuit Insurance Agency, Buiten & Associates** and **Pinnacle Insurance Partners**.

**Timothy Carr** has been appointed the Chief Financial Officer for **ADAC Automotive**.

Six members of **Andrews Hooper Pavlik** have been licensed, trained and certified to facilitate a business evaluation process called the Corporate Body Scan™, which is part of the SOAR to Strategic Excellence™ business improvement process.

**Blythefield Country Club** and the **University Club of Grand Rapids** announced they are offering a "Towne & Country" affiliation to their current and prospective members.

**Patrick Newcombe** joined **Calder Investment Advisors** as Vice President-Financial Planning Group.

**Calvin College** has chosen **Rick Treur** as the new Director of its Annual Fund.

**Chemical Bank** has promoted **Matt Goble** to First Vice President, Commercial Lender; **Denny M. Briggs** to Assistant Vice President, Commercial Lender; **Lindsey Briones** to Assistant Vice President, Branch Manager; **Barb Freeman** to Assistant Vice President, Branch Manager; **Sarah Price** to Assistant Vice President; **Ann Ulberg** to Assistant Vice President, Branch Manager; **Joseph VanBrocklin** to Assistant Vice President, Commercial Lender and **Liliana Garcia** to Branch Manager

**Jim Gadziemski** has joined **Columbian Logistics Network** as General Manager.

**Cooley Law School** added **Brigadier General Michael C.H. McDaniel** to its full-time faculty as a Professor in the constitutional law department and to develop a program in Homeland Security Law. Also **James B. Thelen** was named Associate Dean for legal affairs and general counsel.

**Crowe Horwath LLP** has hired **Casey Aubil**, staff, tax group; **Aaron DeGraaf**, senior

associate, market development and sales group; **Clayton Rossman**, staff, audit and financial advisory group; **Cara Spinniken**, senior associate, market development and sales group; **Kevin Walkotten**, staff, audit and financial advisory group.

**CSM Group** announces the promotion of **Julie Byrne** to Group Vice President and welcomes New Construction Managers **Michael Roberts** and **Gabe Dilwort**. **Shawn Benn** has joined the team as a Project Manager. Also, CSM Group was selected as one of the "101 Best and Brightest Companies to Work For" in West Michigan.

**Jim Visser** is Director of Fund Development at **D.A. Blodgett – St. John's**.

**Davenport University** named **Linda Rinker, EDD**, as Executive Vice President for academics and provost.

**Diversified Data Services** announces **Max Garratt** has been promoted to Vice President of Operations and **Gerrie Czarnik** and **Linda Pearman** have joined the company in Digital Printing and Mailing Sales Support.

**DK Security** was named one of "West Michigan's 101 Best & Brightest Companies to Work For."

**DTE Energy's** River Rouge Power Plant received the CET Platinum Award from the Michigan Occupational Safety and Health Administration for an outstanding safety and health record.

**Leanna Gearhart-Theye** of **Eastern Floral**, earned the Certified Florist designation from the National Alliance of Floral Associations.

**Echelbarger, Himebaugh, Tamm & Co., P.C.** has been selected as an Intuit® Solution Provider for intuit business and financial management solutions.

**Elzinga & Volkers** has hired **Brenden Wallace, Jason Blamer** and **Tyler Gamelin** as field staff. Also, the company has been selected as one of "West Michigan's 101 Best and Brightest Companies to Work For."

**Erhardt Construction** announces that it has named **Ben Wickstrom, PE**, its new President, succeeding **Joseph Erhardt, PE**, now Chairman of the company.

**Dave Samra** joined **Exchange Financial Mortgage** as a Senior Loan Officer.

**Fishbeck, Thompson, Carr & Huber** has promoted **Roger M. Maddox, PE**, to Senior Associate/Vice President.

**Foster Swift Collins & Smith, PC** earned 2nd place honors for their new web site in the Legal Marketing Association Midwest Chapter's Annual "Your Honor" Awards in the

category of Web Sites and Other Electronic Media. Also, shareholder **Todd Hoppe** has been named Business & Corporate Law practice group leader.

**Frankenmuth Bavarian Inn Lodge** has been selected for the 2010 Best of Business Award by The Small Business Commerce Association in the Hotels & Motels category.

**Carole Valade** of **Gemini Publications** was honored at Michigan Business and Professional Association's 15th annual Women and Leadership in the Workplace conference.

**Goodwill Industries of Greater Grand Rapids** will expand its cultural competency and diversity efforts to the individuals it serves through a \$120,000 two-year grant from the W.K. Kellogg Foundation.

The Grand Rapids Cultural Marketing Group elected **Sarah Mieras** of **Opera Grand Rapids**, President; **Kerri VanderHoff** of the **Grand Rapids Art Museum**, Vice President; **Krys Bylund** of the **John Ball Zoo Society**, Secretary; **Kristy Harrington** of the **Grand Rapids Public Museum**, Public Relations Officer; and **Kate Wiltzer**, of **Experience Grand Rapids**, Support Organizations Representative.

**Bill Hook** is the **Grand Rapids Griffins'** season sales and customer service executive.

**Grand River Bank** has added **Brent Kehrwecker** as Vice President – Commercial Loan.

**Joe Iannelli** was appointed Director of **Grand Valley State University's** School of Engineering. GVSU's College of Education honored Geology Professor **Larry A. Fegel** with the Outstanding Alumni Award for Outstanding Educator.

Manager **Jorge Capestany** and staff member **Adam Ford** of **Hope College's** DeWitt Tennis Center have received the following honors: Capestany has been named Facility Manager of the Year and was presented the Outstanding Educator of the Year award by the Midwest Division of the U.S. Professional Tennis Association. Ford has been named Member of the Year for the State of Michigan by the Professional Tennis Registry.

The **Center for Community Leadership** announces **Huntington Bank** President **Jim Dunlap** is the recipient of this year's Distinguished Community Trustee Award.

Huntington Bank West Michigan Women's Advisory Board elected **Deb Bailey, Steelcase**; **Tim Feagan, Clear Channel** in **West Michigan**; and **Caroline Older, Arts Council of Greater Grand Rapids**.

**John Missad, RPA**, has joined **IBS Financial Group** as a Retirement Plan Consultant.

**Independent Bank Corporation** promoted **Brad Kessel** to President. Also, **Tamara Pearson** has joined the bank as a Mortgage Loan Officer at the East Beltline office, and **John Goodrow** has joined as a Mortgage Loan Officer at the Plainfield office.

**Integrated Architecture** added the following new staff members: **Darrel DeHaan, AIA**, Project Manager; **Kevin Mersman, PE**, Mechanical Engineer; **Doug Smith, AIA LEED AP**, Project Architect; and **Ed Talaga, AIA**, Project Manager.

**Kentwood Office Furniture** has hired **Lizabeth Reilly** as an inside sales consultant.

**Raymond Schultz** was re-elected Director of **Kreis, Enderle, Hudgins & Boros P.C.**

**Lambert, Edwards & Associates** has added **Ashleigh Chatel** as an Associate in its health care practice.

**Lighthouse Insurance Group** has added **Jeff Beyer**; **Peter Holt**; **Natalie Owen** and **Marnie Van De Venter** to its staff.

**Macatawa Bank** has promoted **Stacy Miller** to Vice President, Private Banking Officer and **Matthew D. Hoeksema** to Senior Vice President, Head of Commercial Banking. **Joel Van Elderen** has joined the bank as Vice President, Mortgage Sales Manager.

**Metro Health Hospital** has appointed **Jamal A. Ghani** its new Chief Operating Officer, and **Dr. Paul A. Brown** joined the staff as an Ophthalmologist. Also, Metro Health is the first hospital in Country to use new FDA-approved surgical device: the Stealth 360 degree™ Orbital PAD system, a minimally invasive catheter used in arteries to remove plaque and restore blood flow in unhealthy and at-risk tissue. Lastly, Metro Health Hospital has been named one of "West Michigan's 101 Best & Brightest Companies to Work For."

**Mickie Pino** has joined the staff of **Michigan Blood** as a donor relations specialist.

**Michigan Radio**, the public radio service from the University of Michigan, was recently honored with twelve awards from the Michigan Association Press and seven Broadcast Excellence Awards from the Michigan Association of Broadcasters.

**John H. Gretzinger** has become a member of **Mika, Meyers Beckett & Jones**.

**Debra Zoodsma** is now a personal risk advisor at **Ottawa Kent Insurance Company**.

**Rebecca Barcy, Ph.D., F.L.P.**, was recently hired to work in the **Pine Rest Psychological Consultation Center**.

**Placta, Murphy & Associates** recently announced that **Andie Blair** has joined the firm as Office and Client Relations Assistant. **Pondera Advisors** announces the addition of a new business division, Pondera® Student Services, with **Elizabeth Bogo** and **Susan Laffrey** as the principal consultants.

**Proos Manufacturing** received the 2011 Michigan Jeffrey Butland Family-Owned Business of the Year award from the U.S. Small Business Administration.

**Rehmann** has promoted **Jill Becker** to Manager.

**Regulus Advisors** welcomes **Wei-Ya Sandi Liang**, **Scott Hanson**, **Brian Menzel** and **Paul Tews**.

**Rockford Construction Company** welcomes **Amanda Sanborn** as property manager at The Lofts at 5 Lyon and **Cindy Tomlinson** as human resources manager.

**Daniel Gendler**, owner of **San Chez Tapas Bistro**, was named Director of **Grand Rapids Community College's** Secchia Institute for Culinary Education.

**Service Express Inc.** welcomes **Jeremy Packer** and **Mike Texter**, Production Engineers and **Jennifer Hance**, Corporate Recruiter.

**Melissa Brown, D.O.**, has joined **Spectrum Health Medical Group** Family Practice in Coopersville. **Spectrum Health** Family Birthplace at Butterworth Hospital has been recognized by the International Board of Lactation Consultant Examiners and the International Lactation Consultant Association for its efforts to promote breastfeeding. **Spectrum Health** Blodgett and Butterworth hospitals and Meijer Heart Center are recipients of the 2011 HealthGrades Patient Safety Excellence Award.

**Steelcase** has received an Evergreen Award from the U.S. General Services Administration, recognizing its efforts to do business in an environmentally friendly way.

**Rob Umstead** of **Steenland Insurance Agency** has received the Waldo C. Hildebrand Lifetime Service Award from the Michigan Association of Insurance Agents. **Nicholas V. Dondzila** is now associated with the law firm **Straub, Seaman & Allen**.

Attorney **Monica Downer** joined **Sun Title Agency's** commercial property division.

The **Heart of West Michigan United Way** recently awarded **Northwestern Mutual Financial Network – The Western Michigan Group** with the Spirit of Generosity Award for its high level of participation in the 2010 campaign.

The **Literacy Center of West Michigan** has presented its Company of the Year Award to **Spectrum Health** and Champions of Literacy Awards to **Win Irwin** of **Irwin Seating** and **Jacqueline D. Taylor** of **Pondera Advisors**.

The **Women's Resource Center** gave 2011 Pillar Awards to the **Grand Rapids Community Foundation**, **Plante & Moran** and **Priority Health** for empowering women in the workplace.

**Jeffrey A. DeVree** has joined **Varnum** as a Partner in the Grand Rapid office. Also, attorney **Timothy Monsma** has been selected to serve on the **Heart of West Michigan United Way** Project Blueprint board, and Varnum has been named one of West Michigan's "101 Best and Brightest Companies to Work For."

**Douglas A. Wagner**, Managing Partner of **Warner Norcross & Judd**, has been recognized by Michigan Lawyers Weekly as one of its 2011 Leaders in Law, and the firm has been chosen by in-house counsel at selected Fortune 500 companies as one of the nation's "Go-To-Law Firms," as well as one of the "101 Best & Brightest Companies to Work For in West Michigan." **Edward Bardelli**, **Douglas Dozeman**, **Linda Paullin-Hebden**, and **Jonathan Kok** were elected to WN&J's management committee, and the following partners have been appointed to chair practice groups within the firm: **Brian J. Masternak** (Recruiting Committee); **Edward J. Bardelli**, (Litigation and Trial Service); **Cameron S. DeLong**, (International Business); and **Matthew T. Nelson**, (Appellate Law). Lastly, the firm has released its fifth annual Diversity and Inclusion Report, a 12-page report which details the law firm's initiatives to become a diverse and inclusive workplace.

**Waters Tenant Representation** changed its name to **Michigan Commercial Space Advisors**.

**Connie Frazier** is Chief Advancement Officer for **Wedgwood Christian Services**.

**Michael Feighan** joined **Wells Fargo Advisors** as a financial advisor and **Nicholas Sherman Jr.** was named to its Premier Advisors Program.

**Timothy Eernisse** of **WGVU** won a 2011 Communitas Award from the Association of Marketing and Communication Professionals. Also, **WGVU-TV** and **Radio** received 11 Broadcast Excellence Awards, including three "Best in Category" awards.

**WOOD TV8** has been named Station of the Year 2010 by the Michigan Association of Broadcasters, the ninth time in 11 years it has received the honor.

**Governor Snyder (from p. 1)**

members to learn more about the Governor’s proposals to help revive our state’s economy,” said Rick Baker, President and CEO of the Grand Rapids Area Chamber of Commerce. “West Michigan will play an important role in this effort. The Chamber believes the best way to build a better Michigan is to get people back to work, and we look forward to partnering with the Governor to do that.”

Throughout his remarks, Governor Snyder underscored that his approach to reinventing Michigan answers the question, “What do we need to do to make Michigan great again?” His answer: More and better jobs. “It’s time for all of us to step up,” he said. “This is the time to solve the problems we have failed to solve for decades.” He also encouraged the audience to help the state by being “Positive, forward-thinking, and inclusive...we’re all in this together and we will decide our fate.”

View the speech and a discussion with Governor Rick Snyder and Chamber President and CEO Rick Baker at [www.grandrapids.org](http://www.grandrapids.org).



Top: Bob Roth of RoMan Manufacturing facilitated the audience Q&A with Governor Snyder. Above left: Chamber President & CEO Rick Baker. Above right: Governor Snyder speaks to Davenport University President Rick Pappas during the luncheon. All photos courtesy of Tiberius Images, [www.tiberiusimages.com](http://www.tiberiusimages.com).

apids.org. Special thanks to Chuck Peterson of Chuckfilms for his work in ensuring these videos are available for all Chamber members to see.

Many thanks as well to the companies whose generosity supported this event! **Corporate Benefactors** DP Fox; Huntington Bank; Lambert, Edwards & Associates; Prangle Marks, LLP; Rhoades McKee PC, RoMan Manufacturing, Inc. and SIBSCO, LLC. **VIP Reception Underwriter** Huizenga Group. **Chamber Champions** Advantage Benefits Group, Inc.; Agent Alliance Corp.; Bata Plastics, Inc.; Blue Cross Blue Shield of Michigan; Chase; Comerica Bank; Consumers Energy; Crowe Horwath LLP; Davenport University;

Eikenhout, Inc.; Fifth Third Bank; Grand Rapids Community College; Grand Valley State University; Hope Network Corporation; Lacks Enterprises, Inc.; Law Weathers; McAlvey, Merchant & Associates; Meijer, Inc.; Metro Health; Miller Johnson; Plante & Moran, PLLC; PNC Bank; Spartan Stores; The Rapid; Varnum LLP; Wege Foundation; Windquest Group, Inc. **Entrepreneur Sponsor** MIStartupLawyer.com.