

the Chamber NEWS

A publication of the Grand Rapids Area Chamber of Commerce
September 2011 | Vol. 11 | No. 09

Join us for inspiring ATHENA Awards September 14

As the 22nd Grand Rapids Area Chamber of Commerce ATHENA Award recipient, Goodwill of Greater Grand Rapids President & CEO Kathy Crosby joins a list of women in the community who demonstrate leadership in their fields, mentor and open doors of opportunities for women, and contribute time and talent to the community.



ance in leadership in our community.

The 2011 ATHENA Award Nominees are: Lori Baker, Baker Spindler Holtz; Diane Kniewski, WOOD-TV8; Heidi Cate, Lighthouse Academy; Diana Sieger, Grand Rapids Community Foundation; Terri DeBoer, WOOD-TV8; Kelly Springer, Plante Moran; and Kristine Faasse, Bethany Christian Services.

Crosby will be honored along with seven other prominent community and business leaders nominated for the award this year at the annual ATHENA Award Luncheon on September 14. Attend this inspirational event and celebrate those who are creating a bal-

The event will also feature the highly anticipated presentation of the ATHENA Young Professional Award, which recognizes an emerging leader for their contributions to community, professional excellence and commitment to serve as a personal and professional role model to young women.

Ten women nominated for the ATHENA Young Professional Award will be on the edge of their seats at the luncheon, as the recipient will not be announced until the event. Nominees for both awards will be honored at a private reception prior to the luncheon event, as well as recognized at the luncheon.

2011 ATHENA Young Professional nom-
Continued on p. 16

Register to Play in The Challenge Cup!

The Challenge Cup, a new golf event presented by the Grand Rapids Area Chamber of Commerce, is a unique outing that provides players the experience of playing in what looks and feels like the Ryder Cup or Solheim Cup Challenges. Golfers of any skill level can contribute and enjoy this competition.

The Challenge Cup is played with teams of eight. Winning your separate match-up gives your team a point, ending the match in a tie gives each team a half point. Teams can be co-ed.

Put your best team together and register to play, and see if you have what it takes to win the Challenge Cup!

Wednesday, September 21 is the date the Challenge Cup will be contested at Thousand Oaks Golf Club, 4100 Thousand Oaks Dr. NE, with registration

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East Meeting West: The Grand Rapids Edition

On Friday, September 30, the Grand Rapids Area Chamber of Commerce is hosting a delegation of business and community leaders from the Detroit Regional Chamber for a day of conversation and collaboration to move both our communities and the state forward. Mackinac Policy Conference Chair and incoming Detroit Chamber Board Chair Chip McClure will be leading the high-level group of Detroit's movers and shakers on their visit to Grand Rapids during one of our premier events, ArtPrize.

The trip is an effort to help the Detroit Regional Chamber accomplish the first goal of this year's Mackinac Conference which is to "improve collaboration between East and West Michigan businesses and key institutions."

The objectives of the event are:

- To improve collaboration between East and West Michigan businesses and key institutions
- To provide a unique opportunity to learn about the key people, places and issues shaping both of our communities
- Make talent connections. Assist participants with the development of new social and professional contacts that can lead to future collaborations and endeavors

The delegation's trip will consist of a welcome from Mayor George Heartwell, a tour of downtown, a conversation on collaborative competition at GRid 70, discussion of what is working in both communities, plus the wonder that is Grand Rapids during ArtPrize!

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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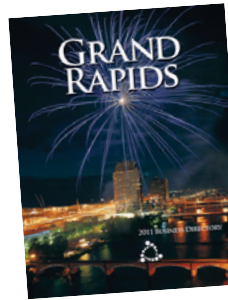
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Masthead photo: The Michigan Street hill, looking east toward Grand Rapids' "Medical Mile.."



CHAMBER NEWS & NOTES



Verify your company information for the 2012 Chamber directory: deadline to make changes is September 30

Do we have your current company information? You should have received your electronic Business Directory Verification form via e-mail in late August. Please follow the instructions in that e-mail to ensure your information is up to date.

Updating your business information guarantees that your company is kept informed of recent news and developments. Because your company's contact information and business details are directly linked to our web site, you will improve your referral opportunities as well.

This is also your chance to ensure your information is correct in the 2012 Grand Rapids Chamber Business Directory!

Contact Joni Johnson at johnsonj@grandrapids.org with questions.

Jordan O'Neil named director of Center for Community Leadership

Last month, the Chamber welcomed Jordan O'Neil to our staff as director of the Center for Community Leadership. Jordan comes most recently from the American Red Cross of Greater Grand Rapids where he served as the AmeriCorps Program Director. "Jordan brings a range of knowledge and experience that will continue to elevate CCL as Grand Rapids' premier leadership organization," says Rick Baker, Chamber President and CEO.



New City of GR Website launched, feedback encouraged



The City of Grand Rapids has released a sneak peek of its new website at beta.grcity.us so residents can preview new features. The beta website is built on the City's next-generation Web platform, which provides new features and technologies designed to provide additional services to residents at lower cost

while increasing government transparency.

New features include a citizen-registration feature that lets the City send email news and alerts to subscribers about emergencies, issues and events, community calendars so users can see City events in one place and support for social networks like Facebook and Twitter.

CEO Roundtable and Management Roundtable Program: Fall Enrollment Now Open

Since it began in 1987, the Chamber's CEO Roundtable program has helped CEOs, presidents, business owners, and managing directors improve business performance by providing a forum for confidential peer-to-peer conversation. More than 300 CEO Roundtable participants invest their time in monthly two-hour meetings with a group of 10-13 other decision makers, often becoming each others' informal boards of directors.



Roundtables are tailored to members' interests, with each member hosting a meeting to focus on his/her particular concern or interest. Groups are configured to remove competitive conflicts, and sales pitches are not allowed. The cost to participate is just \$60.00 -- by far one of the best business values in West Michigan, as evidenced by it becoming the largest member program at the Chamber. The program has expanded to offer two tracks: CEO Roundtables and Management Roundtables.

First Track - CEO Roundtable Program (for CEO, President, Managing Partner, Owner):

Original (mix of industries)

Family-Owned (must be part of family)

Non-profit (limited to Executive Directors of non-profit organizations)

Manufacturing

Second Track - Management Roundtables that are geared to the next level executive:

Sales (limited to VPs of Sales and Sales Managers)

Marketing (limited to VP of Marketing and Marketing Managers)

Finance/Accounting (limited to CFOs, VPs of Finance, or Treasurer)

Leadership Development Table (limited to COOs, VPs)

If you would like to participate in the CEO Roundtable program, please visit www.grandrapids.org/ceo-roundtable-program, complete the 2011 application and return it by Friday, September 2. If you have any further questions about the CEO Roundtable program, contact Wes Trimpe at 616.771.0342 or at trimpew@grandrapids.org.

The Challenge Cup, from p. 1

beginning at 9 a.m. The shotgun start is at 10 a.m., and all participants should plan to wind up the day with cocktails and the award presentation at 3 p.m. Cost to participate is \$125 per golfer. For more information or to register, please contact Wes Trimpe at 616.771.0342 or trimpew@grandrapids.org.

Sponsorship opportunities are also available! Contact Leslee Fritz at fritzl@grandrapids.org or 616.771.0357 to learn more about how you can add your company name to the list of inaugural event sponsors.

Town Hall Meeting Delivers Facts on the Bridge

On Wednesday, August 3, Lieutenant Governor Brian Calley and Consul General of Canada Roy Norton gave presentations and answered questions about the New International Trade Crossing (NITC), the proposed bridge between the Detroit area and Ontario, Canada. The event, hosted by the Grand Rapids Chamber and the West Michigan World Trade Association, worked to cut through the myths and misunderstandings surrounding the NITC proposal.

"The facts show that it's a project of vital economic and national security for the U.S. and Michigan," said Andy Johnston, Vice President of Government Affairs at the Grand Rapids Chamber. "One in seven jobs in West Michigan depends on trade with Canada."



The Lt. Governor's and Consul General's presentations explained the importance and relevance of the bridge to Michigan's recovering economy. Half of everything that Michigan sells to the world is purchased in Canada.

"Michigan-Canada trade grew last year by a phenomenal 43% over 2009," stated Roy Norton when discussing how important this bridge is to both parties. "The NITC is so important, in fact, that we're prepared to assume all of the risk and all of the liability -- so that Michigan bears none."

The Chamber will continue to get the real facts out and advocate for the NITC. This project is important not just for the state but for West Michigan, where 109,000 jobs are supported by trade with Canada. If you have questions, please contact Andy Johnston at 616.771.0335.

MEMBERS IN THE SPOTLIGHT

The Chamber News helps you get to know fellow members by profiling two organizations in each issue.

REAGAN MARKETING + DESIGN

Reagan Marketing + Design is a full-service company that does it all – from web design and writing to account and project management – they will surely fulfill all of your marketing needs.

Founded in 1991 by Mary Reagan Shapton, the company's client list reads like a Who's Who of area companies, though their reach also extends internationally from the Netherlands to Costa Rica. Always committed to the Grand Rapids community, RM+D recently moved to a new, larger location in the Wealthy Street business district, and is happy to be a part of an exciting, dynamic, close-knit neighborhood.



Reagan Marketing + Design founder Mary Reagan Shapton accepts the 2011 Woman-Owned Business of the Year award from Chamber President Rick Baker at the 2011 EPIC Awards in May. (Photo: Grand Rapids Social Diary - Tim Motley)

They are committed to Grand Rapids in other ways as well, doing pro bono work for Local First, Gilda's Club, Muscular Dystrophy, St. John's Home, The Grand Rapids Children's Museum, and local schools. Mary and her team of 20 feel that the Chamber helps them in many ways, saying "The Chamber offers important educational opportunities. As a member, we have made connections to and built relationships with other businesses throughout Grand Rapids."

RM+D has built its business on creative, effective, practical, quality cost-conscious solutions for their clients. Their highly talented design team is matched by innovative strategy and

project management, a combination that drives positive results, and nets an array of recognition. Earlier this year, the company was named the Chamber's "Woman-Owned Business of the Year" at the 2011 EPIC Awards.

AMORE TRATTORIA ITALIANA

If you want a restaurant that offers everything Italian, Amore Trattoria Italiana is the place to visit. In addition to offering a stellar seasonal menu, Amore has live bands, free cooking classes, and specialty cakes. Their wine selection is exclusively



For authentic Italian fare in Grand Rapids, visit Amore Trattoria Italiana on Comstock Park.

Italian and is showcased in their exquisite Wine Dinners. The food is traditional Italian food that doesn't strive to overwhelm your taste buds, but lull them with simple and effective execution.

One unique offering is Amore's Chef's Tables, which include many small courses that allow you to sample some delicious Italian items created just for you. The Chef's Table provides guests with an exciting, interactive experience as each course is introduced by the chef as you dine with your group.

Amore is grateful to add Grand Rapids to their roster, as they already have restaurants in Italy and San Francisco. Their location on Alpine Ave. in Comstock Park has been open since 2010.

Visit their website at www.amoretrattoriaitaliana.com for more information, including information on their local vendors and their recipe of the month...yum!

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

Healthy employees can help make your business healthy. As your partners in health, Blue Care Network and the Grand Rapids Area Chamber of Commerce can help make that happen for your business... with Healthy *Blue Living*SM. A revolutionary plan that actually rewards your employees with lower copays and deductibles for adopting healthier lifestyles.

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 or contact the Grand Rapids Area Chamber of Commerce at 616-771-0348.



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Fashion's Night Out: New York. Milan. Grand Rapids!

Fashion's Night Out began two years ago in New York City as a response to the economic meltdown of 2008. *Vogue* magazine led an effort to connect fashion designers, retail, and customers through a one-night, city-wide shopping spree. The event was an incredible success, generating millions of dollars in sales.

Jim Murray, general manager of Grand Rapids-based A.K. Rikk's, a local fashion boutique and member of the Chamber, was intrigued. He attended the event in New York City, and decided he had to bring the concept to Grand Rapids for 2010. Last year, Jim petitioned *Vogue* to allow Grand Rapids to host its own Fashion's Night Out event. He was met with serious resistance at first, with *Vogue* telling him that only "Vogue cities," the closest of which is Chicago, would be allowed to participate. After numerous calls and visits, Jim convinced the magazine to give Grand Rapids a chance.

Last year, more than 50 local retailers, restaurants, bars, and hotels participated in Grand Rapids' first Fashion's Night Out. Hundreds of shoppers participated. Three local stores reported record sales; many others reported standing room only crowds on their sales floors.

CBS News filmed a documentary recap of New York City's Fashion's Night Out 2010. When the reporters found out

GRAND RAPIDS CELEBRATES:
**FASHION'S
NIGHT
OUT
SEPT. 8
2011**

When you attend, please make sure to stop by the following Chamber member establishments:

- A.K. Rikk's - 5721 28th St. SE
- Leigh's - 1942 Breton Rd. SE
- Peninsula Trading Travel Gear - 972 Cherry St. SE
- rock paper scissors consignment boutique - 145 Diamond Ave. SE
- Bar Divani - 15 Ionia Ave. SW
- Craft-Revival Jewelers - 16 Ionia Ave. SW
- Lee & Birch - 50 Louis St. NW
- Reserve - 201 Monroe Ave. NW
- Stella's Lounge - 53 Commerce Ave. SW
- The Viceory - 53 Commerce Ave. SW
- Reds on the River - 8 E. Bridge St. Rockford
- The Winchester - 648 Wealthy St. SE

that Grand Rapids had also hosted their own event, Jim Murray was interviewed, and CBS mentioned Grand Rapids along

with New York and Sydney, Australia in the film.

Jim feels that one of the best outcomes from Fashion's Night Out would be for shoppers in Grand Rapids to realize they can stay local instead of driving to Chicago for their fashion needs. "I want people to know that the same, or better, products, art pieces and fashion lines are available right here in Grand Rapids," he says.

One of the most unique aspects of Grand Rapids' Fashion's Night Out is how it has drawn the fashion, retail, arts, and restaurant communities together. Instead of viewing businesses as competitors, many participants are beginning to form relationships and are referring customers to each other.

This year, Fashion's Night Out will be held on Thursday, September 8. The event starts at 6 p.m. and participating stores will stay open until 11 p.m. The Grand Rapids Trolley Company is providing complimentary transportation for shoppers, with stops in shopping districts across the city. Participating restaurants will offer special happy hours from 4 - 6 p.m., with The Winchester open after 11 p.m. for late-nighters. An official after-party will be held as well. Visit fashionsnightoutgr.com for details and a complete list of participating businesses.

ArtPrize "Meet the Board, Meet the Artists" Open House



The Grand Rapids Area Chamber of Commerce is once again an official ArtPrize Venue! We will be displaying two pieces of art in our windows at 111 Pearl St. Both will be outdoors, so be sure to stop by and check them out when you are downtown during the September 21 - October 9 event.

We invite all Chamber members to come meet the artists and our board members during our third annual ArtPrize Open House, September 27 from 4-7 p.m. This Open House offers a great reason to come experience the buzz and activity in the city during ArtPrize.

Thanks to the generosity of sponsor Comcast Business Class, there is no cost to attend. But we ask that you register so we can have a name tag ready for you when you arrive. Register online at grandrapids.org/events, or by calling 616.771.0303. Questions about the event? Please contact Ashley Abbott at abotta@grandrapids.org. For ArtPrize questions, visit www.artprize.org.

Register today for these upcoming Chamber events!

To Register

Unless otherwise noted, register for events at 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.

September

1 | West Michigan Chamber Mixer



Enjoy an exciting night of networking and football with businesses and individuals from West Michigan Chambers of Commerce at the

GVSU Football home opener!

Time | 4 – 7 p.m. (Kickoff)

Location | Lubbers Stadium, 4498 W. Ravine Center Dr. (Allendale Campus)

Cost | \$17, Includes parking, food, and a reserved ticket to the game

5 | Chamber Closed

Enjoy the Labor Day holiday!

7 | 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 Office, 111 Pearl St. NW

Cost | Free, includes light lunch



8 | Business Exchange Luncheon

The Chamber's #1 networking event is switching it up for the month of September! This month's luncheon will feature an appearance from former Red



Wings defenseman Chris Chelios! Limited space will be available so get your tickets soon!

Time | 11:30 – 1:30 p.m.

Location | Davenport University Student Center, 6193 Kraft Ave. SE

Cost | \$18/member-early registration, \$23/member after 5 p.m. September 2, \$23/future members (may attend once)

2011/12 Business Exchange Luncheon Sponsor:



Chris Chelios' appearance courtesy of:



14 | ATHENA Award Luncheon

Please see page 1 for details

Time | 11:30 a.m. – 1:30 p.m.

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

Cost | \$50/Members, \$75 Future Members, \$700/Corporate Table of 10

Premier Sponsor:  **Huntington**
Welcome.

14 | MAP "Let's Dine" at Chez Olga

Dine and network with fellow MAP members as we enjoy the heat of the Caribbean cuisine at Chez Olga. Space is limited! Contact Farris Withers at 616.771.0320 or withersf@grandrapids.org by September 9 to attend. This is a MAP member-only event; members may bring one non-member guest.

Time | 6 p.m. – 7:30 p.m.

Location | Chez Olga, 1441 Wealthy St. SE

Cost | Attendees are responsible for the cost of their own meals and cocktails.



15 | Institute for Healing Racism

The eight-week Institute format provides an optimum learning experience for reflective learners. Ideal for those interested in healing racism, inequality, and building an inclusive community.

Time | 7:30 – 10 a.m.

Location | Hope Network, 775 36th St. SE

Cost | Members: \$125/person from nonprofit organizations, \$225/person for-profit. \$50 extra for future members.

15 | Business After Hours

Join us for networking in an informal, social atmosphere at the newest addition to Grand Rapids' Medical Mile.

Time | 5:30 – 7:30 p.m.

Location | Helen DeVos Children's Hospital, 100 Michigan St. NE

Cost | Free, members only

21 | The Challenge Cup

See details on page 1.

Time | 9 a.m. – 3 p.m.

Location | Thousand Oaks Golf Club, 4100 Thousand Oaks Dr. NE

Cost | \$125 per golfer, teams consist of 8 players



22-23 | Facing Racism

An 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 | Cascade Engineering, 3400 Innovation Ct. SE

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

26 | Public Policy Breakfast with Legislators



We're collaborating with the West Michigan World Trade Association to present this month's Public Policy Breakfast with Legislators.

Take advantage of the opportunity to establish relationships with key decision makers and voice opinions on issues moving forward in Lansing.

Time | 7:30 – 9 a.m.

Location | Hope Network, 775 36th St. SE

Cost | \$15/members, \$20/future members

Sponsored by: HOPE NETWORK

27 | ArtPrize Meet the Board/Meet the Artists Open House

See details on page 7.

Time | 4 – 7 p.m.

Location | Chamber Office, 111 Pearl Street NE

Cost | Free to members, however registration is requested

Sponsored by:



27 | Family Business Forum: Success in Family-Owned Businesses over Multiple Generations

Features keynote speaker Charlie Kittredge, sixth-generation family business owner and CEO Crane & Co. Visit the Family Business Alliance website at www.fbagr.org or call 616.331.6827 for details and registration.

Time | 7:30 a.m. – Noon

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

Cost | Call 616.331.6827 for details

October

5 | 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 Office, 111 Pearl St. NW

Cost | Free, includes light lunch



10 | Politics & Pints

Politics & Pints provides professionals a chance to network with elected officials and learn about how you can get more

engaged in the political process in our community and state.

Time | 5:30 – 7:30 p.m.

Location | TBD

Cost | \$20/person

Sponsored by:

MCALVEY, MERCHANT & ASSOCIATES



13 | Business Exchange Luncheon

The Chamber's #1 networking event!

Time | 11:30 – 1:30 p.m.

Location | Davenport University, 6191 Kraft Ave. SE

Cost | \$18/member-early registration, \$23/member after 5 p.m. October 7, \$23/future members (may only attend once)

19 | Economic Outlook featuring Randy Bateman

Randy Bateman, Executive Vice President and Chief Investment Officer for Huntington National Bank, will provide an outlook on the 2012 economy: where the Grand Rapids area, Michigan and nation stand, what is being forecast for the new year, and share predicted areas of growth.

Time | 7:30 – 9:30 a.m.

Location | Sneden Center, Davenport University, 6191 Kraft Ave. SE

Cost | \$25



20 | Business After Hours

Enjoy networking in a relaxed, social atmosphere.

Time | 5:30 – 7:30 p.m.

Location | TBD

Cost | Free, members only



24 | Public Policy Breakfast with Legislators

Public Policy Breakfast with Legislators provides members and their employees the opportunity to establish relationships with key

decision makers and voice opinions on issues moving forward in Lansing.

Time | 7:30 – 9 a.m.

Location | Western Michigan University, 200 Ionia Ave. SW

Cost | \$15/members, \$20/future members

Sponsor:



26 | Financial Wellness Program

Financial wellness is not about money; it's about decision-making. This program helps build awareness of where someone is financially, provides them education for establishing financial goals and empowers them to change their behavior to achieve those goals through the choices they make as part of the financial planning process.

Event hosted by Waddell & Reed.

Time | 7:30 – 9:30 a.m.

Location | Loosemore Auditorium, 401 W. Fulton St., GVSU Downtown campus

Cost | \$25, includes breakfast

Hosted by:

27 | New Member Connections

Networking, exclusively for members who joined the Chamber in May 2010 or later. To register, contact Mark Allen at 616.771.0348 or allenm@grandrapids.org. Online registration is not available for this event.

Time | 7:30 – 9 a.m.

Location | Glendevon Banquet Facility, 2715 Leonard St. NW (At Highlands Golf Club)

Cost | FREE, includes continental breakfast

Sponsored by:



Newsflashes

Newsflashes is a 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.

Barnes & Thornburg partner **Charlie Denton** has been re-appointed Co-Chair of the American Bar Association Section of Litigation's Alternative Dispute Resolution (ADR) Committee.

BDO USA LLP's Doug Bekker has been admitted to the Assurance Partnership.

Cason Green joined **Blackford Capital LLC** as an Analyst.

Blue Sphere Solutions has achieved Microsoft Gold Portals and Collaboration Platform Competency through the Microsoft Partner Network.

Teri Harkins joined **Business Strategy** as Vice President of Sales.

C2AE welcomes two new employees: **Melanie D. Joyner, PHR** and **Scott O. Floyd, PE**.

Calvin College professor of mathematics and statistics **Jan Koop** is the recipient of a \$220,000 Michigan Department of Education grant. Also, the school was included in the *Princeton Review's* annual college guide, and is among a select 25% of Midwestern schools chosen for the "Best in the Midwest" section of their website feature "2012 Best Colleges: Region by Region." Also, *Forbes, Fiske College Guides* recognized Calvin among the best colleges and universities in the nation.

Kathie Rademacher joined **Colliers International West Michigan** as Marketing Manager.

Columbia Logistic Network added **Eric Bentley** as General Manager.

Chad Cornell of **Crystal Clean Automotive Detailing** was recently named, "2011 Most Valuable Carwasher" by *Professional Carwashing & Detailing® Magazine*. The 2011 MVC award is one of the top five most esteemed awards in the industry.

David Weingart has joined **CSM Group** as a Construction Manager and **Alex Sadovskiy** as a Project Engineer. Also, **Tracy Harrison** was Employee of the Month for June 2011.

Nisha McKenzie PA-C has joined the practice of **Dr. Stephen Dalm OB/GYN**.

DeVos Place has been named one of the top convention centers in the country after earning a Facilities & Destinations Prime Site designation.

Midwest Real Estate News magazine ranked **Dickinson Wright's** real estate practice a top Michigan-based law firm. The firm also was ranked third on the list of 2011 Best of the Best Real Estate Law Firms in the Midwest.

Doyle & Ogden Insurance added **Mike Kathmann** as Sales Manager-General Manager and **John Kendall** as Personal Lines Producer.

Dykema Gossett is pleased to announce that it has been named the number one real estate law firm by *Midwest Estate News*. Also, the firm's **James S. Brady**, has been elected to serve as Vice President of Opera Grand Rapids for the 2011-2012 fiscal year.

Elzinga & Volkers Construction Professionals promoted **Grace Silva** to Controller.

Experience Grand Rapids received accreditation from the Destination Marketing Accreditation Program.

Five **Foster Swift Collins and Smith PC** attorneys have been named fellows of the Michigan State Bar Foundation: **Johanna Novak, Jack Siebers, Anne Seurync, Jennifer Van Regenmorter** and **Lynwood VandenBosch**.

The Fox V.O.I.C.E. and **Huntington Bank** have collected new backpacks and school supplies in their Grand Rapids 27 locations. School supplies costs add up to about \$530 per child per year in elementary school, \$545 in middle school – a 25% jump over last year and \$1,094 in high school.

The W.K. Kellogg Foundation made a grant of \$800,000 over four years to **Gerontology Network's** Experience Corps Program.

Grand Rapids Community College instructor **Steven Lick**, coordinator of GRCC's Motorcycle Safety Training Program, has been awarded the 2011 Outstanding Career and Technical Educator by SkillsUSA. Also, GRCC received an Energy in Excellent Award from Energy Education.

Dr. Annessa Dix and **Dr. Rosanne Pruis** have joined **Grand Rapids Ophthalmology**. Dr. Dix will see patients in the E. Beltline, Walker and Grandville locations. Dr. Pruis is the new manager of the laser vision department.

Joseph D. Jones was named President & CEO of the **Grand Rapids Urban League**. In addition, **John H. Briel** was appointed Housing and Community Development Director, and **Marvin D. Martin** Economic Development and Employment Director.

Norman Christopher of **Grand Valley State University** was appointed to the Air, Waste and Water: Environmental Technologies Trade Advisory Committee of the U.S. Department of Commerce's International Trade Administration.

Todd Staskiewicz has joined **Great Lakes Label** in Sales & Marketing.

Grand Rapids YouthBuild is proud to partner with **Habitat for Humanity of Kent County** and **Bethany Christian Services** to offer 18-24 year olds the opportunity to earn stipends while obtaining their GED and developing marketable job skills.

Hospice of Michigan appointed **Lisa Metzdorf** Regional Director of Service Operations, **Katherine Morrison** Manager of Service Operations and **Dr. David Sharp** Medical Director of West Michigan.

Hunsberger Creative Group held its first annual food drive with a twist, The CanCan. The CanCan, held at **25 Kitchen + Bar**, asked attendees to donate a canned good or other non-perishable food item and, in exchange, received a can of beer or soda to enjoy at the event. The event netted more than 300 pounds of food for local pantries.

Independent Bank added **Adam Banninga** as a Mortgage Loan Officer in its Standale office.

Integrated Architecture has added Landscape Design to its in-house project team, hiring **Kerri A. Manley Bennett**, Landscape Designer.

Junior Achievement of Michigan Great Lakes was again awarded the prestigious Summit Award at the J.A. USA National Conference in Boston.

Oliver Evans of **Kendall College of Art and Design** was elected to the Board of ArtServe Michigan.

Jenna Preston recently joined **Lakeshore Office Furniture** as Design/Sales Support. Also, Lakeshore Office Furniture has opened a new showroom at 1348 Front St. NW, Grand Rapids.

Lambert, Edwards & Associates has added **Chea Tyrrell** as an Associate in the firm's Health Care Practice.

The 2011 Hermes Creative Awards honored **Lawrence Productions** with seven national awards for their recent video work.

Macatawa Bank has added: **Ulli Bowen** as Senior Vice President and Director of Human Resources, **John Simonds** as Wealth Adviser and **Ronald Fles** as the Trust Department as Personal Trust Administrator.

Dr. Mohamad E. El Mortada has joined **Metro Health Hospital** as its new Director of Infectious Diseases. Metro also welcomes

Dr. Michael Jakubowski - physical medicine and rehabilitation services and **Dr. James Spoto** - ear, nose and throat. In award news, Metro has received two Telly Awards for its work promoting the hospital and its foundation, and for the second year in a row, has been named one of the Top 20 Most Beautiful Hospitals in the Country.

Netech celebrated its 15 year anniversary in August and will be breaking ground on their new Corporate Headquarters near East Paris and M6 in Grand Rapids.

Nikole L. Canute of **Mika Meyers Beckett & Jones PLC** was elected Secretary of the Grand Rapids Bar Association.

NuWave Technology Partners has named Terry Ferrier Sales Manager.

Tracy Ezell was appointed Staff Architect at **Owen-Ames-Kimball**.

Partners in Dental Care announces that **Kenneth B. Weddell, D.D.S.** has joined its Grand Rapids office.

Pine Rest Christian Mental Health Services is pleased to announce **Jane Konyndyk** as the new Director of Operations for Community and Residential Services and **Patricia Kennedy** as the new Director of Quality in hospital based services.

Pinnacle Insurance Partners celebrated its 10th Anniversary on August 18th with a Cli-

ent Open House under a Big Top Tent. The celebration was an old-fashioned carnival, with all proceeds going directly to **D.A. Blodgett-St. John's Home**.

Plante & Moran's Dori Drayton and **Ken Julien** have been elected partners in the firm. Also, **Brian Greko**, **Laura Pettinga**, **Adam Stevenson** and **Jeremy Tollas** have been promoted to Associates.

Rehmann promoted **Elizabeth Ziesmer** and **Lisa VandeWeert** to Principals.

Rhoades McKee announces that **Patrick B. Ellis** and **Rebecca M. Smith** have joined the law firm as Associates. Also, the firm's **Bruce Courtade** was appointed an honorary adviser to The Imagine Fund, a statewide private scholarship program.

Robert W. Baird & Company has added **Jeffrey D. Walsh** as a Financial Advisor at its Grand Rapids Wealth Management Office. He will work with The Braun Walsh Group.

Smith Haughey Rice & Roegge has been named one of Michigan's "Economic Bright Spots" by *Corp! Magazine*.

Spectrum Health has named **Tina Freese-Decker** Interim President of Spectrum Health United Memorial. Also, **Elias J. Neujahr** has been named Vice President, Operations, Spectrum Health Medical Group and Helen DeVos Children's Hospital.

Vos Glass, Inc. welcomes **Mitchell VanderArk** to its Contract Glazing Team.

Troy Cumings of **Warner Norcross & Judd** was appointed to the Environmental Advisory Rules Committee by the State office of Regulatory Reinvention.

Dr. Anthony Vizzini, Dean of the **Western Michigan University** College of Engineering and Applied Sciences, has been elected 2011-12 President of the Society for Advancement of Material and Process Engineering, and **Jim Small** has been named Associate Vice President for Engagement as part of a revamped fundraising and alumni relations structure at WMU.

Willis Law was recognized in the State Bar of Michigan 2011 Pro Bono Circle of Excellence.

Floriza Genautis of **Management Business Solutions** has been selected to chair the Board of Directors of the **Women's Resource Center** through the 2012 term.

Chamber members **Calvin College**, **Gilda's Club**, **Integrated Strategies, Inc.** and **Intervention Insights** were award winners at the Innovation Michigan event presented by **Business Review West Michigan**. Chamber members who were finalists are: **City of Grand Rapids**, **Curo Pharmacy**, **First Companies, Inc.**, **Grand River Aseptic Manufacturing**, **Grand Valley State University**, **Key Green Solutions** and **Pomegranate Studios**.

Back to School: Linking Workplace and Classroom

Did you ever sit in school and wonder, "Why do I have to learn this?" The Grand Rapids Area Chamber of Commerce once again partnered with the Kent ISD to answer that question, holding the fourth year of the Educator in the Workplace program. The program connects teachers with local businesses to bring relevant lessons to students in the classroom, putting real-world knowledge and experience behind answering that "why?" question.

The program allows teams of educators to travel to a wide variety of workplaces such as Amway, Granger Construction, and The Rapid. While visiting these businesses the teachers are not receiving standard tours, but are communicating with employees from many different fields in each workplace to discuss the skills that are vital to each job.



Educators Elaine Shalla of Kent Innovation High School and Troy VanderLaan of east Kentwood High School discuss the importance of incorporating "soft skills" in the classroom during the 2011 Educator in the Workplace program.

Ellen Winterburn, HR Director at Mindscape at Hanon McKendry was one of the business leaders who participated in the program this year. Afterward, she blogged about her experience and how business and educators should be connecting.

"We're all students. And we're all teachers. Some of us just have a more formalized role in either capacity. Great teachers are continuous students and great students continuously learn, often by teaching.

"But, teachers don't educate within a vacuum. They need to reach out to community members who are willing

to share their stories, their challenges, and their needs. Realistically though, most teachers are limited in their engagement with community members who are family, friends and neighbors. So, how do they expand their opportunities to include a larger circle for more enriching stories to share with their students?"

Continued on p. 15

New Members

Please join us in welcoming the following companies to the Chamber. Please add this page to your 2011 Membership directory — we encourage you to do business with Chamber members!

Action Water Sports, Inc.

Retail
(616) 896-3100
www.actionwater.com

AXA Advisors Equitable

Financial/Investment Services
(616) 942-9775
www.axa-advisors.com
Matthew Lapham, Financial Professional

Burton Quick Stop

Retail
(616) 243-7835

Cambridge Credit Consultants

Credit & Debit Cards
(616) 949-2211
www.cambridgecreditconsultants.com
Martin Mills, National Sales Director

CenterPoint Energy Services

Energy
(616) 717-5719
www.centerpointenergy.com/ces
Brian Charlton, Account Representative

Conch Group

Consultants
(616) 799-7652

Creative Change Mission

Communication
(616) 914-2678
www.creativechangemission.com
Mary Greene, Principal

Custer

Office Furniture/Office Supplies
(616) 458-6322
www.custeronline.com
David Custer, President

Diverse Voices

Communication
(616) 942-6419
www.diversevoices.net
Sallee Prieto, Owner

Dugan's Pub & Grille

Restaurants/Cafes (Loc., Equip., Supplies)
(616) 453-2454
www.dugansgr.com
Julie Van Horn

Families Forever Counseling

Counseling
(616) 217-8612
www.familiesforevercounseling.com
Kurt Ellis, Owner

Flowerland

Florists
(616) 532-7404
www.myflowerland.com

Fluidity Business Planning Group LLC

Consultants
(888) 905-1653
www.fluiditybpg.com
Dave Rovinski, President & CEO

Glendevon Banquet & Meeting Center

Banquet/Meeting Facilities
(616) 453-2453
www.glendevongr.com
Julie VanHorn

Grace Bible College

Education
(616) 261-8565
www.gbcol.edu
Steve Hilbrands, Vice President of Development

Grand Rapids Art Group

Art
(616) 233-8320
www.grartgroup.com
Mike Kicz

Grand Rapids Ophthalmology

Healthcare
(616) 949-2600
www.seeitclear.com
Bob Wolford, Executive Director

Hopper Entertainment LLC dba GR Hopper

Transportation
(616) 606-0467
www.grhopper.com
Peter Woodhouse, Manager/Owner

Key Green Solutions, LLC

Computers/Technology
(616) 735-2950
www.keygreensolutions.com
Mark Huizenga, Manager

MarketLab, Inc.

Medical (Service, Supplies, Equipment)
(616) 656-2484
www.marketlabinc.com

Omet Americas, Inc.

Manufacturing
(616) 588-8444
www.omet.it

Plan Ahead Events - GR North

Events/Expos/Conventions
(616) 617-5028
www.planaheadevents-grnorth.com
Vicki Vranian, President

Prudential Preferred Realtors

Realtors
(616) 364-9551
www.pprmi.com

The KMW Group, Inc.

Medical (Service, Supplies, Equipment)
(616) 656-0755

The Silver Spork

Caterers/Personal Chefs
(267) 825-5880
www.silversporkgr.com
Molly Clauhs, Owner

TruMedia Dish Network authorized retailer

Telecommunications
(616) 777-5225
www.trumediastv.com
Amanda Wildman, Owner

West MI Contractor Connection

Contractors
(616) 399-9110
www.lakeshorehomereferrals.com
Laura Cicholski, Owner

West Michigan Plumbers, Fitters & Service Trades Local Union #174

Organizations & Non-Profits
(616) 837-0222
www.ua174.org
Ryan Bennett, Marketing Representative

Willis Law

Attorneys
(616) 301-7177
www.wvplc.com

MEMBER CELEBRATIONS

Congratulations to the following members who celebrated grand openings, anniversaries and new additions! If you have an upcoming groundbreaking, grand opening, product launch event or other reason to celebrate, visit www.grandrapids.org/ribboncuttings to see how we can help. We even bring the giant scissors!



On-Target SEO celebrated their one-year anniversary with a Chamber ribbon cutting.

YMCA of Greater Grand Rapids recently dedicated their new location, the Spartan Stores YMCA in Byron Center.



A grand opening celebration was hosted by Clear Connections Chiropractic.

Member Seminars, Events & Celebrations

September

9 | 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. Also offered September 21.

14 - 15 | The Exceptional Leader™ - Inspire action. This two-day program will show you how to 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. This class will enhance your confidence and credibility as a leader. Email info@varnumconsulting.com with questions or to register.

22 | 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. Email info@varnumconsulting.com with questions or to register.

September Ribbon Cuttings

13 | Prince Conference Center, 11:30 a.m., 616.526.7200

29 | KSS Enterprises, 3:30 p.m., 616.455.5090

October Ribbon Cuttings

14 | Christian Brothers Automotive, Noon, 616.245.1215

Renewing Members

Thank you to the following companies that renewed their memberships in July. We are glad to have you and your employees as members!

Legacy Member ~ 124 Years of Membership

Flexco

60+ Years of Membership

Grand Rapids Rubber Products Co.
Lynch Sales Co.

50+ Years of Membership

Ben M. Muller Realty Co., Inc.

45+ Years of Membership

Grotenhuis
Mutual Auto Parts

30+ Years of Membership

Pine Rest Christian Mental Health
Services
PricewaterhouseCoopers LLP

25+ Years of Membership

EMS Grand Rapids
Feyen Zylstra LLC

First Telecommunications

FOX 17

Grand Rapids Art Museum

Icon Industries, Inc.

Joe Carlson Well Drilling, Inc.

Realvesco Properties, Inc.

The Oldenburg Co., Inc.

20+ Years of Membership

BLDI Environmental Engineering

CompuDie, Inc.

Flow-Rite Controls, Ltd.

Grand Rapids Ballet Company

Lasers Resource

Opera Grand Rapids

The Charter Group

WorkSquared

15+ Years of Membership

Acton Institute for the Study of

Religion and Liberty

Charter Industries

Disability Advocates of Kent County



get your business
noticed

Woodland Mall offers a wide variety of affordable on-mall advertising options for local businesses to reach millions of shoppers.

Let's work together to create a custom solution that meets your marketing objectives.

Contact Terry Leshuk at
616.949.1231 x122 for details.



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the north face • apple • cokes in the woods food court
28th street and the east beltline • 616.949.0012
shopwoodlandmall.com



WOODLAND MALL

A Pennsylvania Real Estate Investment Trust™ Property

Ed DeVries Properties, Inc.
Freightliner of Grand Rapids
Hughes Integrated Inc
Human Resource Associates, PC
Planned Parenthood of West &
Northern Michigan
Rapid Control Service, Inc.
Tall Turf Ministries
The Stone Zone
Whitneyville Land Company

10+ Years of Membership

AJ's Family Fun Centers

B & R Sales and Leasing

Best Leasing Services LLC

Blue Chip Casino Hotel & Spa

Law Offices of John P. Tamboer, PLC

Morris Builders, Inc.

Northpointe Bank

Partners in Dental Care, PC

Rapid Shred, LLC

Supply Chain Solutions, Inc.

Tanaz Hair Boutique, Inc. & Day Spa

University of Phoenix-West Michigan
Campus

5+ Years of Membership

Agent Alliance Corp.

Basic Communications - Corporate

Blue Pearl Customer Strategies

Blue Sphere Solutions, Inc.

Buffalo Wild Wings

Capital Region International Airport

Clean Resources

Darling's Counseling Service

Dental South

DeVru Printing Co., Inc

Duba & Duba, PLLC

Grand Traverse Resort & Spa

Grandville Dental Health

Granger Construction Company

Hansen Collision of Grand Rapids

Information Systems Intelligence, LLC

Kramer Entertainment, Inc.

Legacy Trust

Leo's

McAlvey, Merchant & Associates

Millennium Auto Wash & Detail Center

Paragon School of Pet Grooming

Prime Insurance Service, Inc.

Silas Distributors Inc

Success Financial Group, LLC

Turn-Key Solutions, Inc.

Unique Engineering, LLC

West Michigan Caterer

2+ Years of Membership

Allen Edwin Homes

ALLMARC/Gen Med Corporation

Alpinist Endeavors LLC

Attwood Corporation

Avantgarde de Salon & Spa

Axis, Small Business Branding Center
Barnes & Barnes Consulting Group
C.H. Robinson Worldwide, Inc.
Care Resources
Carnevale
Children's Assessment Center
Commercial Gaskets of West Michigan
Delaware Manor
Field Technology Services Corporation
GPC Computers
Great Deals Magazine
Great Lakes Wholesale & Marketing
L.L.C.

Halverson Building Services

Hi Tech/FPA

Hospice of Michigan - Greater Grand
Rapids

Hunsberger Creative Group LLC

Javery Pain Institute

JGR Real Estate

KRAHE InfoSystems, Inc.

Lodestar Construction, Inc.

Morgan & Morgan, CPAs PC

Powell Development LLC

Prince Conference Center

Real IT Solutions, Inc.

Scott Christopher Homes

Stone Falls of Ada

Vranian Business Development, LLC

W T International Inc.

Wealthy Street Bakery

Weather Shield Roofing Systems

West Brook Recovery Center LLC

West Michigan Physicians Network

West River Storage Suites

Westbrook Realty

Western Districts Members Credit
Union

One Year of Membership

Access Property Management Group

AccuQuest Hearing Center

Aldi

American Express Business Travel

Berghorst Food Service

Cortexx

Craft-Revival

EconoLodge Inn & Suites

Grand Rapids Marathon, LLC

Grandville Tractor & Equipment

Jandernoa Entrepreneurial

Mentoring - JEM

Junior League of Grand Rapids, Inc

Lead Marketing Agency

Marceco Ltd.

Michigan Air Solutions

Now Delivery

Ohio Bath Solutions dba Bath Fitter

Paul Medawar Fine Jewelry

Ric's Food Center

THE SUSTAINABILITY SPOTLIGHT



Where are the Future Jobs in West Michigan?

By Norman Christopher, Executive Director of the Sustainable Community Development Initiative at Grand Valley State University

Great concern has been expressed for a long period of time about the creation of new jobs for the West Michigan economy. Several reports now provide us all with a window of where the jobs are and in what industries and markets. In 2009, the Michigan Department of Energy, Labor, and Economic Growth (DELEG) issued the Michigan Green Jobs Report, which stated that there were 109,067 "green" direct or support jobs in Michigan, about 3% of all Michigan jobs. These jobs could be found in: Clean Transportation and Fuels; Energy Efficiency; Agricultural and Natural Resource Conservation; Pollution Prevention and Environmental Clean-up; and Renewable Energy Production. Currently, a 2011 Michigan Green Jobs survey is being undertaken by DELEG to further define Michigan green jobs.

The Brookings Institute issued a 2010 report entitled Sizing the Clean Economy. They define the "green," "clean," or low-carbon economy as the economic sector that produces goods and services that have a positive benefit and impact on the environment. This report acknowledged that Michigan had 76,941 jobs in the clean economy. Their major clean economy job categories included: Agriculture and Natural Resource Conservation; Education and Compliance; Energy and Resource Efficiency; Greenhouse Gas Reduction, Environmental Management and Recycling; and Renewable Energy.

Also, the PEW Charitable Trust issued a report in 2009 on the Clean Energy Economy. For 2007, PEW reported that Michigan had 1932 clean businesses and 22,674 jobs in the clean energy economy. Their major clean energy job categories included: Clean Energy; Energy Efficiency; Environmentally Friendly Production; Conservation and Pollution Mitigation; and Training and Support.

So where is the future job growth? The above reports are consistent, although they do not report the exact same job figures. The clean, green, and sustainable new economy is becoming a platform for future growth in West Michigan. What segments in the overall new economy will be most important to West Michigan? Look to energy and resource efficiency; renewable energy; alternative transportation and fuels; green and LEED building and construction; waste minimization and recycling; pollution prevention; agriculture and farming, environmental and natural resource management; and education and training as the key areas for future growth.

Institute for Healing Racism receives an unexpected gift

Sonya Hughes, the Chamber's Vice President of Diversity and Community Initiatives recently received a check from Geoff Fields (left) and Dennis Kolenda of Dickinson Wright, PLLC. Geoff had held a private event at his home and asked attendees for donations for the Institute For Healing Racism (IHR) as part of the festivities. After passing the hat, he wound up with more than \$400! Though not a program alumnus himself, Geoff knew of the program from his church, All Souls Community Church, which has supported the IHR program through proceeds from a silent auction for several years.



Back to School from p. 11

It's not as difficult as it may seem. Our Mindscape team recently hosted four educators from West Michigan as a part of the Educators in the Workplace program, sponsored by the Grand Rapids Chamber of Commerce. This program gives educators, and not just specifically teachers, the opportunity to engage directly with local businesses. They're listening, watching and doing (in some cases) what happens in these businesses. And throughout the course of the week, they're interacting with a varied set of perspectives from different roles, businesses and industries. At the end of their experience they must connect what they learned to a teaching objective for their students. And they must implement their plan when their classes are back in session.

People involved in businesses must be committed to opening their doors and sharing their stories. Many business leaders haven't been in school for a long time. Or their interaction with a school is limited to parent/teacher conferences; a sporting event or an occasional field trip.

Educators: set a goal to meet with three new business people this year...over coffee, for lunch or for a longer period of time at their site. And ask them about their points of pain and what they need within the talents of their teams.

Business leaders: set a goal to meet with three new educators this year...over coffee, for lunch or for a longer period of time at their site. And ask them what you can do to help them with their challenges and their desires to create effective members of the workforce.

Connect for our youth.

ATHENA, from page 1

nees are: Carrie Borchers, IT Resources; Janay Brower, Grand Rapids Area Coalition to End Homelessness & the Roofs to Roots Campaign; Bridget Clark Whitney, Kids' Food Basket; Jen Crowley, The Highland Group; Shaquanda Gordon, Meijer; Holly Karasinski, Principal Financial Group; Jennifer Maxson, Varnum Consulting; Kristin Revere, Revere Consulting; Amanda Rogalski, viastore systems, inc.; and Tera Qualls, Dorothy A. Johnson Center for Philanthropy.

"It's important to recognize the up and coming talent in our community," says Janet Wyllie, the Chamber's Vice President of events and member programming. "Adding the Young Professional Award to the program three years ago has brought a new audience to ATHENA and a renewed focus on the importance of mentoring and leadership development."

Leadership development was the focus of a recent article in the *Grand Rapids Business Journal* profiling one of the ATHENA Young Professional Award nominees, Jennifer Maxson. In it, Jennifer credited her mentor, 2009 ATHENA Award recipient Nancy Skinner, and spoke about the opportunities she was given and how she stepped up to a leadership role within Varnum Consult-

Event also features scholarship presentation

The ATHENA Award Celebration will also feature the presentation of six scholarships to area women over the age of 30 who are working to complete undergraduate and post-graduate degrees. A component added to the ATHENA program in 2000, the scholarships are unique in that they can be used for whatever helps the recipient most, whether that's tuition, books, child care or transportation expenses.



ATHENA Scholarship recipients are presented with their checks at the annual ATHENA Award event.

Since the program began, the Chamber has given more than \$35,000 in scholarship money to area women. In addition to a special gift from Huntington Bank, this year's scholarships are funded through ATHENA event sponsorships, a fundraiser held in August and individual donations.

ing. "Each culture is different, but if someone is going to open the door for you, you have to walk through it," she said.

And that sums up the ATHENA program in a nutshell – honoring those that open the door of opportunity for women in the community, and inspiring women to walk through it.

Join us and be inspired at the 2011 ATHENA Award Luncheon, Thursday, September 14, 11:30 a.m. - 1:30 p.m. at

the Amway Grand Plaza Hotel. Register at www.grandrapids.org/events or 616.771.0303. Cost to attend is \$50 for Chamber members, \$75 for future members, and \$700 for a corporate table of ten, which includes preferred seating and signage.

Sponsorships are available. Contact Leslee Fritz at 616.771.0357 fritzl@grandrapids.org for more information on how to support the ATHENA Program through your sponsorship.