

# THE CHAMBER NEWS

*A Publication of the Grand Rapids Chamber*

*Summer 2023*



## **THE VERHULST FAMILY**

*A legacy of entrepreneurship  
and community engagement*

## **CHAMBER OFFICE EXPANSION**

*Member-focused design to serve  
West Michigan businesses*

## **A DECADE OF ADVOCACY**

*Celebrating the Expansion of the  
Elliott-Larsen Civil Rights Act*



# GRAND RAPIDS CHAMBER

The Grand Rapids Chamber leads the business community in creating a dynamic, top-of-mind West Michigan region. Together with over 2,500 member businesses, we work to expand the influence, access, and information required to actively encourage entrepreneurial growth and community leadership. We offer the connections, resources, and insights needed to develop strong leaders, engage a diverse workforce, foster an inclusive and welcoming community, and advance a vibrant business environment that nurtures economic prosperity for all.

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# SUMMER 2023

## FEATURED IN THIS EDITION:

- 2 CHAMBER EXPANSION: DESIGN INNOVATION WITH PROGRESSIVE AE
- 4 THE VERHULST FAMILY: A LEGACY OF ENTREPRENEURSHIP
- 8 CHAMBER OUT & ABOUT
- 10 AHC HOSPITALITY: BUILDING A WORKPLACE THAT REFLECTS OUR WORLD
- 12 CELEBRATING THE EXPANSION OF THE ELLIOTT-LARSEN CIVIL RIGHTS ACT
- 13 PREMIER RIBBON CUTTING SPOTLIGHT
- 14 THE PULL & PUSH OF LEADERSHIP
- 15 CHAMBER HAPPENINGS
- 16 NEW & RENEWING MEMBERS

## THANK YOU TO OUR PUBLICATION UNDERWRITERS:



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## DEAR CHAMBER MEMBERS,

IT IS AN EXCITING TIME to be a part of the West Michigan business community. Our region is growing and leading the state in population and job growth.

This growth doesn't just happen. It is driven by business leaders like you and those featured in this publication, from the risk-takers cutting the ribbon on their new businesses, to the Verhulst family and their legacy of entrepreneurship and community engagement.

Our community is growing, and the Grand Rapids Chamber is growing along with it. We have added hundreds of new members over the last year, and we are expanding our collaborative Chamber office space for members like you to utilize.

Our volunteer leaders and team of subject matter experts are passionate about being fierce advocates for business. This means we are taking on the issues that matter to our business community to support a vibrant business climate, a talented Michigan and a place to call home. I am proud of our work on housing, childcare, leadership development and business growth, but there is so much more to do to build a brighter future.

I am excited for what lies ahead, and I hope this publication inspires you to connect and engage.

On behalf of the Chamber team, thank you for your membership and investment in this business community. Working together, we can tackle challenges and seize opportunities to create a thriving and prosperous West Michigan for ALL.



RICK BAKER, PRESIDENT & CEO  
GRAND RAPIDS CHAMBER





# A HUB FOR WEST MICHIGAN BUSINESS

PROVIDING MEMBERS A COLLABORATIVE SPACE TO LEARN, GROW, AND EVOLVE

BY MELISSA MALBURG, *Principal, Consultant: Workplace Strategy, Discovery, & Design, Progressive AE*

AS A PROUD MEMBER of the Grand Rapids Chamber for the past 45 years, Progressive AE was eager to team-up in 2015 for a discovery and strategic planning engagement for the new Chamber offices, and we've been journeying together to create great space ever since.

Keeping the needs and aspirations of members and the community front and center, we worked to develop a workplace strategy that supports both business and people.

## ASPIRING FOR THE FUTURE, TOGETHER

The Grand Rapids Chamber and Progressive AE teams worked to envision what was next. The goal was to create a dynamic and engaging space purposefully designed to enhance and grow member value, which would in turn positively impact the greater community.

The original space was transformed from a dark, internally focused, and isolated workspace, into a welcoming, inclusive, and collaborative hub. Nearly 90% of the new office became dedicated to member-facing meeting space, programs, events, and training – as opposed to 20% prior in the old office.

Spaces allow members to drop in for coffee, linger, and work alongside others in the community. Service offerings are accessible and visible, increasing growth and development of members who choose to engage.

After nearly a year in the new Chamber space, the metrics told a success story: the number of business assists doubled and the number of visitors increased from 100 to 800 people per month.



## ADAPTING IN TIMES OF UNCERTAINTY

Two years after the new space opened, a global pandemic turned our world and workspaces upside down. As perceptions of where and how we work shifted in a new post-pandemic reality, the Grand Rapids Chamber had the opportunity to again meet the changing needs of our business community.

Evaluating space usage and validating that design is driving organizational performance is a critical part of the process, especially on the heels of a pandemic. So once again, the Grand Rapids Chamber and Progressive AE teams worked together to envision opportunities for the future. Giving voice to the community was critical, so a member survey was administered to inform this exploration.

Staff and member insights informed a series of project priorities about increasing access to meeting spaces, enhancing internal work, and improving technology connectivity. These priorities ultimately serve to bring greater member value in equitable ways for entrepreneurs, small businesses, and major enterprises alike.

Several scenarios were explored to evaluate the scale of expansion against the identified needs and priorities. The new space adds ~4,400 square feet of member meeting and engagement space, 940 square feet of staff space, and improvements in existing areas based on historical use and emerging needs.

**The reconfigured Chamber space adds nearly 4,400 square feet of member meeting and engagement space, 940 square feet of staff space, and improvements in existing areas based on historical use and emerging needs.**

## THE FUTURE OF WORK

Predicting the future of work has been an ongoing discussion through and since the pandemic. We know expectations have shifted, experience and purpose matter more than ever, and the future will indeed be different. While daunting, this presents an opportunity to think intentionally about how we design spaces to be strategic contributors to organizational performance.

A strategic workplace strategy is derived by first having a clear business and people strategy. Progressive AE helps organizations, like the Grand Rapids Chamber, consider concepts such as productive engagement, culture, talent equity and belonging, and service delivery to inform design. These things cannot be separated.

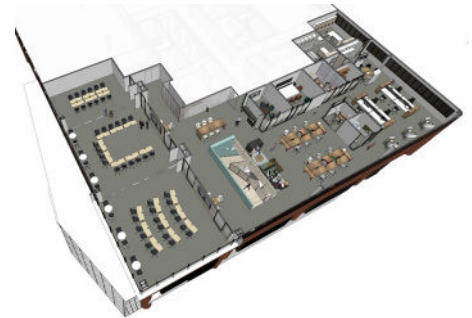


By centering on the Grand Rapids Chamber's unique business needs and the original planning efforts, we were able to build on the original project's success and confidently expand for the future. ■

*Join the Chamber for a first-hand look of the expansion at **Chamber After Hours: Open House & Expansion Celebration** on Wednesday, July 26. Learn more at [www.grandrapids.org](http://www.grandrapids.org).*



*A view of the previous office space in 2017*



*Renderings of the Chamber's office at 250 Monroe Ave NW before the expansion.*







*The Verhulst Family (Tiberius Images)*

# THE VERHULST FAMILY

## A LEGACY OF ENTREPRENEURSHIP

BY ELIZABETH CYR, *Communications Manager, Grand Rapids Chamber*

WHEN GRANDCHILDREN aren't running through the halls of the Verhulst family home, it's an entrepreneurial hotspot for business in Grand Rapids.

Now, with seven businesses (and counting) founded under their name, the Verhulsts are laying a foundation in West Michigan and using their entrepreneurial talents to shape the community for the better.

"It's pure chaos, but I love it," says Jordan Verhulst, the third of four children.

### FROM HUMBLE BEGINNINGS

Parents Michael and Kerry Verhulst raised their four children – Zachary, Joshua, Jordan and Erin – to make a difference, no matter

where their passions landed. Now, each of their children owns a business, following in the footsteps of their father who successfully launched three minority-owned businesses of his own.

However, business wasn't always in the picture. The family came from humble beginnings, and only pushed into the entrepreneurial arena when they didn't have many other options.

"My career started in landscaping, and I worked for a company for nearly 17 years," says Michael. "It got to a point where Kerry and I had our family, and I needed to either become a partner or help grow the landscape company I was working at. They wanted to keep it as a family-owned business, so in 1998, I went off and started my own business, Summit Landscape Management."

“It was a lot of risk,” Michael continued. “I knew we wouldn’t have an income for a while, so we made a plan. I worked a second job for 18 months and I used that capital to take care of our family.”

Breaking into the business ecosystem came with a variety of other difficulties, too. It came with understanding that personal sacrifice is needed, hard work is a must and trusting in God is an absolute, added Michael.

“Statistically, we shouldn’t exist,” says Zachary Verhulst. “My mom and dad are both adopted, so our family tree starts with them. To get married as teenagers, have children immediately after and stay married for nearly forty years is amazing.”

Michael reflected on the challenges he faced over the years. As a person of color, being in an interracial marriage, and being turned down for his first loan, the obstacles he encountered fueled his fire to succeed.

“Many people have challenges in front of them in business. When I enter a room, there’s a sense of having to prove myself, so I must be very confident and do the right things. It’s just something I’ve learned to overcome. Things have gotten a lot better over the years, but I still feel the need to have to prove myself differently, and the same goes for our family.”



*Michael & Kerry Verhulst*

## OVERCOMING ADVERSITY

With exhausting work came success, and one company transformed into three, which eventually led Michael to sell all three businesses in 2014.

Michael made sure to credit his wife, Kerry, for their shared success in business and raising their family.

“It was rough, but it was the best thing ever. I was so busy working late hours, Kerry did everything behind the scenes while working full-time. Our children wouldn’t have been successful without her. She’s always been our rock, and still is to this day. She is the glue that holds us together.”

## EMBRACING ENTREPRENEURIAL DNA

As the years went by, Michael and Kerry encouraged their children to follow their passions but reminded them to always work harder than anyone else. They needed to set the standard and never settle.

“I always knew my kids were going to do great things,” stated Michael. “Years ago, I started to connect them with people who would invest knowledge, time and energy so they could leverage these relationships to move the needle in a way I never could at that age.”

Each child went off to pursue their own ambitions, with some attending colleges across the country and others moving to different states to pursue their careers.



“A lot of people ask me, ‘You had these great businesses running, why didn’t you just slide your kids into running one of those businesses?’” said Michael. “Working from the ground up really frames your perspective of what a dollar means to your applied life. They started washing trucks for the company at 12 years old and moved up every year until they graduated college. They really appreciated the family business and it gave them great character and drive, but we wanted them to pursue their passions.”



Despite the ups and downs of finding their calling, all four kids eventually found their place in entrepreneurship.

Zachary (36) is the founder/managing principal at Pure Architects, an award-winning architectural design firm in Grand Rapids.

Joshua (34) is the founder and CEO of APOG Holdings, a technology partner that specializes in tech distribution, recycling, and harnessing the future of tech in the sports agency industry throughout Michigan.

Jordan (32) is the owner & managing partner at Frontier Electrical, a Grand Rapids-based commercial electrical contractor serving West Michigan.

And Erin (30) is the owner of Brine and Brie Charcuterie, a catering company that provides custom charcuterie boards and gourmet grazing tables throughout West Michigan.

Zachary has also followed in his father's footsteps and taken a position serving on the board of directors for the Grand Rapids Chamber. Additionally, Joshua, Jordan, and Erin are all giving back to the community as members of the Grand Rapids Chamber and are thankful for the support their family and community continues to give them.

"It's been invaluable to be able to draw on [the family's] experience," says Jordan. "I can call and ask a question, whether it be something difficult or I might think it's silly and get a sincere and detailed response. I have made (and they have made) mistakes that I can draw from that I can hopefully now avoid. It's been invaluable to be able to have them to talk about an experience or just bounce ideas off as well."

Often, Michael and Kerry look back on how blessed they are and how far their family has come.



*From left: Zachary, Joshua, Erin, Jordan*

"It's been wild to marry young, enlist into the military, have four children, own multiple businesses, move into the corporate world, and thirty-six years later, have five unbelievable families as a result. That's an incredible blessing. All things that have happened are because God has opened so many doors for us."

Michael is currently enjoying working for Acrisure Benefits Group as Executive Vice President of Strategic Growth. Kerry, who worked for both Spectrum Health and Summit Landscape Management, retired in 2020 to spend time with their grandchildren.

## LEAVING A LEGACY

Going forward, the family is looking to support future business leaders who otherwise wouldn't have access to the resources needed to chase their dreams.

"We're hopeful to see some things change in the future," says Michael. "Diversity, equity, inclusion and a sense of belonging are some of the things Rick Baker and the Chamber team have pushed to the next level. They've brought awareness to so many different platforms across business

right now, and it has inspired many people. I'm thankful for that. As a family, we look to invest in our community and create opportunities for driven individuals, especially in higher paying jobs."

The four children of the family are excited to reveal what's coming next: a venture capital firm that will invest in the future of West Michigan.

"Verhulst Ventures is going to support individuals and small businesses that need mentorship or capital," says the family.

"One of the things we want to do as a family is have a positive impact in West Michigan," continued Joshua. "We have great philanthropic families in Grand Rapids, and we too want to provide opportunities and provide insight on things that other people seek," added Zachary.

In addition to giving back to the community, the Verhulst family hopes to inspire others to invest time, wisdom and treasures into their own families. ■



# LEADING WHAT'S NEXT

Grand Valley State University is committed to being a valued talent pipeline and knowledge resource for Grand Rapids area businesses from technology to health and everything in between. Our corporate partnerships strengthen the community and our relevant undergraduate, graduate, and degree completion programs make for a well-educated workforce ready for whatever is next.

[gvsu.edu](http://gvsu.edu)



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# THE CHAMBER OUT & ABOUT



Celebrating with Last Mile Cafe on the installation of their new coffee roaster.



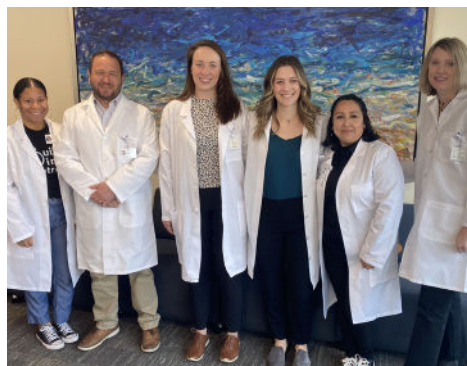
Chamber ambassadors at the Nothing Bundt Cakes ribbon cutting.



Members and staff enjoy Barrio Tacos during one of the Chamber's monthly Hump Day Happy Hours.



Representatives from Members First Credit Union are recognized for their contributions as leading partners in the community.



The Trinity Health Up Next Cohort shadows physicians.



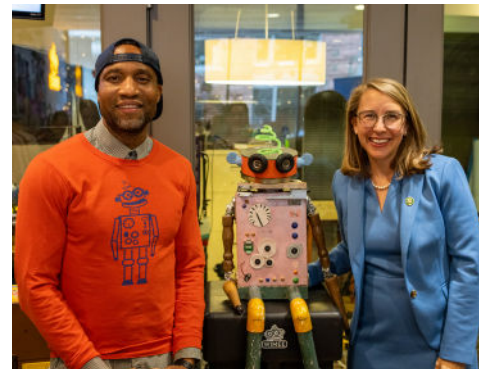
Local business members meet with visitors from the Consulado de Carrera de Mexico en Detroit to discuss the needs of citizens living in the region.



Diverse business owners hear from leaders at Jandernoa Entrepreneurial Mentoring during the kickoff of ELEVATE.



Chamber staff visit Junior Achievement.



Congresswoman Hillary Scholten spent National Small Business Week visiting with Chamber members including Wimage.



Participants in the Chamber's NextGen roundtable connect over happy hour.



Chamber members make new connections over lunch at Business Exchange Luncheon.



Tasha Blackmon, President & CEO of Cherry Health, serves as chair of the Diversity & Talent Summit.



# THE CHAMBER OUT & ABOUT



Business leaders learn strategies for operational excellence at the Business Growth Workshop in April.



Chamber Ambassadors after a meeting at the Chamber office.



Chamber members at a happy hour in the work cafe, hosted in partnership with Experience Grand Rapids.



Chamber Board Chair Jen Crowley with President & CEO Rick Baker at the Annual Meeting.



Latina professionals come together at the Chamber's Latina Connect event.



Visiting the Chamber's beer fridge partner, New Holland Brewing Company.



Human resources professionals dive into how they can retain and attract top talent at the Chamber's Human Resources Workshop.



Members of the OutPro Council at the March OutPro Celebration: The Art of Being Out.



Connecting with Chamber members on the Entrepreneurial Operating System (EOS).



Team members from Calder Solutions before leading a workgroup at the Diversity & Talent Summit.



Celebrating with team members from Monsoon as they receive their liquor license.



The 2023 Leadership Grand Rapids class visits GVSU and meets with President Mantella.



# BUILDING A WORKPLACE THAT REFLECTS OUR WORLD

BY MEGAN WACKER, *Regional Director of Human Resources, AHC Hospitality*



*Photo courtesy of AHC Hospitality*

AHC HOSPITALITY HAS HAD THE PLEASURE of engaging with the Grand Rapids Chamber to help organize and define the important work of DEI within AHC Hospitality. We had previously struggled identifying the most critical first steps in our intentional work, feeling the gravity and importance of doing it well, while honoring our company's culture and values.

The Chamber team really met us where we were, making us feel seen and heard in our quest to do the right thing for our organization. They did a great job of reiterating that this work is a marathon and not a sprint, placing our focus on a plan to best identify and execute meaningful work in this space, without rushing to only action first.



“

Our team is hungry for more, and we are so grateful to the Chamber for continuing to assist us in identifying our best steps forward as an organization.

- MEGAN WACKER  
Regional Director of Human Resources, AHC Hospitality

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Photo courtesy of AHC Hospitality

## FROM PROCESS TO PROGRESS

Our first step was completing a DEI assessment with the Chamber that identified our current performance, through a DEI lens, in areas related to leadership commitment, HR policies and practices, diverse talent, supplier diversity, and community engagement. Through that important process, we learned the areas where the opportunities for growth were most prevalent. We have always had a diverse staff, but we wanted to focus on harnessing intentionality with equity and inclusion of our dynamic team members.

**The result was an incredible sense of pride in the ability to have 25 unique perspectives and experiences come together to share, be vulnerable, and ultimately create an authentic representation of who we are and strive to be within AHC.**

They helped facilitate the development of our company's first DEI Statement by guiding 25 leaders within our organization through three sessions focused on human-centered design. The

result was an incredible sense of pride in the ability to have 25 unique perspectives and experiences come together to share, be vulnerable, and ultimately create an authentic representation of who we are and strive to be within AHC.

Our goal, following the publishing of our DEI Statement, was to have our hiring managers within AHC attend unconscious bias training. We worked with Chamber staff, including Amari Brown, Inclusion Program Manager, and Attah Obande, VP of Business and Talent Development, to

identify that as a best next step, as well as communicating our desired topics and focus. Amari led four different sessions, involving about 120 managers from AHC, focused on unconscious bias in the hiring process.

## THE IMPACT OF A VISION

This initiative was very well-received by our managers, and it really scratched the surface of what they want to continue to learn. Our team is hungry for more, and we are so grateful to the Chamber for continuing to assist us in identifying our best steps forward as an organization. We have really appreciated Amari and Attah's professionalism, best practice examples, and candor throughout our continued conversations.

We are confident that continuing our partnership with the Chamber's expertise and passion will encourage us to live our DEI Statement, through continued action, and take ownership of our constant desire to learn and expand our perspectives.

Within AHC, we will continue to strive to be a place 'Where Our Workplace Reflects Our World.' We are energized and incredibly grateful. This is only the beginning! ■



# CELEBRATING THE EXPANSION OF ELLIOTT-LARSEN CIVIL RIGHTS ACT

BY ANDY JOHNSTON, *Senior Vice President of Advocacy & Strategic Engagement, Grand Rapids Chamber*

IN MARCH 2023, Governor Whitmer signed legislation expanding the Elliott-Larsen Civil Rights Act (ELCRA).

After a decade of advocacy, the Grand Rapids Chamber celebrates this historic legislation and was honored to lead support from business community for this legislation.

“This is a business issue and a people issue,” says Andy Johnston, Senior Vice President of Advocacy and Strategic Engagement for the Grand Rapids Chamber. “Everyone in Michigan deserves protection from discrimination under the law. Building a safe and welcoming state that anyone can call home is the right thing to do and is critical for our continued economic growth.”

“A highly talented and diverse workforce is key to moving our state forward, especially as more and more individuals seek communities and states that value diversity and inclusion,” continued Johnston. “This amendment is to Michigan’s competitive advantage and supports our businesses as they compete for the best and the brightest talent and to retain our local graduates.”

Our Chamber’s mission is a thriving and prosperous West Michigan for ALL and when we say all, we mean it. This amendment was long overdue, and sets Michigan up for future success.

The Chamber appreciates the leadership of the bill sponsor, Senator Jeremy Moss, and all those that voted in favor this legislation. ■





# PREMIER RIBBON CUTTINGS



On April 12, we celebrated the grand opening of **Units Moving & Portable Storage**, a locally owned and operated moving and portable storage business servicing all of West Michigan.



On April 14, we cut the ribbon with **The Leaderboard**, a state-of-the-art golf simulator and social venue. With the latest golf simulator technology, golf enthusiasts and casual players alike can come play, learn, and socialize year round.



On April 19, we celebrated the grand opening of the **LaFontaine Ford of Grand Rapids** dealership. The LaFontaine family's heritage selling cars dates back over 40 years.



On April 27, we joined **Mel Trotter Ministries** to celebrate the renovation of their men's shelter and clinics. The new design brings more dignity and safety to guests staying at the mission.



# THE PULL & PUSH OF LEADERSHIP

BY ABBEY SLADICK, *Manager, Community Relations & Social Content, Priority Health*

THE ROOM WAS FULL of joyful hellos and laughter. I was greeted with an authentic embracing by women I barely knew. There was something about this space that was nothing like a networking event I'd ever been to. Has everyone had too much coffee? Is this just a show or the real deal? I joined my table of other anticipating females. The facilitator welcomed us and asked us to introduce ourselves to our table mates with one caveat – do not share our company and title. We all nervously stared at each other for a few seconds, internally scrambling to strip our career labels and go deeper. We collectively sighed and opened up. Around the table we went, sharing our intersectionality; embracing our identities as women and a variety of other identities we hold. I realized in that moment how much we had all been carrying. Other women had been struggling to care for their children and stay in a full-time career, other women had been living with anxiety, other women had been grieving the death of a loved one from COVID-19, other women were starting new groundbreaking programs to improve humankind. Other women were confident and doubting.

## That's the pull.

The Talent Development programs at the Grand Rapids Chamber diligently curate a pull and push experience – a pull into radical inclusion, an opportunity to see and be seen. A push to unapologetically hunger for more for ourselves our communities and those within our care.

Leadership Grand Rapids (LGR) pulled me deep into our communities most difficult challenges. To be quite honest, I wasn't sure



I wanted to know about all the suffering and broken systems because I felt helpless to do anything about it. As Maya Angelou was quoted as saying: "Do the best you can until you know better. Then when you know better, do better."

I now realize the knowledge and network I gained through the LGR class of 2022 wasn't about an immediate, joint mobilization of our group to save someone or something. It was a push to listen better, to ask hard questions of myself, my community and my workplace about whether we are contributing to the problems or partnering for the solutions.

Months after completing the program, I stared at my computer in a virtual meeting. I hung in the balance of relief and discontent. Funding and partnerships are coming together to address the tidal wave of behavioral health crises in West Michigan. Help is on the way. Yet, deep in my gut was an urgent longing for more, for better. It was time for me put my transformative experiences into action. I asked: Can we go deeper to uncover the

interconnectedness of this problem? Who is not at this table that needs a voice? Are we willing to see things that might turn our world upside down? Are we satisfied with this?

## That's the push.

The Talent Development Programs aren't just about tools; they are about transformation. Come as you are (the pull) but leave as you could be (the push).



How are you experiencing the pull and push for yourself and curating the same experience for those within your influence? ■



## GET INVOLVED

The Grand Rapids Chamber leads the business community in creating a dynamic, top-of-mind West Michigan region. Together with over 2,500 member businesses (80 percent of which are small businesses with fewer than 50 employees), the Chamber works to expand the influence, access, and information required to actively encourage entrepreneurial growth and community leadership.

Business leaders are the visionaries, job creators, community builders, and the engines of our economy. When you join the chamber, you'll enjoy more opportunities to grow your organization, advance our community, and access a generous package of exclusive perks and member benefits.

GET INVOLVED

Visit [www.grandrapids.org](http://www.grandrapids.org)



“

**My Chamber membership has helped me connect with other businesses for professional opportunities and has given my business visibility and reputation in other communities. I have a deep gratitude to the Chamber, where all voices get elevated.**

”

## MARK YOUR CALENDAR: UPCOMING CHAMBER EVENTS



### **Chamber After Hours: Open House & Expansion Celebration**

Wednesday, July 26 | 4:30 - 6:30 p.m.

Join the Grand Rapids Chamber for an Open House Celebration highlighting our expanded office space at 250 Monroe Avenue NW.



### **Grand Rapids Policy Conference**

Wednesday, August 9 | 11:30 a.m. - 5:30 p.m.

The Grand Rapids Policy Conference provides a platform to discuss Grand Rapids' vibrant future. Join us to hear about these key issues from national and local thought leaders, including housing, public safety, transformational projects, and becoming an active lifestyle community.



### **Annual ATHENA Awards Celebration**

Wednesday, September 20 | 3:30 - 5:30 p.m.

The ATHENA Awards Celebration honors those who embody, encourage and promote the inclusion of women. Join us for an afternoon of inspiring stories, building relationships, and honoring the leaders in our community.



# MEMBER ANNIVERSARIES

## 100+ YEARS

Ball Park Floral & Gifts  
BISSELL Homecare, Inc.  
Consumers Energy  
Davenport University  
DTE Energy  
E&M Design Solutions  
Fox Ford Mazda  
PADNOS - Leitelt Division  
Pratt Industries  
Siegel Jewelers  
Steelcase, Inc.

## 75+ YEARS

American Red Cross of West Michigan  
Employers' Association  
Ernst & Young LLP  
Gordon Food Service Inc.  
Grand Rapids Association of REALTORS  
Grand Rapids Label Company  
Grand Rapids Symphony  
Merrill Lynch  
Metcalf & Jonkhoff Funeral Service, Inc.  
MLive Media Group / The Grand Rapids Press  
Model Coverall Service, Inc.  
Owen-Ames-Kimball Co.  
PNC Bank  
Raymond James & Associates  
SpartanNash  
United Way, Heart of West Michigan  
Warner Norcross + Judd LLP  
Wheeler Upham, PC  
Wolverine Coil Spring Co.  
YMCA of Greater Grand Rapids

## 50+ YEARS

Eikenhout, Inc.  
Harvey Cadillac Lexus  
Junior Achievement of the Michigan  
Great Lakes, Inc.  
Kent Intermediate School District  
Kent Rubber Supply Co.  
Manpower  
Master Finish Co.  
Monsma Marketing Corporation  
Morrison Industrial Equipment Co.  
Williams Distributing Co.

## 40+ YEARS

Aquinas College  
Arc Kent County, Inc.  
Automatic Door Service  
Bazen Electric Co.  
Betz Industries  
Brown & Brown, Inc.  
Crystal Flash  
D.A. Blodgett - St. John's  
DoubleTree by Hilton Grand Rapids Airport  
Economic Club of Grand Rapids  
EPS Security (Engineered Protection  
Systems, Inc.)  
Fishbeck  
Fuller Supply Company

GE Aerospace  
Goodwill Industries of Greater  
Grand Rapids, Inc.  
Grand Valley State University  
Holland Home Corporate Office  
Hope Network  
iHeartMedia, Inc.  
Kent County Treasurer  
Kentwood Office Furniture  
Lach Diamond, Inc.  
Mary Free Bed Rehabilitation Hospital  
Michigan Natural Storage Co.  
Perforated Tubes, Inc.  
Progressive AE  
Robert W. Baird & Co. Inc.  
RoMan Manufacturing, Inc.  
Smith Haughey Rice & Roegge, PC  
Stifel, Nicolaus & Company, Incorporated  
Member SIPC & NYSE  
The Rapid  
UFP Industries, Inc.  
Urban League of West Michigan  
Van's Delivery Service, Inc.  
Varnum LLP  
Witte Travel & Tours  
Wolverine Printing Co.  
WOOD TV8 / WXSP / WOTV  
WZZM 13 / 13 On Your Side - TEGNA  
Marketing Solutions

## 30+ YEARS

ACSET / West Michigan Works!  
Applied Innovation  
Area Agency on Aging of Western  
Michigan, Inc.  
Autocam Medical  
AxiosHR  
Buist Sheet Metal Co.  
Capitol Group Consultants LLC  
City of Kentwood  
Comerica Bank  
Delta Dental of Michigan  
DeMaagd & Richtert Agency, Inc.  
Dickinson Wright PLLC  
Direct Supply, Inc.  
Disability Advocates of Kent County  
Eckhoff and DeVries Painting  
& Wallcovering, Inc.  
Elevated Technologies, Inc.  
Erhardt Construction  
Frey Foundation  
Gerald R. Ford International Airport  
Girl Scouts of Michigan Shore to Shore  
Grand Rapids Christian Schools  
Grand Rapids Community Foundation  
Grand Rapids Public Library  
Grand River Gastroenterology, PC  
Great Lakes Commercial Finance  
Handorn, Inc.  
Hedrick Associates  
i3 Business Solutions, LLC  
Interphase Interiors, Inc.  
Lincoln Pines Resort, Inc.  
Literacy Center of West Michigan

Nationwide Transportation Services, Inc.  
New Hope Baptist Church  
Nu-Wool Company, Inc.  
Paws With A Cause  
Rehmann  
Rest Lawn Memorial Park  
Right Place, Inc.  
San Chez - A Tapas Bistro  
Scarlett, Inc.  
Senior Neighbors  
Serv-U-Success  
SeyferthPR  
Timothy Group  
TowerPinkster  
Western Michigan University in Grand Rapids  
Whitecaps Professional Baseball Corporation  
YWCA West Central Michigan

## 20+ YEARS

96.1 The Game  
A.D. Bos Vending Services  
ABFS Insurance Agency, Inc.  
Accident Fund Insurance Company of  
America  
ADAC Automotive  
Advantage Benefits Group, Inc.  
All-Flo Plumbing LLC  
Armbrecht & Wierenga Orthodontics, PLC  
B93 - WBCT FM  
Barnes & Thornburg LLP  
Beacon Hill at Eastgate  
Bethany Christian Services  
Boys & Girls Clubs of Grand Rapids Youth  
Breton Woods  
Business System Solutions, Inc.  
C2AE  
Camp Roger  
Center for Physical Rehabilitation  
Central Michigan University  
Century A & E  
Commonwealth  
Cornerstone University  
Courtyard By Marriott - Downtown  
Daane's Development Co.  
DK Security & Investigations  
Dominican Sisters - Grand Rapids  
Dykema Excavators  
Dégagé Ministries  
EHTC PC CPAs & Business Consultants  
Elders' Helpers  
ESCO Group, Inc. dba Edge-Sweets Company  
EV Construction  
Fifth Third Bank  
Formax Manufacturing Corp.  
Furst Cleaning Service LLC  
Grand Rapids Jaycees  
Hearty Fresh, Inc.  
Higher Ground Rock Climbing Centre LTD  
IBOA International, Inc.  
JadePig Ventures, LLC  
Kent County Osteopathic Association  
Kent District Library  
Lafontaine Lincoln  
Lambert & Co



Lighthouse, An Alera Group Company  
 Little River Casino Resort  
 Make-A-Wish Foundation of Michigan  
 Marge's Donut Den, Inc.  
 Martin Commercial Properties  
 West Michigan, LLC  
 Mel Trotter Ministries  
 Michigan Minority Supplier Development  
 Council  
 Monsma Landscape & Maintenance, Inc.  
 Mor Electric Heating Associates, Inc.  
 NAI Wisinski of West Michigan  
 Nederveld, Inc.  
 OST  
 Outfront Media  
 Parkway Electric & Communications  
 Patriot Realty  
 Primerus  
 Profile Films  
 Promotional Impact  
 Raybrook Manor  
 Reliable Energy, Inc.  
 Ronald McDonald House of Western  
 Michigan  
 Saskatoon Golf Club  
 SoundOff Signal  
 Thompson Remodeling, Inc.  
 University Club of Grand Rapids  
 US Small Business Administration  
 Vector Tech Group  
 Voisard Asset Management Group  
 WBFX FM 101.3 The Brew  
 West Michigan Cabinet Supply, Inc.  
 West Michigan Document Shredding LLC  
 Williams & Works, Inc.  
 Wolverine Worldwide, Inc.  
 WOOD AM 1300 & 106.9 FM  
 WSNX FM 104.5  
 WSRW FM Star 105.7  
 WTKG AM 1230

### 15+ YEARS

Applause Catering + Events  
 Arbor Circle  
 Axios Professional Recruitment  
 Barber Creek Sand & Gravel Inc.  
 Black River Lawn and Landscape, LLC  
 Buist Electric, Inc.  
 Byron Center Manor  
 Chervon North America, Inc.  
 Chop House  
 Crystal Mountain  
 Edgeline Resources LLC  
 Ellis Parking Co., Inc.  
 FASTSIGNS of Grand Rapids  
 Foster Swift Collins & Smith, P.C.  
 Fusion IT LLC  
 Grand Rapids Iron & Metal  
 Grand Rapids Polishing & Buffing, Inc.  
 Grand Valley Lanthorn  
 Granger Construction Company  
 Green Giftz  
 Growtrust Partners  
 Highland Group of Grand Rapids  
 Hyatt Place Grand Rapids - South

Integrated Architecture  
 JW Marriott Grand Rapids  
 Kennari Consulting  
 Kent County Health Department  
 Kent County Prosecuting Attorney  
 Lakeshore Home Health Care Services, Inc.  
 Management Business Solutions  
 Martha's Vineyard  
 Michigan State University College of  
 Human Medicine  
 Mico Industries, Inc.  
 MVP Athletic Club  
 MVP Metro Club  
 MVP Sports Clubs  
 MVP Sportsplex  
 New West Michigan Industrial, Inc.  
 Oral & Maxillofacial Surgery Assoc. of  
 Western Michigan. PLC  
 Patten Monument Co.  
 Phillip Elenbaas Millwork Inc.  
 Powell Relocation Group  
 Progressive Surface  
 Real-Time Perspectives  
 Regal Financial Group L.L.C.  
 Robinette's Apple Haus & Winery  
 Rockford Ambulance  
 RT London Co  
 Samaritas  
 San Chez Cafe  
 Savant Automation, Inc.  
 SecurAlarm Systems, Inc.  
 SIBSCO  
 Spectrum Health Office of Medical Education  
 Star Truck Rentals  
 Sun Title Agency  
 Swift Printing & Communications  
 Terryberry  
 Total Fire Protection, Inc.  
 Van Manen Petroleum / Pacific Pride  
 Visiting Angels of West Michigan  
 West Michigan Sports Commission

### 10+ YEARS

91.3 WCSG  
 Acuitas LLC  
 Allen Edwin Homes  
 Alto Precision, Inc.  
 AppleTree & Gilden Woods-Central Services  
 Bank of America  
 Bekins  
 Betten Imports, Inc.  
 Cascade Fresh Cleaning Services  
 Competition Engineering, Inc.  
 Configura, Inc.  
 Courtesy Motors, Inc.  
 Covert Township  
 Criterion Manufacturing Solutions  
 Crystal Clean Auto Detailing LLC  
 Curtis Cleaners  
 Danielle Rowland, State Farm  
 Datum Industries LLC  
 Dave Cole Decorators, Inc.  
 DeVries Landscape Management  
 Downtown Grand Rapids, Inc.  
 EconoLodge Inn & Suites

Empire Solutions  
 ETC Business Consulting  
 Experis  
 Faith Hospice in the Community  
 Family Fare  
 Ferris State University  
 First National Bank of Michigan  
 Genesis Non-Profit Housing  
 Governmental Consultant Services, Inc.  
 Grand Rapids Lighting Center, Inc.  
 Grand River Bank  
 GSA Property Tax Consultants  
 Harvey Auto Outlet  
 Haworth, Inc.  
 Hi-Tec Building Services, Inc.  
 Home Studio  
 HR Collaborative  
 Huizenga Group  
 Hussmann Services Corporation  
 ICCF Community Homes  
 InterActive Studio LLC  
 Kerkstra Portable Restroom Service, Inc.  
 KPMG LLP  
 KR Group, Inc.  
 Lakeland Pallets, Inc.  
 Lead Company  
 LiveSpace  
 L Squared Insurance Agency, LLC  
 M&K Construction Supply Co. LLC  
 Martha's Catering  
 Marywood Health Center  
 Michigan Building & Mechanical, Inc.  
 Michigan Certified Development Corporation  
 Michigan First Credit Union  
 Midwest Industrial Lumber, Inc.  
 Miedema Auctioneering Inc.  
 Monroe, Sweeris & Tromp, PLC  
 Monroe LLC  
 North America Fuel Systems  
 Remanufacturing  
 Optisave LLC  
 Paycor, Inc.  
 Plummer's Environmental Services  
 Porter Hills  
 Praxis Packaging  
 PrepNet  
 Reserve Wine & Food  
 S. Abraham & Sons, Inc.  
 Staffing, Inc. - a division of Axios HR  
 Superior Asphalt, Inc.  
 Thornview Electric, LLC  
 Truscott Rossman  
 Van's Pattern Corp.  
 Weadock and Associates LLC  
 West Michigan Community Bank  
 West Michigan Door Co.  
 West Shore Services, Inc.  
 Wolverine Crane & Service, Inc.  
 Worthen Coated Fabrics / Worthen Industries

*This page recognizes businesses who have been Chamber members for 10+ years and celebrated an anniversary between January - June 2023.*

# CONGRATULATIONS

*to the Leadership Grand Rapids Class of 2023!*

Sara Acker  
Andrew Allen  
Kate Berens  
Sommar Boese  
Cara Brewer  
Jessica Collette  
Omar Cuevas  
Arick Davis  
Mary DeYoung

Lacey Dixon  
Brian Dora  
Marcos Esparza  
Evelyn Esparza-González  
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Bryan Muir  
Stephanie Naito  
Alma Obande  
Kiran Patel  
Elisa Pérez-Arellano  
Kyle Pung  
Beverly Ryskamp  
Jeffrey Salowitz

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