

# FOCUS

THE MONTHLY NEWS MAGAZINE OF THE LANSING REGIONAL CHAMBER OF COMMERCE • AUGUST 2019

## A WHOLE NEW PURPOSE

INNOVATIVE SOLUTIONS  
FOR COMMERCIAL  
VACANCIES

### IN THIS ISSUE

MSU University Club Celebrates 90 years  
New MSU President Launches  
Fall Economic Club Series  
Focus on Small Business:  
Piper and Gold Public Relations



**TIM DAMAN**  
*President and CEO  
 Lansing Regional  
 Chamber of Commerce*

# Building the Region's Leadership Talent Pipeline

**ATTRACTING, DEVELOPING AND RETAINING TALENT** remains a top challenge for Lansing area businesses. Our region's economic future will hinge on our ability to develop talent to not only lead the organizations in which they work, but also to join together with other leaders in building a world-class community.

The Lansing Regional Chamber continues to place strong emphasis on several initiatives to bolster our regional efforts to develop a leadership talent pipeline second to none. I wanted to draw attention to a couple of those programs that have current opportunities for leaders in the region.

Leadership Lansing was created by the Chamber to help develop and equip the next generation of community leaders. When we first offered the program in 2015, we had no idea as to what the level of interest would be, and to say Leadership Lansing has exceeded our wildest expectations is, frankly an understatement. Now entering its fifth year, 155 outstanding leaders have graduated from the program and participants have enjoyed the opportunity to tour key institutions in the community, hear from some of the most successful leaders in the region, enjoy in-depth discussions on critical community issues and participate in individual leadership skill development training.

Since leaving the program, our Leadership Lansing alumni have joined together to leverage their collective leadership skills in bigger ways. I know they will be making a difference in our region in the years to come.

We are now accepting applications for the 2019-20 Leadership Lansing cohort, which gets underway in October. This is a terrific opportunity for leaders interested in collaborating with other leaders to build a stronger community and a more vibrant region. We are most interested in a cohort that reflects the diverse nature of our community and strongly encourage women and minority applicants. Applications are available on the Chamber website at [lansingchamber.org](http://lansingchamber.org), and are due by Sept. 9.

Another outstanding leadership program the Chamber offers is the 10 Over the Next Ten awards, and it is time to once again select a new class for the awards. Presented to ten young professionals, the award honors individuals who will become future business and community leaders. This award has been proudly co-presented by the Lansing Regional Chamber of Commerce and the Grand River Connection since 2006.

It has been rewarding and encouraging to see that nearly 90% of the recipients of the 10 Over the Next Ten awards continue to work and live in the region – we are keeping the best of the best here in Lansing and the continued growth and prosperity we have experienced in the last decade is testament to that.

“Attracting, developing and retaining talent remains a top challenge for Lansing area businesses. Our region’s economic future will hinge on our ability to develop talent to not only lead the organizations in which they work, but also to join together with other leaders in building a world-class community.”

Please consider nominating an outstanding young professional for this prestigious recognition. Applicants must be 35 or younger as of Oct. 1, 2019 and have a minimum of two years working in the tri-county region. You can download an application at [lansingchamber.org](http://lansingchamber.org) and e-mail your nomination to the Chamber at [MichiganPremierEvents@lansingchamber.org](mailto:MichiganPremierEvents@lansingchamber.org) by Aug. 12.

Leadership Lansing and 10 Over the Next Ten, along with other talent initiatives including ATHENA, ATHENAPowerlink and ATHENA WIN, demonstrate what amazing and committed leadership and talent we have in this region. The more I am in contact with these outstanding leaders, the more I understand that the future of our region is in great hands. We at the Lansing Regional Chamber are fully committed to supporting those leaders to ensure their success so our community can continue to connect, grow and thrive. ■



The Leadership Circle logo is a circular emblem with a green and gold border, containing the text "LANSING REGIONAL CHAMBER LEADERSHIP CIRCLE". Surrounding the logo are logos for various member organizations:

- AF Group: Individual focus. Collective strength.
- Auto-Owners Insurance: LIFE • HOME • CAR • BUSINESS
- Blue Cross Blue Shield of Michigan
- Dean Transportation
- Dewpoint: people who deliver
- Farm Bureau Insurance: Michigan's Insurance Company
- GM
- Granger Waste Services
- Jackson: NATIONAL LIFE INSURANCE COMPANY
- McLaren: GREATER LANSING
- Michigan State University
- Michigan State University Federal Credit Union: Building Dreams Together
- Two Men and a Truck: "Movers Who Care."

**ABOUT THE LEADERSHIP CIRCLE**

Leadership Circle members are proven business and community leaders. We value their commitment and applaud their efforts to strengthen our region with their leadership and appreciate the important role they play in advancing our organization.



# 2019 Board of Directors

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## Save the Date! LANSING ECONOMIC CLUB

**Speaker: Dr. Samuel L. Stanley Jr., President, Michigan State University**

**Date: September 12, 2019**

**Location: Kellogg Hotel and Conference Center**

**Tickets: [lansingchamber.org/econclub](http://lansingchamber.org/econclub)**

**TUESDAY, AUGUST 13 / MEMBER MIXER** 5 p.m. – 7 p.m. The Ticket Machine, 4480 Hagadorn Rd., Suite 105, Okemos. For more than 10 years, The Ticket Machine has been in the business of obtaining premium event tickets. Through their extensive network of season ticket holders and contacts, The Ticket Machine is able to consistently provide their customers with quality seats at excellent prices. With a worldwide reach and the ability to gain access to the most coveted seats at the most popular events, The Ticket Machine is your best source for premium tickets. Since their establishment, The Ticket Machine has served more than 10,000 customers from over 45 countries for events spanning four continents. No cost to attend for members (\$15/non-members). Includes hors d'oeuvres.

**TUESDAY, AUGUST 20 / LANSING OPEN** 8:30 a.m. – 4:30 p.m. Eagle Eye Golf Club, 15500 Chandler Road, Bath Township. As the Greater Lansing region's premier golf outing, the Lansing Open attracts hundreds of golfers each year. Played at one of the state's most pristine courses, the Lansing Open is a great opportunity to network with the area's top business leaders while enjoying a fun and relaxing day. To register or sponsor this event, contact Ashlee Willis at [michiganpremierevents@lansingchamber.org](mailto:michiganpremierevents@lansingchamber.org).

**TUESDAY, SEPTEMBER 10 / MEMBER MIXER** 5 p.m. – 7 p.m. University Club of Michigan State University, 3435 Forest Road, Lansing. Connect with friends, colleagues and business leaders over great food and drinks in a beautiful atmosphere at the University Club! From world-class dining to swimming, golf, tennis, fitness, spa services, recreational programs, and special events, the University Club serves the social, business, dining, fitness, and recreational needs of the Lansing region and Michigan State University community, helping members connect with family, friends and colleagues in an upscale, yet comfortable environment. Membership is open to all. For more information about how to become a member, visit [universityclubofmsu.org](http://universityclubofmsu.org). No cost to attend for members (\$15/non-members). Includes hors d'oeuvres.

**TUESDAY, SEPTEMBER 24 / CHAMBER 360** 8 a.m. – 9:30 a.m. Lansing Regional Chamber of Commerce Insurance Capital Board Room, 500 E. Michigan Ave., Ste. 200, Lansing. Chamber members are encouraged to attend Chamber 360 to learn how to maximize your Chamber benefits, meet our staff and network with fellow members. This is a FREE event, but space is limited. To register for this event, please contact Michelle Rahl at [mrahl@lansingchamber.org](mailto:mrahl@lansingchamber.org).

**TUESDAY, SEPTEMBER 24 / 10 OVER THE NEXT TEN** 6 p.m. – 8 p.m. University Club of Michigan State University, 3435 Forest Road, Lansing. The annual event recognizes Greater Lansing's top young professionals who are expected to contribute significantly to our community over the next ten years. The event is co-hosted by the Lansing Regional Chamber of Commerce and Grand River Connection. Sponsored by the University Club of Michigan State University.

**THURSDAY, OCTOBER 3 / HEALTHCARE FORUM** 8 a.m. – 9:30 a.m. Kellogg Hotel and Conference Center, 219 S. Harrison Rd., East Lansing. The Healthcare Forum features local and state healthcare leaders as they discuss the future trends and challenges facing the delivery of healthcare.

## STAY CONNECTED. STAY SOCIAL.

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[Lansing Regional Chamber of Commerce](https://LansingRegionalChamberofCommerce)

2019  
LRCC EVENTS

For more information about Chamber events, tickets or sponsorships, contact Ashlee Willis at [michiganpremierevents@lansingchamber.org](mailto:michiganpremierevents@lansingchamber.org).

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## CHAMBER MILESTONES

We'd like to offer a special salute to these great organizations that reached milestone anniversaries as Chamber members this month. Thank you for your continued support through the years!

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5 Years

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5 Years

### RUNAWAY BAY APARTMENTS

5 Years

Lansing Regional Chamber of Commerce members have unparalleled access to their company and staff profiles on the LRCC website. To access and update this information at any point, visit [lansingchamber.org](http://lansingchamber.org) and enter your username and password. If you have not yet logged into the site, please follow the simple password reset instructions. Call 517-487-6340 with any questions.

# SAVE THE DATE

# LANSING OPEN

TUESDAY, AUGUST 20

EAGLE EYE GOLF CLUB | BATH, TOWNSHIP

Register at [lansingchamber.org/page/LansingOpen](http://lansingchamber.org/page/LansingOpen)  
 For sponsorship information, contact Ashlee Willis at  
[michiganpremierevents@lansingchamber.org](mailto:michiganpremierevents@lansingchamber.org).

# Piper and Gold Public Relations

## ELEVATING FROM AN INDIVIDUAL IMPACT TO AN EXPONENTIAL ONE

BY TAYLOR MULLINS, KOLT COMMUNICATIONS, INC.

**THE WORLD OFTEN LOOKS FOR A CATALYST FOR CHANGE**, and Kate Snyder is at the forefront of working to ignite change and empower women.

“The data shows the majority of the public relations workforce is female, and yet the majority of people in the positions of power and authority in PR are men,” said Snyder, owner and principal strategist of Piper and Gold Public Relations (P&G). “The more women at all levels can find support, be empowered and provide the opportunity to educate others about the existing inequalities, the more women will be able to get into positions of power and hopefully help make long-term change.”

With an exceptional staff of nine women, Snyder and her team aim to make an impact on the world one step at a time. P&G prides itself on understanding the strategic objectives of its clients and helping them build relationships, solutions and ideas to move the clients closer to their goals.

With a clientele of nonprofits, government agencies and civic-minded businesses, P&G is able to provide a “powerful voice for change” in different communities, ranging from geographic areas to the arts to education, economic development and beyond. While understanding social media can have a dramatic impact, P&G also uses platforms to push boundaries for their clients, challenging them to use social media to do more than just push out messages, but to actually deliver services.

P&G strives to walk the fine line between following through on day to day work and envisioning and executing world changing ideas.

“Big ideas are great, but if you can’t execute them, they’re just ideas and you’re never actually going to be able to affect change,” said Snyder.

With previous work in marketing communications, Snyder chose to pursue focus-driven work with her own organization. Building a team of smart, strong women, Snyder was able to grow a firm that is continuing to deliver impressive and momentous results.

In addition to paving the way for inspiring professionals, P&G has received multiple prestigious awards and honors. Snyder herself was the recent recipient of the 2019 Pace Maker of the Year Award from the Central Michigan Public Relations Society of America at its 2019 PACE Awards. That same evening, the agency brought home a host of Pinnacle Awards, two People’s Choice Awards and more. The most recent hardware brings the agency’s award count up to 83 local, regional, national and international awards in marketing and communications since 2014, when P&G entered its first PACE Awards. In 2017, the agency was recognized as a 2017 Best Small Business by the Small Business Development Center of Michigan, one of only 12 businesses recognized out of more than 6,000 eligible.

But Snyder and P&G have only just begun to scratch the surface of where this agency will go.

“Women in business are often judged based on our collaboration, how we fit in as part of a team and the support we provide,” said Snyder. “One of the reasons I think it’s important to celebrate awards and talk about them is because awards are not about the effort. They’re about the minds behind the effort. They’re about the smart strategic solutions and these women deserve to be seen for the strategy and innovation of their solutions. Not just for being a great teammate or working really hard. Yes, they do those things, but they do those things in conjunction with real



Snyder

results, intelligence and savvy, and that deserves to be recognized.”

Snyder feels it is only through having such a strong, smart and collaborative team they are able to achieve great things. Partnering a group of ambitious, hardworking, clever individuals with clients who have those same traits, Snyder believes allows professionals to create an exponential impact through communications. ■

THE ARTS COUNCIL OF GREATER LANSING'S

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Come to this day-long event and learn to create place!  
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---

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# MSU'S International Business Center Earns Presidential Award

**U.S. SECRETARY OF COMMERCE WILBUR ROSS** presented the Broad College of Business International Business Center with the President's "E" Award for Export Service at a ceremony in Washington, D.C.

In total, Secretary Ross honored 48 U.S. companies with the President's "E" Award, the highest recognition any U.S. entity can receive for making a significant contribution to the expansion of U.S. exports.

"The International Business Center has demonstrated a sustained commitment to export expansion. The 'E' Awards Committee was very impressed with the International Business Center's case studies, which demonstrated measurable increases in its clients' exports. Your organization's creation of the Global Business Club was also particularly notable. The International Business Center's achievements have undoubtedly contributed to national export expansion efforts that support the U.S. economy and create American jobs," Secretary Ross stated in his congratulatory letter to the International Business Center, announcing its selection as an award recipient.



Tomas Hult and Jade Sims accept the President's "E" Award for Export Service.

MSU's International Business Center, located in the Broad College of Business, is a provider of export services for small and medium-sized U.S. businesses. Its services include export counseling, strategic planning, customized market research and training on a wide range of exporting and international business issues.

"Exporting is crucial to the success of U.S. businesses, especially those in Michigan, which are integral to global supply chains," said Tomas Hult, Byington Endowed chair and professor of marketing and director of the International Business Center. "Every day we see the growth of our clients' businesses, due in large part to exporting. This growth has enabled the companies touched through our direct outreach and programs and our web tools, including the globalEDGE website, to add jobs and support their local communities as they expand their bottom line. Buyers and consumers in foreign markets want quality products made in the United States, and we are honored to receive the 'E' Award." ■



## ATHENA WIN

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October

24

2019

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# 2019 Dapper Dads Raise Over \$540,000 For Women's Health in Mid-Michigan

**THE SPARROW FOUNDATION'S WOMEN WORKING WONDERS (W3)** raised \$542,000 at the 10th Annual Dapper Dads Challenge and Fashion Show on June 6, bringing their total to more than \$4 million raised to support women's health initiatives in mid-Michigan over the past 10 years.

Delta Dental of Michigan's Daniel Lovejoy earned the title "Top Dapper Dad" by raising the most money through online donations and dollars collected during the Dapper Dads Fashion Show.



Each dad will appear in a special Dapper Dads calendar that will be available for order this October through the Sparrow Foundation and online at [SparrowFoundation.org/DapperDads](http://SparrowFoundation.org/DapperDads).

The Dapper Dads Challenge consists of two parts: A 12-week campaign for online votes from the region and the fashion show. Each vote costs \$5, is tax-deductible and supports W3's mission of improving women's health in mid-Michigan.

He was followed by a dozen other top vote-getters, respectively: Sean Bertolino, Jackson National Life; Dean Holland, Accident Fund Insurance Co. of America; Mark Clouse, Eyde Company; Greg Walthorn, Plante Moran; Simon Haddad, Neogen; Mark and Joe Burzych, Fahey, Schultz, Burzych & Rhodes, PLC (father Joe is a 98-year-old military veteran); Don Simon, Farm Bureau Insurance; Patrick Dean, Dean Transportation; Bill Burke, Rehmann; Kris Kassel, Fox Sports College Properties; and Richard Bennett, M.D., Sparrow Medical Group Urology (the randomly drawn 13th Dapper Dad).

This Fashion Show's Presenting Sponsors were the University Club of MSU and Kositchek's. The Runway Sponsor was Dart Bank.

The Dapper Dads Challenge is organized by W3. Now in its 17th year, W3 has raised more than \$4.4 million for equipment and resources that have improved the health and psychological well-being of thousands of mid-Michigan women. ■



**LADY CLASSIC**

# SAVE THE DATE

9-18-19

Wednesday, September 18, 2019  
Hawk Hollow Golf Course

*First time golfers welcome!*

[cawlm.com/lady-classic](http://cawlm.com/lady-classic)



**INDEPENDENT BANK**



CAPITAL AREA



MAGAZINE









SHOP • CONSIGN • ESTATE SALES

# The Power of Creating a Diverse Network Through Events

BY ASHLEE R. WILLIS, CTA, FOUNDER AND CEO OF MICHIGAN PREMIER EVENTS-CORPORATE EVENT MANAGEMENT COMPANY

**A DIVERSE NETWORK IS A POWERFUL TOOL** to increase the scope of your influence, connect and lead people, build your brand reputation and gain insight to business opportunities.

Unfortunately, too many people make the mistake of limiting their circles of contacts particularly when it comes to networking. It is human nature to surround ourselves with people just like us, however, getting out of your COMFORT ZONE is the key to personal and professional growth and development.



Willis

Having a corporate event management company has allowed me to interact with professionals of all industries, experiences and backgrounds. These valuable interactions have allowed me to grow my personal network and expand my company's reach

Last year, my company Michigan Premier Events hosted its first networking event in partnership with Lansing Mosaic, a platform for Lansing which highlights the strong diversity and entrepreneurship in our community. More than 250 diverse professionals from Lansing, Grand Rapids and Detroit attended and were able to connect with individuals far outside their normal circles.

With years of experience in event management, I can undoubtedly say that the

strongest networking events are the ones that are strategic and intentional in their invitations and outreach. By ensuring that the makeup of your attendees is diverse, you can almost guarantee that your guests will meet someone who will open their mind, eyes or heart. Remember, diversity is the art of thinking independently together (Malcom Forbes).

## HOW TO GET STARTED

One of the strengths of the Greater Lansing region is our diverse and talented business professionals. Be intentional about growing the diversity of your network. Aim to meet five new people at each networking event or attend an event outside of your industry.

To this end, Michigan Premier Events created an event called Collaborate Lansing, which brings together business professionals, entrepreneurs, non-profits and more and provides them space to meet and engage. The kickoff of Collaborate Lansing was held on July 23 at Lansing Brewing Company and more than 120 attended. Our next Collaborate Lansing will be in October, location TBD. Be sure to save the date for Lansing Holiday Collaboration on Thursday, Dec. 5, at 6 p.m. For more details visit [www.MichiganPremierEvents.com](http://www.MichiganPremierEvents.com)

You never know who you will meet or how you can work together to achieve your goals if you aren't open to new people and opportunities. ■

Your business is local and so are we.



Patty Barnas,  
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# What Does “Community” Mean?

BY J. ISAAC NOEL BENJAMIN, II, EXECUTIVE EDITOR, THE CHRONICLE NEWS

**WE HEAR THE WORD “COMMUNITY” A LOT,** especially around church and around town. But what really is community?

We have relationships all around us, and those relationships are the building blocks of community. The closest friends, the most supportive family members, the people who understand you when no one else seems to – that’s the essence of being in community. These connections are what the concept of community is all about.

*“This world of ours... must avoid becoming a community of dreadful fear and hate, and be, instead, a proud confederation of mutual trust and respect”*

—Dwight D. Eisenhower

Real community isn’t just based on proximity but on purpose. The point of community isn’t just to connect – it is to move forward together. The

best friendships are the ones that help each other take a step closer to genuine understanding and acceptance.

## The Benefits of Being in Part of a Community

### 1) You are known.

Friends know you: your fears, hopes, struggles, values, weaknesses and strengths. Every one of us should be known and valued for who we are because we are each known in the community.

Doing business with people you know is a bonus. You can help your friends grow more comfortable and share more of yourselves with each other. Your willingness to share your heart, struggles, victories and honest thoughts will encourage them to follow your example. The more transparent you are, the more potential that relationship has to grow.

### 2) You trust and are trusted.

Trust is like oxygen to the life of your relationships. An atmosphere lacking trust will choke your momentum and can cause friendships to fizzle out. On the other hand, an atmosphere thick with trust helps foster amazing experiences and conversations that help you and your friends take your next steps in building a great community.

### 3) You invest in each other.

The best friendships don’t exist in a vacuum. Relationships grow stronger as two or more people walk together through more experiences.

Next steps are a conversation, not a one-time event. We at the *Chronicle News* intend to put our money where our mouth is, so to speak. As a community newspaper we intend to issue our own call to action. ■

## GREATER LANSING BUSINESS MONTHLY

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GREATER LANSING BUSINESS MONTHLY

# 90 Years of Members, Memories and Music

BY TAYLOR MULLINS, KOLT COMMUNICATIONS, INC.

**IN A WORLD OF CONSTANT CHANGE**, what is the key to a business surviving for 90 years? The University Club of Michigan State University (U-Club) has one answer: “Making Memories.” Through economic ups and downs and societal changes, the club’s ability to help its members make connections and create lasting memories has ensured its success.

“We’ve seen multiple generations of families enjoy club membership,” said Karen Grannemann, the club’s CEO and general manager. “Thousands of people have grown up at the club, celebrated graduations, gotten married and held baby showers, anniversary parties and retirement tributes here at their home-away-from-home. It’s a very special place to them. That is what makes the club so unique.”

Founded on the heels of the depression in 1929 as the State College Club, the U-Club has a rich history. Initially comprised of a group of 175 male faculty members who met for lunch, the club expanded to include female faculty in 1967 and opened up to alumni and community members in 1971. The club was initially housed on campus in the Union Building and later moved to its current location on Forest Road in 1970 after generous gifts from members Floyd Owen and Forest Akers, who made construction of a dedicated clubhouse possible. In 1971, the name was changed from The Faculty Club to the University Club of Michigan State University and membership has grown to more than 1,400 families.



Throughout the years, the U-Club has pursued strategic initiatives that expand the amenities available to its members. In 1999, a merger with the historic City Club of Lansing provided the combined membership with two clubhouse locations for nearly six years. In 2001, the U-Club partnered with MSU’s Eli Broad College of Business to create the James B. Henry Center for Executive Development, which adjoins the Club. In addition to the Candlewood Suites hotel, classrooms, banquet rooms and the Forest Akers golf pro shop, the U-Club added a world-class fitness center, spa and childcare facility. Major renovations were made to the member dining areas in 2011, and last summer, a new \$2.5 million outdoor pool facility opened, featuring a zero-depth entry area, diving well, six lap lanes and water features, as well as an adult-only area with a hot tub and fire pit.

While the building is impressive, the club is most famous for its outstanding programs and services. Holiday celebrations like the Halloween party, Thanksgiving dinner, Santa brunches, gingerbread workshops and Easter brunch have been hallmarks for decades. Members enjoy reciprocal privileges at over 500 private clubs worldwide, as well as dinner/theater packages and discounts at other area restaurants and businesses.

“We’re here to enhance the quality of life for our members, which in turn enhances the community by making this area a better place to live, work and play,” said Grannemann. “We employ 250 team members, who are actively involved in our community and make a significant economic impact as well.”

Membership is open to anyone in the community, with multiple options available. Every member enjoys social privileges that include access to exceptional dining, member events, the outdoor pool and hot tub, drop-in childcare, reciprocal club privileges and discounted rates at the U-Club spa. Members may elect to add fitness and golf privileges as well.



The golf membership provides exclusive privileges at Forest Akers Golf Courses, including unlimited golf and use of the short game area and all-weather practice facility. The fitness membership includes access to an upscale, adults-only fitness center featuring a wide range of exercise equipment, group exercise classes, personal training and wellness support. Members have full use of the modern locker rooms, including a steam sauna, dry sauna and whirlpool. The club’s full-service spa is located on-site as well.



“People love coming to our spa,” said Grannemann. “Our massage therapists and estheticians are highly trained and provide great service. Here, in addition to a pampering service, you can order from our spa cuisine menu and relax in the sauna or whirlpool.” All spa services also include a complimentary day pass to the fitness center, full use of the locker rooms and amenities and access to childcare services, making it a truly unique spa in the area.

“The University Club is an extraordinary asset to both the MSU community and the Lansing area,” said Bill Beekman, University Club president and MSU athletic director. “Our commitment to continual renovation, including our completely new, state-of-the-art pool and hot tub area, along with our outstanding professional staff, make the U-Club an ideal place for everything from lunch with clients to major corporate events and from family summer fun to weddings and parties.”

Members and their guests enjoy breakfast, lunch and dinner daily at the club, as well as an expansive Sunday brunch each week. Fine dining is available in Mingle, while drinks and casual food are served in the cocktail lounge, Mixx. Seasonal dining is not only an asset but one of the most captivating experiences for members. From dining on the garden terrace, to treats at the Splash Snack Bar, poolside cocktail service and Sunday night poolside dinners at Sunset Grill, there's many ways to enjoy a meal al fresco at the club.

The U-Club serves as the venue for countless family celebrations, business meetings and fundraising galas. A staff of four professional planners helps

members plan their special events, with attention to every detail. Exquisite menus give a range from luxurious to the classics, and the service is impeccable.

When an organization impacts the emotional and economic aspects of a community, that is when relationships, memories and opportunities are created. The U-Club embodies what "making memories" can do for an organization and its members.

Ninety years is a landmark that few organizations attain. Congratulations to the University Club of Michigan State University. ■

The Greater Lansing community is invited to celebrate both the University Club of Michigan State University and the Lansing Symphony Orchestra at their 90th Anniversary dinner and concert on Saturday, Sept. 21, 2019. Enjoy a reception with cash bar and three-course gourmet dinner at the University Club beginning at 5 p.m. Guests will be transported by luxury coach to the Wharton Center, where Tony, Emmy and Grammy award-winning Audra McDonald will perform with the Lansing Symphony Orchestra beginning at 7:30 p.m. After the concert, guests will return to the U-Club for an afterglow reception featuring dessert, coffee and a cash bar. Call 517-487-5001 to purchase tickets (U-Club members call 517-353-5111).

# One Sound. One Community. One Orchestra

BY TAYLOR MULLINS, KOLT COMMUNICATIONS, INC.

**A SYMPHONY ORCHESTRA IS A UNIQUE ORGANIZATION** – a symphony orchestra celebrating 90 years is marvelous organization. To know the Lansing Symphony Orchestra is celebrating their 90th anniversary is not only inspiring, but also is a testament to the community.

"To have been in this community for 90 years is a huge accomplishment," said Courtney Millbrook, the executive director of the Lansing Symphony Orchestra. "We are the oldest professional arts organization in the mid-Michigan area, and we are very proud of our success."



Over time, the LSO has been able to host different special events. This year (2019-2020) some events the community can engage in include the Reverse Raffle event and the Black and White Ball. Both fundraisers for the orchestra continue to provide music for the region and create a positive impact on the community. Attendees may enjoy live music, food and a chance win to various prizes in the raffle (21 winners). The symphony also will be performing a season opening concert with Audra McDonald, a Mozart and Beyond program and a collaboration with the Michigan State College of

The Lansing Symphony Orchestra (LSO) was first organized in 1929 under Izer Solomon, an American music director. A Symphony Orchestra is composed of brass, wind, string and percussion instruments that traditionally perform classical music. In 90 years, the LSO has seen only 10 different music directors and conductors. Full of history and tradition, the LSO has continued to engage in the community and keep the ties strong.

"I am always amazed when I hear people say that they have been coming to LSO concerts for 50 years and how they remember attending at a local Lansing High School before the Wharton Center was built," said Millbrook. "It is very clear what an important part music plays in this community and how valued it is here."

Education and community engagement in the Lansing area are pillars that the LSO believes and stands on. The symphony is an organization that has broad support, provides opportunities for performers and builds relationships within the community. With a concentration on those three anchors, the LSO has seen favor through strong support for the orchestra. With opportunities like the Symphony Youth Competition, a family series and master classes, the LSO enjoys unique community support not found in other places.

Music for a Mahler symphony.

"It is going to be a huge year of outstanding concerts, outreach and collaboration for the community," said Millbrook.

To hit multiple milestones has made the LSO very proud of their rich history. While honoring history is important, the LSO is also dedicated to evolving and growing. This upcoming year they are excited to bring a new composer in residency program. From a group of emerging composers across the country, the LSO will select one to come to Lansing. New music from the artist will be performed along with curated new music to put on the LSO's program of living American composers. Understanding that there is a new generation and continuing to involve music from all eras makes concerts enjoyable for individuals of all ages.

When an organization understands a sense of community is the most important pillar and how history needs to be celebrated, that is when they will be able to hit milestones like the LSO. Congratulations to the Lansing Symphony Orchestra on 90 years. ■

# A Whole New Purpose

## Innovative Solutions for Commercial Vacancies

Seeing vacant commercial property is not a new phenomenon. However, a series of changing dynamics in our economy is forcing communities across the country, including the Lansing region, to develop new, innovative strategies for filling vacant buildings because, quite simply, conventional approaches no longer work.

Among the factors impacting commercial vacancies are the well-documented struggles of the retail industry impacting shopping malls, big box stores and neighborhood shopping districts nationwide. The rising number of offices leveraging remote employees and co-working spaces, along with a shift from an era of industry to information have created increased pressure on commercial inventory.

Out of the new challenges have come unique opportunities for developers, entrepreneurs, local governments and the commercial real estate industry to pursue new strategies for abandoned properties. Trends include converting shopping malls to mixed-use spaces, warehouses into breweries, factories and industrial land are being converted to parks, schools into senior living and office buildings into multi-family developments.

“Sometimes in our business, change creates opportunity,” said Van Martin, CEO of Martin Commercial Properties. “Getting creative about who are the non-traditional candidates for those properties forces you to think differently. We have to market differently today than we did 10 years ago.”



Martin

There are advantages to repurposing vacant buildings. Research shows adaptive reuse involves 16% cheaper construction and 18% less time to complete a project. Repurposing also gives new life to neighborhoods and supports the local economy, while enabling people to stay close to their workplaces. Often times, local governments provide tax incentives to make projects more viable for developers.

“People are looking for adaptive reuses in former big box



Shapiro

stores and malls,” said Jeffrey M. Shapiro, principal at NAI Mid Michigan/TMN Commercial. “75,000-square-foot in the Younkers store that will now be a go-cart track, U-Haul opening a state-of-the-art self-storage in the former Kmart location on South Cedar, fitness gyms in malls and data centers and back office operations are filling big box and neighborhood shopping center vacancies that no longer attract national retailers while expanding the labor pool.”

The Lansing region is among the communities that are experiencing an influx of innovative new uses for vacant commercial property.

“Lansing has been affected by the retail swing,” said Dillon Rush, tri-county development and placemaking manager for the Lansing Economic Area Partnership (LEAP). “There are a lot of redevelopment ready practices that are focused on creative thinking and ensuring a smooth process for redevelopment.”

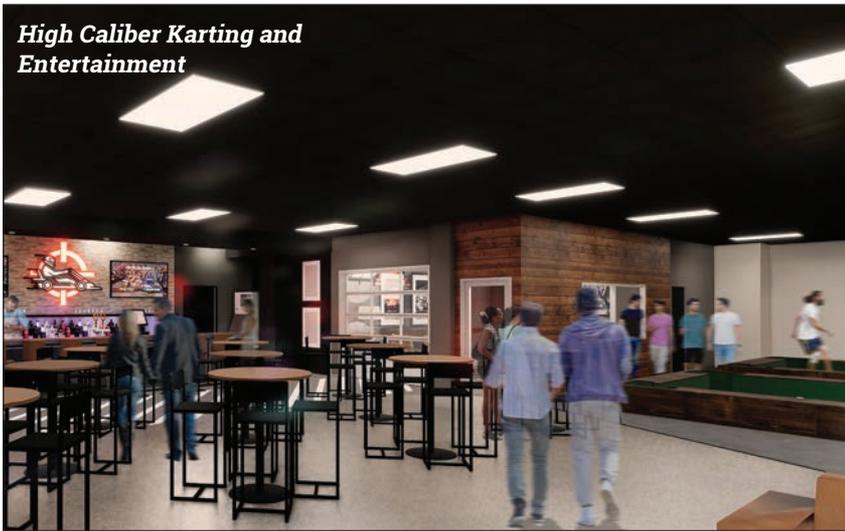
### HIGH CALIBER KARTING AND ENTERTAINMENT

Who would have thought you would go to a mall to visit a go-cart track?

High Caliber Karting and Entertainment will open an indoor karting track in the former Younker’s space on the north end of Meridian Mall. The entertainment center will open in late August with a ribbon-cutting planned for Sept. 20.

High Caliber Karting is the brainchild of three Lansing area natives, Jordan Munsters, Connor Tracy and Kevin Biesbrock. Targeting primarily young adults, though reaching out to ages 8-65, the 76,000-square-foot establishment will feature two indoor racetracks, ax-throwing, arcade games and a full bar and bistro featuring craft bar and gourmet pizza. Owners were not initially interested in a mall location but shifted their view after visiting the nearby Toys ‘R’ Us location, which was too small. CEO Munsters says the Meridian Mall turned out to be the best partners they have had during the process.

“Nobody has been more helpful in our growing than this mall,” said Munsters. “So, not only do we get the opportunity to repurpose a building



**High Caliber Karting and Entertainment**

that otherwise would be a vacant, blighted facility, we get the opportunity to have one of the best partners we have and stay within our budget, which they have helped us with.”

High Caliber Karting has big plans for the future. Munsters says they are already in discussions for a second location and are working with a franchising attorney for distribution across the United States. Munsters says the company’s mission is to be the adult version of Disney and bring joy and new entertainment options to its customers.

“We need to be exciting so people are willing to stay in this community,” said Munsters. “Lansing is moving away from the factory-town image. We need to be able to support that and be the entertainment capital.”

NAI Mid Michigan/TMN Commercial negotiated the High Caliber/Meridian Mall deal, which Shapiro says is a prime example of uncovering opportunities that fit the need.

“Malls have big spaces and they are the ones suffering the most,” said Shapiro. “By looking at the malls and figuring out how we can cut up that space or use that space as a whole and still be competitive causes everyone to consider other uses. We just have to think differently about looking for space and include the malls in those searches.”



**Launch Trampoline**

**LAUNCH TRAMPOLINE BRINGS FAMILY ENTERTAINMENT TO THE MERIDIAN MALL**

When the Fortune 500 bank he worked at for 20 years closed his division, Matt Dalson found himself pondering ‘what now.’ Dalson decided to



**Temple Club**

**COMPLETED/SOON TO BE COMPLETED REHAB PROJECTS\***

**COMPLETED PROJECTS**

- Looking Glass Brewery – Dewitt
- The Hive – Lansing Township
- Meridian Mall – Meridian Township
- Liberty Hyde Bailey Center – East Lansing
- District 5 – Delta Township
- Arcadia Smokehouse – Lansing

**SOON TO BE COMPLETED**

- 515 Ionia – Lansing
- FC Mason – St. Johns
- 930 W. Holmes – Lansing
- Capital City Market – Lansing

**WOULD LIKE TO SEE DEVELOPED**

- Charlotte Old School Village – Charlotte
- Temple Club Redevelopment – Lansing
- Lansing Mall – Delta Township



*\*Courtesy LEAP*

combine his interest in being an entrepreneur with the experience he enjoyed in family entertainment business during his college days. The result is Launch Trampoline Park, which opened this spring where Gordman’s was previously located in the Meridian Mall.

“The thought of creating a business that brings smiles to thousands of faces each year was an opportunity we couldn’t pass up,” said Dalson.

In addition to the trampolines, Launch Trampolines offers a 2,500-square-foot laser tag arena, a café that serves made-to-order pizza and an arcade room.

“We strive to be the premier family entertainment venue in the area,” said Dalson.

Dalson said locating in the mall has been an advantage because of the additional foot traffic that has led more people to discover the business than a stand-alone location might offer. He said vacant space on both sides of the location offers potential for expansion down the road.

**STOCK AND FIELD CONVERTING SAM’S CLUB ON LANSING’S SOUTHSIDE**

South Lansing received a shot in the arm with the announcement that Illinois-based Stock and Field Stores (formerly Big R) was taking over the former Sam’s Club location on Edgewood Boulevard. Stock and Field has begun hiring for its expected fall opening in South Lansing, which is the company’s first store in Michigan.

# A Whole New Purpose



The 11.5-acre, 135,000 square foot location will offer residents products such as farm equipment, sporting goods and tools, as well as pet and animal supplies.

“Stock and Field is really good for South Lansing,” said Van Martin, whose company negotiated the Stock and Field sale. “They will have a very positive impact on residents and shoppers in the area.”

“We are thrilled to be bringing a family-owned, farm, home and outdoor retailer to Lansing to serve the community and surrounding areas,” said Matt Whebber, chairman and CEO at Stock and Field. “We plan to carry all the

Larch. Economic developers say placemaking involves capitalizing on existing assets with the intention of creating public spaces that promote people’s health, happiness, and well-being.

“Creating a different experience along those corridors is going to be really important to what comes next,” said Kris Klein, economic development specialist for LEAP.

“There are changing attitudes towards how people shop,” echoed LEAP’s Rush. “It’s a new frontier that will include a comprehensive picture of the housing stock, food options and all the amenities. Those are huge factors that influence employer’s decisions about where to locate.”

\$1 million, the building offered exactly what the ASK team was looking for.

“Lansing as a community has been a big reason why we’ve been successful, and as we looked for our forever home, we knew we wanted to keep our business in Lansing,” said ASK president and CEO Mike Maddox. “The former Moores Elementary School is a perfect fit for us. We are able to provide our staff with a new type of work environment with our gymnasium, walking distance to downtown REO Town, the Lansing River Trail and

*“It is certain that repurposing will become more than a trend and will be viewed as the way of doing business. Studies suggest that over the next 10 years, new development will decrease and up to 90% of development will be in the form of renovation and repurposing.”*

mission-critical supplies our customers need to live the outdoor lifestyle: pet and animal supplies, farm equipment, sporting goods, workwear, tools, lawn and garden supplies and a whole lot more.”

## REVAMPING OUR CORRIDORS: THE IMPORTANCE OF PLACEMAKING

There are many commercial nodes that offer distinct challenges and opportunities for commercial redevelopment. Most notably in Lansing area are Michigan Avenue, Saginaw, MLK and Cedar/

Suburban and rural communities face the same challenges in filling commercial and industrial vacancies. The LEAP team points to the redevelopment of the FC Mason site in St. Johns as a shining success story. That location is being converted to a much-needed apartment complex.

Neogen Corporation has been a leader in the region in repurposing school buildings for their research-based facilities in Lansing. Growing tech company ASK recently renovated the former Moores Park Elementary at 316 Moores River Drive as its new company headquarters. With an investment of over

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conveniently placed in the beautiful Moores Park. With room for growth, expansion, giving back to the community and even leasing out office space to startups and small businesses, this building and the community surrounding us is more than we could have ever dreamt of for our business.”

### TRENDS FOR THE FUTURE

A strong economy and ready availability of capital bode well for continued redevelopment projects in the region. Van Martin suggests the area might tap into what are known as opportunity zones. The Opportunity Zone Program was created

as part of the 2017 Tax Cuts and Jobs Act to encourage long-term investment in low-income urban communities throughout the country.

“I think it will be interesting how Lansing reacts to opportunity zones,” said Martin. “We haven’t seen a big push for it but there are a number of projects that are being discussed and could emerge.”

Shapiro has been interested in a trend among more regional and national grocers such as Meijer and Target opening new small format stores in central business district, including in Lansing and East Lansing. He also sees the growth of the medical

marijuana industry impacting commercial market locally.

“It is tying up land, warehousing and retail buildings some of which sit off the market for a year,” said Shapiro. “Small industrial buildings throughout the Lansing area have been grabbed up very quickly at very high prices.”

The focus on placemaking and building experience for people will involve more mixed-use approaches to repurposing projects and a continued push for housing.

“A lot of large buildings have turned into housing whether that be school buildings or industrial buildings near residential areas being turned into housing,” said LEAP’s Klein. “That’s because people want to be near food options and want an accessible and walkable community.”

It is certain that repurposing will become more than a trend and will be viewed as the way of doing business. Studies suggest that over the next 10 years, new development will decrease and up to 90% of development will be in the form of renovation and repurposing. The Lansing region has the assets to leverage, smart strategies to govern growth and motivated leadership to enable the continued emergence of innovative new ideas for redevelopment. ■



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# Manufacturers Need Certainty Now, and Into the Future

BY DARYL ADAMS AND JEFF METTS

**MICHIGAN'S MANUFACTURING INDUSTRY** has always been an essential part of the industrial U.S., producing U.S.-made products and contributing enormously to the state and country's economy. While U.S. manufacturing may look quite different than during the Industrial Revolution – or when Henry Ford rolled the first Model T off the assembly line in the Motor City – it remains critically important to this county's livelihood.

Free trade is the backbone of Michigan's manufacturing sector, helping the Great Lakes state grow and sell more of what we make to customers around the globe. More exports mean more sales to other countries, which lead to better-paying jobs and a stronger economy throughout the state.

There are no more important trading partners in ensuring our prosperity than our neighbors to the north and south. Canada and Mexico are the biggest markets for U.S. exports in the world. According to new state data from the National Association of Manufacturers, they purchase more of Michigan's total global manufacturing exports than the rest of the world combined. In fact, last year, our state exported \$55 billion in goods globally, with \$34 billion going to Canada and Mexico. All of that is now on the line.

As manufacturers ourselves, our ability to sell our products to Canada and Mexico is directly tied to tariff-free and rules-based trade that is embodied by the United States-Mexico-Canada Agreement (USMCA), which would replace the North American Free Trade Agreement (NAFTA). Collectively, Canada and Mexico purchase more from the United States than our next 11 trading partners combined—despite representing less than four percent of the global economy. These two countries also support 2 million manufacturing jobs nationwide.

Without tariff-free trade across North America guaranteed by the USMCA, however, Michigan's manufactured goods exported to Canada and Mexico could face a minimum of \$1 billion to \$5.2 billion in extra taxes. Taxes like that could cripple many Michigan companies.

At a time when Michigan manufacturers are making an economic comeback,

these ramifications are unacceptable. We could lose sales as competitors from Europe and Asia swoop in and take our place. More broadly, any loss in trade with Canada and Mexico would result in less manufacturing production and fewer well-paying jobs across the state, and the United States.

We agree NAFTA needs to be reformed and modernized. In the more than 25 years since the United States, Canada and Mexico struck the deal, manufacturing output in the United States has more than doubled, exports to Canada and Mexico have tripled and our economy has changed significantly.

Fortunately, the USMCA addresses many of the elements of NAFTA that haven't kept pace with the times and will ensure a level playing field for U.S. manufacturers across North America.

Importantly, the agreement includes positive provisions to strengthen the protection and enforcement of intellectual property, expands the disciplines on anticompetitive behaviors by state-owned enterprises, improves rules to remove unfair trade barriers and enhances anti-corruption punishments.

Several months after the leaders of the U.S., Canada and Mexico signed the agreement, the USMCA awaits congressional approval. Without congressional action, the future of our businesses—and so many others across Michigan and the nation—are on the line.

We urge Congress to swiftly ratify the USMCA. The entire manufacturing industry relies on tariff-free, rules-based trade with Canada and Mexico—and our country depends upon the success of the sector. Manufacturers need certainty right now, and into the future. ■

*Daryl Adams is the president and chief executive officer of Spartan Motors headquartered in Charlotte, Michigan, and Jeff Metts is the president of Dowding Industries Inc. headquartered in Eaton Rapids, Michigan.*



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# Closing The Skilled Workers Gap Takes Strategy, Enter Going PRO Talent Fund

BY BY CARRIE ROSINGANA AND AMANDA FISCHER

**IT'S NO SECRET THAT BUSINESSES ARE STRUGGLING** to find skilled workers. For the past five years, Lansing Regional Chamber of Commerce members have said talent and workforce development are the top issues facing their business.

By 2026, 545,000 jobs in Michigan will require levels of specialized or skilled training, and our talent pool does not have enough skilled workers to fill the current open positions. With less than 18% of students in each region of Michigan expressing interest in professional trades and baby boomers retiring, Michigan's businesses soon will face major recruitment and retainment challenges.

If the skilled worker shortage remains unaddressed, the state's economy will take a huge hit.

As in many cities across the country, Lansing businesses, organizations and state government have developed initiatives and programs to help combat the skilled workers gap. But with more than 130 talent development initiatives in the Lansing region alone, it can be a challenge for businesses to find programs that fit their workforce development needs – even if they already exist.

One initiative bringing real results to businesses is the Going PRO Talent Fund.

The Going PRO Talent Fund, formerly known as the Skilled Trades Training Fund, empowers employers to hire workers who are ready and willing to learn by awarding grants to businesses to assist in training, developing and retaining current and newly hired employees.

In 2018, the state awarded grants to 819 employers — averaging \$35,968 per grant – to businesses of all sizes in a variety of sectors. In fact, more than half the talent fund grants awarded went to small businesses with 100 or fewer employees.

In the Lansing area, 35 businesses received more than a \$1.5 million through the fund, using the grants for classroom and customized training, on-the-job training and U.S. Department of Labor registered apprenticeships.

This fund empowers employers to hire people who are ready to learn and willing to work, and it provides employers with the resources needed to support employee training and education to fit Michigan's economic demands and evolving workforce.

One local company that has taken advantage of this program is Peckham Inc. Peckham, a nonprofit community vocational rehabilitation organization, has participated in the talent fund grant program for four years, which has allowed them to grow their apprenticeship program.

“Apparel manufacturing in the U.S. is increasingly complex,” said Dana Harder, project manager at Peckham. “Over the years, the Going PRO program has allowed us to develop and provide customized training and services to more than 130 clients who are engaged in their work and take pride in their workplace contributions.”

Harder said this program has enabled Peckham to equip and prepare their employees with the necessary skills to support business growth while also fitting Peckham's unique skill development needs.

There are a number of businesses in the Lansing region with similar success stories made possible by the Going PRO Talent Fund.

To apply, businesses must be a private, for-profit or not-for-profit company or organization and have a skill-enhancement need such as programs for current or new employees, enhanced skills trainings or apprenticeships. Employers also must have a physical presence in Michigan and be compliant with all state and federal regulations.

The Talent Investment Agency distributes funds to businesses through Michigan Works! agencies. Lansing businesses must apply for Going PRO funding through Capital Area Michigan Works!, which will walk them through the application process, and review and submit applications to the agency.

To learn more or to sign up for one of CAMW!'s Going PRO Talent Fund information sessions, contact Teri Sand, [tsand@camw.net](mailto:tsand@camw.net) or 517-492-5516. ■

*Carrie Rosingana is the chief operating officer and equal opportunity officer for Capital Area Michigan Works! She oversees more than \$10 million in workforce development programs invested into local employers and workers, including the Going PRO Talent Fund and MiCareerQuest Capital Area, a hands-on career exploration event for thousands of local students.*

*Amanda Fischer is the communications, policy and talent manager for the Lansing Regional Chamber of Commerce. She is responsible for managing and coordinating issues between the Marketing and Communications and Government Affairs Departments, as well as managing the Chamber's talent development efforts and initiatives.*



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## PEOPLE NEWS

**Holly Shier**, principal and chief marketing officer at Troy, Mich.-based **Rehmann**, has received the Association for Accounting Marketing's (AAM) 2019 Marketer of the Year award, sponsored by INSIDE Public Accounting (IPA). The winner was announced by IPA June 12 at AAM's annual Summit, held in partnership with the AICPA ENGAGE conference in Las Vegas.



Roach

**Triterra**, a Lansing-based Environmental Consulting Firm, is pleased to announce the addition of a new staff member. **Brannon Roach** serves as an environmental scientist for the firm. His work focuses on contaminant investigation and remediation projects along with aiding on environmental due diligence projects. His responsibilities include coordinating field work, communicating with subcontractors, completing subsurface investigations, overseeing remediation work, and preparing technical reports.



Hedley

**Origami** is pleased to announce the promotion of **Amy Hedley** from billing supervisor to business office manager. Amy has been a member of the Origami team since 2016 and was recognized by her peers as Employee of the Year in 2017.

**Highfields'** leadership team is delighted to announce **Laura Jurasek** as acting fund development director. Laura joined Highfields in 2015 as the communications and marketing specialist. She serves on the Fund Development Committee and promotes the growth of Highfields

through fundraising, marketing, and community and public relations.



**Sparrow** Carson Hospital is proud to recognize Infection Preventionist **Stephanie Ryan, RN**, as its *June Caregiver of the Month*. Stephanie received a nomination for her instrumental role in process improvements for infection prevention, accreditation, and caregiver health.

**Highfields** welcomed five new community members on the board of directors: **Mark DeLuca**, Foster Swift Collins & Smith PC; **Robert Easterly**, Foster Swift Collins & Smith PC; **Carrie S. Ihrig Freeman**, Grua Tupper & Young PLC; **Fran Loose**, Retired, Michigan Department of Education and **Mable Martin-Scott**, WMU-Cooley Law School.



Chapp

**Origami** is excited to welcome **Colette Chapp** as their newest occupational therapist. Colette completed an internship at Origami last fall and they are excited to welcome her back. Colette brings many strengths including published writing, a strong interest in research, conference presentation experience, and strong clinical reasoning.

**Mark Rodman** is the new executive director of **Michigan Historic Preservation Network**. Mark recently moved to the Lansing area from Denver. He previously worked for the State of Colorado as the Deputy State Historic Preservation Officer. He is currently working with the Michigan Legislature on bill to reinstate the Michigan Historic Rehabilitation Tax Credit.



Swiger

**LAFCU** has promoted **Kellie Swiger** to creative director. In this new role, she will oversee the credit union's graphic design and design intern programs. Swiger has 20 years of experience in graphic and web design. She's been with LAFCU for 10 years.



State Rep. **Angela Witwer** (Delta Township) announced that **Doggie Daycare and Spa**, a business providing daycare, boarding and grooming services to Lansing area dogs is the winner of her Business of the Month award for June. Witwer presented the award to owner **Janice Milligan**.

**Public Policy Associates (PPA)** has established a new *Center for Local Solutions* to help cities, townships, counties, schools, and nonprofit organizations more effectively achieve public policy goals. PPA's new center will be led by a team of experts with decades of experience improving state and local programs, policies, and services. They are: **Larry Merrill**, who recently retired as executive director of the Michigan Townships Association;

When it comes to searching for commercial space,  
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PPA Senior Consultant **Sam Singh**, who was previously a leader in the Michigan House of Representatives; and PPA Senior Research Associate **Nathalie Winans**.



VanKirk

**Origami Brain Injury Rehabilitation Center** would like to congratulate **Anne VanKirk** on being promoted from medical biller to accounts receivable specialist. Anne is committed to the community Origami serves and embodies Origami's mission to create opportunities and transform lives.



Heidorn

Ann Arbor native **Grace Heidorn**, a student in Michigan State University's James Madison College, joined **Lezotte Miller Public Relations Inc.** as a project assistant intern for the summer term. Heidorn is a former legislative intern for State Rep. Yousef Rabhi. In addition to her LM Inc. internship this summer, she is a legislative intern for Acuitas LLC.



Hunt

**Origami** is pleased to welcome **Lindsay Hunt** as their newest speech-language pathologist. Lindsay previously completed an internship at Origami, which confirmed her love of working with the brain. Origami is excited to welcome Lindsay back as a full-time member of their compassionate team of Speech-Language Pathologists.

**Doug Miller**, **Wharton Center's** director of development, is retiring after 21 years of service. Miller was part of two MSU development campaigns and a 3rd campaign to renovate Wharton Center. Under his leadership, Wharton Center's Development Office raised more than \$57 million in private donations and helped to fund: the 2008 building renovation; the creation of Wharton Center Institute for Arts & Creativity and its new programs and initiatives, including Take It From The Top, Suttor Foster Ovation Awards, the Stratford residency, and Sensory-Friendly Performances; and the replacement of the seats in the Cobb Great Hall and Pasant Theatres. **Kristen Calabrese** has been promoted to Wharton Center's Director of Development. **Alyssa Turcsak** has been hired as Wharton Center's Assistant Director of Development.

**Dewpoint**, a leading provider of technology consulting and implementation solutions, is pleased to welcome several new professionals to Lansing: **David Baker** – database architect;

**Rich Benoit** – security architect; **Tyler Bowen** – intern; **Ernesto Cuevas** – technical architect; **Michael Davidson** – QA engineer; **Nicholas Franz** – intern; **Daniel Mikita** – devops engineer; **Ellen Mozurkewich** – intern; **Naresh Nayak** – application developer; **Adam Pohl** – intern; **Matthew Riccardo** – intern; **Alexander Thiele** – intern; **Jacob Thompson** – intern; **Manasi Upadhye** – business analyst.



Brown



Deppong



Betts



Carter

**MSU Federal Credit Union** is pleased to announce the Credit Union's Board of Directors for 2019: **Angela W. Brown** – Chair; **Gregory Deppong, CPA** – Vice Chair; **Ernest Betts, Ph.D.** – Treasurer; **Sue Carter, J.D.** – Secretary; **Bill Beekman**; **John Brick, Ph.D.**; **Michael Hudson**; **Steven Kurncz**, and **Janet Lillie, Ph.D.**



Welch

**LCC** announced **Sally Welch** as the college's next provost. She will replace Elaine Pogoncheff, who retired at the end of July. Welch joined LCC last fall as the associate vice president for Academic Affairs from Marygrove College where she held several leadership roles including co-chair of the Science and Mathematics Division, Faculty Assembly Vice President, Faculty Forum Officer, Principle Investigator, Construction Manager, Special Assistant to the President for New Program Development, Interim Dean of New Program Development, Interim Provost and Provost.



Hannah

**Origami** would like to congratulate their President & CEO, **Tammy Hannah**, on accepting a nomination to serve as Vice Chairperson on the Board of Directors with the Brain Injury Association of Michigan (BIAMI). BIAMI's mission is to improve the lives of those affected by brain injury and reduce the incidence and impact of brain injury through advocacy, awareness, education, prevention, research, and support.

**Siena Investments** has announced that **Zachary Armstrong** has been promoted to chief investment officer. Zach joined the Siena team in

2013 as an investment advisor. Since then he has grown in responsibilities, including opening the additional location in Williamston. Zack earned a Bachelor of Arts in Finance, with a minor in Economics, from Michigan State University. Zack is a Chartered Financial Analyst (CFA®) charter holder, and also holds a Michigan Real Estate Salesperson License.



Cairns

**MacIntyre and Cowen RE/MAX Real Estate Professionals- Grand River team** member spotlight on our new buyer's agent **Lucas Cairns**. Lucas was born and raised in Haslett and he has called the Lansing area home ever since. Being familiar with the entire greater Lansing area enables Lucas to help home buyers find the home they are looking for, and in a particular area, they desire. Welcome to the team Lucas!



Heartfelt thanks to **Wayne Lacy** at Cherry Creek Mortgage and the charity golf committee headed by **Kathy Taskey** for raising over \$15,000 for **The Davies Project** to provide rides and hope for children and families. Thanks to all who helped drive change for children's health!

**MSU Federal Credit Union** is pleased to introduce its Visa Signature Credit Card. With this new card, users earn: 3% cash back on groceries, 2% cash back on gas, travel, and universities, and 1% cash back on all other purchases.

## COMPANY NEWS

**CASE Credit Union** awarded \$18,000 in scholarships to 13 recipients to help alleviate college expenses. To date, CASE has awarded over \$79,000 in scholarships to high school and college students. The Chubb/Hayes/Feeman Scholarship awarded \$1,000 to eight college-bound high school seniors. Recipients were selected based on their community involvement, academic achievement, school activities, awards and honors, financial needs, recommendations and an essay on financial literacy initiatives.



(From left to right) Grant Batis and Emily Avery of Fulton High School pose with Bailey Fitzpatrick and Drew Stout of Carson City-Crystal High School with their donation of \$402 toward the purchase of a children's table and chairs for the SMG Pediatrics Carson City waiting room.

The on-court skills of high school basketball players from Carson City-Crystal and Fulton have helped provide **Sparrow Carson Hospital** a children's table and chairs for the waiting room of Sparrow Medical Group Pediatrics Carson City. Girls and boys junior varsity and varsity players from the two schools teamed up in January for Battle on 57, a friendly competition-based fundraiser that raised \$402 toward the purchase of the table and chairs. Battle on 57, named after M-57 that runs through Fulton Township and Carson City, is a day-long fundraising event.

**WILX News 10** and its Gray Television sister stations in 93 markets nationwide have reprised a bygone tradition of playing the national anthem every day against a montage of landscapes, skylines, national landmarks, ordinary people, waving flags and other patriotic imagery.



**Origami** was awarded a \$10,000 grant from General Motors for their Driver Rehabilitation service. Funds from the grant will help provide education and training to improve driver confidence, safety, and independence, and can assist people with neurological dysfunction and developmental disabilities.

In its seventh straight year of inclusion, **Rehmann** was once again named by the Accounting MOVE Project as one of the Best CPA Firms for Women.

This demonstrates consistent efforts in the Firm's advancement of women. The Accounting MOVE Project is an annual survey of leading financial and accounting firms to determine the state of women in the industry. The annual list released by the Accounting MOVE Project ranks public accounting firms by their women's initiatives, female leadership, and driving results.



**Origami Brain Injury Rehabilitation Center** hosted their 13th Annual Brain Injury Symposium of Mid-Michigan on Wednesday, June 12, at the Eagle Eye Banquet Center & Golf Club. This event brings together interdisciplinary professionals interested in the field of brain injury including, but not limited to, physical therapists, occupational therapists, speech-language pathologists, vocational counselors, recreational therapists, case managers, discharge planners, and healthcare students.

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**Spartan Motors, Inc.**, the North American leader in specialty vehicle manufacturing and assembly for the commercial and retail vehicle industries, as well as for the emergency response and recreational vehicle markets, announced the launch of Detroit Truck Manufacturing™ (DTM), a captive channel supplier of fabricated aluminum cabs for Spartan’s fire trucks, as well as its cab and chassis product it supplies to over 40 OEM fire truck manufacturers. DTM will enable Spartan to achieve greater flexibility through further insulating the organization from risk in its broader supply base, optimizing its cost structure and quality control efforts.



Members of the LAFCU Incredibles team with the 2019 MCUL Innovation Award are, from left, Amanda Seger, Chrystal Murphy, Jamell Williams, Tanya Griffin, Suzi Kruger, Polly Cornish, Lisa Wood and Bob Picken.

LAFCU has won the annual Innovation Award from the Michigan Credit Union League for the third time in four years. The 2019 award is for the employee-led grassroots initiative called “LAFCU Incredibles.” The employee group became internal cheerleaders as LAFCU pushed the envelope in providing superior member service. LAFCU programs that previously won MCUL Innovation Awards were a partnership with the Perry community in 2018 and a marketing campaign in 2016.

Enrobed in sweeping bursts of color, a new permanent **Lansing Economic Area Partnership (LEAP)** funded public art piece is transforming a drab parking lot tower into a downtown Lansing landmark. “Let Me In” is a new mural funded with help from a LEAP and **PNC Foundation** Public Art for Communities Grant (PAFC). The new mural is a great addition to the collection of 35 permanent public art pieces located throughout the Lansing region as a result of LEAP’s strategic placemaking investments, efforts which are strengthened with support from the PNC Foundation’s annual contribution of \$10,000. Since 2012, the PAFC program has invested \$240,000 in permanent public art throughout the region.

LCC has received the ranking of “gold status” from the Michigan Veterans Affairs Agency (MVAA). They provide support, care, advocacy and service to veterans and their families. Many veterans chose to return to school once they left the military, and the MVAA recognizes colleges that go above and beyond to help these students.

They have seven sections of veteran-friendly school program criteria, and if a school offers six or more of them they receive the most elite ranking of “gold status.”



On a bright Saturday morning in June, more than 1,745 laced up their running shoes and took part in the sixth annual **Sparrow** Michigan Mile, a race designed for children up to the age of 13. Kids ages seven and up participated in a one-mile run, and kids under six years of age took part in the KIDSPRINT. **MSU Federal Credit Union (MSUFCU)** has been a sponsor of this event since the beginning, providing funds and volunteers to cheer on the participants and promote exercise as part of a healthy lifestyle.

In a recent survey by *Forbes* to identify the best-in-state financial institutions, **DFCU Financial** ranked number one in the state of Michigan. Companies were awarded best-in-state designation based on the number of responses in each state. Overall, 184 credit unions and 146 banks qualified, or 3.1% of the total number of U.S. financial institutions.

**Wirotek Lighting** received the Consumers Energy Project of the Year Award. Over 400 light fixtures were replaced utilizing Advanced Lighting Controls. Core Choice Mason received a rebate of over \$114,000 and will save \$89,577 annually in electricity from the switch. CEO, Andrew Wirotek, led his team with his creative design and technical proficiency to analyze commercial facilities and public buildings identifying incentives for a greater ROI.

**Sparrow** Carson Hospital is pleased to announce the addition of Sparrow Medical Group Urology, a new specialty practice responding to increased demand in our area. The practice is located at 245 S. Second Street inside the hospital. It is led by **Jamie M. Bartley, D.O., FACOS**; **Richard C. Bennett, M.D.**; and **Richard C. Sarle, M.D., M.S.** SMG Urology speaks to Sparrow Carson’s mission to provide quality, compassionate care to everyone, every time.

**Lansing-East Lansing** was named the third best metro in the nation for sustainable development in Site Selection Magazine’s 2019 Sustainability Rankings, among other Midwestern powerhouses

like Grand Rapids-Wyoming and Minneapolis-St. Paul, Minnesota. Site Selection Magazine is the premier magazine of news on corporate facility location and area economic development.



When a couple of **MSU Federal Credit Union (MSUFCU)** employees wanted to create an employee community garden, **April Clobes**, MSUFCU’s President/CEO, thought it was a great idea. The employees quickly formed an internal committee, CU Dig It, and proceeded to secure resources to allow employees to grow nutritious produce on the Credit Union’s headquarters campus. Gardening is open to all employees and family members interested in helping with the design, planting, maintenance, and harvesting. The core committee set up a schedule based on volunteers’ availability to tend the garden. The committee volunteers planted beans, beets, carrots, cucumbers, herbs, kale, lettuce, peas, peppers, pumpkins, radishes, summer squash, tomatoes, and zucchini in the garden, which consists of four raised beds.



The action is nonstop during the Monster Energy NASCAR Cup Series Consumers Energy 400 weekend on Aug. 9 – 11. And now the entertainment is just as thrilling in the fan plaza and campgrounds at **Michigan International Speedway**. With more than 35 performers and 80 performances, NASCAR’s Most Entertaining Track provides something for every guest. The entertainment starts on Thursday in the campgrounds and goes through the checkered flag for the Monster Energy NASCAR Cup Series Consumers Energy 400. The fan plaza is the place to be starting on Friday. MIS has developed a town center area that will feature food trucks, stylish lawn furniture and picnic tables with umbrellas to provide shade. ■

# Michigan State University President Samuel Stanley to Kick-Off Fall Economic Club Series

**MICHIGAN STATE UNIVERSITY'S NEW PRESIDENT SAMUEL STANLEY** will lead off the fall Economic Club series when he keynotes the Sept. 12 luncheon. The fall series includes:



Stanley

**SEPT. 12 – MSU PRESIDENT SAMUEL STANLEY**

Dr. Samuel L. Stanley Jr. served as the fifth president of Stony Brook University, one of the nation's leading research universities, since July 1, 2009, before accepting his current position as Michigan State University's 21st president. One of just 62 members of the invitation-only Association of American Universities (AAU), Stony Brook is recognized for its innovative programs, groundbreaking discoveries and integration of research with undergraduate education. Stanley began his tenure at MSU on Aug. 1, 2019.

A Seattle native, Dr. Stanley has a bachelor of arts degree in biological sciences (Phi Beta Kappa) from the University of Chicago. After earning his medical degree from Harvard Medical School in 1980, he completed his resident-physician training at Massachusetts General Hospital. He went to Washington University in St. Louis in 1983 for a fellowship in infectious diseases in the School of Medicine, eventually becoming a professor in the Departments of Medicine and Molecular Microbiology in recognition of the collaborative nature of his research. A highly distinguished biomedical researcher, Dr. Stanley was one of the nation's highest recipients of support from the National Institutes of Health (NIH) for his research focusing on enhanced defense against emerging infectious diseases.



Scaramucci

**OCT. 17 – ANTHONY SCARAMUCCI, SKYBRIDGE CAPITAL**

Anthony Scaramucci is the founder and managing partner of SkyBridge Capital, an alternative investments firm with around \$10 billion in assets under management. Scaramucci is the author of three books: *The Little Book of Hedge Funds*, *Goodbye Gordon Gekko* and *Hopping Over the Rabbit Hole*, a 2016 Wall Street Journal best-

seller. Nicknamed "The Mooch", Scaramucci is an American financier, entrepreneur and political consultant who briefly served as the White House director of communications from July 21 to July 31, 2017.

**NOV. 21 – CELEBRATION OF REGIONAL GROWTH**

The annual Celebration of Regional Growth Awards will honor businesses for their new economic investment and job creation in the Lansing region.

**DEC. 10 – BILL ADAMS, SENIOR ECONOMIST, PNC**

William (Bill) Adams, vice president and senior economist for The PNC Financial Services Group, will deliver the 2020 economic forecast at the December Economic Club luncheon. In his role at PNC, Adams is responsible for PNC's forecasts of international economic



Adams

conditions and exchange rates, covering emerging Asia, the European Union, Canada and Latin America. Adams also contributes to analysis of the US national economy and regional economies within PNC's core footprint. Adams serves as PNC's spokesperson on international economic issues and frequently presents to PNC clients on the economic outlook. He is widely quoted in the financial press and is a regular guest on Bloomberg, CNBC and other broadcast programs. ■

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**Sportsman's Warehouse** located at 8757 Delta Market Dr. celebrated the grand opening of their first Michigan location on Friday, May 31st. They renovated the old Gander Mountain location in Delta Township and have joined a growing group of large commercial stores in West Lansing. There was a group of over 300 shoppers excitedly lined up to be the first in the store. The local fire department held an American flag high atop their fire truck ladder for the singing of our National Anthem. Guests enjoyed a dog jumping pool, fishing games and free camouflage hats for the first 300 people to enter. Sportsman's Warehouse provides outdoor enthusiasts with all their camping, hunting, and fishing goods.



On June 20th the Lansing Chamber, city officials, and the local community gathered to celebrate **Hospice of Lansing's** 40th Anniversary. A ribbon cutting took place at Stoneleigh Residence which is situated on 20 beautiful acres just north of the Jolly and Aurelius. The community-based hospice was founded in 1979 and has evolved over the years—from a strictly volunteer organization to a Medicare Certified nonprofit hospice with full-time employees—to better serve the community's hospice needs. The clinical team at Hospice of Lansing has changed with the years, but they are proud of one common thread among both current and past team members; their dedication to patients and families and the care they receive during this time in their life journey.



**Sleep Number** has expanded into Eastwood Towne Center. In July, the Lansing Chamber welcomed Sleep Number and celebrated with a Ribbon Cutting. Townsquare Media's local station WITL was live on site to broadcast the event. A local community resident won two tickets to the Faster Horses Festival. Sleep Number's mission is to improve lives by individualizing sleep experiences. The core line of options has been completely revamped and the team is ready to assist you for all of your comfortable resting needs.



**Good Slice Pizza** celebrated their grand opening on Friday, June 21st with slice and cookie specials! City officials, the Lansing Chamber, Downtown Lansing Inc, and the team at Good Slice cut the official red ribbon. Taps 25 offered delicious beers from Saugatuck Brewing Company with their Take-A-Pint takeover as well as live music from True North! Good Slice Pizza Co is a fast-casual pizza joint with huge slices, salads, & more! Open for lunch, dinner, and late night hunger attacks conveniently located next to Taps 25.

Our big scissors have been busy welcoming new businesses to the Lansing region, recognizing momentous milestones and celebrating growth and expansions! Having the Chamber host a ribbon cutting for your company is a great opportunity to build public awareness about your business and the growth or changes that you are experiencing. The Chamber's ribbon cutting and groundbreaking services should be an important part of your overall marketing and advertising plan. We provide the camera, red ribbon, and of course, the big scissors!

For more information about Chamber ribbon cutting services, please contact Michelle Rahl at 517-853-6457, [mrahl@lansingchamber.org](mailto:mrahl@lansingchamber.org) or Christine Zarkovich at 517-853-6456, [czarkovich@lansingchamber.org](mailto:czarkovich@lansingchamber.org).

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