

# FOCUS

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



THE

FIGHT

TO MAKE AN IMPACT  
AND FILL MICHIGAN'S TALENT GAP

INSIDE THIS ISSUE

GM Announces Major Investments in Lansing Region  
Annual Dinner a Festive and Historic Affair  
Focus on Small Business: Tandem Studios



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

# The Power of Partnerships Creating a Talent Pipeline

**THIS MONTH'S COVER STORY IN FOCUS**, *Winning the War for Talent*, is a topic that resonates with leaders in business and education. The Chamber's annual membership survey revealed that 57 percent of our members identify talent attraction and retention as the number one business need in our region. Sixty-eight percent of Chamber members identified talent and workforce development as the top public policy issue facing their business and 26 percent listed education as the top need.

Solving the talent challenge requires engagement and collaboration, from business to education, parents and students, to teachers and counselors. We must build awareness about career opportunities much earlier in a student's academic career and enhance support for students as they identify potential career pathways. Simply put, we all have a responsibility to create a talent pipeline for Michigan's future.

To address the talent gap in Lansing, businesses are collaborating with local school districts including Lansing School District, Ingham Intermediate School District, Eaton Regional Education Service Agency and Clinton Regional Education Service Agency. The Chamber continues to develop collaborative partnerships through our support of education and talent initiatives such as Teach. Talent. Thrive (T3), Lansing Promise, Launch Michigan and others. Together, businesses and educators are creating a talent pipeline for decades to come.

We must build awareness about career opportunities much earlier in a student's academic career and enhance support for students as they identify potential career pathways. Simply put, we all have a stake in creating a talent pipeline for Michigan and our region's future.

A terrific example of partnerships preparing tomorrow's talent today is the upcoming MiCareerQuest. More than 50 employers will be on hand to engage with over 5,000 area students who will receive valuable information about in-demand careers in engineering and manufacturing, business and information technology, health sciences and human services and natural resources and agri-science. Students will have the opportunity to participate in hands-on exhibits provided by local businesses, industry groups, trade associations, training and education providers.

The importance of turning the Lansing region into a home for top talent is why the Chamber has placed so much effort on several talent initiatives. **Leadership Lansing** helps develop and equip the next generation of community leaders. Now in its fourth year, 155 outstanding leaders have graduated or are participating in the program. The **ATHENA Leadership Award** and **ATHENA PowerLink** continue to celebrate the accomplishments and promote the growth of outstanding women leaders in our region. For the past 12 years, **10 Over the Next Ten** has celebrated philanthropic, innovative and entrepreneurial leadership from Greater Lansing's best and brightest young professionals. The Chamber is proud to support **Lansing 5:01**, an initiative designed to showcase the best of Lansing by connecting both college talent and young professionals to the community's emerging quality of life opportunities.

While we continue to leverage these and other partnerships to empower talent and enhance opportunities for our current and future workforce, we must also continue to work collaboratively to build vibrant communities in which outstanding talent desires to live, work and play.

There is no greater economic driver for our region's future than the need to attract and retain top talent. We encourage our members from every sector to support initiatives that will take our region's talent to the next level. ■



**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

### Officers

**Board Chair**

Patrick Dean / Dean Transportation

**Past Chair**

April Clobes / MSU Federal Credit Union

**Chair Elect**

Wendy Hamilton / TechSmith

**Legal Counsel**

Steve Owen / Foster, Swift, Collins & Smith, P.C.

**Treasurer**

David Baker / Farm Bureau Insurance Company

**President**

Tim Daman / Lansing Regional Chamber of Commerce

### Division Directors

**Marketing and Communications**

Lisa O'Connor / Edge Publicom

**Government Relations**

Matt Resch / Resch Strategies

**Member Services**

Michelle Massey / Dewpoint

### At-Large

**Lauren Aitch** / Our Own Products

**Denise Droscha** / Two Men and A Truck

**David Ferguson** / Ferguson Development

**Glenn Granger** / Granger Construction

**Teri Hull** / Dart Container Corporation

**David Lewis** / AT&T

**Darci Marcum** / General Motors

**Van Martin** / Martin Commercial Properties

**Jeff Metts** / Dowding Industries

**Ken Misiewicz** / Pleune Service Company

**Tonia Olson** / Granger

**Steve Quinlan** / Neogen

**Kirk Ray** / McLaren Greater Lansing

**Joe Ruth** / Sparrow

**Dr. Kathleen Wilbur** / Michigan State University

**Bill Woodbury** / Auto-Owners Insurance, Co.

**Mike Zamaira** / Niowave

**Kevin Zielke** / AF Group

**David Zylbe** / Jackson National Life Insurance

### Board Partnerships

**LEAP, Inc.**

Bob Trezise / LEAP, Inc.

**Grand River Connection**

Katherine Japinga / Michigan State Senate

**ATHENA WIN**

Jenn Sturdy / PNC Bank

**Lansing Black Chamber of Commerce**

Dr. Alane Laws-Barker / Sparrow

**Greater Lansing Hispanic Chamber**

Jose Yanez / Full Circle Financial Planning

### FOCUS

**Editors**

Ross Woodstock  
Eric Dimoff

**Design**

Tandem Studios

**Printing**

BRD Printing, Inc.

**Cover Story Design**

Güd Marketing

**Photography**

Hanna VonAchen

**Mailing**

BRD Printing, Inc.



## Don't Miss! LANSING OPEN

Date: August 20, 2019

Location: Eagle Eye Golf Club

Sponsorship and Information: Contact Ashlee Willis at 517-242-7434 or michiganpremierevents@lansingchamber.org

Tickets: lansingchamber.org/events

**WEDNESDAY, APRIL 3 / DELTA GOVERNMENT RELATIONS COMMITTEE** 8 a.m. – 9 a.m. Crowne Plaza Lansing West, 925 S. Creyts Road, Lansing. The Delta Government Relations Committee meets the first Wednesday of each month to provide a forum for business leaders to discuss important issues impacting Delta Township. To ensure adequate seating, please RSVP to Steve Japinga at sjapinga@lansingchamber.org.

**TUESDAY, APRIL 9 / LANSING ECONOMIC CLUB** 11:30 a.m. – 1:30 p.m. Kellogg Hotel and Conference Center, East Lansing. Speaker: Adam Havey, Executive Vice President, Business Operations, Emergent BioSolutions. There are approximately 130 opioid-related deaths every day in the U.S. Learn more about the company's expansion to address additional public health threats, including the opioid crisis, and Emergent's most recent addition to their product portfolio, NARCAN (naloxone HCI) Nasal Spray 4mg, the first and only FDA-approved, needle-free presentation of naloxone for the emergency treatment of a known or suspected opioid overdose. Program begins at noon. Please arrive early for registration and networking. \$55/member ticket, \$75/non-member ticket or \$425/table of eight (includes plated lunch). Pre-registration is required.

**TUESDAY, APRIL 9 / MEMBER MIXER** 5 p.m. – 7 p.m. LaFontaine Chrysler Dodge Jeep Ram FIAT of Lansing, 6131 S. Pennsylvania Ave., Suite B, Lansing. From World Class attractions, to home grown festivals, Michigan's capital region has something for everyone including the one and only LaFontaine Chrysler Dodge Jeep Ram and FIAT of Lansing dealership. LaFontaine Chrysler Dodge Jeep Ram and FIAT of Lansing lives by the mission statement to "build lifelong relationships that connect families, strengthening communities and personalize the automotive experience." They offer a huge selection of new and used vehicles from which to choose. No cost to attend for members (\$15/non-members). Includes hors d'oeuvres.

**WEDNESDAY, APRIL 10 / LANSING BUSINESS ROUNDTABLE** 8 a.m. – 9 a.m. Lansing Board of Water & Light Train Depot, 1201 S. Washington Ave., Lansing. The Lansing Business Roundtable meets the second Wednesday of each month to provide a forum for business leaders to discuss important issues impacting Lansing. To ensure adequate seating, please RSVP to Steve Japinga at sjapinga@lansingchamber.org.

**THURSDAY, APRIL 11 / CHAMBER UNIVERSITY** 8 a.m. – 9:30 a.m. Lansing Regional Chamber of Commerce Insurance Capital Board Room, 500 E. Michigan Ave., Ste. 200, Lansing. Speaker: Bernie Adams, Process Pro. Does your company rely on a small number of key employees? Focus on the characteristics of your high performers and learn how to use simple process improvement techniques and leadership skills to raise the performance of all your employees. This is a FREE event, but space is limited. Sponsored by Fifth Third Bank and Fraser Trebilcock.

**WEDNESDAY, APRIL 17 / EAST LANSING AND MERIDIAN TOWNSHIP BUSINESS ROUNDTABLE** 8 a.m. – 9 a.m. Plante Moran, 1111 E Michigan Ave., East Lansing. The East Lansing and Meridian Township Business Roundtable meets the third Wednesday of each month to provide a forum for business leaders to discuss important issues impacting East Lansing and Meridian Township. To ensure adequate seating, please RSVP to Steve Japinga at sjapinga@lansingchamber.org.

**THURSDAY, MAY 9 / LANSING ECONOMIC CLUB** 11:30 a.m. – 1:30 p.m. Kellogg Hotel and Conference Center, East Lansing. Speaker: LaJune Montgomery Tabron, president and CEO, Kellogg Foundation. The W.K. Kellogg Foundation (WKKF), founded in 1930 as an independent, private foundation by breakfast cereal pioneer Will Keith Kellogg, is among the largest philanthropic foundations in the United States. Guided by the belief that all children should have an equal opportunity to thrive, WKKF works with communities to create conditions for vulnerable children so they can realize their full potential in school, work and life. Program begins at noon. Please arrive early for registration and networking. \$55/member ticket, \$75/non-member ticket or \$425/table of eight (includes plated lunch). Pre-registration is required.

**TUESDAY, MAY 14 / MEMBER MIXER** 5 p.m. – 7 p.m. Green Dot Stables, 410 S. Clippert St., Lansing. A Detroit favorite known for serving more than 20 different handmade sliders, Green Dot Stables will host our May Member Mixer! No cost to attend for members (\$15/non-members). Includes hors d'oeuvres. ■

## STAY CONNECTED. STAY SOCIAL.



facebook.com/LansingChamber



twitter.com/LansingChamber



@LansingRegionalChamber



Lansing Regional Chamber of Commerce

- AdviCoach
- American Cancer Society
- Applied Imaging
- ASK
- B & D Electric, Inc.
- Bank of America
- Bekum America Corporation
- Berkshire Hathaway HomeServices  
Tomie Raines Realtors
- Blue Care Network of Michigan
- Blue Cross Blue Shield of Michigan
- BMC-Business Machines Company
- Boys & Girls Club of Lansing
- Brookshire Townhomes
- CAMPGROUNDS-R-US
- Capital Area MICHIGAN  
WORKS!
- Castle Pointe Apartments -  
Monarch Investment
- CBRE, Inc.
- Chemical Bank
- Cin-Lan, Inc.
- Cinnaire Corporation
- Clark Foundation Co.
- Cohl, Stoker & Toskey, P.C.
- Collegeville Textbook Company
- Columbia Sussex Corp
- DBI We Do Office
- DeLau Fire & Safety, Inc.
- Denno Research, LLC
- DTN Management Co.
- Edge Publicom
- enPower Technology Solutions
- Enterprise Labor Services, Inc.
- Fahey Schultz Burzych Rhodes  
PLC
- Faith Catholic
- Farm Bureau Insurance - Shannon  
Caroland Agency
- Fraser Trebilcock Davis & Dunlap  
P.C.
- Gladstone Printing
- Glass Guru Lansing, The
- Grand Traverse Pie Co.
- Guy Hurley Insurance & Surety  
Services
- H Business Development &  
Consulting
- Holiday Inn Express & Suites  
(Amerilodge Group)
- HTA Companies
- K&P McClure Leasing Inc
- Keller Williams
- Kolt Communications, Inc.
- LAFCU
- Lansing Regional Sister Cities  
Commission
- Matrix Consulting Engineers, Inc.
- Maurer's Textile
- MAYOTTEgroup Architects
- McLaren Greater Lansing
- McLaren Health Plan
- Michigan Chamber of Commerce
- Michigan Optometric Association
- Michigan State University
- NAI Mid-Michigan/TMN  
Commercial
- New Leaf Landscaping Company
- Nyaka AIDS Orphans Project, Inc.
- Palmer Construction
- Patrick McPharlin
- Providence Consulting
- Radisson Hotel Lansing
- Reid Machinery, Inc.
- RiverCaddis Development
- Ronald McDonald House of Mid-  
Michigan
- RSDC of Michigan
- S & S Die Co.
- Shumaker Technology Group
- Sparrow Health System
- Stifel Financial
- Success Virtual Learning Center -  
Lansing West
- Superior Services RSH Inc.
- T. A. Forsberg, Inc.
- Transnation Title Agency of  
Michigan
- Union Bank
- Village Green of Lansing  
Apartments
- Warren Salvage & Dismantling  
Corp.
- Western Michigan University  
Thomas M. Cooley Law School
- WSYM - Fox 47
- Young Brothers & Daley

## WELCOME NEW MEMBERS

### CAPITOL BARRICADING INC.

4800 W. Grand River Ave.  
Lansing, Michigan 48906  
517-372-1291

### EDL ENERGY

608 South Washington Ave.  
Lansing, Michigan 48933  
517-208-0743

### HENRY'S PLACE & ASIAN BUFFET

4926 Marsh Rd.  
Okemos, Michigan 48864  
517-580-3075

### MORSE MOVING & STORAGE

3000 Sanders Rd.  
Lansing, Michigan 48917  
517-322-2234

### NEWKIRK ELECTRIC

3010 S. Canal  
Lansing, Michigan 48917  
517-977-0926

### PLUM TREE APARTMENTS

229 Parkwood Dr.  
Lansing, Michigan 48917  
517-321-1765

### VLAHAKIS COLE LAW FIRM

246 E. Saginaw Street  
East Lansing, Michigan 48823  
517-827-1263

## 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!

### COMERICA BANK

80 Years

### CONSUMERS ENERGY

80 Years

### LANSGING ICE & FUEL COMPANY

65 Years

### HARRISON ROADHOUSE

30 Years

### MICHIGAN STATE UNIVERSITY FOUNDATION

30 Years

### CAWOOD BUILDING CO.

25 Years

### MESSAGEMAKERS

25 Years

### MICHIGAN ASSOCIATION OF COUNTIES

25 Years

### SPECIALTY EYE INSTITUTE

20 Years

### COUNTRY STITCHES

15 Years

### DART BANK

15 Years

### HOSPICE OF LANSGING -IONIA AREA HOSPICE

15 Years

### CRON MANAGEMENT, LLC

10 Years

### GILLESPIE COMPANY, LLC

10 Years

### HAYES GREEN BEACH MEMORIAL HOSPITAL

10 Years

### ACUITAS

5 Years

### HICKS BROTHERS REAL ESTATE

5 Years

### MERIDIAN CHARTER TOWNSHIP

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.

# Tandem Studios: Collaborative Design and Marketing with a Personal Touch

BY MATTIE MILNE, KOLT COMMUNICATIONS

**TANDEM STUDIOS WAS APTLY NAMED**, putting the collaborative partnership of client and agency at the forefront to create strategic and insightful solutions that boost business.

Tandem Studios is a full-service, creative marketing agency founded by Stephen Plumbley, a creative industry veteran with more than 20 years in the business. Since 2011, Tandem Studios has provided boutique advertising and marketing services to clients throughout Michigan and the U.S.



“It doesn’t matter what industry you’re in, there will always be similar services offered by someone else,” Plumbley said. “The question is, how will you stand out in a crowded marketplace? The best way is to have a strategic plan in place to market your product or services.”

Tandem Studios offers graphic design, logo and corporate identity development, integrated marketing, web design, video production, copywriting and more. Plumbley has worked with the Lansing Regional Chamber of Commerce on *FOCUS* magazine for several years, and has developed and executed marketing strategies for businesses in the marine, automotive aftermarket and financial industries, among others.

Because of Plumbley’s wide-ranging experience, he brings a unique perspective.

“Businesses in the same industry tend to market the same way,” Plumbley said. “My experience across many industries means I can draw on strategies



Plumbley

that may be unique within that segment but ultimately bring success.”

Tandem Studios collaborates with its clients to develop strategic plans that showcase the vision, strengths and priorities that make each organization unique.

Depending on the needs of the client, Plumbley has relationships with other creative experts who can be leveraged to provide support.

“There’s so much talent in the Lansing area,” said Plumbley. “Tandem Studios allows me to be a cheerleader for Lansing and part of the growth that’s happening. It gives me opportunities to collaborate with other professionals who are niche experts. I enjoy working with folks who are as passionate about producing high-quality products as I am.”

No matter the scope of the project, from a small social media campaign to a robust design and marketing plan, Plumbley is always the point of contact for his clients, providing direct guidance as the project progresses.

“Tandem Studios provides a more personal experience that truly allows my clients to receive the best service, so they can be proud of their brand,” said Plumbley.

Plumbley encourages anyone interested in elevating their brand to set up a free consultation. To learn more about Tandem Studios, visit [gotandem.biz](http://gotandem.biz) or call 989-307-9157. ■






## Save money and live healthier with Blue365®

### Membership has its benefits

Blue Cross Blue Shield of Michigan and Blue Care Network members can score big savings on a variety of health-related products and services from businesses in Michigan and across the United States.

From fitness and wellness to lifestyle and healthy eating, we’re got plenty of deals to keep you and your family healthy. Learn more at [bcbsm.com](http://bcbsm.com).



“Highest Member satisfaction among Commercial Health Plans in Michigan”

Blue Cross Blue Shield of Michigan and Blue Care Network are nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association. For J.D. Power 2018 award information, visit [jdpower.com/awards](http://jdpower.com/awards). R086366




Blue Cross  
Blue Shield  
Blue Care Network  
of Michigan

Confidence comes with every card.®

# Chamber Welcomes Congresswoman Elissa Slotkin



Congresswoman Elissa Slotkin meets with Lansing business and community leaders to discuss the challenges and opportunities facing the region



**AS PART OF THE CHAMBER'S ROUNDTABLE SERIES** to connect our business community with government leaders, newly-elected Congresswoman Elissa Slotkin (MI-08) met with LRCC members to discuss several key issues facing the state and our region. Slotkin focused on a variety of issues including inadequate funding levels for infrastructure, cyber security, education and healthcare.

Slotkin is serving her first term in the U.S. House of Representatives and sits on the House Armed Services Committee and Homeland Security Committee. To contact Congresswoman Slotkin's Lansing office, please call 517-993-0510. ■

## Chamber Launches Policy and Regulatory Series



Michigan Bureau of Marijuana Regulation director Andrew Brisbo, Honigman LLP labor attorney Kim Yourchok and McLaren Greater Lansing regional director of Labor Relations Ryan Stecovich share key regulatory, legal and human resource insights with Lansing businesses.

**IN FEBRUARY, THE CHAMBER LAUNCHED** a new policy and regulatory education series for members focused on key issues facing our business community. The first program focused on medical and recreational marijuana and the impact on businesses and organizations regarding best practices for hiring, establishing and updating workplace substance use policies and more.

Members heard from a panel of experts including regulatory, legal and human resource experts from the Michigan Bureau of Marijuana Regulation, Honigman LLP and McLaren Greater Lansing. ■

# EXPERIENCE | YOU CAN BUILD ON.





Experience to Build On

4087 Brockton SE | Kentwood, MI 49512 | rohdeconstruction.com

## 616.698.0880



In February, the Lansing Regional Chamber was pleased to host a ribbon cutting celebration for a new retail location for **AT&T**. The new store, located at 1030 Trowbridge Road, provides an access point for the residents and students located in East Lansing to find the entertainment, high speed internet and revolutionary smartphones they need that AT&T provides.



Everyone launched into action at the grand opening of **Launch Trampoline Park**, a premier family entertainment destination in the Lansing region with more than 15,000 sq. ft. of connected trampolines featuring Extreme Dodgeball, Tumbletracks, Battle Beams, pizza, and Slackline. The Chamber, Meridian Township and MABA gathered for the inaugural ceremony in February at the Meridian Mall. Guests received full access to the trampoline park and Fury Laser Tag Arena. In addition to trampoline inspired activities, Launch Trampoline has an obstacle course perfect for team building, a premier 2,500 sq. ft. laser tag arena and more than 20 adventurous arcade games. Launch Trampoline is the perfect venue to host birthdays, corporate parties, field trips and summer camps. Photo credit: Meridian Township.



Friends, family, the Chamber, MABA, and Meridian Township gathered to celebrate **Asian Buffet's** 20th anniversary. Located conveniently in the heart of Meridian Township's bustling shopping district, Asian Buffet provides a casual family dining experience as well as a quick and easy option for people on the go. They offer more than 250 items on their buffet with various Asian and American cuisines. Being community-minded, they have supported area organizations, created local jobs and collaborated on events with other small businesses. In 2016, they obtained a liquor license and subsequently, Henry's Place was created. Located next door, this neighborhood pub focuses on a scratch kitchen, craft cocktails and beers. They have built a private banquet facility that seats more than 100 people for any kind of occasion. Asian Buffet would like to thank Lansing for a wonderful 20 years!



Delta Township and the Chamber gathered to celebrate the grand re-opening of **Plumtree Apartments** in February. Plumtree Apartments offers 406 units situated in Delta Township. Over the past 18-months, Hayman Company has been diligently working on the restoration of the building. The \$1.4 million project boasts 12 new luxury homes. The modern designed interiors showcase an open floor plan, with a gray color scheme throughout that flows from the cabinetry to the brand new, stainless steel appliances. Each apartment home features the convenience of a new washer and dryer. The investment was carefully thought out as Hayman Company was looking to bring upscale living to Delta Township. Plumtree Apartments are located in the desirable Waverly School District and offers quick access to many local workplaces, entertainment and retail centers.

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).

# Cadillac CT5 to Be Built at Lansing Grand River Assembly

**GENERAL MOTORS HAS ANNOUNCED** its new Cadillac CT5 will be built at GM's Lansing Grand River facility, which received an investment of \$211 million to build the next-generation Cadillac sedan, and will make its public debut at the New York International Auto Show.

Cadillac revealed its first-ever CT5 sedan with a social media campaign designed to stimulate the senses using autonomous sensory meridian response, also known as ASMR. The videos focus on distinct sounds designed to trigger a physical response, often experienced as a spine-tingling sensation, such as the rev of the CT5's available 3.0L Twin Turbo engine, audio from its Bose® Performance Series speakers and the whisper of its custom black-and-white camouflage wrap slowly being peeled away to reveal the new sedan's exterior.

The CT5 "Sensory Symphony" series can be found on Cadillac's YouTube page and social media channels.

"The Cadillac CT5 is meant to overwhelm all of the senses, and that's why we're using ASMR-style videos to showcase its features," said Deborah Wahl, Cadillac chief marketing officer. "The 'Sensory Symphony' videos are designed to convey for viewers the same satisfying feeling that arises from driving this car."

Cadillac collaborated with artist Darel Carey to create a one-of-a-kind camouflage wrap for the CT5. The black and white tape patterns reflect forms found in nature and distort the viewer's perception of space, and the

videos will leverage this effect to disguise the shape of the vehicle. In the videos the camouflage is slowly peeled back to trigger the ASMR sensation while revealing the first-ever CT5.

The brand will feature a new video each week leading up to the New York Auto Show, where the CT5 will make its public debut, culminating in a "Sensory Symphony" video of vehicle sounds on April 16.

"Sound leaves a lasting impression, and that's why it is such a focus for this vehicle," said Brandon Vivian, Cadillac executive chief engineer. "With standard sound optimization and active noise cancellation, our goal is to deliver a world-class cabin experience with a Cadillac-exclusive curated sound library."

CT5 showcases Cadillac's unique expertise in crafting American performance sedans, with details designed to elevate every drive. Built on an evolution of Cadillac's award-winning RWD/AWD Alpha architecture, the CT5 features a standard 2.0L Turbo and available 3.0L Twin-Turbo engine with unique sound calibrations, each paired to a standard 10-speed automatic transmission offering nearly imperceptible shifts.

The driver-centric cockpit inside the CT5 blends high tech and high touch for an exceptional blend of control tactility. The new sedan will be offered in Luxury and Sport models, giving customers more choices in appearance and ride character. ■

## General Motors Announces \$36 Million Investment in Lansing Delta Assembly

**GENERAL MOTORS HAS ANNOUNCED** it is investing \$36 million at the Lansing Delta Township Assembly plant "for future crossover production."

The Lansing Delta Township facility currently makes the Chevrolet Traverse and Buick Enclave crossovers, which have been redesigned for the 2018 model year.

Since 2009, GM has invested more than \$600 million into the Lansing Delta Township plant, including \$520 million for tooling and equipment for the redesigned Traverse and Enclave. The midsize crossovers entered production in 2017.

"We are proud of the hard work and commitment of the entire Lansing team and the Chevrolet Traverse and Buick Enclave are important products in our growing crossover portfolio," said General Motors CEO Mary Barra during a visit to the plant. "This investment will allow us to prepare the plant for future crossover production."

Lansing Delta Township is GM's newest assembly plant in the U.S., having opened in 2006. Since then, the facility has built more than two million crossovers. Currently, the plant operates two shifts of vehicle production and employs approximately 2,600 people. ■



# Western Michigan University's Faculty-Taught Online Cybersecurity Certification Program Offers an Expert Edge in Data Security

## AS CYBERSECURITY BECOMES A DAILY CONCERN

for many companies and organizations nationwide, Western Michigan University has a new online faculty-taught program for industry professionals to combat this growing issue.

In collaboration with Merit Network Inc., WMU now offers online professional development courses in cybersecurity training. Currently, WMU offers course certifications for high-demand specialties within the cybersecurity industry, including CPEH — Certified Professional Ethical Hacker and CISSO — Certified Information Systems Security Officer. Professionals in Michigan and beyond can also enroll in CDFE — Certified Digital Forensics Examiner and CPTE — Certified Penetration Testing Engineer.

The eight-week, noncredit courses draw from faculty expertise in WMU's Haworth College of Business and College of Engineering and Applied Sciences, as well as the advanced Michigan Cyber Range, a virtual network environment developed by Merit Network Inc. This gives students the opportunity to practice their skills on real threats without putting their own personal or business network at risk.

"WMU is raising the bar in providing cybersecurity education to a broader section of the state. The Cyber Range team is excited to work with the faculty to provide world-class educational experiences for their students," said Dr. Joe Adams, Merit Network vice president for research and cybersecurity. "Having the courses online while still providing a personal connection to faculty experts allows for a flexible-yet-consistent level of training."



WMU cybersecurity faculty experts Dr. Alan Rea and Jason Johnson will lead the school's cybersecurity program and combine online learning modules with lab-based experiential learning. Rea is a professor of business information systems who has been teaching and researching information security for more than 20 years. Johnson, a faculty specialist in the engineering college, is a computer science lecturer, holds multiple certifications in cybersecurity, and has experience in corporate network, system administration and security.

Rea and Johnson will use Michigan Cyber Range to teach industry professionals how to detect, prevent and mitigate cyber-attacks in a real-world setting. Cyber Range enables individuals and organizations to conduct "live fire" exercises — simulations that test the detection and reaction skills of participants in a variety of situations.

"We take the already exceptional Merit materials and practical labs and infuse them with additional academic and professional components to provide students with a multilayered learning experience," said Rea, who was recently recognized by Red Hat, an open source software company, for the integration of open source technology in his curriculum. "These courses are designed to make students understand why they should approach various information security challenges."

Professionals interested in the cybersecurity courses can learn more and register online at [wmich.edu/professional/cyber](http://wmich.edu/professional/cyber). ■



## What's your plan?

### BRAND FORWARD WITH PUBLIC RELATIONS

- Gain awareness through earned media
- Stay top of mind with your target audience
- Manage your reputation

517.203.3333

[www.m3group.biz](http://www.m3group.biz)

GREATER LANSING

BUSINESS MONTHLY

CAPITAL AREA

Women's

LifeStyle

MAGAZINE

ing

MAGAZINE

# Business Excellence and Community Service Showcased at 107th Annual Dinner

**MORE THAN 700 CHAMBER MEMBERS**, businesses and community leaders enjoyed an evening of networking and a celebration of regional excellence at the Chamber’s 107th Annual Dinner. The event was held on February 26 at the Kellogg Hotel and Conference Center.

Chamber president and CEO Tim Daman welcomed the crowd and thanked members for helping the organization create a new strategic plan that will help guide the Chamber and region for the next several years.

“In 2018 we took a fresh look at our organization through the development of a new strategic plan,” said Daman. “We had an opportunity to not only work with our team and board of directors but also our members during this process. Our new mission statement, **we work relentlessly to help business connect, grow and thrive**, has helped position the organization to deliver outstanding member experiences and enhance business value.”

The 2019 Chair of the Chamber Board of Directors, Patrick Dean of Dean

Transportation, shared his enthusiasm around the evening’s theme of celebrating our region’s success. Dean also encouraged the region to chart a bold path forward.

“To do this, we must be willing to work together – set aside partisan differences and reach across geographic boundaries – for the good of the entire region,” said Dean. “At the end of the day, we all have a common goal – to make Greater Lansing one of the best cities in America to raise a family, do business, and enjoy life.”

The highlight of the evening was the recognition of several outstanding business and community leaders who were honored for their business leadership and commitment to building a better region. Among the recognitions were: American Fifth Spirits, Outstanding Small Business Award; Amy Stephenson, Community Service Award; Lansing Ice & Fuel, Legacy Award; and Martha Mayhood Mertz, founder of ATHENA International and past chair of the Chamber, Community Service Pioneer Award. ■



Chamber president and CEO Tim Daman accepts a check for more than \$54,000 from AF Group’s Laura Hall. The check represents savings realized by Chamber members participating in the Accident Fund’s workers compensation program.



Danielle Robinson of Jackson proposed a toast to peace to kick off the evening.



Stephen Hershfield, CBRE, receives the Ambassador of the Year award from the Chamber’s Tim Daman.



Annual Dinner award recipients (l-r): Rick Wyble, American Fifth Spirits (Outstanding Small Business), Amy Stephenson, Willingham & Cote (Community Service), Martha Mertz (Community Service Pioneer) and Bob Reutter, Lansing Ice & Fuel (Legacy)



More than 700 Chamber members packed the Kellogg Hotel and Conference Center ballroom for an evening of networking and celebration.



LANSING  
REGIONAL  
CHAMBER

Thank You to  
Our Sponsors!  
2019 Annual Dinner

Presenting Sponsor



Gold Sponsors



Silver Sponsors



Bronze Sponsors



Award Sponsors



THE HEARTS OF FUN  
PLAYGROUND  
PROJECT NEEDS YOUR  
SUPPORT

\$300  
Per Foursome

June 12  
2019    **Hearts of Fun  
Golf Scramble**

Eldorado Golf Course  
3750 West Howell Road  
Mason, MI 48854

8:30AM Registration  
9:00AM Shotgun Start  
Register at [www.inghamisd.org](http://www.inghamisd.org)

The proceeds from this charity 18-hole golf scramble will benefit the construction of a fully accessible playground at Heartwood School for children with disabilities.



Your business is local and so are we.



Patty Barnas,  
Market President, Lansing



Jennifer Marsh  
Vice President, Commercial Banking

At First National Bank of Michigan we offer a variety of options for your business.



Together, We are First.

Loan Production Office | 330 Marshall St. Suite 200 | 517.319.8000 | [fnbmichigan.com](http://fnbmichigan.com)

# WINNING THE

# WAR

# FOR TALENT

**M**ichigan is at a talent pipeline crossroads. Projections from the state of Michigan show the state's rapidly aging workforce will experience a labor gap of more than 811,000 job openings through 2024. Our state's employers can't fill jobs fast enough because of a sufficiently skilled workforce. Locally, surveys by the Lansing Regional Chamber of Commerce reveal that Chamber members feel their ability to attract and retain talent is the number one challenge they face now and into the future.

To better position Michigan in the war for talent, the Talent and Economic Development Department of Michigan (TED) recently launched a three-year campaign to help the state attract and retain talent. Lansing-based GÜd Marketing was brought in to lead the state's talent recruitment efforts. GÜd was selected over many larger agencies from around the country.

"We are very proud of the work that our team did to bring that contract to Lansing," said Lisa Crumley who co-owns GÜd Marketing with Deb Horak.

TED chose GÜd Marketing to develop and implement an integrated marketing, advertising, public relations and social media campaign that will include: improving the public's perception, awareness and visibility of career opportunities in professional trades in Michigan; establishing a perception of Michigan as a desirable place to live, work and play; promoting Michigan as a global leader in talent retention, growth and attraction; and positioning Michigan as a home for high-tech industry and career opportunities.

"The people at GÜd really have become part of our team. Besides being crazy creative, they bring fun and pragmatic ideas to the table that helps us meet our talent goals," said Sammie Lukaskiewicz, TED's deputy director, marketing communications. "The team at GÜd has extensive government experience, which helps me both professionally and personally. More than anything, GÜd is not just our agency, they are our partner – and I really like working with them."



GÜd Marketing owners Lisa Crumley (l) and Deb Horak (r).

One of the major campaign strategies GÜd intends to employ will be very targeted messaging and media outreach and placement to narrowly defined audience groups.

"For Michigan to be successful, we have to reach a multitude of people where they are," said Crumley.

Target audiences will include people as young as junior high school students who will fill the talent pipeline for the long term, high school and community college students, veterans who have returned to Michigan and previously incarcerated individuals looking to return to the workforce. The campaign will also target employees who are dissatisfied with their current career and displaced workers.

"Our strategy is to learn about who they are very deeply in order to develop messaging that resonates with them and to understand how to reach them as they are forming their opinions and making their decisions," said Crumley. "Parents, teachers and guidance counselors will also be part of that strategy."

The media outreach will include every type of media platform including digital, social, outdoor, television, radio, events and content marketing, public relations and earned media. As with all of their work, GÜd will employ a data driven approach.

"Using data to understand our audiences and develop the right strategy to connect our message to those audiences and the research will provide that path for us," said Horak.

Part of the challenge for the talent campaign is a lack of awareness about professional trades opportunities. Research in 2018 shows that high school and young adults are three times more likely than their parents to say they are not sure what an apprenticeship is. Additionally, most parents tend to steer their children down the path of a four-year degree. To address those challenges, TED has created a groundbreaking campaign, Going Pro, to elevate the perception of professional trades and showcase numerous high-paying, high demand career options from welders, millwrights and HVAC mechanics to massage therapists, medical sonographers and web developers. Average annual wages for full-time workers in professional trades is \$51,000.

Part of GÜd's campaign will be to focus on people who influence students, including parents, teachers and guidance counselors so they better understand what professional trades offer

students, so they can help those students map their own path, whether it would be to a four-year degree, a two-year degree or an apprenticeship.

“Each child has different interests and we need to match those interests to the opportunities that exist,” said Horak. “That reinforces that there are multiple paths to career success.”

During a recent roundtable on professional trades hosted by the Lansing State Journal, State Representative Ben Frederick (R-Owosso) noted that parent’s attitudes towards professional trades may shift as they consider the economics, i.e. trading in high debt associated with four-year degrees for professional trades programs often paid for by future employers.

“Parents want the best for their children, so when you start talking about professional trades — the no-debt degree — and start looking at that opportunity...” said Frederick, chair of the House Committee on Workforce and Talent development. “Maybe that’s a way that we can get back to parents who might have that caution about looking at these pathways is that your child could have a future and not have that debt. It’s really up there in people’s minds right now.”



Güd’s team brainstorming ideas for the state’s three-year campaign to attract and retain talent.

## Güd Marketing Celebrates 40 Years of Service

Founded in 1978, Güd Marketing is a certified woman-owned small business located in Lansing’s Old Town District that provides strategic planning, research, branding, advertising and public relations services. Deb Horak, who co-owns Güd with Lisa Crumley, attributes the firm’s longevity to a strong foundation of values. One of those values centers around a passion to build stronger, safer, healthier communities.

“We’re driven to make a difference,” said Horak. “Anyone who joins the firm understands our mission and passion for that. Values ground us, which leads us to constant reinvention and success.”

The three-year partnership with the Talent and Economic Development Department of Michigan to lead the state’s talent attraction and retention efforts is a continuation of a long-standing relationship Güd Marketing has maintained with several state agencies. Among notable campaigns Güd has led the state’s “Buckle Up or Pay Up” seat belt campaign that took Michigan to 98 percent seat belt usage, which was highest in the nation at that time. Güd has also partnered with the Michigan Department of Transportation, the Federal Highway Administration and the City of Grand Rapids on bicycle and pedestrian safety. The campaign led to a decline in fatalities in the Grand Rapids area with bicyclists. That campaign has drawn the attention of other communities around the country, including the City of Pittsburgh which is now working with Güd on a similar effort.

Güd Marketing’s work has been widely recognized with dozens of prestigious awards through the years. The firm is particularly proud of its work with Early On Michigan which is a program that helps identify and provide services to families that have children from 0-5 years that have developmental delays.

“Many times parents are finding out too late that they needed services,” said Horak. “The sooner you intervene the better able to child is be in the same classroom with other children.”

Güd became involved in Flint, working with families with children experiencing developmental delays as a result of the Flint water crisis. Their



successful efforts on behalf of the Genesee Intermediate School District earned recognition as a national finalist in the Public Relations Society of America 2017 Silver Anvil Awards for crisis communications and public relations, which is considered the PR industry’s most prestigious national award. Now the firm is called upon to speak around the country about how other communities can replicate their communications strategies.

Most recently, Güd was presented with 15 trophies, four gold and 11 silver awards at the annual ADDY awards celebration of the Mid-Michigan Creative Alliance, the local chapter of the national American Advertising Federation. The firm also won a Gold ADDY award from the AAF’s Flint chapter.

“We are grateful to be recognized for our commitment to social marketing and the greater good,” said Crumley. “Of course, with this year’s success, we’ve set the bar even higher for ourselves and our clients for next year.”

Güd Marketing has grown to 38 employees. Though the methods of delivering services have changes over the years, the mission remains the same—helping build strong, safe communities by delivering the right message to the right people at the right time in the right way. ■

# WINNING THE WAR FOR TALENT

The TED campaign will also seek to build awareness of Michigan as a desirable place to live work and play. Research has shown that people will choose Michigan for jobs they desire.

“But they stay here for quality of life reasons,” said Crumley. “Affordable housing, having recreation close by, the Great Lakes, culture and a diverse economy.”

The talent campaign also seeks to position Michigan as a home for career opportunities for the high-tech industry. The state features some not-so-well-known advantages in that area.

“We’ve done a lot of research in this area.

And what we found is that a lot of our college graduates – including those who are from Michigan – just don’t know about the opportunities we have here for careers,” said Lukaskiewicz. “They don’t know what businesses and industries we have in our state, including all the tech companies that are here or the tech opportunities that are here. Think of this: If you’re a tech person, why not consider a career in the auto industry? There are more than 10 million lines of code in a new automobile – THAT’S technology! So when a professional or a recent college graduate is thinking of career searches in another state, they should look no further than Michigan.”



Güd’s headquarters on Old Town provides a perfect environment for open space collaboration.

“We’re not used to talking about ourselves in a way that showcases the mobility and driverless cars, the rocket science, aerospace, design, cutting edge furniture and the new Detroit Hub being built with Shinola,” said Michelle Ntoko, Güd account manager. “People outside of Michigan don’t know that those opportunities exist.”

Though the campaign is fairly new, the state is beginning to see some upticks. During the first five years of The Going Pro Talent Fund, the legislature has appropriated \$72 million resulting in 70,000 individuals completing training. Over 2,200 companies have participated in the Talent Fund. Career and Technical Education programs added more than

1,300 students in the 2017-18 schoolyear.

The campaign is already starting to create a buzz. While the talent war is in its infancy, people in many different walks of life are understanding that the talent gap is a real issue. Parents, educators and businesses are coming together to work towards the same goal. For generations, professional trades have been treated as inferior. Winning the War for Talent will require that we level the playing field. Succeeding is vital if we want to keep Michigan’s economy healthy, strong and growing. Lansing-based Güd Marketing will be at the heart of that effort. ■

## WHERE BUSINESS GETS DONE

#LOVELANSING, MICHIGAN

**Award-Winning Experts\***

\*Voted Best Large CVB in Michigan Two Years Running

**Central Location Boosts Attendance**

**Access to Thought Leaders at Michigan State University**

# Sparrow's Chief Medical Officer Encourages Leadership Lansing Cohort to Pursue the "Why" Behind What They Do

**TRUE LEADERS WANT TO PROVIDE SOMETHING TO OTHERS.**

Because of that, Dr. Karen Kent VanGorder told this year's Leadership Lansing cohort to work hard to discover the passion behind why they do the work that they do every day.

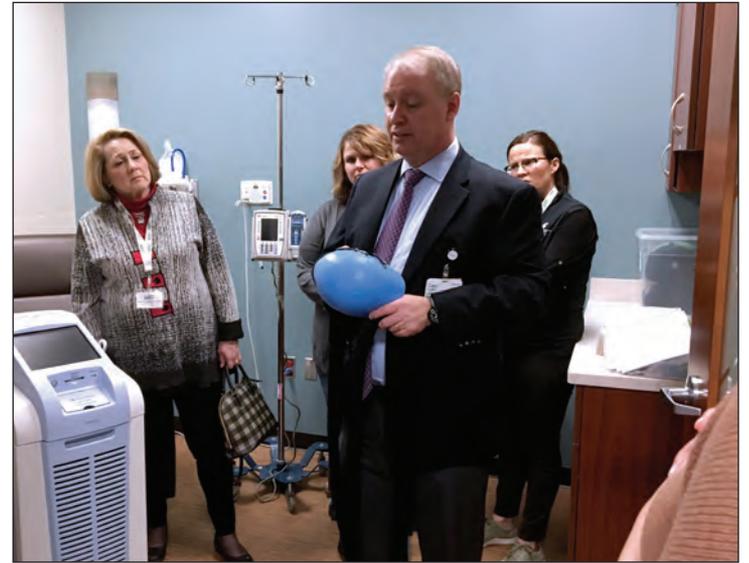


VanGorder

"Don't get too hung up on the what," said Dr. VanGorder, chief medical and quality officer for Sparrow Health System. "Knowing the why you do the what is much more important."

VanGorder served as the lunch speaker at the March 12 Leadership Lansing workshop, which also included tours at Sparrow's Mary Free Bed Rehabilitation Center and the Herbert Herman Cancer Center.

Earlier in the day, the Leadership Lansing cohort was privileged to tour General Motors Lansing Delta Township Assembly plant where the Chevrolet Traverse, Buick Enclave and GMC Acadia are produced. More than two million vehicles have been produced at the state-of-art assembly complex since it opened in 2006. ■



## Accepted Everywhere You Go

Whether your business takes you statewide, nationwide, or worldwide, you can depend on your **MSUFCU Business Visa Credit Card**. It's accepted everywhere you see the Visa logo.

**Apply today.**

[msufcu.org/business](http://msufcu.org/business) • 517-333-2424, option 5



All loans are subject to credit approval.

# Lansing Community College Offers Degree in Insurance and Risk Management

**THE INSURANCE INDUSTRY** is one of the fastest growing sectors in the country, yet they face a crisis when it comes to finding qualified employees.

Insurance companies are seeing their most experienced and qualified workers retiring in record numbers. Employees age 55 and greater make up a significant share of the industry's workforce, to the tune of 30 percent higher than in any other industry according to a 2018 insurance industry employment and hiring outlook survey.

This means that creating a vibrant insurance professional workforce must happen now, rather than later.

Lansing Community College (LCC) is poised to make a significant impact in the industry's worker shortage dilemma by being the first community college in Michigan to offer an associate degree in insurance and risk management. LCC Insurance Program Chair, Mary Stucko said, "There are six major insurance carriers headquartered in Michigan employing some 7,500 employees and they have all committed to increasing hiring drastically in the Greater Lansing area."



Not only can students earn their associate degree at LCC but they also have an opportunity to enter the 2+2 program with Olivet College or Ferris State University, allowing them to complete their first two years and obtain an associate degree at LCC, and then transfer to Olivet or Ferris to complete their bachelor's degree. Students can choose to enter a 3+1 program that grants a bachelor's degree after three years at LCC and a final year at Northwood University.

Additionally, LCC is the only community college in the country to offer students in the insurance program the unique opportunity to become a part of insurance fraternity Gamma Iota Sigma, where students will learn, network and develop as insurance industry professionals.

To learn more about the program, registration and employment opportunities please visit [lcc.edu/insurance](http://lcc.edu/insurance). ■

## **milestone** *noun*

### **1. An event marking a significant stage in development.**

Since our beginning a decade ago, our mission has been to tell your story at the perfect volume for people to hear, backed by the strategy needed to move people to act.

We've delivered results through collaboration, our experience, and individual attention others can't match.

Through message development, strategic planning, and sound execution, we are helping reach goals.

## **Resch Strategies**

Message. Planning. Experience. Results.

Est. 2009

**Celebrating our first 10 years. Focused on your next.**

[www.reschstrategies.com](http://www.reschstrategies.com)

# Capital Area Michigan Works! Plans for Business Resource Network

BY SOPHIA CHARBONEAU, KOLT COMMUNICATIONS

**CAPITAL AREA MICHIGAN WORKS!** is a network of resources for employers and career seekers, presenting mid-Michigan employment opportunities since 1974. In 2018 alone, CAMW! served 497 businesses and filled 2,093 jobs. With three different locations in Charlotte, St. Johns and Lansing, CAMW! has clearly impacted the greater Lansing community and its employers.

Now CAMW! is offering a new service to employers – the Business Resource Network.

“We have found great strength collaborating with businesses, partners, councils, staff members and leadership in the community,” said Erin McKenzie, Business Resource Network Manager. “We work with each of those partners to build a stronger region through solutions to help employers retain talent.”

CAMW!’s mission statement, ‘Connecting with business. Strengthening our workforce,’ has held true through the years. As the workforce landscape changes over time, CAMW! adapts to the changing needs of capital area businesses and job seekers. Part of CAMW!’s mission is built on a foundation of enhancing business success in the region and helping them to grow and thrive. And that’s exactly what CAMW! is doing with the launch of its Business Resource Network.

The Business Resource Network is a business strategy comprised of local businesses working together to improve job retention and productivity through employee support and training. Courtesy of a grant from State of Michigan, CAMW! is now implementing this model that has been developing for over a decade.

The CAMW! BRN model brings together local employers with community partners to address obstacles that current or future employees might face, through the use of an onsite success coach. If an employee is struggling to find stable child care, reliable transportation or needs assistance navigating finances, the success



coach will connect employees to a network of resources that could help that employee secure dependable child care, steady transportation or resources to assist with debt reduction.

“Though there are many reasons why employees may leave a company, the goal is to tackle job retention by addressing the causes of attrition,” mentioned McKenzie. Turnover creates instability in the workplace causing not only loss of employees but a loss of money for that company as well.

“If we can start to identify and remove the barriers that are preventing an employee from keeping their job, or if we remove the barriers that are preventing an employee from advancing in a career, we not only put an employee on the path to financial stability, we strengthen the workforce in a company.”

McKenzie believes the BRN “has the potential for a threefold effect – on the company, employee and community.”

“Regardless of ‘why,’ high job turnover creates instability in our businesses, in our homes, and in our communities. By working with individual employees to remove the barriers that keep them from remaining employed or from moving up the ladder in companies, we improve retention, improve workplace engagement, and improve productivity,” McKenzie said.

With the application of the BRN, CAMW! will continue to partner with businesses and job seekers. The future is bright for not only CAMW! but for mid-Michigan as well.

If your company feels it could benefit from a success coach, contact Business Resource Network Manager, Erin McKenzie, [emckenzie@camw.net](mailto:emckenzie@camw.net) or 517-492-5518. ■



## IMAGINE THE POSSIBILITIES

Grand Rapids ♦ Lansing ♦ Detroit  
 Promo Code: LFCS0806

[www.chasecreative.com](http://www.chasecreative.com)



**CHASE CREATIVE**  
 AUDIO VISUAL & EVENT STAGING SERVICES

## PEOPLE NEWS



Smith

**Sparrow Carson Hospital** is proud to recognize **Emily Smith** with its first monthly Caregiver of the Month award. Smith has been with the Environmental Services Department for almost two years and received two nominations from fellow Caregivers. To show appreciation to Smith for being such a dedicated teammate, she has received a special Sparrow Carson Hospital goodie basket and priority parking for the month of February.



Wheeler

**Siena Accounting, CPA, PLLC** is pleased to name **Jonathan Wheeler** as a managing member, effective January 1, 2019. Jon earned a bachelor of business administration degree with a major in accounting from Northwood University.

**Dewpoint**, a leading provider of technology consulting and implementation solutions with offices in Lansing, Grand Rapids and Rochester, is pleased to welcome several new professionals to Lansing: **David Gruner** – application developer; **Loyola Dsouza** – system engineer; **Lauren Wojcik** – business analyst; **Jayadeep Das** – solutions architect; **Crystal Thompson** – human resource assistant; **John Dockham** – project manager; **Mary McCallum** – program manager; and **Peter McDevitt** – desktop administrator.



**Nick Toodzio**, assistant principal of Mason High School has been named Michigan's 2019 Assistant Principal of the Year by the Michigan Association of Secondary School Principals. Mr. Toodzio will now represent **Mason Public Schools** as the Michigan nominee to the National Association of Secondary School Principals Assistant Principal of the Year competition which will be awarded at the National Principals Conference in Boston in July.

West Bend Mutual Insurance announced that it has given its Spirit of the Silver Lining Award to **Ben Rathbun** of **The Rathbun Agency**. The award honors West Bend agents and the nonprofit organizations they support for their dedication to delivering a silver lining to those in need. Rathbun was presented the Spirit of the Silver Lining

Award for his work with Ele's Place, where he is a support group facilitator. Additionally, West Bend donated a \$10,000 grant to the organization.

The **Tri-County Regional Planning Commission** is pleased to announce the appointment of **Nicole Baumer** as its deputy director. Baumer formerly served as Tri-County's director of marketing & community outreach. As deputy director, Baumer will oversee the agency's three programs and staff, and coordinate regional planning for transportation, the environment, and community development.



Waltz



Squires



Fiedler



Kill

The **Mason Area Chamber of Commerce's** 2019 board of directors has voted in new officers for the year. **Mike Waltz** of the Kiwanis Club of Mason was elected president, **Melanie Squires** of Dart Bank was selected as vice president, and **Aaron Fiedler** of Fiedler Insurance Agency remains in the treasurer's position. **Don Kill** of the Mason Optimist Club moved to the office of past president. The 2019 board of directors also includes **Jodi Somerville** of Mason Public Schools/Michigan Steam Engine & Threshers Club, **Debbie Shattuck** of Maple Street Mall, **Don Waskiewicz** of Deep Blue Insights, **Scott Ring** of MSU Federal Credit Union, **Beth Yeider** of Independent Bank, **Jamie Robinson** of Bestsellers/Darrell's Market, **Cheryl Benjamin** of Dart Container Corporation, **Jeff Haueter** of the Mason A&W Restaurant, and **Ryan Petty** of Weather Vane Roofing.



Martin

**Martin Commercial Properties** is pleased to announce the addition of **Cutler Martin** to the company, as of December 2018. Mr. Martin's primary focus will be on investment services and business development. Cutler joins the company founded by his grandfather, William G. Martin, in 1962. For the past 35-plus years, it has been led by Cutler's father, Van W. Martin.

**Paula Schultz** is a bus driver for Eaton Rapids public schools, and after getting cardiac care from McLaren Greater Lansing's team of experts, she's back to work doing what she loves. Schultz's road to recovery started when was sent to **McLaren Greater Lansing** for testing after visiting her doctor. McLaren Greater Lansing staff performed

an echocardiogram and found her heart was working at only twenty-five percent of its normal strength. A short time later, McLaren Greater Lansing Cardiothoracic surgeon, **Divyakant Gandhi, MD, FACS, FRCS**, performed an emergency triple bypass surgery on her heart.



Mughal



Gandhi

Aging is an inevitable part of life and everyone ages differently. As the years go by, parts of the body start to degenerate.

You may wonder, "When does my heart start to age?" The truth is, that varies depending on the person. However, many people see changes in their heart around the age of 40. The Structural Heart and Valve Clinic at **McLaren Greater Lansing** offers a unique shared care approach for its patients. **Dr. Mughal**, cardiologist, and **Dr. Divyakant Gandhi**, cardiothoracic surgeon, meet with each patient to determine the best treatment plan.

**Michigan State University Federal Credit Union** announced the winners of the annual Student Art

COMMUNICATING.  
CREATIVELY.

Providing insightful, strategic solutions that help grow your business by elevating your brand and delivering results.

Graphic Design      Marketing  
Branding              Copywriting  
Logos                  Video Production  
Social Media        Website Design

**TANDEM**  
STUDIOS

989.307.9157 | [gotandem.biz](http://gotandem.biz)



Exhibit for 2019 and honored all who competed at a special ceremony at MSUFCU headquarters Feb. 28. First place in the Juried Award category went to **Sophie Rutkowski** of East Lansing High School; second place was awarded to **Katelyn Ernst** of St. Johns High School; and third place went to **Lillian Jones** of Eaton Rapids High School. The People's Choice Award winners were: first place, **Nevaeh Baileey** of Bath High School; second place, **Julianna Sitarski** of Fowlerville High School; and third place, **Jayna Bennett** of Mason High School. The Social Media Award winner was **Alyssa Carpenter** of Williamston High School.



Higgins

**Kristin Higgins**, who previously served as High School business and technology teacher was named the new assistant principal at Mason High School. 'Higgs', as she is known to the students and the community, joins the current High School leadership team of principal, Lance Delbridge and assistant principal, Nick Toodzio. Additionally, 'Higgs' was recently named a Hometown Hero by Modern Woodman, which is a fraternal, not-for-profit, financial services company.



For more than 25 years, McLaren Greater Lansing Cardiothoracic Surgeon **Divyakant Gandhi, MD, FACS, FRCS**, has made his mark on patient care by taking the time to draw

out exactly what he did during every patient's surgery on a heart-shaped pillow. It takes Dr. Gandhi a little more than five minutes to write the patient's name, draw out their procedure, and sign and date each heart pillow. That might not seem like much time, but over an entire year, it can add up to more than 50 hours of just filling out pillows after surgeries.



Ditri

After nearly three decades of leadership at **Burcham Hills**, **Pam Ditri** has announced plans to retire as executive director June 30. Ditri is a licensed nursing home administrator (LNHA) and serves on the board of managers of LeadingAge Michigan, a statewide association focused on long-term care, as well as the association's board of managers for Senior Care Resources. Working with the Burcham Hills' Board of Trustees and Life Care Services®, she has helped to develop the community's master plan.



Huff

**Waverly High School Principal Christopher Huff** recently earned accolades as a Michigan awardee and one of 10 U.S. citizens receiving the Fulbright Leaders for Global Schools award. Those receiving the honor are selected on the basis of academic and professional achievement, as well as demonstrated leadership. As an awardee, Huff will travel to Finland to further develop his leadership skills for the education system.

Seven Michigan eighth graders won a contest through AAA to participate in an eight-day AmaWaterways European river cruise in March. The contest was open

to all eighth graders across AAA – The Auto Club Group's 11 states. A total of 56 winners were selected. The students won the contest by answering three essay questions and submitting a selfie showing their passion for travel. Each winner was accompanied on the trip by a parent or guardian.



Shelton

**Michigan International Speedway** recently named **C. Ryan Shelton** the vice president of business operations. Shelton brings more than 10 years of experience working in the sports and entertainment industry. He comes to Michigan International Speedway after most recently working for the Salem Red Sox, the class A-Advanced Carolina League team for the Boston Red Sox. Shelton served as the president/general manager of the team beginning in 2015 after originally join the team in 2013 as the vice president of ticket sales and service.



Breitbarth



Clauser



McKenzie



Lentine

The **Centennial Group & Principal Financial Group** is pleased to announce four of the firm's new advisors have qualified for their top awards; **Nolan Breitbarth**, **Matt Clauser** and **Jennifer McKenzie** qualified for both the Pacesetter and Century

**NAI Mid-Michigan TMN Commercial**  
Commercial Real Estate Services, Worldwide.



Locally



Everywhere



Regionally



Nationally



Globally

One Choice

Searching for commercial property?

NAI Mid-Michigan/TMN Commercial

Your One Choice, Everywhere.

2149 Jolly Rd., Suite 200 Okemos, MI 48864  
517.487.9222 - naimidmichigan.com

Contact us today.

NICE PEOPLE. GREAT RESULTS.

Club awards and **Alex Lentine** qualified for the Pacesetter award. The awards represent all of these advisor's dedication to a high level of activity and production, while also focusing on education and development that aligns with our firm's culture.



Jones

**LAFCU** has promoted **Robyn Jones** to vice president of human resources. Jones is responsible for developing, implementing and administering personnel policies and procedures; overseeing training and development, benefits administration, payroll and recruiting; and assisting with employee and union relations, among other responsibilities.



MPS presents at MRA Conference (From L to R: Liz Kowalske, Phyllis Selleck, Katie Immel, Christie Lehman and Carla Viscomi) MPS presents at MRA Conference (From L to R: Liz Kowalske, Phyllis Selleck, Katie Immel, Christie Lehman and Carla Viscomi)

Representatives from **Mason Public Schools'** North Aurelius Elementary presented at the 2019 Annual Michigan Reading Association Conference which was held in Grand Rapids. **Carla Viscomi, Phyllis Selleck, Liz Kowalske** and **Katie Immel**, Mason Public Schools grade 2 teachers as well as **Christie Lehman**, Literacy Coach, presented on the topic of "The Power of Deconstructing, Reconstructing, and Making a Commercially Produced Core Literacy Program Our Own: Fidelity Plus," at the conference. The group presented on the idea of using action research, which is research initiated to solve an immediate problem, as a stimulus for putting the teachers' skills or strategies back into packaged, commercial literacy curricula or programs.



Gomoll

**Doctor's Approach** is pleased to welcome **Adam Gomoll, PA-C** as a dermatology physician assistant. Adam has over fifteen years' experience in general dermatology. He graduated from Grand Valley State with a bachelor's degree and received his master's degree in Physician Assistant studies from Chatham College.

The **2019 Greater Lansing Entrepreneurial Awards** were presented March 7 at Eagle Eye Golf

Club to five worthy recipients: *Entrepreneur of the Year: Brian Posey of The Ticket Machine Inc.; Innovative Company of the Year: Terry Grimm of Niowave Inc; Entrepreneurial Spirit: Brian Town of Michigan Creative; Socially Responsible Entrepreneur: Kathy Valentine of The Plant Professionals* and *Leadership Award: Missey Trudell of Paper Image*. The law firm of **Foster Swift Collins & Smith, PC** has elected officers to serve on its executive committee for 2019. The officers are: **Michael D. Sanders, Julie I. Fershtman, Todd W. Hoppe, Douglas A. Mielock, Anne M. Seurnyck** and **Brent A. Titus**. Sanders has been re-elected as the firm's president and as such, will head the Executive Committee. Fershtman is the vice president of the firm's Southeast Michigan offices. Hoppe will serve as the firm's treasurer. Mielock will continue to serve as the firm's secretary. Seurnyck has been re-elected to serve as the vice president of the firm's West Michigan offices. Titus will continue to serve as the firm's vice president of the Lansing office.

**McLaren Greater Lansing** now offers a procedure that gives literal breathing room to patients who suffer from aortic stenosis and need a replacement aortic valve. Cardiologist **Majid M. Mughal, MD**, is performing Percutaneous Balloon Aortic Valvuloplasty (PBAV) for some patients with calcium buildups in their aortic valve, giving them up to a few months of relief from their symptoms before they receive a replacement valve at McLaren's Flint hospital. PBAV is a non-surgical procedure in which a physician runs a catheter through a small incision in a patient's leg into their heart and inflates a tiny balloon to expand the narrowed aortic valve. This helps relieve the shortness of breath that many patients feel while they are moving toward having a Transcatheter Aortic Valve Replacement (TAVR).



Seabury

**Dr. Holli Seabury**, CEO of McMillen Health in Fort Wayne, Indiana, is the new executive director of the **Delta Dental Foundation**. She succeeds **Teri Battaglieri**, who is retiring. The Delta Dental Foundation is the philanthropic arm of Delta Dental of Michigan, Ohio, Indiana, and North Carolina. The Foundation tripled in size and has become one of the largest oral health funders in the Midwest under Battaglieri's leadership. In 2018, the Foundation made philanthropic contributions of \$3.8 million.



Sparks

**O'Connor Occupational Therapy Services** is proud to announce program growth in welcoming addition of **Tori Sparks COTAL, BS** to provide adaptive / modified yoga as physical fitness and cognitive rehabilitation for patients served in our Old Town studio. In addition

to her background in exercise science, occupational therapy, and 200 hour yoga teacher training, Sparks brings 15 years of experience as a group fitness instructor and certified personal trainer.

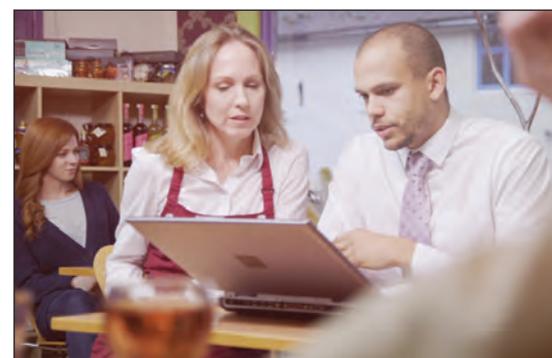


Knight

**LCC President Brent Knight** has accepted an invitation to join the Task Force on Community College Apprenticeships by the American Association of Community Colleges (AACC). The invitation was extended by AACC President and CEO Walter G. Bumphus. This prestigious appointment is a three-year term extended to those with strong knowledge and experience in leading apprenticeship programs.

**Dewpoint**, a leading provider of technology consulting and implementation solutions, is pleased to welcome several new professionals to Lansing: **Jan Deyton** – service delivery manager; **Griffin Kistler** – system engineer and **Scott Stoecker** – application developer.

**The Greater Lansing Convention and Visitors Bureau (GLCVB)** held its annual meeting on March 13 and announced good news for the local economy and recognized numerous individuals



Small start-ups  
to big business

**FARM BUREAU  
INSURANCE®**

YepWeCoverBusiness.com



Pictured left to right. Back row: Josh Ressio, Samantha Stevens, Bryan Harris and Barb & John Rossi. Front row: Erin Oakley, Keturah Bouyer, Sean Kottke, Alexandra Jarvis and Dr. Chinwe Effiong.

with awards for their vision, dedication and loyalty to the Greater Lansing region. The region reported a strong 62.8 percent occupancy rate for 2018, and overall hotel room demand increased to over 1,037,000 hotel room nights. The GLCVB and Greater Lansing Sports Authority also honored community partners with awards at the annual meeting. The Community Champions program was created to recognize local residents for helping to secure/advocate for group business in the Greater Lansing area. Those recognized as 2018 Community Champions were: **Sean Kottke, Samantha Stevens, Keturah Bouyer, Christina DeJong, Josh Ressio, Caitlyn Vermiglio, Elyse Packard, Dr. Chinwe Effiong** and **Alexandra Jarvis**. The GLSA was proud to recognize the Capital City Crushers as Sport Partner of the Year and Michigan Youth Challenge Academy as Volunteer of the Year. The

GLCVB also recognized John and Barb Rossi, CTA as the CTA Stars of the Year.

**COMPANY NEWS**

**Auto-Owners Insurance** is pleased to announce it has entered into a definitive agreement to acquire Capital Insurance Group, which is the leading regional property & casualty insurer, serving the western U.S. since 1898. With extensive local knowledge, claims and underwriting experience, CIG provides a superior balance of coverage, protection and value. CIG insures personal lines and a wide range of commercial and agricultural businesses in California, Washington, Oregon, Nevada and in Arizona, where Auto-Owners also writes insurance.



The Capital Area College Access Network (CapCAN) hosted the 5th Annual Launch Your Dream Career-Focused College Fair on Friday, February 8 at Lansing Community College West Campus. Students from **Eaton RESA** high schools attended to learn more about how post-secondary education connects to their career goals. Participants at Launch Your Dream gained skills and knowledge about the college process and the transition from school to career. The event featured workshops on financial aid, college and career planning, and provided students the opportunity to



meet with over 45 college, apprenticeship, military and financial aid representatives.

**LAFCU** employees donated \$14,100 to improve communities served by the credit union during 2018 by simply dressing casually on Fridays. LAFCU's Casual Dress Day charity program began in 1994 and has resulted in an estimated \$200,000 benefiting Greater Lansing and Shiawassee County. To participate in a dress-down Friday, an employee donates \$2 to the charity fund.

At the **Mason Public Schools** Board of Education meeting on February 18, the Board approved bids for

12 construction contractors to begin work on North Aurelius Elementary, which is part of Phase 1 of the Capital Improvement Project. The total bid award was \$9.1M. The contractors selected LJ Trumble Builders for general trades, Fessler & Bowman for concrete, Woodhull Construction for site work, Davenport Masonry for masonry, Custom Steel Fabricators for structural and miscellaneous steel, Walker Commercial Interiors for metal studs, drywall and ceilings, Superior Services RSH, Inc. for roofing, Traverse City Glass for aluminum and glazing, Lansing Tile & Mosaic for flooring, Myers Plumbing & Heating for mechanical, United Electrical Contractors for electrical and Control Solutions for commissioning.



**Martin Commercial Properties**, formerly CBRE|Grand Rapids, is pleased to announce three recent leases of retail space at Holland Town Center, in Holland, MI. **Robert Lotzar** of Martin Commercial represented the owner in all three lease transactions, totaling 6,300 SF. Mr. Lotzar facilitated the leasing to three different occupiers: Michigan Pantry, MBH Stores, and Art as a Lifestyle. In large part, the new tenants' decisions to relocate into the renovated Holland Town Center, revolved around the owner's active engagement in various community events bringing attention to the shopping center.

Duro-Last, Inc. honored **Superior Services RSH, Inc.**, a DuroLast Platinum Contractor of Lansing, Michigan, during Duro-Last's National Sales Seminar held at the Hyatt Regency Grand Cypress in Orlando, Florida. In recognition of outstanding achievement in quality workmanship, customer satisfaction, and 2018 sales excellence, Duro-Last presented Superior Services RSH, Inc. with the Chairman Award, which honors contractors who achieve more than \$1 million in sales.



Local developer Will Randle, of True North Development, and his team are taking the next

**ROSS WOODSTOCK**  
*Executive and Professional Coaching*  
 Kolt Communications

Helping **PEOPLE** Succeed.  
 Helping **ORGANIZATIONS** Grow.

Ross@Koltpr.com | 517-706-0001  
 www.ROSSWOODSTOCK.com

steps to move forward on a potential \$100 million-plus investment into a mixed-use development in **Meridian Township** on the blocks surrounded by Hamilton Road, Okemos Road and Ardmore Avenue in Okemos. The proposed project is a mixed-use, multistory community with public and private parking centered around a small downtown with restaurants and boutique shops, including a space proposed for **Douglas J Salon and Spa**. The project is currently being referred to as The Village of Okemos.

The Department of Energy's National Nuclear Security Administration (DOE/NNSA) has completed its evaluation of applications submitted in response to a funding opportunity for the production of Molybdenum-99 (Mo-99) without the use of highly enriched uranium (HEU). Based upon the evaluations and recommendations of an independent technical review panel, DOE/NNSA selected the following four U.S. companies to begin negotiations for potential new cooperative agreement awards; NorthStar Medical Radioisotopes, LLC, located in Beloit, Wisconsin, SHINE Medical Technologies, located in Janesville, Wisconsin, Northwest Medical Isotopes, located in Corvallis, Oregon and **Niowave, Inc.**, located in Lansing, Michigan.

**Peckham** has been awarded a grant of \$10,000 from the National Endowment for the Arts for its Gateway

to Inclusion project. The grant was awarded as a part of the Arts Endowment's Challenge America grant program, which supports projects that extend the reach of the arts to underserved populations – those whose opportunities to experience the arts are limited by geography, ethnicity, economics or disability. The Gateway to Inclusion: a Community Sculpture, will be a visual representation of the values of diversity, community, inclusion and connectedness. The project is a collaboration between Peckham and the **Capital Region International Airport** and will be installed on the Capital City Blvd. median by September 30, 2019.

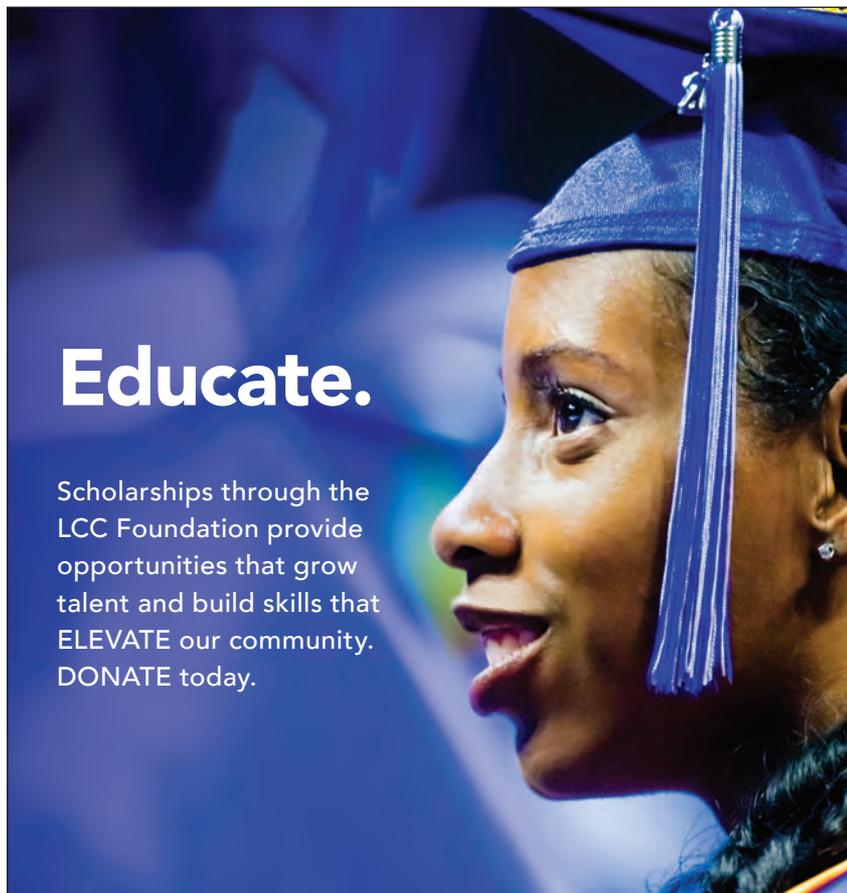
**Sparrow** has received a prestigious national award for its use of information technology to improve Patient care. Sparrow leaders were given the Nicholas E. Davies Award of Excellence during the 2019 Global Conference & Exhibition of the Healthcare Information and Management Systems Society (HIMSS) in Orlando, Fla. Sparrow is only the third Michigan hospital to ever receive the award, which recognizes outstanding achievement of organizations that have used health information technology to substantially improve Patient outcomes and value.

**Hayes Green Beach Memorial Hospital** has moved its Urgent Care from inside the hospital to a separate facility at 616 Meijer Drive in Charlotte, Mich. The

new location, which opened Monday, April 1, is in the same medical office as HGB's orthopedic and internal medicine practices; across the street from the Charlotte Meijer. The building is adjacent to I-69 and offers improved patient accessibility. It also features state-of-the-art technology and facilities, including on-site x-ray.



The **Potter Park Zoo** family is mourning the loss of Little Girl, their 20-year old female snow leopard, who was humanely euthanized following a decline in her health due to chronic kidney disease and progressive arthritis that worsened despite treatment. Little Girl was the oldest snow leopard in zoos accredited by the Association of Zoos and Aquariums at the time of her passing. Snow leopards have a median life expectancy of 15 years, and we were very fortunate to have Little Girl reach the milestone of 20 years. This



# Educate.

Scholarships through the LCC Foundation provide opportunities that grow talent and build skills that **ELEVATE** our community. **DONATE** today.

**Donate. Educate. Elevate**  
lcc.edu/elevate




# MessageMakers

We're hands-on ceative partners, telling stories that connect and come to life through...

**VIDEO**



Cinematic stories engage and inform your audience. We offer full-service in house production and post, powering the creation of authentic and emotionally compelling content, from non-profits to high-powered brands. Our Emmy award winning team is ready to roll.

**EVENTS**



From small conferences, to concerts to full-scale convention center tradeshow, MessageMakers thrives on the challenging event goals of our clients. Our event planning and production services have served thousands of attendees from across the U.S., Europe, the Middle East, Africa and Asia Pacific for over 40 years.

**LEARNING**



MessageMakers develops custom learning and performance-improving programs built to suit your organization's needs and enhance your competitive edge.

**DESIGN**



Strong visual identity bring your brand to life. Our work helps organizations to communicate a consistent personality through logo, copywriting, photography, illustration and Visual Recording.

**LET'S WORK TOGETHER**  
MESSAGEMAKERS.COM 517.482.3333

is a testament to all of the people who have provided incredible animal care for her at Potter Park Zoo through the years. She would have turned 21 in April of this year.

The **American Council of Engineering Companies of Michigan** (ACEC/M) recently presented the 2019 member *"FIRM OF THE YEAR"* awards at the Engineering & Surveying Excellence Awards Gala held on March 2, 2019 at Sound Board in the MotorCity Casino Hotel in Detroit. Both a large firm (>30 employees) and a small firm were recognized during the event. The 2019 ACEC/M small firm of the year award went to **RS Engineering, LLC**, located in Lansing.

Imagine feeling like your heartbeat is racing, quivering and giving a fluttery sensation inside your chest. For people living with atrial fibrillation, commonly referred to as AFib, shortness of breath, fatigue and an increased heart rate can be common. In time, AFib can lead to other health issues including an increased risk of stroke and heart failure. Thankfully, there are established and effective procedures that physicians at **McLaren Greater Lansing** use to treat irregular heartbeat rhythm using a new technique that minimizes the amount of radiation patients and staff are exposed to while it happens. Catheter ablation is used to isolate the electrical signals within a patient's heart that cause AFib. The minimally-invasive surgery utilizes a catheter that is inserted into a blood vessel in the groin, then carefully advanced up to the heart and used to scar or destroy tissue that is causing incorrect signals in the heart.



Kelly Stuibie-Clark with the Wharton Center for Performing Arts, Julie Pingston with the Greater Lansing CVB and Catherine Blatnik with the Mid-Michigan Autism Association.

In 2017, the **Greater Lansing Convention & Visitors Bureau** began a collaboration with regional attractions to provide a supportive and welcoming environment for those with autism spectrum disorder (ASD), developmental disabilities, sensory processing disorder, and other neuro-diverse individuals and their families. The program has taken hold in the community and now over 800 hundred front-line hospitality staff have received ASD training and nearly a dozen major Greater Lansing attractions offer sensory-friendly programming. On March 6, the GLCVB was recognized with a Governor's

Award for Innovative Tourism Collaboration at the 2019 Pure Michigan Governor's Conference on Tourism.

Many thanks to **Impression 5** and their awesome staff for hosting families and drivers from **The Davies Project**. Families greatly enjoyed the exhibits and activities and especially appreciated the chance to have fun together at this Lansing gem!

It only takes a minute to make a difference in a patient's care or life. That is exactly what the staff at **McLaren Greater Lansing's** Emergency Department gives to every emergency medical services (EMS) worker when they bring in a critical patient. This "medic minute" gives the EMS worker time to properly hand off a patient, which ensures the patient receives the best care from the time they arrive at the hospital until the time they go home. The EMS workers can also provide hospital staff with valuable information from the scene, including living conditions, support in the household, and safety concerns.

The **American Council of Engineering Companies of Michigan** (ACEC/M) recently honored firms for engineering and surveying excellence during the association's annual Engineering and Surveying Excellence Awards ceremony. Five firms were honored with an Engineering Honorable Conceptor Award for their work, including: **Alfred Benesch & Company** (East Lansing) – I-75 over the Rouge River in Detroit; and **DLZ Michigan, Inc.** (Lansing) – Marquette Hospital Transportation Improvement in Marquette.



The **MacIntyre and Cowen Team of RE/MAX Real Estate Professionals** – GR RV. is proud of our team for earning RE/MAX Diamond Award the sixth straight year in a row. They also were #four in

total transactions, and #four team in commission earned at RE/MAX of Michigan.

**Martin Commercial Properties** is pleased to announce the purchase of 3490 Okemos Road, at the Okemos/Jolly Rd intersection. **Shawn H. O'Brien** of Martin Commercial represented the buyer, Tommy Hannawa of Affinity 8 Investments, LLC, in the transaction. The purchase of the 7,400 SF property puts into motion development of a corner that largely sat empty after the relocation of Dunkin Donuts and Sunoco gas station. Hannawa's Affinity 8 group has also purchased the Tim Horton's in the neighboring lot in an effort to create better traffic flow for retail businesses along that corridor.

**Moore Trospen Construction Company** has opened an office in Sault Ste. Marie to support an initiative of the Sault Ste. Marie Tribe of Chippewa Indians to grow the local economy. Moore Trospen is an award-winning, Native American-owned construction company. The Moore Trospen office is located in the tribe's new Tamarack Business Center, 531 Ashmun St., which provides space for Sault Tribe members to conduct business on tribal lands.



**Eaton RESA** received a delivery with over 1,500 EcoDryers for classrooms throughout Eaton County. These energy-free, antimicrobial, drying solution for wet gloves, mittens and hats are being gifted to classrooms throughout the county by **Consumers Energy** and The Green Glove Dryer. The EcoDryer is an energy-free drying solution that is designed to sit directly over the vents in each classroom to capture the heat and dry from the inside out.

**MSU Federal Credit Union** received the National Best and Brightest in Wellness® award which honors organizations that make their workplaces, their employees, and the community a healthier place to live and work. This innovative award recognizes and celebrates quality and excellence in health awareness by highlighting companies, schools, faith-based groups, and other organizations that promote a culture of wellness.

The **Eaton Regional Education Service Agency** has passed a resolution supporting the School Finance Research Collaborative study, which determined the true cost of educating all students to make the way we fund schools more fair. The Collaborative's 2018 study recommends a new, fairer school funding approach that serves the unique, individual needs of all students.

The family of courses under **Eagle Eye Golf & Banquet Center** ownership just got a little bit bigger. Building upon its reputation as one of the most respected golf facilities providers in the state of Michigan, Eagle Eye is excited to announce the addition of Timber Ridge Golf Club to its portfolio. The course, located at 16339 Park Lake Road, East Lansing, will join the group's current lineup of courses, including Eagle Eye, Hawk Hollow, Woodside and The Falcon. ■

The Stadium District  
500 East Michigan Avenue, Suite 200  
Lansing, MI 48912  
Ph. 517.487.6340  
lansingchamber.org

Change Service Requested



PRSR STD  
U.S. POSTAGE  
**PAID**  
LANSING, MI  
PERMIT NO. 689

**685,000 SF**  
Big deals are  
no big deal

  
**Martin**  
martincommercial.com



**SOLD**

500 E. Packard Hwy.  
550,000 SF Industrial Facility

**Julie O'Brien**

Senior Associate  
Industrial Advisor



**SOLD**

340 Edgewood Blvd.  
135,000 SF Retail Anchor

**Shawn O'Brien**

Senior Vice President of  
Brokerage Services