FOCUS

THE MONTHLY BUSINESS NEWS MAGAZINE OF THE LANSING REGIONAL CHAMBER OF COMMERCE

MAY 2025

UHOLE LATTE LOUE

Lansing Well Steeped in Coffee Culture

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Leadership Circle investors are proven business and community leaders. We value their commitment to strengthen our region through their leadership and appreciate the important role they play in advancing the Lansing Regional Chamber's mission.

Stay Connected. Stay Social.













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TIM DAMAN
PRESIDENT AND CEO
LANSING REGIONAL
CHAMBER OF COMMERCE



It's all about making connections, and that's something the Lansing Regional Chamber of Commerce loves to see.

MESSAGE FROM THE CHAMBER

Making Connections Keeps Business Brewing in Lansing

hether you're getting your caffeine fix at Blue Owl Coffee, The Brew Cafe, or 517 Coffee, the Lansing region's many coffee shops offer a variety of congenial settings for business meetings and chance encounters with other local business leaders

It's all about making connections, and that's something the Lansing Regional Chamber of Commerce loves to see.

There's plenty to talk about over a cup of Joe. The Lansing business community is watching developments at the local and national levels that could jolt our economy for years to come.

One sign of progress is the now underway Tower on the Grand, a 28-story housing development on Grand Avenue set to be Lansing's newest and tallest high-rise. A signature part of the New Vision Lansing project, the new tower will bring residential units, retail, and office space to downtown Lansing while forever transforming the city's skyline.

The Chamber has provided strong support for the \$315 million New Vision Lansing project, as we see it as a catalyst for growth and development in the heart of Lansing, focusing on critical housing and mixed-use spaces essential to the revitalization of our capital city. It's an investment in Lansing's future.

Meanwhile, as you read the national headlines over your morning coffee, you might ponder the business implications of global trade policies. Tariffs on nearly all goods imported to the United States, from coffee beans to automobile parts, could begin impacting Lansing-area businesses.

LRCC has been gathering survey input from our members on how federal tariff policies might impact business, whether directly or through the supply chain. This feedback will inform how LRCC engages with policy leaders on trade and economic policy issues.

Of the survey responses so far, 54 percent don't believe tariffs are an appropriate economic tool to protect American businesses and jobs. Respondents voiced concerns that tariffs could increase the cost of automobiles, housing, and construction, result in capital access issues, impact on the state's tourism industry and a lack of strategy or clarity in how the tariffs are being implemented leading to economic uncertainty.

As your Chamber, we'll continue to monitor how these trade policies evolve. If you'd like to weigh in, the LRCC tariffs survey is available online at www.lansingchamber.org/2025/04/08/capitol-connection-april-8-2025.

Yes, there's plenty to talk about at the next coffee catch-up. We hope you'll use the connections you've made through LRCC to connect, grow and thrive at any of our wonderful local coffee shops.

Thank You **Renewing Members**

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10 years

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10 years

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5 years

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Clinton County RESA (989) 224-6831 www.ccresa.org 1013 S. U.S. Hwy. 27 St. Johns, MI 48879

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mall businesses are the backbone of the Greater Lansing economy—and their voices are essential in shaping the policies that impact our region. The Lansing Regional Chamber of Commerce (LRCC) is committed to helping business leaders engage directly with elected officials and navigate the public policy landscape through a range of programs and events.

Monthly Business Roundtables

Held across jurisdictions throughout the region—including cities, townships, and counties—LRCC Business Roundtables bring together Chamber members, elected officials, and municipal staff. These conversations create direct access to leaders from every level of government and provide a platform to share concerns, discuss opportunities, and stay updated on pressing issues.

Chamber Town Halls & Candidate Engagement

Through the LRCC Chamber Townhall series and other public affairs events, members have the opportunity to hear from both current officeholders and those running for office—locally and statewide. Already this year, members have engaged with Lansing Mayor Andy Schor, State Senators Sarah Anthony and Sam Singh, and candidates running for statewide office in 2026. These dialogues foster understanding, build relationships, and keep business voices front and center.

Pints & Politics

This relaxed happy hour-style event series gives Chamber members a chance to connect with policymakers and candidates in a casual environment. These conversations over drinks often lead to real insights on the issues that matter most to our members—from economic development to workforce and infrastructure.

Making Your Voice Heard

The Chamber encourages business leaders to get involved, stay informed, and advocate for shared goals

that support a strong, thriving region. Whether it's through direct policy engagement, attending events, or building relationships with elected officials, our mission is to ensure Greater Lansing's business community remains a powerful and respected voice in shaping public policy.

To register for upcoming LRCC events, please visit lansingchamber.org. ◆

Dedication and reliability drive our community forward.

It takes dedication, hard work, and a smart and steady approach to help a community thrive.

That's why PNC is proud to celebrate the Lansing Regional Chamber of Commerce for all it does to help make our community brilliant.



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'Pro-Business' Michigan Senator Slotkin Embarks On First Senate Term

enator Elissa Slotkin (D-MI) has begun her first term in the U.S. Senate mindful of Michigan's diverse industries, economic and national security, and the potential impacts of tariffs.

Slotkin's first bill in the U.S. Senate is the Connected Vehicle National Security Review Act. The bill would create a national security review process for wirelessly connected vehicles and components manufactured by Chinese companies. If the cars or parts are determined to pose a security risk, the Department of Commerce could ban them from entering the U.S.

I just believe in order to expand the middle class and expand economic activity in our region, we need great businesses to invest in our region.

Cars that can transmit three-dimensional mapping and geolocations of sensitive infrastructure in realtime pose an economic and national security threat, particularly if the data falls into the wrong hands, according to Slotkin.

"It's just an incredible wealth of information. And the future of warfare is really who controls data," she said in a recent interview with FOCUS magazine.

Slotkin is a former Central Intelligence Agency analyst who

worked in national security at the Pentagon and White House under Presidents Bush and Obama. She moved to politics in 2018, serving in the U.S. Congress until being elected this past November to succeed Debbie Stabenow in the U.S. Senate.

The Lansing Regional Chamber-Political Action Committee (LRC-PAC) endorsed Slotkin's recent run for the U.S. Senate, citing her history of supporting business-friendly legislation, including the bipartisan Infrastructure Investment & Jobs Act.

"I just believe in order to expand the middle class and expand economic activity in our region, we need great businesses to invest in our region," she said.

Slotkin said the LRC-PAC didn't endorse her 2018 race but became allies once she was sworn in.



Slotkin

"We started having regular conversations and have become pretty close over the years because I'm a pro-business Democrat," said Slotkin, whose great-grandfather founded meatpacker Hygrade Foods. "I come from a family business. My family was a fourth-generation hot dog business family. Had we not sold the company, I would probably be working there today."

In her new Senate seat, Slotkin serves on U.S. Senate committees for the Armed Services, Veterans Affairs, Homeland Security and Government Affairs, and Agriculture, Nutrition, and Forestry.

The Senate Agriculture Committee is in the process of reauthorizing the farm bill, which sets policies for the nation's agriculture, nutrition, conservation, and forestry work. A relief act was signed into law last December to extend the 2018 Farm Bill through September 2025.

"We are the most diverse agricultural state in the country," she said. "So I think what I'm really interested in is, how do we have a win-win for our business and our agricultural community by making sure we have a profarmer approach to farming?"

"On-again-off-again" U.S. tariffs could negatively affect Michigan businesses in various industries, Slotkin said.

"I don't know if there's another state in the country that will be more impacted than Michigan because of our manufacturing sector and our agricultural sector and, of course, our proximity to Canada," she said. "Tariffs are a tool in the toolkit, but this is just sloppy. This is creating instability for American businesses."

Meanwhile, Senator Slotkin's office is reviewing applications for Congressionally Directed Spending received by the April 25th deadline. Congressional Directed Spending allows Senators to set aside federal funds for specific state projects.

Slotkin expects some of those federal funds will be allocated within the Lansing region, particularly if applicants propose "shovel-ready" projects. Any applications submitted after the recent deadline will be considered on a rolling basis.

"This allows for federal dollars to come fund local projects without being filtered through the state, so a lot of our local communities really love them," Slotkin said.





very great region has a well-established network of non-profit organizations committed to a specific cause designed to help people with needs. The Greater Lansing region is fortunate to have an outstanding network of non-profits that are vital to the quality of life our citizens enjoy.

This year's Leadership Lansing cohort had the privilege of hearing from a panel of non-profit leaders during its workshop on April 16. Panelists talked about the mission of their organization, challenges they face in meeting needs for their services, the need for volunteers and offered suggestions of how to get involved in serving as a volunteer and board member. Panelists included: Julie Thomasma, Child and Family Charities; Ozay Moore, AOA Hip Hop Academy; Joe Garcia, Catholic Charities of Ingham, Eaton and Clinton Counties and Mallory DePrekel, Communities in Schools Michigan. Many thanks to our panelists and our moderator, Kirstyn Waldron of Jackson.

The Leadership Lansing cohort also had the privilege of seeing a local non-profit in action with a field trip to the headquarters and warehouse of The Greater Lansing Food Bank (GLFB). GLFB has led mid-Michigan's fight against hunger since 1981 to ensure families and neighbors in need have access to the nutritious food they need to support their health and well-being. GLFB's 4,000 square mile, seven-county service area encompasses Clare, Clinton, Eaton, Gratiot, Ingham, Isabella and Shiawassee Counties. Executive Director Michelle Lantz met with the group and talked about he growing needs in the region, especially in the face of rising grocery prices.

The non-profit theme continued with our lunch speaker, Justin Sheehan, Executive Director of Lansing Promise. Justin shared his enthusiasm for fulfilling the mission of Lansing Promise, where they believe in the inherent worth of every young person in the city of Lansing. Lansing Promise provides post-secondary scholarship

dollars and strategic support for all eligible Lansing students, helping every child achieve their potential.

April was also the month for eight teams of Leadership Lansing participants to present their group projects to the class. The theme for the projects was focusing on cool assets in the Greater Lansing region. Presentations featured arts and culture, Michigan Wildlife Conservancy, staycations, Brenke Fish Ladder, Horrock's, Breweries, Lansing Shuffle and the perfect night out.





BY JENNIFER MCENTEE

he Greater
Lansing
area has a
taste for good coffee.
The region is known to
have more coffee shops per
capita than the national average and
is home to Paramount Coffee Company,
the oldest and largest regional coffee

one of the oldest and largest regional coffee roasters in the United States.

Paramount Coffee provides coffee beans to partners including Biggby Coffee, which has expanded its footprint from a single shop in East Lansing to 430 franchised cafes across 13 states.

The coffee industry is a hot market. According to the National Coffee Association, more than 70 percent of American adults drink coffee each week, creating 2.2 million jobs and a total U.S. economic impact of \$343.2 billion as of 2022.

It's also an industry that relies heavily on trade with international partners, as coffee beans can only be grown in tropical climates mostly outside the U.S. Still, according to the National Coffee Association data, every \$1 worth of coffee imported creates \$43 in value.

As homegrown Paramount Coffee and Biggby Coffee celebrate milestone anniversaries, we look at how their businesses have flourished to become the coffee giants they are today.

PARAMOUNT: 90 YEARS YOUNG

Paramount Coffee Company began amid the Great Depression in a rented building near downtown Lansing. Per company lore, Paramount Coffee's first sale was a 10-pound bag of coffee sold for \$2.40.

Paramount Coffee will reach its 90-year anniversary in August of this year. Rich Schaafsma, chief sales officer for Paramount Coffee, said the company will likely recognize the occasion among its employees, but might wait on a public celebration.

"We're now only 10 years away from 100, so that would be the really the big milestone," he said.

Schaasfma started with Paramount Coffee in 1994 as a route delivery salesperson. Career longevity at Paramount Coffee isn't unusual-- he's among a handful of employees with more than 30 years at the company. President and CEO Angelo Oricchio has been with the company since 1990.

Paramount Coffee has been an employee-owned company through an Employee Stock Ownership Plan since 2000, achieving 100 percent employee ownership in 2023. The company employs 75 people at two Lansing locations, one in the Stadium District and the other by the Capital Region International Airport.

Paramount Coffee chief financial officer David Epkey, who's been with the company for nearly 22 years, said the ESOP was a way for the company's founding Radway family to ultimately cede ownership to full-time employees.

"That was a huge milestone for the company moving forward, and I'm excited for our employee shareholders," Epkey said. "These employees, they're all part of the community here in the Lansing area."

Over the span of Paramount Coffee's 90-year history, the industry and consumer tastes have progressed.

"Coffee itself has been one of those commodities that's been around forever but consistently is changing throughout time, as well as how people consume it," Schaasfma said. "We're consistently changing and evolving with them, especially in how we get our products to our customers and partners."

Paramount Coffee began as a route-based company, roasting and packaging coffee to distribute by truck to retailers. Lansing was the hub, with trucks driving coffee to Detroit, Grand Rapids, Traverse City, Jackson, and Kalamazoo.

Today, Paramount Coffee imports, roasts, and packages coffee for the private label industry, distributing whole





bean and ground coffee under various names for grocery and convenience stores, coffeehouses, restaurants, universities, and gourmet retailers. The company also sells specialty coffee under its own name, including its Joe Knows Coffee brand, on its website and through the online retailer Amazon.

Paramount Coffee imports most of its Arabica coffee beans from the region known as the Coffee Belt - the fertile soil and tropical climate between the Tropics of Cancer and Capricorn, encompassing South America, Asia, and Africa. The company also has growers in Mexico and Hawaii.

The prospect of steep U.S. tariffs present new challenges for Paramount Coffee and its industry peers.

"It definitely will impact coffee coming into the United States, not just for Paramount, but for everybody in that space," Schaasfma said. "So now, it's about how do we work with our partners through a new set of changes that are happening in real-time?"

He said Paramount Coffee's long-held industry relationships will help it endure market shifts.

"We have a lot of customers that have been with us for 10. 15, 20, 30 years. I'm pretty proud of that fact," Schaasfma said. "It tells me that we can have changes internally or externally, and we continue to keep our partners year-overyear. People stay with us for a long time, and it means a lot for a company like ours."

BIGGBY'S BIG 30

Biggby Coffee shops have been around since 1995, brewing Paramount Coffee beans since 1999. The pair have grown

alongside each other, according to Biggby Coffee director of marketing Jaime Teeling-Balazy.

As Biggby Coffee has expanded its U.S. footprint, together they've gone from roasting 20,000 pounds of coffee a year to 2.6 million pounds, she said.

Coffee itself has been one of those commodities that's been around forever but consistently is changing throughout time...

RICH SCHRASFMA, CHIEF SALES OFFICER,

PARAMOUNT COFFEE

East Lansing in the spring of 1995, but it became a franchise concept just a year later, with a second location in downtown Lansing. To celebrate the 30-year anniversary,

The business today known as Biggby

Coffee opened as a single store in

Biggby Coffee celebrated this March by offering 95-cent, 16-ounce Caramel Marvels, its all-time topselling latte. The coffee shops might commemorate the anniversary in other ways throughout the year, according to Teeling-Balazy.

"Our success really revolves around the consumer who has supported us since 1995, our franchisees, our owner-operators, the people that work in our home office, and our vendors," said Biggby Coffee co-CEO

Bob Fish, who opened the first cafe with Michigan State University classmate Mary Roszel.

Mike McFall, who cofounded the coffee chain and serves as the other co-CEO, concurred that Biggby Coffee has thrived because of the people behind it. As a company culture, Biggby Coffee endeavors to improve customers' lives, be a good community partner, and see its network of employees reach their goals.

"We are dedicated to unlocking human potential, encouraging every individual to pursue their passions and be themselves, while ensuring our culture remains

WHOLE LATTE LOUE

deeply rooted in care, connection, inclusion, and belonging," McFall said.

Biggby Coffee is 100 percent franchised, meaning there are no corporate-owned stores. Entrepreneurs invest an estimated \$328,000 to \$591,000 to open a store with the big orange B.

While Biggby Coffee reports more than 6,000 baristas are employed under the brand, the Biggby Coffee home office has just under 90 employees.

Biggby Coffee's corporate goals include working with Paramount Coffee to source more of its beans directly from coffee producers, bypassing intermediaries.

Currently, more than 50 percent of Biggby Coffee's beans are sourced farm-direct, with plans to be 100 percent farm-direct by 2028, according to Teeling-Balazy. She said farm-direct flavors include Biggby Best, French Roast, La Fortaleza, iced coffees, and cold brews.

Over its three decades in business, Biggby Coffee has evolved to include more offerings beyond a hot cup of coffee. Biggby Coffee gets its tea varieties from familyowned Fraser Tea in Livonia, Michigan. Biggby Coffee also offers energy drinks, including one made with Red Bull, along with fruit-based creme freezes, bakery goods, and sandwiches.

"Our goal is that there is something for everyone, old, young, coffee-drinker, energy-drinker, hungry, or thirsty, and I think we have accomplished that," Teeling-Balazy said.

While the Lansing region has a high concentration of coffee purveyors - from independently owned shops to corporate competitors - Biggby Coffee stores have saturated the local marketplace. Within a 10-mile radius of the Michigan State Capitol's 48933 zip code, there are 23 Biggby Coffee locations. •

We encourage you to visit our region's coffee shops! Don't see your business on the list? Please let us know and we will add you to the list.

517 Coffee Company 7 Brew Bestsellers Books and Coffee Co. **Biggby Coffee** Blue Owl Coffee Chapelure

Château

Coffee Co.

Foster Coffee Company Haraz Coffee House Hooked

Koala Tee & Coffee Creamery

Moka & Co. Social Sloth Starbucks Strange Matter

Coffee

The Brew Cafe The Coffee Barrel The Urban Cup Tin Cup Café & Toads

YOUR BRAND STINKS

Your Brand Is your baby. But right now... it smells like regret and Comic Sans. We get it—branding is hard. Websites, logos, brochures... oh my. Maybe you tried to DIY. Maybe your cousin "who's good with computers" helped.

Maybe your brand's still wearing metaphorical diapers, and that's where we come in. At Tandem Studios, we help clean up your marketing messes. Graphic design that doesn't scream "free template." Websites that actually work. Logos that aren't clip art from 1997.

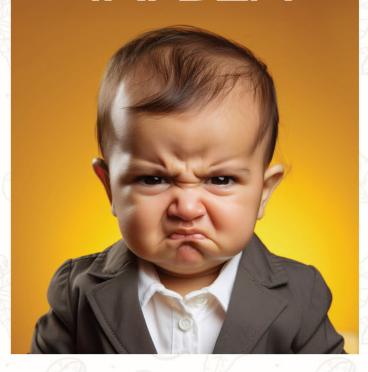
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TANDEM



The Importance of Brand Protection for Your Business

By Mark Burzych, Fahey Schultz Burzych Rhodes, PLC

Q: Why is brand protection important for my business?

A: Every business—no matter its size —needs to protect its brand. Your brand is your identity. Trademarks are an important part of any brand. Trademarks are words, logos, or phrases that identify you as the source of a good or service, including your business' name and logo.

You might assume that because you created a unique name or logo, you automatically own them. However, that assumption is not entirely correct.

In practice, trademarks become effective based on *use* and *strength*. You must use a trademark in connection with the goods or services you offer or sell before you gain any rights to it. A trademark's



Burzych

strength is based on several factors. With limited exception, it is not possible to protect a trademark that merely describes the goods or services you offer. So, if you have a business selling shoes, you cannot have a trademark for the name the "Shoe Store" because it merely describes the products or services you offer and sell.

A strong trademark is distinctive. Distinctive trademarks include words that are fanciful, arbitrary, or suggestive:

- A fanciful trademark is a word invented to function as a trademark (e.g. Exxon).
- An arbitrary mark is a common word used in an uncommon way (e.g., Apple).
- A suggestive mark is one that gives a hint about the goods or services being offered (e.g., Greyhound).

Fahey Schultz Burzych Rhodes



Once you have created and used a strong trademark, you gain common law trademark rights to that mark in the market in which you operate. Note that without federal registration, these rights are only good in a particular geographic market in which you operate. That means another business with the same or similar trademark could open in a different market without knowledge of your existing use and not infringe on your common law trademark. The best way to prevent this and protect your brand is through federal trademark registration with the United States Patent and Trademark Office. With a federally registered trademark, you gain presumptively national trademark rights to that mark and you have both the right to exclusively use that trademark in commerce and the obligation to enforce those exclusive rights against infringing users. That means that you can exclusively use that trademark in commerce throughout the nation and prevent others from using that trademark or a confusingly similar trademark.

However, anyone using that trademark prior to the filing date of your federal trademark application will have their own common law rights to use their trademark in the geographic area they were operating in prior to your filing and prevent you from using your federally registered trademark in their geographic area. Thus, it is best to apply for protection early.

Brand protection is particularly important for businesses that seek to scale their business. If you have a brand that you want to scale, it is critical that you protect it. •





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ATHENA WIN Aspiring Leaders: Shaping the Future of Leadership in Lansing



he ATHENA WIN Aspiring Leaders program is setting the stage for transformative leadership growth in Lansing. By providing mentorship rooted in the ATHENA Principles, it offers women the tools to thrive professionally and personally, creating a powerful ripple effect throughout the community.

Why This Program Matters

Leadership development is essential for the growth and success of Lansing, a city striving to cultivate diverse, dynamic leaders. The ATHENA WIN Aspiring Leaders program fulfills a pressing need by empowering women to excel in leadership roles across industries. Women often face unique challenges in their careers, from balancing competing priorities to navigating workplace dynamics. This program not only addresses these challenges but also equips participants with skills, confidence, and a robust support network.

Mentorship is central to its approach, fostering connections that go beyond professional growth. Programs like ATHENA WIN play a vital role in ensuring that women are represented, empowered, and given opportunities to lead. The initiative aligns perfectly with the city's vision for a more inclusive and thriving community.

Why Women Should Join the Next Cohort

The ATHENA WIN Aspiring Leaders program is more than a professional development opportunity, it's a transformative journey. Women who participate will:

- Gain actionable leadership strategies rooted in the ATHENA Principles.
- Build meaningful connections through mentorship and collaboration.
- Develop confidence and skills to overcome challenges in their careers.
- Become part of a growing network of empowered women in Lansing.

Whether you're an established leader or an aspiring one, this program offers unparalleled support and guidance. The next cohort promises to deliver the same impactful experiences, helping women unlock their potential and lead Lansing into a brighter future.

To hear more about the journey of our first cohort, visit the ATHENA WIN Aspiring Leaders website at www.lansingchamber.org/athenawin-aspiringleaders and read testimonials from mentees and mentors who've experienced the program firsthand.

Does your community feel scattered? 13 14 15 16 17 18 19 20 21 22 9 6 23 24 25 26 27 31 28 30 29 Connect the dots with strategic storytelling LET'S TELL YOUR STORY.

Ingham County Sheriff's Office Urges Financial Institutions to Help Combat Senior Citizen Scams

By Detective Sgt. Brandon Doerr Ingham County Sheriff's Office



he Ingham County Sheriff's Office is calling on financial institutions to join the fight against a troubling rise in financial scams targeting senior citizens. With increasingly sophisticated schemes leading to devastating financial losses, the Sheriff's Office emphasizes the crucial role banks and credit unions can play in protecting vulnerable individuals.

Heartbreaking Cases Highlight the Threat

Two recent cases demonstrate how easily scammers can manipulate seniors, even when financial institutions raise red flags:

- A 78-year-old Mason woman was scammed by a suspect posing as an official from the Office of the Inspector General. Despite bank staff warning her of potential fraud, the woman withdrew \$6,500 to deposit into Bitcoin and purchased over \$250,000 in gold. She then handed the gold directly to the suspect at her home, believing it would be kept safe.
- A 69-year-old woman fell victim to a similar scheme.
 The suspect, claiming to work for the Federal Trade
 Commission, convinced her to withdraw \$35,000
 to protect it from identity thieves. The suspect
 collected the cash from her home under the guise of "keeping it safe."

These incidents underscore how scammers exploit trust and fear, often overriding well-intentioned warnings from bank employees.

A Call to Action for Financial Institutions

The Ingham County Sheriff's Office urges financial institutions to take proactive steps when encountering potentially suspicious transactions:

 Alert Authorities: If a customer attempts to withdraw a large sum of money under suspicious circumstances, banks should immediately contact local law enforcement. The Sheriff's Office will respond promptly to assess the situation and support bank staff in advising the customer.

Reinforce Warnings:
 While staff may
 already advise
 customers, having
 law enforcement
 present can add
 authority and
 credibility to these
 warnings, potentially
 preventing financial
 devastation.

"

With increasingly sophisticated schemes leading to devastating financial losses, the Sheriff's Office emphasizes the crucial role banks and credit unions can play in protecting vulnerable individuals.

 Educate Account Holders: By sharing educational materials and information about common scam tactics, financial institutions can help account holders—particularly seniors—stay vigilant.

Preventing Financial Losses

The collective goal is clear: Prevent irreversible financial losses by ensuring money remains safely in seniors' accounts. While financial institutions cannot legally prevent customers from accessing their funds, timely intervention from law enforcement can help seniors recognize scams before it is too late.

For more information or to discuss collaboration opportunities, financial institutions are encouraged to contact the Ingham County Sheriff's Office directly. Working together, law enforcement and financial institutions can create a stronger line of defense against financial exploitation in our community. •

Chamber in Action



The Lansing Regional Chamber of Commerce congratulates Capitol Honda on its grand opening at 2651 Jolly Road in Okemos! At Capitol Honda, customers are their number one priority. They are dedicated to providing exceptional service to each and every customer from the moment they walk through the door.



Family & Elder Law of Mid-Michigan celebrated its new location and grand opening at 2090 Jolly Road, Suite 100 in Okemos, with a ribbon-cutting celebration! Family and Elder Law of Mid-Michigan, P.C. provides lasting peace of mind through intentional legal planning.



Congratulations to Lush Lawn, located at 428 Business Centre Dr. in Lansing, on its grand opening and ribbon-cutting ceremony! They specialize in lawn care, tree and shrub care, and pest control services, serving the needs of over 16,000 customers from the Detroit area to Saginaw.



Mango Cannabis celebrated its grand opening at 5620 S. Cedar Street in Lansing with a ribbon-cutting! Mango Cannabis is a leading cannabis dispensary in Michigan, committed to providing high-quality cannabis products to customers.



The Lansing Regional Chamber of Commerce congratulates **Plush Beauty** & **Spa** on its grand opening! Located at 5832 S. Cedar Street, Suite B,in Lansing, they offer a wide range of services, from facials to flawless hair, lashes, and nails, providing everything you need for your beauty needs.

Members on the Move

NEW HIRES





Land

Bergstrom

Hannah Land has been hired at LAFCU as branch manager, where she leads and develops staff by providing training, monitoring performance, and conducting coaching sessions. Land ensures efficient scheduling, tracks branch and individual goals, and drives team engagement to meet productivity and profitability targets. She also oversees daily branch operations, ensuring security procedures and compliance with regulations are followed, and handles member applications, resolves member issues, and leads key projects. Meanwhile, Kristen Bergstrom joins LAFCU as assistant branch manager of the contact center. Bergstrom oversees employee training and support, monitors productivity, and conducts coaching sessions. She is responsible for efficient scheduling, tracking departmental and branch goals, and providing leadership to achieve them.



Bouma

Yeo & Yeo has welcomed Kevin Bouma to the firm as a nonprofit consulting manager. Bouma brings more than 25 years of experience in public and

private accounting, with a strong background in nonprofit financial management, internal controls, and strategic consulting Bouma has held leadership roles in several nonprofit organizations, including as chief financial officer and director of finance and operations.



Traill

Larisa Traill has joined McLaren Medical Group as the medical director for McLaren Greater Lansing's emergency department. Traill comes to McLaren

from MyMichigan Medical Center, where she served as the vice chair of the emergency department at Alma and Mt. Pleasant. She has served as president of the Michigan College of Emergency Physicians and continues to serve as the codirector of the MCEP Leadership Development Program.



Hamilton

Wieland recently welcomed Chelsea Hamilton to its safety department, where she will assist the safety director in ensuring jobsite compliance and best practices.



Mohamed

The Mental
Health
Association
in Michigan
has welcomed
Said Mohamed
as its newest
graphic design
intern. Mohamed
is studying
at Lansing

Community College and plans to graduate this summer.

Bellwether Public Relations has hired Jill Deiters as director of creative services. Before joining Bellwether, Deiters was the senior designer at Public Sector Consultants, where she crafted top-tier deliverables for the firm and its clients. She designed marketing materials, logos, and website layouts, and managed the firm's brand. Previously, Deiters worked at Redhead Creative Consultancy, where she developed her love for brand development and web design.

PROMOTIONS



Wilzer

Origami
Rehabilitation
congratulated
Krystle Wilzer on
her promotion
to scheduling
coordinator.
The nonprofit
organization
lauded Wilzer for
her dedication,

strong work ethic, and commitment to excellence.



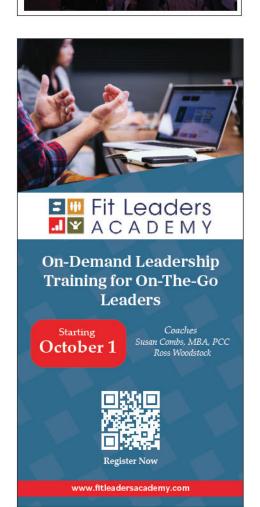
Katalinich

LAFCU has promoted John Katalinich to strategic development officer, advancing from his previous role as assistant branch manager. In his position, Katalinich plays

a key part in supporting strategic initiatives, conducting financial analysis to support growth, and providing essential data for reporting on strategic projects. He also engages in community outreach programs, representing LAFCU at local events and volunteer opportunities.

Commercial construction firm Wieland has recently made several key promotions. Three longtime leaders – Matt Getchell, Gunnar VanDeberg, and Ryan Roberts – have been promoted from regional directors to executive vice presidents. Additionally, Damian Starr has moved from project director to regional director, where he will oversee projects across Michigan. Alex







Getchell



VanDeberg



Roberts



Starr



Montague



Shuchaskie



Bujard



Nylander



Schaffer



Pioch

Montague, after years of experience in Wieland's pre-construction department, has been promoted to pre-construction senior project manager. Mike Shuchaskie has also earned a promotion, moving from project scheduler to corporate

scheduler. Wieland also made two promotions to site superintendent: Ericka Bujard and Mitch Nylander, both of whom started their careers at Weiland as assistant superintendents. David Schaffer has advanced from site superintendent to assistant project manager, and Steven Pioch has been promoted from assistant project manager to project manager.

APPOINTMENTS



Robinson



Argersinger

Junior Achievement of Mid Michigan has added two local executives to its board of directors: Ryan Robinson, president of Cinnaire Syndication, and Carmen Argersinger, head of community affairs for Delta Dental of Michigan, Ohio, and Indiana. Robinson leads Cinnaire Syndication's efforts in financing affordable housing projects through low-income housing tax credit syndication. In her role at Delta Dental, Argersinger leads corporate citizenship programs, overseeing charitable giving, employee volunteerism, and nonprofit relationships.



Johnson



Clark

Environmental consulting firm

Triterra announced that Garnet

Johnson and Kyle Clark have
become shareholders in the company.

Johnson, director of operations, has
been an integral part of Triterra's
success, bringing expertise and a
strategic vision that continues to

drive innovation in environmental consulting. Clark, who leads Triterra's Industrial Hygiene Services group, has played a pivotal role in expanding the company's capabilities.

AWARDS

For the fifth consecutive year, the national publication Accounting Today has acknowledged Maner Costerisan as a leading accounting firm within the Great Lakes region and one of the "Top Firms to Watch" nationally for the third year. Lansingbased Maner Costerisan earned the No. 20 spot among top firms in the Great Lakes region, compared to 21st place in 2024, and ranked sixth among Michigan-based firms. Nationally, Maner Costerisan ranked No. 23 on Accounting Today's "Top Firms to Watch" list, climbing from No. 29 in 2024. The annual list recognizes firms based on revenue, growth, and innovation. With offices in Lansing and Grand Rapids, Maner Costerisan provides accounting services, including audit and assurance, tax planning and preparation, business consulting, technology solutions, and wealth management.



Oona
Velasquez,
center core
specialist
for surgical
services at
McLaren
Greater
Lansing,
has been
recognized
as one of the

Lansing Latino Health Alliance's 2024 Outstanding Hispanic/
Latino Caregivers. Velasquez received the award at the Lansing Latino Health Alliance ceremony on April 1. The award is given annually to a caregiver who has impacted a patient's life, exceeded expectations in carrying out their responsibilities, and demonstrated exceptional professionalism in the workplace. Velasquez was nominated for the award by her coworkers. Velasquez has worked at McLaren for over 12 years.



Carlson

Origami
Rehabilitation
mental health
supervisor
Rachel Carlson
has earned
her Certified
Brain Injury
Specialist (CBIS)
certification.
Origami

Rehabilitation officials said the achievement represents dedication, expertise, and commitment to providing top-notch care.



McLaren
Greater
Lansing
nurse Emily
Williams was
honored with
the Daisy
Award for
Extraordinary
Nurses. A

patient submitted the nomination. Williams was recognized by hospital leadership and coworkers as she received a certificate and a sculpture called "A Healer's Touch," hand-carved by artists of the Shona people in Zimbabwe.



Morgan

Fraser
Trebilcock
shareholder
Thaddeus
Morgan has
been selected
as a member
of Michigan
Lawyers
Weekly's "Hall
of Fame Class

of 2025." The award recognizes esteemed members of the legal profession who have been in practice for at least 30 years. Morgan is president of Fraser Trebilcock and has over 30 years of litigation experience — in both state and federal courts — in areas including commercial and business disputes, employment and shareholder litigation, construction, health care, real estate, insurance, and intellectual property. He is a former assistant prosecutor and assistant attorney general.



Intensive care unit registered nurse Maleah Burch was honored as the newest recipient of McLaren Greater Lansing's

Extraordinary Employee of the Season Award. This award acknowledges any employee in the hospital system for the extraordinary work they do. Burch, who was lauded for her patient advocacy skills, has worked at McLaren for nearly five years.

The MSU Museum and the Games for Entertainment and Learning Lab have been awarded the 2025 Humanities and Arts Research Program (HARP) Large-Scale Development Grant to support the creation of Game Changers, an immersive exhibition exploring video games' societal, cultural, and technological impacts. Designed to resemble a modern arcade, the exhibition is a collaborative effort between the MSU Museum and the GEL Lab. The Game Changers exhibition is scheduled to open in 2027, following the completion of major renovations at the MSU Museum.

COMPANY NEWS

Origami Rehabilitation opened its third Lansing area location, Origami Rehabilitation (Greenlawn), at 405 W. Greenlawn Ave., Suite 425. The new facility offers comprehensive rehabilitation services for children and adults, including physical, occupational, speech-language, and mental health therapies. The Greenlawn Avenue location is situated on a CATA route, which will enhance patient accessibility.

Yeo & Yeo, a Saginaw-based accounting and advisory firm, is celebrating the 10th anniversary of its partnership with ProNexus, a non-attest professional services provider with locations in New York and Michigan. Working with



ProNexus over the last decade has expanded Yeo & Yeo's ability to connect clients with alternative solutions in accounting and finance.

Meanwhile, Yeo & Yeo expanded its services in Jan. 2025 by acquiring Amy Cell Talent and launching **Yeo & Yeo HR Advisory Solutions,** its fifth entity. Yeo & Yeo HR
Advisory Solutions, formerly Amy Cell Talent, celebrates 10 years of providing HR services to businesses, nonprofits, municipalities, and startups across Michigan. After joining Yeo & Yeo in January 2025, the company continues to build on its strong foundation while expanding its reach and impact.



In celebration of National Reading Month, LAFCU brought its Listen & Learn- All About Donuts program to Winans Elementary School in Lansing on March 11. The Michigan credit union teamed up with Quality Dairy to offer first-grade students an engaging experience that combined reading, financial literacy, and hands-on donut

decorating. That same week, LAFCU representatives also visited classrooms at Winans Elementary to read books such as "My Lucky Day" by Keiko Kasza, "Grumpy Monkey" by Suzanne Lang, "A Sick Day for Amos McGee" by Philip C. Stead, and "Save It!" by Cinders McLeod. These stories reinforce reading and financial literacy, helping students connect storytelling and real-world concepts.



PFCU Credit Union employees and members have contributed over 500 items to the University of Michigan C.S. Mott Children's Hospital. The

collected items included board games, small Lego sets, books, and toys. PFCU Credit Union employees chose C.S. Mott Children's Hospital as the recipient of donations for the first quarter of 2025.

Notre Dame Federal Credit Union, in partnership with the Lansing Regional Chamber of Commerce and the Diocese of Lansing, celebrated the grand opening of its new full-service branch at 500 E. Michigan Ave., Suite 120, in Lansing. The event included a ribbon-cutting ceremony and a rite of blessing, and was attended by community members, customers, and employees. LRCC facilitated the official ribbon cutting, followed by a special blessing delivered by the Most Reverend Earl Boyea, Bishop of the Diocese of

Lansing. Remarks were given by Notre Dame FCU Lansing market president **Rachel Moreland**, chief partnership officer **Robert Kloska**, president and CEO **Tom Gryp**, and Lansing mayor **Andy Schor**.





Korson

Maner Costerisan
has been
accepted into
the Construction
Accounting
Network, an
exclusive national
group of top
construction
accounting
specialists. The

Construction Accounting Network promotes collaboration, shares best practices, and provides expert insights focused on helping construction companies succeed. The network is part of the BDO Alliance USA, one of the nation's largest associations of independent accounting and consulting firms. Leading Maner Costerisan's construction team are principals Clayton Stiffler and Joel Korson, both of whom hold the Certified Construction Industry Financial Professional designation. The broader leadership team includes Trey Williams, Dennis Theis, Matt Latham, Jeff Staley, Dave Nielsen, and Ken Shafer.





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DESIGN

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PRECONSTRUCTION

CONSTRUCTION

MANAGEMENT

DEVELOPMENT

Martin