

F O C U S

THE MONTHLY NEWS MAGAZINE OF THE LANCASTER COUNTY AREA

JANUARY 2019

TechSmith

TechSmith: BUILT FOR THE LONG HAUL

IN THIS ISSUE

MEET THE 2019 LRCC BOARD OF DIRECTORS

SHOPPERS REPORT RECORD HIGH SPENDING ON
SMALL BUSINESS SATURDAY

FOCUS ON SMALL BUSINESS: AMERICAN FIFTH SPIRITS



PATRICK DEAN
 Board Chair
 Lansing Regional
 Chamber of Commerce

2019: A Vision for Regional Leadership

IT IS A GREAT PRIVILEGE FOR ME to be able to lead the Lansing Regional Chamber of Commerce in 2019. As a lifelong resident of this region, I have always possessed an awareness of the importance a strong Chamber provides our business community and the Greater Lansing region. I have seen first-hand the role that great business leadership has played in the development and growth of this region and look forward to working with the best and brightest in the business community in the coming months.

In the past year, under the leadership of our outgoing board chair, April Clobes and Chamber president and CEO Tim Daman, the Chamber has gone through a comprehensive strategic planning process. Dozens of business and community leaders joined together over the course of the year to establish a blueprint for the future direction of our organization and the region. I am proud of the vision that has been created and look forward to the next 12 months, as we work collaboratively to begin to fully rollout our priority initiatives.

Our strategic plan dashboard has been developed to not only provide internal accountability but to fully communicate our progress in implementing each one of our goals. I am happy to report that we are off to a terrific start in regards to all of our key dashboard metrics, including:

- An incredible increase of 35.7 percent in the level of member engagement. This speaks to the continued growth and success of the Chamber's member events, including Lansing Economic Club, Annual Dinner, Member Mixers and Chamber University. Our highest priority is delivering value to our members and the numbers indicate our members feel we are on the right track.
- An 87.5 percent success rate in our legislative agenda. Our government relations team provides great leadership as the voice of business with our elected officials at the local, state and federal levels.
- Maintaining a fiscally strong organization. Our bottom line is as strong as it has been in years. We continue to invest in our team and technology and membership revenue increased nearly five percent in the past year.

We don't need to worry about or imitate what other communities are doing. Lansing has unique characteristics that are truly ours. Let's celebrate who we are and stay focused on what we want to become—a welcoming region that embraces diversity and inclusion and encourages investment and jobs.



One of our major goals in the strategic plan that I feel most strongly about in 2019 is for the Chamber to continue to lead efforts that drive regional growth and economic prosperity. I also believe that if we are willing to work together, set aside partisan differences and demonstrate a willingness to reach across geographic boundary lines for the good of the entire region, we can accomplish great things.

Most important, in my opinion, is that we as a region recognize and leverage our numerous strengths to build a world-class community. We don't need to worry about or imitate what other communities are doing. Lansing has unique characteristics that are truly ours. Let's celebrate who we are and stay focused on what we want to become — a welcoming region that embraces diversity and inclusion and encourages investment and jobs.

Our strategic plan has provided a vision for regional success. I look forward to working with everyone in Greater Lansing who shares that vision as we strive to build a region second to none. ■



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

Regional Initiatives

Steve Notar Donato / General Motors

Government Relations

Matt Resch / Resch Strategies

Member Services

Michelle Massey / Dewpoint

At-Large

Lauren Aitch / Our Own Products Company

Denise Droscha / Two Men and A Truck

David Ferguson / Ferguson Development

Glenn Granger / Granger Construction

Teri Hull / Dart Container Corporation

David Lewis / AT&T

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

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Mailing

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Don't Miss! ANNUAL DINNER

Date: February 26, 2019

Location: Kellogg Hotel and Conference Center

Tickets: lansingchamber.org/events

TUESDAY, JANUARY 8 / MEMBER MIXER 5 p.m. – 7 p.m., Finley's Grill & Smoke House, 7433 W. Saginaw Hwy., Lansing. Finley's has been a hometown favorite for more than 40 years. They pride themselves on their humble beginnings, following a commitment to being both homegrown and community driven. No cost to attend for members (\$15/non-members). Includes hors d'oeuvres.

WEDNESDAY, JANUARY 9 / DELTA DELTA GOVERNMENT RELATIONS COMMITTEE 8 a.m. – 9 a.m. Location: 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.

WEDNESDAY, JANUARY 16 / LANSING BUSINESS ROUNDTABLE 8 a.m. – 9 a.m. Location: 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 East Lansing and Meridian Township. To ensure adequate seating, please RSVP to Steve Japinga at sjapinga@lansingchamber.org.

WEDNESDAY, JANUARY 23 / EAST LANSING AND MERIDIAN TOWNSHIP BUSINESS ROUNDTABLE 8 a.m. – 9 a.m. Location: 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.

TUESDAY, JANUARY 29 / LANSING ECONOMIC CLUB 11:30 a.m. – 1:30 p.m. Kellogg Hotel and Conference Center, East Lansing. Speaker: Dr. Richard Pappas, President, Davenport University. The economic recovery in Michigan that began in 2009 is beginning to slow down and a key contributor to that is a lack of talent to fill all of the available positions in business, technology and healthcare sectors. There are fewer students graduating out of high school to continue to feed the pipeline, so the solution needs to be a greater focus on developing talent in the career sectors facing the greatest shortfalls and expanding educational opportunities to non-traditional segments of the population. This includes getting more adults back into the classroom. 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, FEBRUARY 12 / MEMBER MIXER 5 p.m. – 7 p.m. Kellie's Consignments, 5000 Marsh Rd., Okemos. Kellie's Consignments is a retail and consignment store, charity operation, and gathering place, all in one colorful, exciting, twenty-four thousand square foot establishment. From couture to basic, vintage to modern, Kellie's Consignments sells gently used quality clothing for men and women. At Kellie's you will find furniture and decor items, as well as jewelry and accessories. No charge for Chamber members (\$15/non-members). Includes drinks and hors d'oeuvres.

THURSDAY, FEBRUARY 14 / LANSING ECONOMIC CLUB 11:30 a.m. – 1:30 p.m. Kellogg Hotel and Conference Center, East Lansing. Building Michigan's Economy: A Discussion with Lansing's Construction Management Services Leaders. Featuring: Craig Wieland (Wieland), Sam Clark (Clark Construction), Glenn Granger (Granger Construction) and Steve Roznowski (Christman Company). 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.

STAY CONNECTED. STAY SOCIAL.

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[@LansingRegionalChamber](https://instagram.com/LansingRegionalChamber)

[Lansing Regional Chamber of Commerce](https://LansingRegionalChamber.org)

2019
LRCC EVENTS

For more information about Chamber events, tickets or sponsorships, contact Ashlee Willis at michiganpremierevents@lansingchamber.org.

AARP
 ACD.net (KEPS Technologies, Inc.)
 Amber Management Company
 Applebee's Neighborhood Grill & Bar- Charlotte
 AppleTree Early Care and Preschool - East Lansing
 Associated Builders & Contractors, Inc. (Greater MI)
 Audiology & Hearing Aid Center
 Beggars Banquet
 Berkshire Hathaway Homeservices Tomie Raines
 Bison Financial
 Bowdie's Chophouse
 Burcham Hills A Life Plan Community
 Campbell Inc. Press Repair
 Capitol Research Services, Inc.
 Capitol Strategies Group
 Ciesa Design
 Clinton Task Force On Employment, Inc.
 Cornerstone University

Costco Wholesale
 Country Creek Reception Hall
 Culvers
 David Chapman Agency, Inc.
 DeWitt Charter Township
 Doty Mechanical, Inc.
 Dowding Industries
 Dusty's Cellar
 Eaton Federal Savings Bank
 English Inn, The
 Fairfax Apartments
 First Light Home Care, LLC
 Foliage Design Systems
 Foster, Swift, Collins & Smith, P.C.
 Gilден Woods Early Care and Preschool - Haslett
 Gilден Woods Early Care and Preschool - Okemos
 Governmental Consultant Services Inc.
 Great Lakes Interiors & Design
 Holiday Inn Express & Suites
 Inspired Home Real Estate & Staging

Investors Equity Group, Inc.
 JMH MGT LLC
 Jon Anthony Florist dba Ha-Jon, Inc.
 Kellie's Consignments
 Lezotte Miller Public Relations, Inc.
 MAPS Business Training
 Martin Waymire
 Moneyball Sportswear
 Northfork Estate, The
 Petra Flowers
 Portnoy & Tu, DDS, PC. - Family Dentistry
 Preuss Pets
 Spartan Motors Inc.
 The Stonewater Homeowners Association
 Sunrise, SRL
 Tandem Studios
 Teachout Security Services
 Transworld Business Advisors of Lansing
 Warner Norcross + Judd LLP
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 Lansing, Michigan 48933
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 Lansing, Michigan 48912
 517-667-8163

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 Lansing, Michigan 48912
 517-482-7058

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!

PURITY CYLINDER GASES, INC.

50 Years

SHAHEEN CHEVROLET, INC.

35 Years

LIBERTY COIN SERVICE

25 Years

SPRINGHILL SUITES BY MARRIOTT

15 Years

APPLEBEE'S NEIGHBORHOOD GRILL & BAR-CEDAR ST.

5 Years

APPLEBEE'S NEIGHBORHOOD GRILL & BAR-ST. JOHNS

5 Years

APPLEBEE'S NEIGHBORHOOD GRILL & BAR-OKEMOS

5 Years

APPLEBEE'S NEIGHBORHOOD GRILL & BAR-SAGINAW HWY.

5 Years

APPLEBEE'S NEIGHBORHOOD GRILL & BAR-COOLIDGE RD.

5 Years

EATON REGIONAL EDUCATION SERVICE AGENCY

5 Years

CITY OF ST. JOHNS

5 Years

FRIENDS OF INGHAM COUNTY PARKS

5 Years

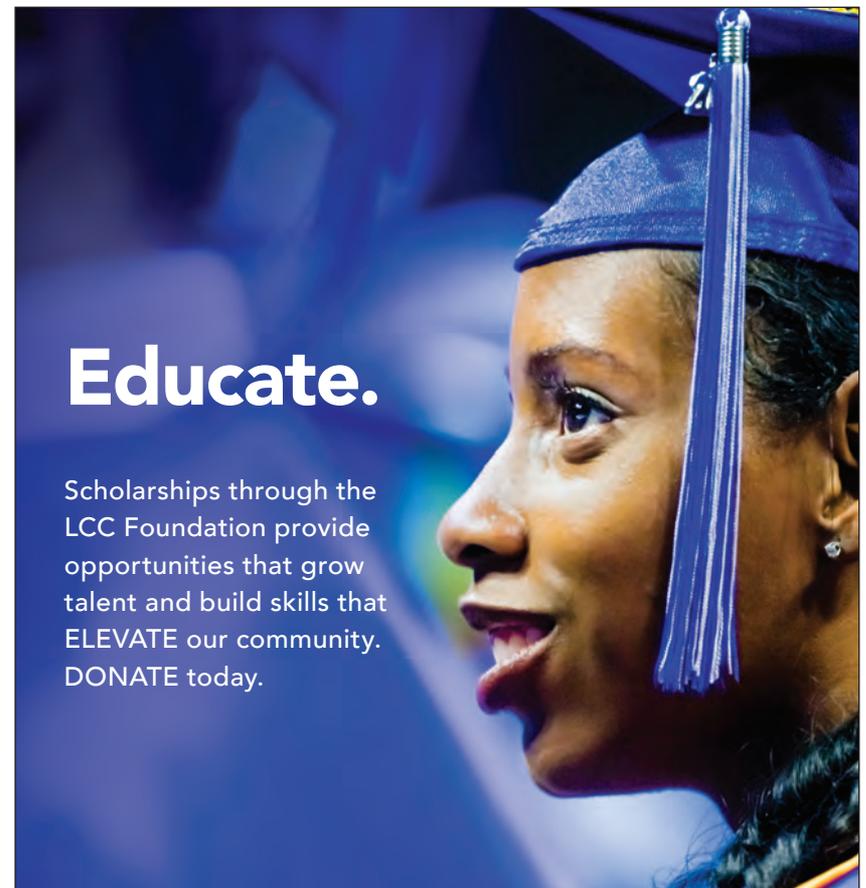
STATE OF FITNESS

5 Years

LASKY FIFAREK, P.C.

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 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.



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



Community Foundation Receives \$250,000 Commitment from Delta Dental to Sponsor Plaza on Riverfront

THE COMMUNITY FOUNDATION RECEIVED A \$250,000 pledge from Delta Dental to sponsor a new plaza in the new Rotary Park on downtown Lansing’s riverfront. The Foundation will match the gift for a total of \$500,000, devoted to its master plan for riverfront development.



“Delta Dental is committed to building healthy, smart, vibrant communities and this investment will ensure our downtown riverfront is a thriving hub of activity,” said Margaret Trimer, Delta Dental’s director of communications and corporate citizenship. “As a major employer in the region, we are dedicated to bringing energy and economic revitalization to Greater Lansing.”

Construction on the new Delta Dental Plaza will begin this winter, with completion slated for spring 2019. It will include public seating, shade sails, planters, string lighting and an outdoor fireplace.

“Delta Dental shares the Community Foundation’s vision of a vibrant urban core that will attract and retain a talented workforce,” said Laurie Baumer, the Foundation’s executive vice president and leader of its riverfront development projects. “This is a big part of the riverfront’s renaissance and we’re thrilled Delta Dental is a part of it.”

To date, the Foundation has received commitments totaling \$850,000 for riverfront development projects. In addition to Delta Dental, contributors include Rotary Club of Lansing Foundation, Auto-Owner’s Insurance, Gillespie Group, Team Lansing Foundation/Lansing Convention and Visitor’s Bureau, four individual contributors and in-kind support from the Lansing Board of Water and Light. These contributions will be matched dollar for dollar by the Foundation, for a total so far of \$1.7 million to invest in downtown Lansing. Foundation funding for the riverfront and other placemaking projects comes from the Foundation’s Leadership Fund, apart from its regular grantmaking dollars. ■

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Access to Thought Leaders at Michigan State University

American Fifth Spirits: Mixing the Best of Michigan

BY MATTIE MILNE, KOLT COMMUNICATIONS

“IF IT DOESN'T LOOK, SMELL OR TASTE RIGHT WE FIX IT before we move on.” These are the words of Rick Wyble, head distiller and president of American Fifth Spirits in Lansing’s Stadium District.

The concept of opening Lansing’s first legal distillery began the end of 2008. Due to the great recession, banks were hesitant to help with funding. As a result, the project remained dormant for several years. However, Wyble and his partners never gave up on the idea of opening Lansing’s first distillery.

In 2013, a local developer contacted Wyble’s partner about available real estate and the process of finding their future home, located at 112 N. Larch Street in downtown Lansing, began. After the addition of more investors, a government shut down in October 2013 and eight months of planning with the city, Wyble and his partners finally received a building permit.

American Fifth Spirits opened in April 2015. Through the years, the company has been using local ingredients to create high quality, innovative spirits. Since opening, they have been gaining the attention of not only the community but surrounding areas.

“We have customers bring their friends and family from out of town to showcase American Fifth. They feel what we’re doing is a really great representation of the upward trend happening in Lansing,” said Wyble. “I love seeing people react to our tasting room. It’s pretty amazing.”



American Fifth Spirits serves over 50 cocktails and update the menu the 5th of every month. This allows them to play with fresh, seasonal ingredients. All juices are freshly squeezed and syrups and liqueurs are made from scratch.

“Everything we do is by hand, completely sensory,” Wyble said. “At larger corporations, it’s all about numbers. For example, if you taste American Fifth bourbon versus other major label producers, there’s a noticeable difference in the depth of flavor because of the quality of ingredients we use.”

Wyble and his team believe you can’t fully appreciate what American Fifth is doing if you don’t

understand the process.

“We’re an open book. If you have a question on how to make a spirit or cocktail we gladly give it out,” Wyble said. “People think what we do is magic but distilling has been around a long time and I’m happy to explain the process.”

Wyble encourages the community to support Lansing made products and Michigan agriculture by asking for American Fifth Spirits at your favorite bar, liquor store or restaurant.

For a full menu and the tasting room and distillery hours, visit americanfifthspirits.com. ■

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Chamber Celebrates Small Business Saturday® in Greater Lansing

U.S. Shoppers Report Record High Spending of an Estimated \$17.8 Billion

THE LANSING REGIONAL CHAMBER OF COMMERCE was pleased to once again support the small business community throughout the Greater Lansing region for the ninth annual Small Business Saturday on November 24. Created by American Express in 2010, Small Business Saturday is a day dedicated to supporting small businesses nationwide. Celebrated every year on the Saturday after Thanksgiving, the day has given small businesses across the country additional exposure and an economic boost.

Recognizing the importance of supporting small, independently-owned businesses in our community, the Chamber encouraged residents of the tri-county region to take part in Small Business Saturday by visiting their favorite small businesses and purchasing the various goods and services offered.

The ninth annual Small Business Saturday kicked off the holiday shopping season for consumers and small, independently owned businesses with record levels of reported spending. Total reported spending among U.S. consumers who said they shopped at independent retailers and restaurants on the day reached a record high of an estimated \$17.8 billion, according to data released today from the 2018 Small Business Saturday Consumer Insights Survey from American Express and the National Federation of Independent Business (NFIB). Based on this annual survey over the years, Small Business Saturday spending has now reached a reported estimate of \$103 billion since the day began in 2010.

The survey also found that an estimated seven in ten (70 percent) American adults are aware of Small Business Saturday. Among consumers who said they shopped small on the day, 42 percent reported shopping with family and friends at independently owned businesses, and 83 percent reported encouraging others to also shop or dine small. Shoppers also turned out for online small businesses – among consumers who said they participated on the day, 41 percent reported that they shopped small online.

“We are pleased to support Small Business Saturday in our region, as more than 80 percent of our membership is comprised of small businesses with less than 15 employees,” said Michelle Rahl, vice president of member engagement for the Lansing Regional Chamber. “We will continue to support our entrepreneurs and small business owners in any way possible. Partnerships, such as Small Business Saturday, allow the Chamber to drive additional attention and revenue to our local small businesses.”

Participating Chamber members this year included:

- All About Art
- Dusty's Cellar
- Kingston Kitchen
- MI Sushi & Noodles
- Playmakers
- Jon Anthony Florist
- Petra Flowers
- Lansing Mall
- Cricket Wireless
- Good Eats Diva
- Country Stitches
- Bradly's Home and Garden
- Meat Southern BBQ
- Peanut Shop
- Preuss Pets
- Kellie's Consignment
- Kellie's Wooden Skate
- Kositchek's
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- Student Book Store ■





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Patrick Dean of Dean Transportation to Lead Chamber 2019 Board of Directors

Wendy Hamilton of TechSmith to Serve as Chair-Elect

PATRICK DEAN OF DEAN TRANSPORTATION will serve as the 2019 board chair of the Board of Directors of the Lansing Regional Chamber of Commerce (LRCC). Dean succeeds April Clobes of MSU Federal Credit Union who will remain on the board as past chair. Wendy Hamilton of TechSmith will serve as chair-elect and is in line to serve as board chair in 2020.

In addition to Dean, Clobes, and Hamilton, LRCC Board Officers in 2019 will be: Steve Owen, Foster, Swift, Collins, & Smith, P.C. (Legal Counsel); David Baker, Farm Bureau Insurance Company (Treasurer); and Tim Daman, LRCC president and chief executive officer.

The Chamber welcomes five new board members including: Dr. Kathleen Wilbur, Michigan State University; Jeff Metts, Dowding Industries; Kirk Ray, McLaren Greater Lansing; Ken Misiewicz, Pleune Service Company; and David Lewis, AT&T. ■



Dean



Clobes



Hamilton



Owen



Daman



O'Connor



Notar-Donato



Resch

OFFICERS (ONE YEAR APPOINTMENT)

Chair of the Board:

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

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**Signifies new member*

AT-LARGE MEMBERS

- 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*
- 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 Zyble, Jackson National Life Insurance

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Chamber Bolsters Marketing, Communications and Public Policy Divisions, Announces New Team Member

Former Governor Staffer Named Communications and Public Policy Coordinator

THE CHAMBER IS PLEASED TO ANNOUNCE the addition of Amanda Fischer as the new communications and public policy coordinator to the Chamber's growing team. Fischer will help manage and coordinate the Chamber's marketing, communications and business advocacy efforts.



Fischer

"We are excited to welcome Amanda to the LRCC team to help us build a better Chamber, a stronger community and a more vibrant region," said Eric Dimoff, vice president of marketing and communications.

"The Chamber's growing team will allow us to enhance our high level of customer service and continue to deliver value and outstanding experiences to the more than 1,100 businesses and the Greater Lansing region that we serve."

Prior to joining the Chamber, Fischer served as the communications representative in the Executive Office of Governor Rick Snyder, where she previously interned. She earned a bachelor's degree in integrative public relations from Central Michigan University.

"Amanda's experience working in communications, government and public policy will be a tremendous asset to the Chamber's communications and public policy efforts," said Steve Japinga, vice president of government relations and public policy. "We look forward to seeing the positive impact she will bring to our organization as we continue to work relentlessly to help businesses connect, grow and thrive." ■

MAXIMIZE YOUR MARKETING WITH THE CHAMBER

One of the many perks of Chamber membership is marketing your business to decision-makers and consumers through Chamber resources. Showcase and grow your business. Reserve your spot in FOCUS Magazine or our monthly business-to-business and business-to-consumer marketing email, Marketplace Connect. To reserve your advertising space, contact Eric Dimoff at edimoff@lansingchamber.org or 517-853-6460. **Your success is our business!**



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Sparrow Health System Names New Experienced, Dynamic CEO

E.W. Tibbs, Jr. Hired After Extensive National Search

A CURRENT HOSPITAL EXECUTIVE AND MBA who started his healthcare career as a registered nurse has been chosen to lead Sparrow Health System (Sparrow) as its next president and CEO.



Tibbs

Emory Wayne “E.W.” Tibbs, Jr. of Virginia will join Mid-Michigan’s largest healthcare provider and employer in January 2019. He replaces Dennis Swan, who announced his pending retirement this past spring after guiding Sparrow for decades to become one of the most respected regional health systems in the country.

Tibbs will assume overall leadership and strategic direction of Sparrow, continuing its commitment to providing high quality, cost-effective and compassionate care and building on the organization’s more than 122 years of service to its patients and communities.

“We are pleased that E.W. has agreed to lead Sparrow’s efforts to meet the evolving health needs of the communities we serve,” said Richard Bruner, chair of the Sparrow Health System Board of Directors, which oversaw the search and selection process. “He is a true leader with a proven record of success, but more importantly he has seen healthcare from nearly every angle. He is

genuine and cares deeply about the patients and communities he serves and the colleagues he works alongside. We are extremely confident that he will carry on Sparrow’s legacy of excellence while helping our health system grow and innovate.”

Bruner also thanked Swan for his outstanding leadership and dedication to Sparrow over nearly four decades of service.

“Our Sparrow family is forever grateful to Dennis Swan for his vision and unwavering commitment to our organization, our region and the families who trust us to care for them.”

Tibbs was identified as the top candidate for the post following an extensive nationwide search.

“It is an honor and privilege to be named the next president and CEO at Sparrow Health System and make Mid-Michigan my home,” said Tibbs “I look forward to learning from, working closely with and supporting each Sparrow caregiver, physician, volunteer and board member as we care for our friends, families and neighbors and strive to continue the tradition of providing an unmatched positive patient experience. I also can’t wait to become an active member of the community and region.” ■



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Cinnaire Honored as Detroit Free Press Top Workplace

CINNAIRE, A NON-PROFIT Community Development Financial Institution (CDFI) that provides creative loans, investments and development services to support community development, was recently selected as a Detroit Free Press Top Workplace 2018. The companies recognized in the Detroit Free Press Top Workplaces program were selected from the results of an employee survey. The Detroit Free Press partnered with Energage, an employee research and culture technology firm to determine the 2018 Top Workplaces, presented by the Better Business Bureau.



headquarters, company paid cell and wireless services, an employee wellness program, on-site dry-cleaning pickup and delivery and a comprehensive benefits package. An open-door policy and regularly scheduled lunches with the company CEO promote transparency and establishes open communication.

“We are excited to once again receive this prestigious award from the Detroit Free Press,” said Mark McDaniel, Cinnaire president and CEO. “At Cinnaire we actively create a culture of caring, respect and integrity. Our team shares the belief – our Why - that all people deserve the opportunities provided by living in healthy communities. The Top Workplaces award is driven by feedback directly from the Cinnaire team and confirms our success in building a culture that values people and relationships over transactions.”

The Top Workplaces ranking is based on employee survey feedback analyzed based on Energage’s objective criteria. The survey gathers responses on 24 factors covering seven areas, including organizational health factors that measure how well employees are working together toward a common cause. Factors include alignment, effectiveness, connection, employee engagement, leader and the basics.

Cinnaire provides all full-time employees with an unlimited paid time off policy, weekly organic fresh fruit deliveries, on-site fitness center at company

Cinnaire maintains a diversity and inclusion policy to provide an environment that empowers the authentic expression of diverse voices and celebrates a workforce that reflects the communities the company serves. Company career opportunities are posted through diversity recruitment websites. The recruitment process includes a Cinnaire Culture interview to determine if candidates are a good fit, a face-to-face interview and 3rd party assessments which include additional testing and interviews. New employees participate in leadership training, attend cultural competency workshops and are given books that support the company culture including Stephen Covey’s The Speed of Trust and ZAPP, The Lighting of Empowerment.

Since 1993, Cinnaire has invested \$4.2 billion to revitalize communities, resulting in more than \$7.3 billion in community impact. A non-profit Community Development Financial Institution (CDFI) certified by the U.S. Department of Treasury, Cinnaire has supported 717 housing developments, provided 47,000 affordable apartment homes and created or retained more than 65,000 jobs. Headquartered in Lansing, with offices in five states, Cinnaire provides access to investment funding, lending options, and title services that support community and economic development, creating stable, sustainable and vibrant communities. Learn more at cinnaire.com. ■

VOICE OF BUSINESS

Help Shape Our Region

FOR MORE THAN 30 YEARS, the LRCC has led a monthly roundtable meeting in Delta Township and most recently, launched the East Lansing Business Roundtable in 2017. Because of the success of these roundtables, the LRCC is adding a third roundtable in the city of Lansing. Hosting roundtable meetings is part of continuing effort to bring together business leaders and elected officials to create a better community and a more vibrant region. Together, our business community and local elected officials can shape the future of our region and leave a lasting impact on our regional prosperity. ■

DELTA GOVERNMENT RELATIONS COMMITTEE

Crowne Plaza Lansing West
925 S. Creyts Road, Lansing

Delta Township Library
5130 Davenport Drive, Lansing

8 a.m. – 9 a.m.
January 9, 2019 at Crowne Plaza Lansing West
February 6, 2019 at Delta Township Library
March 6, 2019 at Crowne Plaza

EAST LANSING AND MERIDIAN TOWNSHIP ROUNDTABLE

Plante Moran
111 E. Michigan Ave.

8 a.m. – 9 a.m.
January 23, 2019
February 20, 2019
March 20, 2019

LANSING ROUNDTABLE

**Lansing Board of Water and Light
Historic Train**
1201 S. Washington, REO Town

8 a.m. – 9 a.m.
January 16, 2019
February 13, 2019
March 13, 2019

“Culture and how we treat our employees have always been a huge part of this company.”

Wendy Hamilton

TechSmith CEO

TechSmith:
BUILT FOR THE LONG HAUL

The life span of **new technologies** and **technology companies** can be quite **perilous.**

The increasingly rapid acceleration of innovation leading to the emergence of new products can make today's hot technology obsolete seemingly overnight. Tech startups can be the darling of Wall Street one day and on the sidelines the next.

Okemos-based TechSmith is a local company that has become a global success story and managed to maintain long-term market success, a level of which is not often seen in the software industry. Founded in 1987, TechSmith pioneered the revolutionary idea of capturing screen content for better communication. Today, TechSmith is the world's number one source for visual communication software and is a global leader in screen recording and screen capture software.

The products that put TechSmith on the map are Snagit, a screen capture software and Camtasia, a screen recording and video software editor. has been on the market for 27 years and continues to grow, recording its best quarter in history in the past year. TechSmith has managed to stay on top of changing market trends and shifts in market demands and continually update their bedrock products to keep them at the forefront of the industry

"Today our growth is based on the increased use of digital media," said Wendy Hamilton, chief executive officer of TechSmith. "What our engineers have been extraordinary about is understanding customer problems and having an incredible passion to invent and innovate technology to solve those problems."

Snagit and Camtasia are the industry standards in screen recording, screen capture and video editing software. Those two products are used by every company in the Fortune 500, by 97 of the top 100 higher education institutions in the United States and are in use in 193 countries around the globe. It is estimated that using those two products, people around the world have produced nearly one billion YouTube videos.

TechSmith's research highlights how companies in the U.S. could unlock nearly \$100 billion in productivity by increasing their use of visual and video content in workplace communications. Hamilton points to shifting demographics, particularly the millennial generation, which grew up on video and gets a lot of their education and entertainment from videos.

"So, when they enter the workplace, they expect that same kind of access to digital media that they have in the personal lives," said Hamilton. "They expect to be able to create a quick video and be able to communicate just like they would if they were using Snap Chat or Instagram as opposed to writing some long, boring text in an email. They also expect their senior leaders to use video as well."

Snagit is something that any employee can use for quick visual communication. Many of TechSmith's clients literally buy the

product for every single employee as they try to modernize the way in which co-workers communicate with each other.

TECHSMITH'S LEADERSHIP TRANSITION

TechSmith was co-founded by Bill Hamilton, Wendy's father in 1987. Like most tech startups, TechSmith survived the first few years and paid the bills through consulting contracts. The launch of Snagit in 1991 changed everything for the firm and helped turned a small, unknown company into a firm recognized by users around the world.

Wendy Hamilton became CEO at TechSmith in 2014, a move that she readily admits was a surprise.

"I never planned to be here," said Hamilton. "I always thought my dad would sell this company. It wasn't part of any planned career path, but it worked out."

Though the path to TechSmith may not have been part of a master plan, Hamilton's impressive career certainly equipped her for her role as CEO. Out of college, she joined Anderson Consulting, later known as Accenture, where she managed large scale system implementation projects. She left the large corporate setting to join an Adobe venture tech startup, Liquent. That company focused on creating publications for pharmaceutical companies. After that firm was sold, she landed at Thomsen Reuters, a \$15 billion public publishing company where she eventually became general manager of their life sciences business.

Taking the reins from her father brought its own challenges. Hamilton admits that she was a bit slower to push for some changes, out of respect for the way Bill Hamilton always did things.

"One of the things my father did that I didn't realize was really important at the time was that he stepped out of the business right away," said Hamilton. "We had a couple of months where we both had to decide if this was going to work before I moved my family from Philadelphia to Michigan, and then once we made the decision jointly, he got out of the day-to-day execution literally overnight."

The transition also brought starkly contrasting leadership styles. Bill has a military background and employed a more traditional command and control style of leadership. Wendy relies on broad collaboration and seeking diverse opinions throughout the organization. One of Hamilton's biggest fears in taking over the company was that employees wouldn't tell her when they thought she was wrong.

"My style is to encourage contrarian thinking and inclusive decision making," said Hamilton. "We want to debate. We want to respectfully disagree with one another, so we are making decisions with the best information and insight."

TechSmith involves people in decision making in many ways. The company utilizes Yammer, a corporate online social media platform, which allows team members to ask questions and bring up different points of view. TechSmith also employs focus groups and has added an employee liaison to help communicate questions about strategy and innovation.

TALENT ATTRACTION AND RETENTION: AN EMPLOYER OF CHOICE

Tech companies in general, particularly those located in the Midwest, struggle to fill critical jobs. It is estimated there are 50,000 unfilled tech jobs in the U.S. Only one in five tech jobs are being filled by U.S. graduates. For TechSmith, now with 285 employees, a partnership with Michigan State University has been a cornerstone in the company's efforts to identify and attract talent to the company.

SNAGIT AND CAMTASIA ARE THE INDUSTRY STANDARDS IN SCREEN RECORDING, SCREEN CAPTURE AND VIDEO EDITING SOFTWARE ... IT IS ESTIMATED THAT USING THOSE TWO PRODUCTS, PEOPLE AROUND THE WORLD HAVE PRODUCED NEARLY ONE BILLION YOUTUBE VIDEOS.

TechSmith: BUILT FOR THE LONG HAUL



Throughout its history, TechSmith has placed a high value on being a company for which people want to work. TechSmith has managed to attract and retain great talent by becoming an employer of choice.

“TechSmith would not exist in Lansing if it were not for MSU,” said Hamilton. “If we didn’t have this large engineering school producing great talent, we would not have the talent pipeline to grow our company.”

TechSmith works with approximately 30 interns a year, a large majority of which come from MSU and are an important part of the company’s talent pipeline.

The small number of women in technology continues to be a disturbing trend. About one in five college graduates in computer science are women, a number that is actually decreasing. Many young women drop out of computer science tracks as early as sixth grade. Locally, TechSmith is active in supporting STEM programs in education and also supports STEM work at Impression 5 Science Center.

Throughout its history, TechSmith has placed a high value on being a company for which people want to work. TechSmith has managed to attract and retain great talent by becoming an employer of choice. Hamilton credit her father’s role in establishing that culture.

“His life philosophy was ‘you spend too much time at work to not like your job,’” said Hamilton. “Culture and how we treat our employees have always been a huge part of this company.”

TechSmith is very transparent with its financial statements, providing employees with as much information as they want to know. The company has what Hamilton calls an open-book management policy, encouraging employees to feel good about the company and to see where they can help improve operations. The company shies away from terms like “executive” opting instead to refer to top leaders as “senior leaders.” Hamilton says there is a culture of equality at Techsmith.

“Anybody is allowed to talk to anybody and anybody is allowed to challenge anybody,” said Hamilton. “As long as it is respectful and the challenge is about the idea and not the person.”

Hamilton installed a position known as the employee and community ambassador,

a younger employee who can support TechSmith’s heavily millennial employee population. That individual is responsible for understanding what benefits employees are interested in having and prioritizing and executing those benefits. The company also has installed an employee help and service line for legal services and emotional support services. Additionally, the company has a very generous healthcare package.

“We try to keep things fun and social, while encouraging employees to meet other employees from different departments,” said Hamilton. “We have free Friday lunches and monthly happy hours on site, hosted by different departments.”

LOOKING TO THE FUTURE

As the company looks ahead, long range trends indicate that employees throughout the world are going to continue to push their organizations to become more aggressive in the use of videos.

“For employers to invest in that, it will have to become cheaper and easier,” said Hamilton. “It also needs to become more collaborative because that is how you save time.”

Hamilton expects TechSmith’s portfolio to be diversified and include collaboration-based cloud tools that make desktop tools more efficient. The company has also released a new product to help customers make professional looking videos faster. Hamilton forecasts more interactivity, especially in educational videos.

In the immediate future, TechSmith will be launching its software in China for the first time in 2019, continuing the company’s impressive global growth trend.

TechSmith’s formula of combing visionary leadership, effective innovation strategies and the ability to attract and retain outstanding talent leave Hamilton confident that the long-term growth outlook is good.

“I think the future looks pretty bright for us,” said Hamilton. ■

Practical Cyber Security for Small Business: Incident Response Planning

BY JEFF DETTLOFF, PROVIDENCE CONSULTING



“A CYBERSECURITY INCIDENT IS NOT JUST AN IT PROBLEM. It is a business productivity problem, a legal problem, a public relations problem AND an IT problem.” There is overwhelming evidence today that organizations of all sizes are continuously faced with cyberattacks. Developing a strong defensive security posture, training workers about the threats and how to respond, and planning how to act when something bad happens are essential to reducing your risk and associated losses from a cyberattack.

In this article, which is the conclusion of a four-part series on Practical Cyber Security for Small Business, we’ll explore the language and practical application of Cybersecurity Incident Response Planning. Let’s start with defining key terms, explore why we need to properly prepare, then provide resources and guidance to get you started.

INCIDENT, UNAUTHORIZED ACCESS, DATA BREACH

A cybersecurity “incident” can be anything from a policy violation such as a worker reporting that a co-worker left a sensitive document or password in plain view, to an alert indicating unusual sign-in activity on an email account, to an alert from an anti-virus program that something unusual occurred, to a report from a worker that they received a non-delivery report for an email that they never sent. An incident doesn’t necessarily mean something bad happened. Incidents occur daily in most organizations, regardless of if you are paying attention or not. Incidents require a trained individual to investigate the validity and severity of the incident, then determine what, if any, further action is needed. “unauthorized access” is a finding or determination that someone without authorization may have gained access to a physical location, an email account or sensitive files (electronic or paper). In the physical realm for example, if a file cabinet containing payroll records is found unlocked, we may reach a conclusion that an unauthorized person had access to those files, but we have no verifiable evidence of who, when or if they copied or stole any of the information. A “data breach” is a finding that “sensitive, protected or confidential data is copied, transmitted, viewed, stolen or used by an individual unauthorized to do so.” A data breach is determined when there is verifiable evidence that malicious activity has occurred. In cyberspace, verifiable evidence is often elusive. Because expert attackers are also experts at hiding their tracks, it often takes substantial effort to put enough pieces together to conclude that a breach has occurred.

WHY PREPARATION IS SO IMPORTANT

The major focus of cybersecurity professionals is to reduce the likelihood of a breach in the first place. However, we’ve learned over time that highly skilled and highly motivated cyber criminals often find ways to compromise our fragile data systems, despite our best efforts. That is why it is critical to develop a comprehensive incident response plan (IRP) before an incident occurs. When something bad happens and emotions are running high, a response plan helps you and your team respond with discipline and effectiveness. The plan should define roles and identify the internal employees and vendor partners who will execute specific procedures to determine the scope of the threat, contain it and begin to recover from it. Beyond the technology steps, your plan should include crisis management and communication procedures such as who is authorized to speak on behalf of the organization, what they will say and when they will say it. Additionally, the response plan should contain procedures for notifying legal counsel and your insurance company, both of whom will have experts to help guide the post-breach process. Tapping into these experts during the planning process will certainly provide value during a crisis. Another advantage of

proper preparation is that you will achieve clarity of who is doing what, providing alignment between everyone involved. In a recent report, IBM Security estimates that on average, an organization will save 10 percent of the total cost of a breach if they have an IRP in place.

RESOURCES AND GUIDANCE

Planning and preparation can only occur before something bad happens. The start of a new year is the ideal time to get the ball rolling and a great place to begin your journey is by visiting www.DefeatTheBreach.org. The site requires free registration, but in return you will receive educational resources, valuable policies, procedures and checklists and access to experts who will help you prepare for a world where cybercrime is commonplace.

This concludes our four-part series on practical cyber security for small business. If you are looking for more guidance on managing cybersecurity in your organization, please contact the author. ■

Jeff Dettloff is the President and Chief Problem Solver of Providence Consulting, your Cybersecurity and IT Support Partner. He can be contacted at Jeff@MakingTechEasy.com, or 517-679-3302.

Emily Fox
Your host for the capital region

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morning edition
Hear election news & analysis every morning

MiCareerQuest™ Capital Area: Preparing Tomorrow's Talent Today

THE LANSING REGION is joining the ranks of Grand Rapids, Kalamazoo and Southeast Michigan in bringing an epic level career exploration event to our region's students. MiCareerQuest Capital Area is not your typical career fair. In fact, it's not a career fair at all. It's a hands-on, career readiness event Teach. Talent. Thrive. (T3) is bringing to the Lansing Center on April 26, 2019.



need to see and experience careers. It's time to step up and do something about it. MiCareerQuest is one of the solutions and every business in our region has a reason to be involved."

Chris Holman, founder of the Michigan Business Network and T3 co-chair, is excited to see that MiCareerQuest fits into the region's coordinated and efficient career readiness efforts.

According to latest Lansing Regional Chamber membership survey, talent is the number one policy issue facing Chamber members. Forward-thinking businesses are finding and developing talent in new and innovative ways. Large, employer-driven career exploration events like MiCareerQuest have proven to help companies deliver a steady stream of candidates to their hiring managers and can impact the economic prosperity of an entire region.

"Other regions in our state have run this event and businesses rave about how it effectively connects them to outstanding, ambitious, ready-to-go students who are engaged with meaningful exploration of growing industries," said Bob Trezise, president and CEO of Lansing Economic Area Partnership (LEAP).

MiCareerQuest secures and widens future talent pools for in-demand careers in engineering and manufacturing, business and information technology, health sciences and human services and natural resources and agriscience by featuring student-focused, hands-on exhibits provided by local businesses, industry groups, trade associations, training and education providers.

MiCareerQuest provides a sustained return for exhibitors, sponsors and event partners by:

- Directly influencing their near-future workforce
- Contributing to the capital region's competitiveness
- Building relationships with industry talent development leaders
- Identifying new talent pools and resources to build their own talent pipeline

We're constantly hearing from employers they cannot find the people they need," said Edythe Hatter-Williams, CEO of Capital Area Michigan Works! "Students

"With the help of local businesses, Capital Area Michigan Works!, local school districts and other regional stakeholders, our goal is to educate 5,000 seventh to tenth graders about new economy careers available to them right here in the capital area," said Hatter-Williams. "We want those young people to know they can learn the skills and knowledge needed for 21st Century jobs at one of the region's many world-class education and training providers."

LRCC President and CEO Tim Daman strongly encourages businesses to invest in their business' future by taking part in MiCareerQuest Capital Area.

"The students attending MiCareerQuest Capital Area will be entering the workforce in just a matter of a few short years," said Daman. "This event gives businesses the opportunity to take control of their future talent pool and help mold them into the skilled, professional and employable individuals they need. The positive return businesses will get from participating in this event is immeasurable."

For further information about to exhibit or sponsor MiCareerQuest Capital Area, please visit micareerquestca.org, email t3@camw.net or call 517-492-5507.

T3 is led by business leaders, and representatives from community organizations and all levels of education throughout the capital region. T3 Facilitator Brindley Byrd has successfully organized large career exploration events and sees how vital engaging business with career education is to the future of our citizens, businesses and the region. ■



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Early Childhood Education: Quality and Access Pay Off

BY JENNIFER MCCAFFREY, EATON RESA

INVESTING IN THE FUTURE SUCCESS

and well-being of our community begins with investing in high-quality early childhood education for children from birth through age five. Creating and sustaining a comprehensive approach to early education and intervention results in many benefits for the community. Recent research has focused on early education as an investment in several ways: 1) a school readiness strategy, 2) a way to close achievement gaps for disadvantaged children and 3) an economic development strategy.



Three of these recent reports from the Minneapolis Federal Reserve Bank, the University of Chicago and the High/Scope Educational Research Foundation conclude that investment in early childhood development yield a significant return on investment in terms of school and life success as well as \$8 for every \$1 invested. By making greater investments in young children, a community will see greater returns in education, health and the economy.

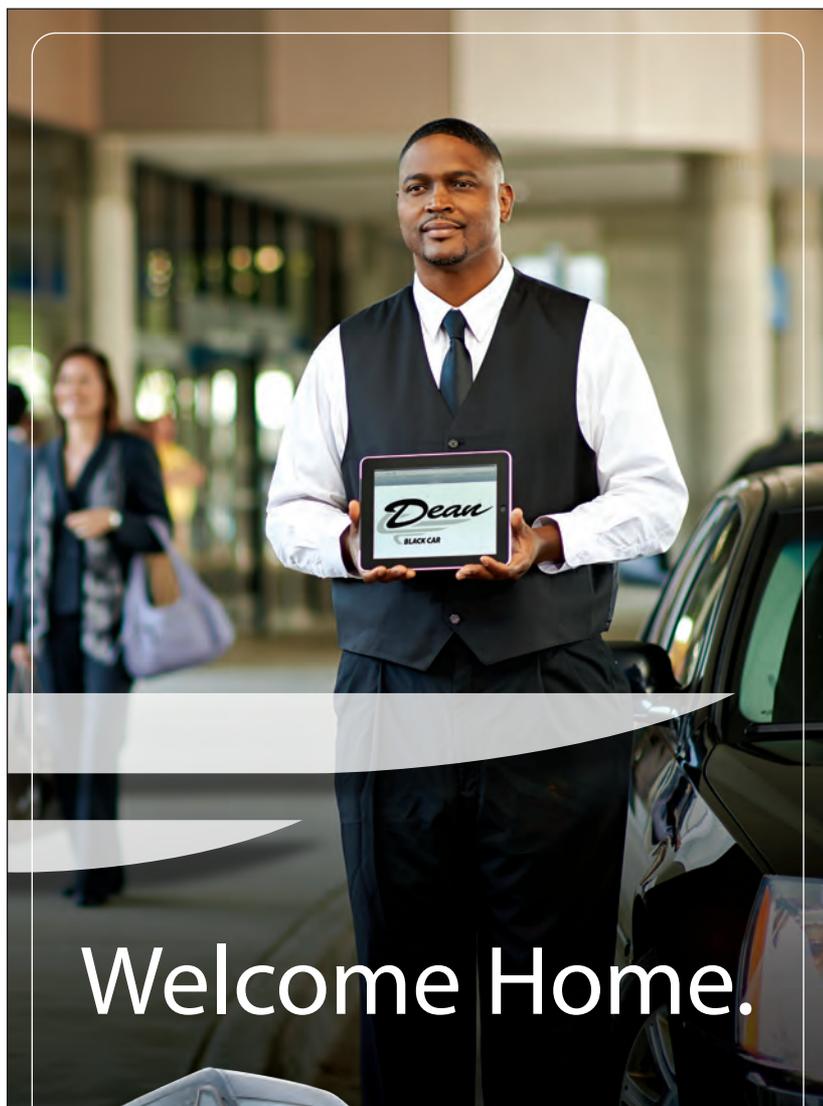
By age five, a child's brain is 90 percent developed. This is a critical time in which to shape the cognitive and character skills necessary for success in school, health, career and life. Adverse, at-risk and disadvantaged early environments create deficits in skills and abilities for young children that drive down their adult productivity and increase social costs, thereby adding to the financial deficits borne by the public. Early childhood education can prevent these achievement gaps and improve health outcomes, as well as reduce school drop-out, poverty and crime.

Several high-quality, evidence-based early learning and development opportunities are currently provided to young children and their families across Eaton Regional Education Service Agency (RESA), with programs such as Great Start Readiness, Early On, Head Start and the Eaton Great Start Collaborative. Over 1,200 young children and their families are being positively impacted by these efforts.

Our economic future depends on providing the tools for upward mobility and building a highly educated, skilled workforce. Early childhood education is the most efficient way to accomplish these goals. Research and data supports the need for a high-quality early childhood education for every child in our community. This effort will require an investment of time and resources from all stakeholders, including government, education, human services and the business sector.

To learn more about the early childhood education programs and services being offered or inquire about how to support or invest in these programs visit our website at eatonresa.org.

Jennifer McCaffrey is the Early Childhood Supervisor at Eaton RESA.



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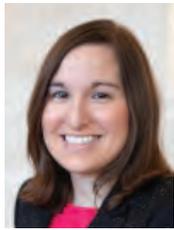
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PEOPLE NEWS



Biehl



De Leeuw



Van Koevering



Becsey

Resch Strategies announced the addition of **Laura Biehl** as the firm's new director of public affairs. In her role, Biehl will be responsible for managing, supporting and enhancing the public affairs and public relations services Resch Strategies provides its growing list of clients throughout Michigan. Resch also announced new roles for three other team members. Firm veterans **Nick De Leeuw** and **Stephanie Van Koevering** are moving up to each assume the role of vice president, and **Joseph Becsey**, producer of the firm's bi-weekly Cold Oatmeal podcast, will become director of multimedia.



Zenner

EXIT Realty Select Partners in Okemos announced the addition of **Greta Zenner** to its team of real estate professionals. Greta is originally from Traverse City. Greta and her family love to go up north to spend time on the water and in nature and visit family and friends. Work opportunities brought them to Lansing where they feel absolutely at home.

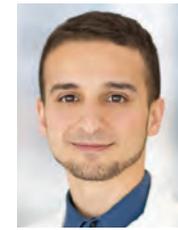
The Professional Board Staff Network (PBSN) has elected **LCC's** executive assistant and board liaison, **Benita Duncan** as secretary of the executive committee of the ACCT Professional Board Staff Network (PBSN) at its 2018 ACCT Leadership Congress in New York. The Association of Community College Trustees (ACCT) is a non-profit educational organization of governing boards, representing more than 6,500 elected and appointed trustees who govern over 1,200 community, technical, and junior colleges in the United States and beyond.



On Wednesday, November 7, five new **Foster Swift** attorneys were sworn in at the Michigan Supreme Court in Lansing. All five had previously participated in the firm's summer associate program. **Cody D. Black**, **Amanda J. Dernovshek** and **Brandon M. H. Schumacher** practice from the firm's Lansing office. **Lydia M. Hymel** practices from the firm's Southfield office and **Alexander J. Thibodeau** is based in Grand Rapids.

The **Tri-County Regional Planning Commission (Tri-County)** is pleased to announce the formal appointment of **Jim Snell** as Tri-County's new executive director, effective December 1, 2018. Snell has served as Tri-County's interim executive director since October 2017, providing strategic

leadership and a new vision for the agency and its programs. Snell was selected from a field of more than 30 candidates to lead the regional planning agency. With thirty years dedicated to regional transportation planning, Snell brings a strong foundation of planning for the future and navigating federal regulations.



Al Dabagh

Doctor's Approach Dermatology is pleased to welcome **Bishr Al Dabagh, MD, FAAD** to their Mohs Skin Cancer team. Dr. Al Dabagh is a board-certified dermatologist and fellowship-trained Mohs surgeon. He focuses on diagnosis and treatment of skin cancers, Mohs micrographic surgery, reconstruction and medical dermatology.



Belt



Lee



Rabe



Soule

Andrews Hooper Pavlik PLC (AHP) is pleased to announce the following promotions within their organization. Effective January 1, 2019, **Traci Belt, CPA, CRCM, CBA**, **Cory A. Lee, CPA, CVA**, **Jamie L. Rabe, CPA**, and **Gregory H. Soule, CPA, CISA, CISSP, CFE** are being promoted to partner.

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NICE PEOPLE. GREAT RESULTS.



Munday

EXIT Realty Select Partners in Okemos announced the addition of **Tabitha Munday** to its team of real estate professionals. Tabitha will bring passion, dedication, and patience. Tabitha is unbreakable as she strives through it all, with her friendly, kind heartedness.



Ginebaugh

Delta Township has selected its next fire chief. **Gregg Ginebaugh**, who is currently the deputy chief in Kentwood, Michigan, began his job on December 10 in Delta. Chief Ginebaugh has served in many capacities in Kentwood including fire fighter, fire inspector, fire marshal, lieutenant, captain, and deputy fire chief. Chief Ginebaugh holds a bachelor's degree from Lake Superior State University, is a certified Professional Emergency Manager, and graduate of the Executive Leadership Program for Fire Staff and Command at Eastern Michigan University.



MacIntyre

Peter MacIntyre with MacIntyre & Cowen RE/MAX Real Estate Professionals-Grand River recently earned The Institute for Luxury Home Marketing's Certified Luxury Home Marketing Specialist™ (CLHMS) designation in recognition of experience, knowledge, and expertise in high-end residential properties.



Marlan

Jill Marlan was selected as one of 12 winners out of over thousands of applicants in the United States and Canada to receive what is considered one of the highest accolades in the world of new and growing businesses, The **Ernst and Young Entrepreneurial Winning Women Award**. She is the first woman from the state of Michigan to win this International Award and also the only healthcare provider to be recognized this year. Jill is the founder and CEO of **Peak Performance Physical Therapy**.



Mijares

EXIT Realty Select Partners in Okemos announced the addition of **Mallory Mijares** to its team of real estate professionals. Mallory specializes in helping first-time home buyers and assisting relocating professionals and families. She strives to ensure a positive and involved home buying experience before, during and after a home purchase, to truly make a family feel at home in their new surroundings.

The **Arts Council of Greater Lansing** is pleased to announce its 2018 Applause Award winners. This year, six awards were presented to the following recipients: Creative Community Award, **Terry Terry**; Business Leadership Award, **Scott Gillespie Company**; Arts and Cultural Organization Award, **Capital City Film Festival**; Arts Educator Award, **Mark Mehaffey**; Individual Artist Award, **Ben Graham**, and the Ted Sondag Award, **George Orban** and **Rae Ramsdell**. The Arts Council has presented its Applause Awards for the past 34 years.



Wood

Willingham & Coté, P.C. is pleased to announce that **Mr. Robert (Bob) Wood** has joined the firm and is a member of the Litigation and Insurance practice group. Prior to joining Willingham & Cote', P.C., Mr. Wood worked at a Detroit/Grand Rapids plaintiffs' firm for three years, including serving as managing attorney at the Grand Rapids location. Mr. Wood litigated first and third-party no-fault cases statewide.



Kwiatkowski

MSU Corporate Executive Chef Kurt Kwiatkowski was honored with the Chef of the Year Award from the Michigan Chefs de Cuisine Association (MCCA) on Oct. 1, 2018. The prestigious award recognizes an active member of the American Culinary Federation (ACF) chapter who has demonstrated the highest standard of culinary skills, reached beyond their daily role to advance food learning and knowledge, and given back to the profession through the development of students and apprentices.



A mother and daughter that both started their education at **Lansing Community College (LCC)** graduated with their bachelor's degrees in Criminal Justice together from Ferris State University on Saturday, Dec. 15, 2018. **Maria Macias**, the mom, and **Daniela Hernandez Perez**, the daughter, realized the culmination of a hard-fought dream. This family's educational journey has had obstacles, ups and downs and challenges, but they have persevered through it all together. When Maria started classes at LCC she spoke virtually no English, and would often leave

class and cry in the bathroom because she was having difficulty understanding the language. She credits her LCC advisor, Felipe Lopez Sustaita for encouraging her to, "never give up."



Toivonen

Origami Brain Injury Rehabilitation Center would like to congratulate Speech-Language Pathologist, **April Toivonen** on becoming a provider of the SPEAK OUT and LOUD Crowd programs certified by the Parkinson's Voice Project. This certification will allow Toivonen to assist individuals with Parkinson's Disease on improving their ability to communicate and making their voices heard.

Cinnaire, a non-profit Community Development Financial Institution (CDFI) that has provided more than \$3.9 billion in community development funds in the past 25 years, has named **Susan Frank** executive vice president, business development. In this new position, Susan will be responsible for directing the company's growth strategy throughout Cinnaire's 9-state footprint, including community development initiatives, equity and debt. Susan has been involved in the affordable housing and community development industry for more than 25 years.

Dickinson Wright PLLC is pleased to announce that *The Bond Buyer*, a national publication covering municipal finance, selected the Michigan Finance Authority's issuance of bonds (\$288.6 Million) to finance the acquisition, construction and equipping of the Wayne County Jail and Justice Center Complex as the "Midwest Region Deal of the Year for 2018". Dickinson Wright Attorneys **Kester K. So** and **Peter Kulick** and legal assistant **Andrea Golladay** served as bond counsel to the Michigan Finance Authority on the bond issue.



More than 230 children and their families enjoyed Breakfast with Santa Saturday, Dec. 1, at **LAFCU's** West Lansing Branch/headquarters, Lansing. The inaugural event was free and open to the public as a community service organized by LAFCU. In addition to enjoying a free breakfast with Santa, families took photos with Santa, made some holiday crafts and decorated cookies.

COMPANY NEWS

The **Lansing Economic Area Partnership (LEAP)** and JMT US, the United States subsidiary of French-based company Janny MT, announced new US operations for the company are to be based in Lansing, Michigan. The company's decision to distribute from Lansing was largely based on acceleration services accessible through the MI Food Innovation District (MI FID). JMT US provides storage solutions to fruit and vegetable growers designed to greatly extend the shelf life of fresh produce and dry goods.



More than 100 Perry High School juniors learned about finances required for independent adult living at **LAFCU's** Financial Reality Fair, Nov. 13. Students were tasked with creating a realistic budget for one month of living expenses at the 2.5-hour fair presented at the high school with help from nearly 20 LAFCU employees. Students chose a career prior to the fair, then, based on their estimated salary and assigned credit score, they visited 13 stations staffed by LAFCU financial experts to select goods and services simulating one month of independent adult living. There were required selections, such as housing, food and saving for the future, and optional selections like cable and getting a part-time job to make ends meet.

Rehmann announced that it has entered a business combination with Troy-based Desmon & Creighton, PC (D&C), effective December 1, 2018. This combination provides access to a broader network, resources and operational expertise for one of the nation's top accounting firms. Founded in 1978, D&C provides tax, consulting and accounting services to automobile dealerships primarily. That portfolio is set to grow notably with Rehmann's own accounting and specialty services added to the mix, as well as its wealth management, technology and corporate investigation offerings.

A.J. BOGGS
COMPANY

**A.J. Boggs
& Company**

announced that Jerry Norris, the founder of the Fledge, will join the Yenso™ Advisory Board (YAB). As a member of the YAB, Mr. Norris will offer business and technical advice to support Yenso's cryptocurrency project and the Yenso Analysis Group, led by Raoul Eiseman. According to Juan Loaiza, Yenso's creator, "our projects will benefit from Mr. Norris' expertise

in cryptocurrencies, blockchain technology, startup incubation and technical innovation acceleration."

MSU Federal Credit Union (MSUFCU) has been honored with 2018 first place and honorable mention awards from the Michigan Credit Union League (MCUL). The first place award is for the *Louise Herring Philosophy-in-Action Member Service Award* which recognizes credit unions demonstrating the practical application of the credit union "people helping people" philosophy for their members, and the honorable mention is for the *Dora Maxwell Award*, recognizing community service achievements by credit unions. State-level winners will go on to compete nationally for the CUNA 2018 National Awards.

The Opportunity Investment Consortium of Indiana officially launched its efforts to intentionally champion the transformation of Opportunity Zone neighborhoods into vibrant places for residents and businesses. The Consortium has released an online portal to aid in matching projects in need of funding in these specified census tracts to potential investors. Lansing-based **Cinnaire** is part of an advisory leadership, together with backbone agencies, training, and consultancy partners, that will collectively provide coordinated assistance to deals as they clear milestones and prepare for Opportunity Zone investment infusions.

EXIT Realty Corp. International recently announced its top-ranking brokerages and sales representative in the region of Michigan for September. **EXIT Realty Select Partners** achieved the rank of Number 2 in the category of Top Offices in Gross Closed Commission and the category of Top Offices in Close Ends.



The **Mason Area Chamber of Commerce** Ambassadors provided a ribbon cutting on Wednesday, November 28, 2018 to celebrate the grand opening of the newest Hayhoe Riverwalk extension along Howell Road on the north side of Mason. Assisting George Hayhoe are Mike Waltz, Timothy Morgan, Russ Whipple, Don Heck, Melissa Buzzard, Luisa Hayhoe, Chris Waltz, Marty Sekrenes, Younes Ishraidi, Tom Silsby, Emily Matthews, Mary Tressel, Deb Stuart, John Hayhoe, Brian Quinn, Larry Quinn, Chris Tubac, Kelli Galloway, Lauren Ross, Hannah Warvel, Elizabeth Hude, Mike Unsworth, Ken Baker, Elaine Ferris, and Melanie Squires. MACC Courtesy Photo.

The **Peckham** Community Partnership Foundation (PCPF) is pleased to announce that **Auto-Owners** has donated \$100,000. This is the third \$100,000 gift Auto Owners has made since 2007, making Auto-Owners Insurance one of the largest organizational donors to the PCPF. Helping persons with barriers to employment succeed as individuals and as contributors to the larger community remains a top priority for the PCPF. The PCPF provides a safety net for critical programs where little other funding exists, and supports vocational training services to persons with severe cognitive and developmental disabilities.

On Wednesday, November 28, **Lansing Ignite** unveiled their formal partnership with Lansing-based company, **Moneyball Sportswear**, as the official kit provider for the inaugural season. Moneyball Sportswear will become the club's exclusive uniform provider and will be outfitting all Lansing Ignite players and coaches, with additional items available for fans. Moneyball Sportswear was founded in 2002 by owner Desmond Ferguson, graduate of Lansing Everett High School and former NBA professional basketball player.

The **Arts Council of Greater Lansing**, in partnership with **Adams Outdoor Advertising**, is excited to announce its ninth year of "Art in the Sky" billboards, featuring the work of 10 Greater Lansing area artists. More than 50 Lansing-area artists submitted work for consideration to the Arts Council this year, and 10 were chosen by an esteemed panel through a careful scoring process. This year's awardees include regional artists Ryan Holmes, Dennis Preston, Paul Vetne, Mary Ablao, Tracie Davis, Steph Hogan, David Carrigan, Ruth Egnater, Jonathan Cheeseman and Vincent Brady.



The **MSU Federal Credit Union (MSUFCU)** Board of Directors and management are pleased to announce the Credit Union will open a branch at 6051 Sashabaw Road, Clarkston, Mich., in the fall of 2019. On Thursday, November 29, 2018, representatives from MSUFCU and the Clarkston community were in attendance to make formal remarks regarding the new branch, which will be a full-service location with drive-up tellers and a 24-hour ATM. It will also offer a full range of financial products, including mortgages and business services.

Michigan State University held its 16th annual Michigan World Usability Day Conference on November 8 in East Lansing. The University's Usability/Accessibility Research and Consulting Group hosted the event, which was sponsored by

many MSU Departments and programs, as well as **A.J. Boggs & Company** of East Lansing and **TechSmith** of Okemos. World Usability Day was founded to explore ways to ensure that the services and products important to life are easier to access and simpler to use. It promotes the belief that no one should suffer from products and services that get in their way.



A mass casualty exercise was recently held at **Sparrow Carson Hospital**, simulating a disaster striking the community. The drill involved community partners such as the Carson City Police and Fire Departments,

Montcalm County EMS disaster response trailers, the Michigan Department of Corrections tactical team and recruiting services, and the AeroMed Flight Team. The drill also welcomed students from Carson City-Crystal High School and young people interested in joining the military and healthcare fields. Students participated in the triage exercise, toured the AeroMed Flight helicopter, and attended a debriefing after the event.



Lake Trust supports new charitable initiative created by Cleary University student and baseball team member Jamar Bray

Lake Trust Credit Union announced a donation of \$2,500 worth of pajamas to benefit Jamar's Jammies for underprivileged inner-city youth. Cleary University senior and baseball team member Jamar Bray conceived the unique effort to bring a smile and warmth to a child in need this holiday

season. The announcement took place at the school's Howell campus 2018 Holiday Tree Lighting Event sponsored by Lake Trust and hosted by Cleary University President and CEO Jayson E. Boyers on November 29, 2018.

The **Greater Lansing United Nations Association** is hosting a Java Café Global Conversation on January 8 entitled "What has the United Nations Done for Me Lately?". Presenter Terence Blackburn is the current chair of the National Education Committee of UNA-USA and one of three regional representatives from the Great Lakes Region to the National Council of UNA-USA. He is also the former Dean of Michigan State University College of Law. Visit gluna.org for more information.

The **Michigan Society of Association Executive's Association** Choice Awards celebrate event supplier partners that make a difference in the statewide association community. Congratulations to these winners from the Greater Lansing hospitality community! AV Services – **Chase Creative Unlimited**; Expo Services – **Art Craft Display Inc.**; Transportation – **Dean Trailways**; Event & Catering – **Breslin Center (Spartan Hospitality Group)**; Hotels: Lansing – **Kellogg Hotel & Conference Center**.

As this year's contribution for its annual Giving Tuesday tradition, **Lake Trust Credit Union** through its Moved by Good initiative announced an \$8,929 donation to Ele's Place, a non-profit community-based organization dedicated to creating awareness of and support for grieving children and their families, with locations in Lansing, Ann Arbor, Flint and Grand Rapids.

At the end of December, **The Davies Project** marked the 4-year anniversary of its first ride. Since then, 46 volunteer drivers have given about 2,500 rides to 250 children and families. On average, volunteer drivers provide a total of 100 rides each

month for children, pregnant women and parents with a baby in the NICU. Thank you so much for all the community effort and support that has not only gotten The Davies Project to where they are but children and families to where they need to be.

The **MSUFCU** Board of Directors and management are pleased to announce that MSUFCU will open a branch at 2313 Cedar Street in Holt, Michigan, in early 2020. This will be the Credit Union's 21st branch. The Holt Branch will provide MSUFCU the opportunity to expand its services to nearly 74,300 members living within 10 miles of this location. Located less than three miles from the Credit Union's South Lansing Branch at 200 East Jolly Road in Lansing, the Holt Branch will offer additional account access and convenience to members who live and work in the area.



Many homes in Flint still remain without clean drinking water. Two local organizations, **Origami Brain Injury Rehabilitation Center** and **Two Men and A Truck** came together to help get clean drinking water to their fellow Michigan residents.

Origami Brain Injury Rehabilitation team members were split into teams and challenged to see which group could collect the most ounces of water. Together they collected 84,325.6 ounces of water. Two Men and A Truck delivered the water to the United Way of Genesee County, who will now distribute the water to Flint residents. ■

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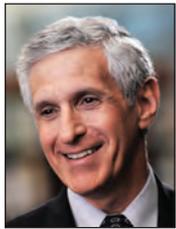
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2019 Economic Club Lineup Features Prominent Leaders in Education, Construction and Philanthropy

DAVENPORT UNIVERSITY PRESIDENT Dr. Richard Pappas will kickoff the 2019 Lansing Economic Club season when he keynotes the year's inaugural event on January 29, 2019. The first quarter of the Economic Club schedule also includes the leaders of the Lansing region's four largest commercial construction companies and W.K. Kellogg Foundation President and CEO La June Montgomery Tabron.



Pappas

TUESDAY, JANUARY 29
DR. RICHARD PAPPAS, PRESIDENT
DAVENPORT UNIVERSITY

Dr. Richard J. Pappas has been president at Davenport University since 2009. He holds a doctorate in higher, adult and continuing education from the University of Michigan. Before coming to Davenport, Pappas served as president of National-Louis University in Chicago since 2005. He also served as the president of Lake Michigan College in Benton Harbor for 20 years and at Harford Community College in Bel Air, Maryland. Pappas was born in Midland and has lived all over the state, including the Upper Peninsula, Ann Arbor, Jackson, Detroit and St. Joseph.

THURSDAY, FEBRUARY 14
BUILDING MICHIGAN'S ECONOMY: A DISCUSSION WITH LANSING'S
CONSTRUCTION MANAGEMENT SERVICES LEADERS

The panel discussion will feature the leaders of four organizations based in the Lansing region that are nationally prominent in the commercial construction industry. Many of the landmark construction projects in the Lansing region and throughout Michigan have been constructed by one of these four companies. Panel participants include: Craig Wieland, Wieland; Sam Clark, Clark

Construction; Glenn Granger, Granger Construction; and Steve Roznowski, Christman Company.



Tabron

TUESDAY, APRIL 9
LA JUNE MONTGOMERY TABRON, PRESIDENT AND CEO
W. K. KELLOGG FOUNDATION

La June Montgomery Tabron has served as the chief executive officer and president of W.K. Kellogg Foundation since January 2014. She serves as senior vice president and treasurer of W.K. Kellogg Foundation. During her 29 years with the W.K. Kellogg Foundation, she held various positions in finance, including executive vice president of operations and treasurer from March 2012 to December 2013, COO and treasurer from January 2010 to February 2012. Ms. Tabron oversees the Foundation's work ensuring optimal child development by focusing on educated and healthy kids and secure families, as well as its commitments to community and civic engagements and racial equality.

The Chamber's Lansing Economic Club series features locally and nationally prominent speakers covering a broad spectrum of business-related topics ranging from economic trends and business success stories to the latest in management and leadership. Economic Club luncheons provide attendees with excellent opportunities to network with more than 450 of the region's community, business and education leaders and decision makers.

Economic Club is held from 11:30 a.m. until 1:30 p.m. at the Kellogg Hotel and Conference Center at Michigan State University. Reserve your annual table or individual event tickets by visiting lansingchamber.org/econclub or by contacting Ashlee Willis at michiganpremierevents@lansingchamber.org or 517-853-6463. ■

AF Group: Building a People First Culture

LISA CORLESS LEARNED HOW THE INSURANCE INDUSTRY helps people at the young age of 13. Her father who worked as CEO of an insurance company brought her to work one day and assigned her the job of reorganizing a group of files. She soon realized that each file contained a story about how her father's company was helping people put their lives back together. Corless, who has spent more than 30 years in the insurance industry, now serves as president and CEO of Lansing-based AF Group. She shared her leadership insights during an appearance at Lansing Economic Club in December. Reflecting on her learning experience as a 13-year old, Corless told the crowd that insurance is about 'people helping people.'



Corless

"We get an opportunity to do that day in and day out," said Corless.

The insurance industry supports 10,000 jobs in the Lansing region. Corless noted that a large number of retirements in the industry are causing major challenges in attracting and retaining talent. She said AF Group has been strategically working to build a people-oriented culture aimed at attracting a talented millennial workforce.

Corless said millennials are looking for opportunities for creative, out-of-the-box thinking, workplace flexibility, work-life balance and social engagement.

"They care that our company is giving back to the community," said Corless.

As part of AF Group's commitment to give back to the communities where we work and live, AF Group made a \$10 donation on behalf of each of the more than 290 attendees at the luncheon to either Lansing Promise or empowerHER. Each luncheon attendee had the opportunity to choose the direction of their donation. AF Group employees contributed more than \$266,000 to local and national charities around the country in 2018. The company matched that total. More than \$532,000 was raised and will soon be distributed.

Corless also told the crowd that building a people first culture is paying big dividends for AF Group.

"Remarkable cultures produce remarkable results," said Corless. "I am grateful for the remarkable culture they have created that I get to be part of." ■



Meridian Mall was pleased to welcome township leaders, MABA, and the Lansing Regional Chamber in November to celebrate Santa's new workshop with a ribbon-cutting ceremony fit for the jolly man himself. Santa arrived on a big red Meridian Township Firetruck to greet guests. The brand new workshop is filled with holiday magic for you and your little ones, featuring a sparkling Christmas tree, cozy ambiance, easy-access photo counter, and a Santa chair big enough for the whole family. The new set is sure to bring smiles to all who visit and is proudly sponsored by Meridian Mall's newest addition, Launch Trampoline Park, slated to open soon. The mall featured pet nights with Santa, hourly drawings and much more throughout the holiday season!



It was a great day in Okemos as family, friends, customers gathered to celebrate the renovations of the Okemos McDonald's during a ribbon cutting celebration hosted by the Lansing Regional Chamber of Commerce. The new additions include kiosks to order your food and a modernized look for the restaurant. A firetruck was brought in from the local Fire Department for the kids to tour and many new products were introduced to the customers as they watched the Okemos High School Band perform.



In October, friends, family, Meridian Township and MABA all gathered with the Lansing Regional Chamber to celebrate the Grand Opening of **Family Doc Direct**. Dr. Adriana Raus is a family medicine physician that is driven to deliver comprehensive, personalized and high-quality health care. Family Doc Direct is bringing the direct primary care model to the Greater Lansing area. Direct primary care is an innovating healthcare model where for an affordable monthly fee, patients are enjoying unlimited office visits with no co-payments, all in-office procedures and testing and access to deeply discounted laboratory, radiological services and deeply discounted medications dispensed in the office. Also available to her patients are direct physician access afterhours and on the weekend via phone, texting, email and virtual home visit. Dr. Raus is enjoying the direct trusted relationship with her patients and is striving to offer them the best possible primary care without middle-man red tape.



In September, we celebrated the Grand Opening of **The Crafted Bean** in Lansing. The Crafted Bean is a craft coffee bar that loves to push boundaries, make friends and handle shit. Their coffees are locally roasted and made well to help you enjoy the physical, mental and emotional benefits of a good cup of coffee. Their home base is 116 N. Bridge Street in Dewitt with a new second location in Lansing. The Crafted Bean is always spinning vinyl, watching a documentary and mixing drinks. They love pets (especially puppies, please bring your puppies). The Crafted Bean is serious about their coffee and wants to make you the best cup possible. Ask any them about what's going into your coffee, where it's from and why it's there. The Crafted Bean can't wait to have you in the shop and make you a cup of coffee!

LANSING REGIONAL CHAMBER OF COMMERCE 2019 ANNUAL DINNER

Tuesday, February 26, 2019

5:00 p.m. – 8:30 p.m.

Kellogg Hotel and Conference Center

Purchase your tickets at lansingchamber.org/event/2019AnnualDinner.

For table and sponsorship information, contact Ashlee Willis at michiganpremierevents@lansingchamber.org or 517-853-6463.

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