

FOCUS

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

THE COST OF MICHIGAN'S DEADLY EPIDEMIC

OPIOIDS AND THE TOLL
ON COMMUNITIES

IN THIS ISSUE

TACKLING THE OPIOID THREAT TOGETHER
THE OPIOID CRISIS IS A WORKPLACE ISSUE



ERIC DIMOFF
Vice President, Marketing and Communications

Tackling the Opioid Threat Together

PRESCRIPTION PAIN MEDICATION, PREDOMINANTLY OPIOIDS, can provide relief to people who've had surgery, traumatic injuries or chronic pain. But they can also disrupt and destroy lives when relief gives way to dependency.

Opioids in America are nothing new. Widespread use and abuse dates as far back as the Civil War when morphine was utilized as a battlefield anesthetic. From the battle front to the home front, many soldiers developed morphine dependency as a result.

Fast forward more than 150 years. In 2016, more Americans died from opioid use than have ever died in a single year from human immunodeficiency virus (HIV), gun violence or car crashes. According to data from the Centers for Disease Control and Prevention (CDC), in 2017, there were 70,237 drug overdose deaths and 47,600 (67.8%) involved opioids, with increases across age groups, racial and ethnic groups, and urbanization levels. This is a nationwide crisis happening in sparsely and densely populated areas in virtually every state.

“Nationally, Michigan ranks 10th for the highest rate of opioid prescriptions and 18th in the number of overdose deaths. In 2017, the opioid death toll reached 1,941 – nearly an 11% increase from 2016.”

Nationally, Michigan ranks 10th for the highest rate of opioid prescriptions and 18th in the number of overdose deaths. In 2017, the opioid death toll reached 1,941 – nearly an 11% increase from 2016. According to Blue Cross Blue Shield of Michigan, in 2016, Michigan healthcare providers wrote 11 million prescriptions for opioid medication, enough to provide every resident a bottle of more than 80 pills.

In addition to the profound and painful loss of life, the opioid epidemic has had an undeniable impact on our economy. Between 2001 and 2016, the U.S. economy incurred \$1 trillion in lost wages and productivity, federal, state and local tax revenue, and spending on health care, social services, education and criminal justice. Between 2016 and 2020, that cost is projected to reach \$500 billion over the four-year period. The human and economic toll of opioids is staggering.

The number of lost loved ones and friends who have struggled with opioid dependency is sobering. In 2017, the epidemic hit close to home when I learned my friend and former colleague – Toby, who you will read more about in this month's cover story – lost his battle with opioid abuse. I worked with Toby for years and didn't know about his battle with opioids until he was gone. As I learned, many people are embarrassed to ask for help or admit they are facing a challenge.

As public health officials work to combat the opioid epidemic, community and health care leaders, including Blue Cross, are continuing efforts to address the threat through public awareness, collaboration and improvements to clinical care delivery. Blue Cross has seen notable results from their efforts. Between 2012 and 2017, there has been a 33% reduction in number of opioid pills dispensed and a 65% reduction in long-acting oxycodone and oxymorphone use.

While the epidemic has inflicted grief, caused frustration and anger, and left many feeling helpless – there is hope if we remain committed to solutions. As business and community leaders, it's our duty to tear down the stigma around opioid and drug abuse. By raising awareness through education and open communication, we can provide the support and resources our friends, neighbors and colleagues need and deserve.

At the end of the day, we're all human. Talking and working through these tough issues together may be the most important and life-saving role we can play. ■



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.

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MARK YOUR CALENDAR



Save the Date! **LANSING OPEN**

Date: August 20, 2019

Location: Eagle Eye Golf Club

Tickets: lansingchamber.org/event/LansingOpen2019

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

TUESDAY, JULY 9 / MEMBER MIXER 5 p.m. – 7 p.m. Aspen Lakes Estates, 3879 Lone Pine Drive, Holt. Aspen Lakes Estates apartments are minutes from Michigan State University and downtown Lansing and offer one, two and three-bedroom apartments, condominiums and townhomes for rent. Aspen Lakes is a unique and luxurious apartment community featuring amenities such as designer kitchens, spacious balconies or patios and direct entry garages with automatic door openers. The beautiful community is located right off U.S. 127, providing easy access to local attractions, MSU campus, Spartan Stadium, shopping and more within minutes and in the Holt school district. No cost to attend for members (\$15/non-members). Includes hors d'oeuvres.

TUESDAY, JULY 30 / GRUB CRAWL 5 p.m. – 8 p.m. REO Town, Lansing. The Lansing Regional Chamber's Grub Crawl, presented by the Lansing Board of Water & Light, is back and taking over REO Town! REO Town restaurants and Lansing's favorite food trucks will be serving up great grub and discounted drink specials. This celebration of food and drink is a great opportunity to support our local community and grow awareness of the restaurants and food trucks in the Lansing region. Use this event to get together with friends, to enjoy a night out or provide a bonding opportunity for your corporate team. Tickets are \$20 and include food samples and discounted drink specials. Get your tickets today and get two for the price of one!

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

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

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

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

STAY CONNECTED. STAY SOCIAL.

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2019
LRCC EVENTS

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

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CHAMBER MILESTONES

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

O'LEARY PAINT
 55 years

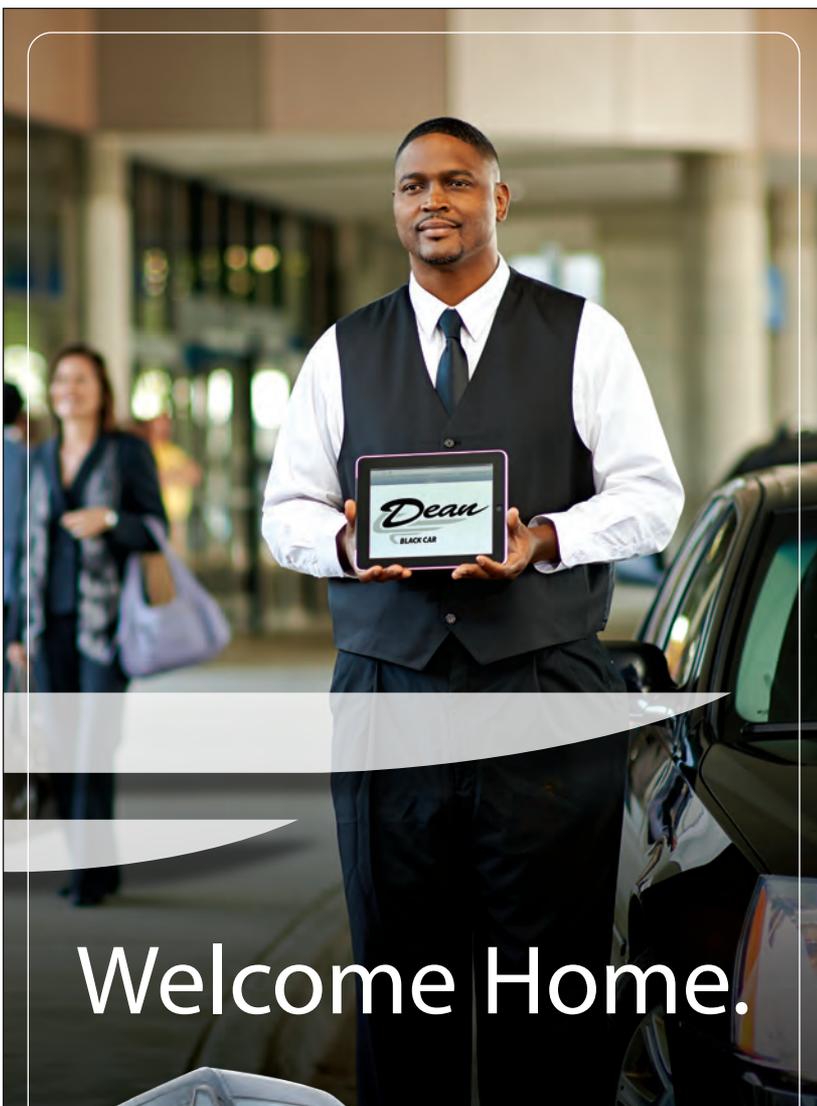
CAPITOL DISCOUNT & SECOND HAND STORE, INC.
 40 years

MID-MICHIGAN MECHANICAL CONTRACTORS ASSOCIATION
 30 years

DEWITT AREA CHAMBER OF COMMERCE
 10 years

RIEHL SOLUTIONS, INC.
 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.



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Martin Waymire Takes Home Silver Anvil Award for PR Excellence

MAJOR HONOR FOR WORK AS FIRM CELEBRATES 15TH ANNIVERSARY

MARTIN WAYMIRE, A LANSING-BASED, full-service public relations and digital marketing firm with a focus on public policy, won the nation's top award for public relations excellence — the Silver Anvil — at a ceremony in New York City. The firm also hit a significant milestone and is celebrating its 15th year in business.

The firm was recognized by the Public Relations Society of America (PRSA) for its work on Voters Not Politicians' Proposal 2, the grassroots, nonpartisan campaign to end partisan gerrymandering in Michigan. Supported by 61% of Michigan voters on November 6, 2018, the constitutional amendment transfers the power of drawing the state's election district maps from the Legislature to an Independent Citizens Redistricting Commission. The Silver Anvil is considered "the Oscar" of the public relations profession.

"Martin Waymire is passionate about making Michigan a better place," said Martin Waymire partner David Waymire. "We are extremely proud of the role we played to help tell the story of thousands of passionate volunteers who came together from across the state to amend the state constitution to ensure voters can choose their politicians — not the other way around."

Voters Not Politicians started with a Facebook post and grew to earn national attention from outlets including The New York Times, Huffington Post, Rachel Maddow Show, Full Frontal with Samantha Bee, The Washington Post, The Hill and The Wall Street Journal. Martin Waymire was retained to provide strategic insight and communications expertise.

It is the fourth Silver Anvil won by Martin Waymire staffers over the years, a remarkable accomplishment for any public relations firm.

Martin Waymire also received an Award of Excellence in public service campaigns for its work on I Vaccinate, a campaign to boost childhood immunization rates in Michigan in partnership with the Michigan Department of Health and Human Services and the Franny Strong Foundation. ■

Advocating for a Stronger Region

GOVERNMENT, IN SOME SHAPE AND FORM, IMPACTS YOUR BUSINESS. For the Lansing Regional Chamber of Commerce (LRCC) government relations team, our main focus is to represent Lansing businesses at the local, state and federal levels to ensure the voice of business is heard and considered during important policy discussions and decisions. Together, our more than 1,000 members strengthens our voice as we encourage policymakers and elected officials to lead and execute a policy agenda that focuses on the priorities of our members to create an environment for all businesses to thrive.

Our 2019 priorities concentrate on five pillars, including: talent and workforce development, regional infrastructure, economic development, regulatory environment and local municipality financial health. In the first half of the year, we've made significant gains in key areas that are important to our members and the Lansing business community. Some of the notable efforts the Chamber has made are highlighted in our advocacy scorecard.

As we enter the second half of 2019, the Chamber is devoted to continuing to represent Lansing businesses and working on the issues that matter most to our region's businesses community. If you have specific issues that you want our staff to review and act on, please contact Steve Japinga, vice president of government relations at sjapinga@lansingchamber.org or Amanda Fischer, communications, policy and talent manager at afischer@lansingchamber.org.

Learn more at lansingchamber.org. ■



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LRC-PAC Announces Endorsements for Lansing City Council

THE LANSING REGIONAL CHAMBER OF COMMERCE POLITICAL ACTION COMMITTEE (LRC-PAC)

announced endorsements for the 2019 Lansing City Council election. The endorsed candidates include Jody Washington (First Ward), Adam Hussain (Third Ward), Patricia Spitzley (At-Large) and Carol Wood (At-Large).

“We have worked together to build bridges and find common ground to address the needs of the city and the business community,” said Steve Japinga, LRCC vice president of government relations. “These candidates align with the policy priorities identified by our members and residents and will work collaboratively to continue to provide an atmosphere for growth and prosperity in Lansing and throughout the region.”

Among the challenges the city of Lansing continues to face are long-term financial stability, which is being discussed by the city’s Financial Health Team (FHT) and will be evaluated by the city’s new Chief Strategy Officer (CSO). One of the most difficult challenges to overcome is the more than \$600 million in unfunded healthcare and pension liabilities.

“This is a pivotal time for Lansing and its financial health, with legacy costs holding the city back from moving in the positive direction our businesses, residents and lawmakers envision,” said Tim Daman, LRCC president and CEO. “With unfunded liabilities consuming more than a quarter of the city’s budget, it is crucial to Lansing’s future that City Council continues to be a united front of experienced leaders who know the issues and will work to implement real solutions.”

According to a recent survey conducted by the Chamber, 42% of Lansing voters said the city is heading in the right direction, 29% believe it is heading in the wrong direction and 29% are undecided. A combined 75% of Lansing voters believe that improving the city’s roads and sidewalks should be the number one priority for city officials. Addressing pensions and unfunded liabilities ranked second at 12% and 11% of voters said jobs are a top priority with the rest of the issues garnering less than 10%. Additionally, voters listed neighborhoods (40%) and public safety (30%) as the second most important priority for city officials. Economic development ranked third at 16%.

The LRC-PAC endorsement process included a review of candidate’s experience, responses to a written questionnaire, and in-person interviews. The quality and passion of City Council candidates were inspiring, and the LRC-PAC is encouraged

by the growth each candidate has experienced and shown throughout their time in office. Their combined expertise will be necessary in addressing key issues. We look forward to working with these individuals in continuing the economic growth of Lansing and the region.



Washington

JODY WASHINGTON has served on the Lansing City Council since 2012 and is a lifelong resident of Lansing. Washington has supported economic development, acting as a liaison between business and labor leaders to attract new jobs and investments to Northeast Lansing. Washington was a strong leader in pushing for a CSO to help the city navigate its financial health needs. She is an advocate for residents and neighborhoods and works shoulder-to-shoulder with police officers and neighborhood watch groups to make our streets safer for our children, families and seniors.



Hussain

ADAM HUSSAIN is running for his second term on City Council, having begun his first term in 2016, and is a social studies teacher at Waverly Community Schools. Hussain sees financial health as Lansing’s top issue facing the city and supports many recommendations by the FHT. He advocates for small businesses in Southwest Lansing and throughout the region and created the Small Business Façade program to help small businesses move forward and update commercial corridors. Having a passion for improving communities, Hussain is a neighborhood watch coordinator and regularly promotes and joins groups in cleaning up Lansing.



Spitzley

PATRICIA SPITZLEY also joined Lansing City Council in 2016. She is a redevelopment manager at Racer Trust and has been working diligently to help improve and grow Lansing through supporting economic development. Additionally, she believes unfunded liabilities and the city’s financial health should be a top focus for Council. She supported the CSO and believes this position will help Council identify ways to help the city cut costs and bring relief to residents and businesses. Spitzley also sits on the Tri-County Regional Planning Commission and supports regional mobility and investment in roads and sidewalks.



Wood

CAROL WOOD has served on City Council for five terms and is also a lifelong resident of Lansing. She has held the office of president or chair on many community-based organizations, in addition to giving countless hours as a member or organizer. She currently sits on the City of Lansing and Charter Township of Lansing Liaison Commission, the Police and Fire Retirement Board and many more. Wood is an advocate for communities, formulating legislation to help neighborhoods become stable and safe. She supported the CSO position and is working with the FHT to help find ways to improve the city’s financial health. Wood looks at government through a wide lens and is a supporter of reevaluating city processes to find more efficient ways of operating to save residents and businesses time and money. ■

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Applications for 2019-20 Leadership Lansing Program Now Open

LEADERSHIP INITIATIVE HELPS ATTRACT AND RETAIN TALENT IN GREATER LANSING

THE CHAMBER HAS ANNOUNCED

it is now accepting applications for the 2019-20 *Leadership Lansing* cohort. *Leadership Lansing* is a program in which established and emerging leaders develop a greater understanding of how important community institutions contribute to the overall quality of life in the region. The milestone fifth year of the program will commence in October 2019 and run through May 2020.

“We couldn’t be more pleased with the response that the community has had for *Leadership Lansing* and the success of our first four years,” said Tim Daman, LRCC president and chief executive officer. “The feedback we have received from those who have participated has been enthusiastic and many individuals have already expressed interest in enrolling in our next program.”

Leadership Lansing is an eight-month program in which participants engage in seven workshops where they are exposed to key institutions, industry sectors and business leaders that are the fabric of the Greater Lansing region. Workshops this year focused on government, education, manufacturing, insurance, healthcare, home grown businesses and entrepreneurship, cultural gems in the region and the history of Lansing. Participants also receive training in individual leadership skills including understanding how to identify and leverage their personal strengths. *Leadership Lansing* is facilitated by credentialed coaches and certified leadership instructors, Susan Combs, MBA,



Leadership Lansing’s fourth cohort graduated in May 2019. Cohort number five commences in October and runs through May 2020.



PCC of Susan Combs Coaching and Consulting, and Ross Woodstock, ACC of Kolt Communications.

Leadership Lansing seeks established and emerging leaders who have the capacity to make a positive impact in the community. Candidates should have demonstrated past community commitment or a strong desire to become involved. *Leadership Lansing* seeks a diverse representation of organizations from across the community including professionals from financial services, education, manufacturing, healthcare, the arts, government and other sectors. As *Leadership Lansing* aims to include leaders who reflect Lansing’s diverse cultures and residents, minority and women leaders are strongly encouraged to apply.

Tuition for *Leadership Lansing* is \$2,200 and includes all workshops, materials and meals. Applications for enrollment in the October 2019 cohort are now being accepted. Applications are available on the LRCC website or by calling the Lansing Regional Chamber of Commerce at 517-487-6340. The application deadline is September 9, 2019. ■

10 Over the Next Ten Award Nominations Now Open



THE 13TH ANNUAL 10 OVER THE NEXT TEN awards will be held on Tuesday, September 24 at the University Club of Michigan State University. The Lansing Regional Chamber of Commerce is calling for applications and nominations for the 10 Over the Next Ten awards, which annually recognizes 10 leading young professionals in the Greater Lansing community. The recipients of the 10 Over the Next Ten awards are judged based on their professional

achievement, community involvement and personal success. Applicants are required to be 35-years old or younger as of October 1, 2019, professionally centered in the tri-county area (Ingham, Eaton and Clinton) with a minimum of two years working in the Greater Lansing region. Nominations for the 2018 10 Over the Next Ten will be accepted until 5 p.m. on Monday, August 19, 2019. Nomination forms are available at lansingchamber.org/10overten. ■

Lauren Palmer, Founder and Owner of Curvaceous Lingerie, Selected as 2020 ATHENAPowerLink Recipient

PROGRAM HAS SUPPORTED LANSING WOMEN BUSINESS OWNERS AND ENTREPRENEURSHIP SINCE 2006

THE LANSING REGIONAL CHAMBER OF COMMERCE (LRCC) has announced that Lauren Palmer, founder and owner of Curvaceous Lingerie, has been selected as the 2020 recipient of the prestigious ATHENAPowerLink (APL) award. As the APL recipient, Palmer will be connected to a panel of business leaders who will work with her on business growth strategies during the next 12 months. Since 2006, APL has helped 12 women business owners in the Lansing region grow sales, business and personal net income, the number of employees in the business, and enhance leadership and management skills.

“ATHENAPowerLink is an invaluable resource for women business owners in the Lansing region by empowering leadership and supporting entrepreneurship,” said Palmer, owner of Curvaceous Lingerie. “I look forward to working with the advisory panel to take our business to the next level and help navigate the challenges and opportunities that come with managing growth as a small business owner.”

Curvaceous Lingerie opened its doors in 2012 after Palmer became frustrated with the lingerie selection in the Lansing area. Having worked in the bridal industry most of her career, requests and suggestions would come often regarding foundations and lingerie ideas. After continuously sending people more than an hour away to find something that fit their needs, Palmer decided it was time to open her business. In 2014, Curvaceous Lingerie had generated enough business to move into its location in Old Town Lansing.

“Curvaceous Lingerie believes that every woman out there is curvaceous, whether you’re size zero or 24,” said Palmer. “Everyone has curves and we are here to empower every woman to feel great about themselves.”

APL is a national business mentoring program connecting women-owned businesses with a skilled advisory panel that provides strategic consultation services for one year. The consulting services are valued at more than \$25,000.



“Lauren has built her business from the ground up and has achieved a high level of success,” said Jane Mitchell, co-chair of the APL governing body and a past APL recipient. “We are excited to work with Lauren as the 2020 ATHENAPowerLink to help her reach new goals and launch her business to the next level.”

The advisory panel is a group of business professionals who volunteer their time to work one-on-one with the business owner for one year. This group of experts assists in the development and implementation of the entrepreneur’s business plan and strategic goals.

“Lauren has demonstrated a strong business acumen by building her company to where it is today and has a clear vision of where she wants to take her business into the future,” said Michelle Rahl, LRCC vice president of member engagement. “We are proud to support Curvaceous Lingerie and look forward to seeing Lauren’s plans come to fruition.”



Women business owners seeking mentoring support through APL program must meet the following criteria:

- Business must be at least 51% owned and actively managed by a woman
- Minimum of two years in operation
- Minimum of the equivalent of two full-time employees (including the owner)
- Annual revenues of at least \$250,000 for retail or manufacturing businesses
- Annual revenues of at least \$100,000 for service businesses
- Clearly defined company objectives and goals with explicit reasons for seeking ATHENAPowerLink’s assistance in meeting those objectives and goals

On average, women business owners participating in the ATHENAPowerLink® program see the following outcomes:

- 88% increase in sales
- 37% increase in business net income
- 56% increase in personal income
- 36% increase in the number of full-time employees
- 75% increase in the number of part-time employees

For more information about the Lansing Regional Chamber’s ATHENAPowerLink program and for a list of past recipients, visit lansingchamber.org/ATHENAPowerLink. ■

Going PRO Talent Fund Helps Lansing Region Businesses Close Skills Gap

MORE THAN \$1.5 MILLION AWARDED TO LOCAL BUSINESSES FOR SKILLS TRAINING

GREATER LANSING BUSINESSES ARE ENHANCING their workforce and combatting the skilled workers shortage by utilizing more than \$1.5 million, awarded through the Going PRO Talent Fund, to train employees to gain specialized skills.

“By 2026, there will be 545,000 jobs open in Michigan that require levels of specialized or skilled training,” said Amanda Fischer, Lansing Regional Chamber of Commerce (LRCC) communications, policy and talent manager. “Our current talent pools don’t have nearly enough skilled workers to fill open jobs. This fund empowers employers to hire individuals who are ready to learn and ready to work.”

The Talent Fund, formally known as the Skilled Trades Training Fund, was created to assist employers in training, developing and retaining current and newly hired employees. Businesses of all sizes have been utilizing the program since its inception and are seeing real results.

Dart Bank, a private bank headquartered in Mason, Michigan, has applied for state-funded training since the fund was started in 2014 and the Going PRO funding has been a key resource and talent development tool.

Over the years, Dart Bank has offered customer service, time management, sales training and more with the state-funded award and has increased the number of employees participating in the trainings. In 2016, Dart Bank was able to put three employees through IT technical training, and by 2019, they were able to train 24 employees in leadership development, with the help of Lansing Community College’s Business and Community Institute, to hone the skills needed to coach, mentor and engage their employees.

“We find it extremely important that our staff is well trained and experts in our field,” said Karla Spoor, senior vice president of human resources at Dart Bank. “Clients look to us as the experts and we want to be sure that they are receiving the best care, up-to-date products and services and knowledgeable staff to help them with their financial needs.”

“Training is also valued by employees, as it helps them feel more empowered, engaged and confident as they grow from the knowledge gained – they appreciate that we are investing in them and their future with us.”

Likewise, Peckham Inc., a nonprofit community vocational rehabilitation organization, has participated in the program for more than four years.

“Going PRO funds have allowed us to grow our apprenticeship program,” said Dana Harder, project manager at Peckham. “Apparel manufacturing in the U.S. is increasingly complex. Our customers require highly technical garments and the ability to operate in a low volume/high mix environment.”

“Over the years the Going PRO program has allowed us to develop and provide customized training and services to more than 130 clients, who are engaged in their work and take pride in their workplace contributions,” said Harder. “This program has enabled us to equip and prepare those we serve with the necessary skills to support business growth while also fitting our unique skill development needs.”

Another Lansing area business, Hospice of Lansing, a nonprofit community organization, is participating in the Going PRO Talent Fund program for the first time in 2019 and is already seeing a significant impact on their workforce.

Hospice of Lansing is utilizing the Talent Fund to focus on leadership development as well as process implementation.

“Healthcare is an ever-changing field and organizations need to adapt their business education models to provide the skills necessary for their employees to thrive,” said Andi Earl, director of operations at Hospice of Lansing. “Through the Going PRO program, our team completed on-site courses customized by the Business and Community Institute at Lansing

Community College. The education delivered in these courses helped our team identify process improvements and strengthened the key leadership skills. The tools and skills developed through the Going PRO program aid our organization in providing the high-quality patient care our community deserves.”

Of the more than \$1.5 million awarded to Lansing area businesses, \$825,137 of it was secured by 15 Chamber members, including: Dart Bank, Peckham, Inc., Dowding Industries, Spartan Motors, Bekum America Corporation, Cameron Tool Corporation, Hospice of Lansing, KTM Industries, Neogen, Niowave, Origami Brain Injury Rehabilitation Center – URA, Peckham Diversified, Piper & Gold Public Relations, Sparrow Health System and Triterra.

“Our members have said for years that talent and workforce development is the top issue facing their business,” said Michelle Rahl, LRCC vice president of business development. “The Chamber is encouraged to see the state is placing a strong emphasis on cultivating and retaining talent and providing the resources businesses need to continue to grow and thrive.”

Overwhelmingly, businesses in the Lansing region listed talent attraction, development and retention as the top issue facing their business according to the Chamber’s annual membership survey. Sixty-eight percent of businesses listed talent and workforce development as the number one public policy issue facing their business.

“We, as a community and state, have struggled to find ways to help businesses attract and retain talent, but the Talent Fund is doing just that,” said Fischer. “The Chamber is fully supportive and appreciative of this program. It’s our hope that the state will continue to see how valuable this program is to our businesses, as well as our regional and state economies.”

“We have been very thankful for the awards that we have received,” said Spoor. “We have gained valuable knowledge through the training, and I would highly recommend to any business that they get involved and apply for these opportunities.”

The Talent Investment Agency (TIA) distributes the funds to Lansing businesses through Capital Area Michigan Works!. For more information on the Going PRO Talent Fund, visit camw.org/employers/find-training-grants. ■



Lansing Regional Chamber Strengthens Growing Team

CHAMBER WELCOMES MEMBER RELATIONS AND DIGITAL MEDIA MANAGERS

THE CHAMBER IS PLEASED TO ANNOUNCE

the addition of Marcy Rzepka and John Pompei to the organization's growing team. Rzepka will serve as a Member Relations Manager and Pompei will fill the Chamber's Digital Media Manager role to help deliver extraordinary experiences for members while supporting the region's business community.



Rzepka

In her new role, Rzepka will focus on new business development and member engagement as part of the membership and business value team – a key role that supports Chamber members and ensures a positive, successful relationship with the organization. Rzepka will work closely with members to maximize engagement opportunities and provide insights on strategies to maximize their connectivity and engagement in the Lansing region.

Rzepka is an experienced media and sales professional with more than 29 years of delivering results for



Pompei

clients. She is a driven professional with a strong background in building trust, loyalty and long-lasting relationships with clients.

“We’re excited to welcome Marcy to the organization to help us build a better Chamber, stronger community and more vibrant region,” said Michelle Rahl, LRCC vice president of business development. “The Chamber’s growing team will allow us to enhance our high level of customer service while continuing to deliver value and outstanding experiences to our more than 1,000 members and our region’s business community that we serve.”

As Digital Media Manager, Pompei is responsible for managing creative design, digital media production including photography and video, website management, producing social media content, and supporting strategic communication efforts. Pompei brings to the Chamber years of consulting experience in marketing and media production, working with

clients ranging from small business and nonprofits to mainstream recording artists.

“John’s experience working in marketing and media production, consulting and customer service will be a tremendous asset to the Chamber’s business development and member engagement efforts,” said Eric Dimoff, vice president of marketing and communications. “We look forward to seeing the positive impact he will bring to our team as we work relentlessly to help businesses connect, grow and thrive.”

Rzepka joins Michelle Rahl, Christine Zarkovich and Daniel Rials on the Chamber’s membership outreach and engagement team. Pompei joins Eric Dimoff and Amanda Fischer in the Chamber’s marketing and communication department. As part of a staff reorganization, the Chamber also promoted Fischer to Communications, Policy and Talent Manager.

To learn more about the Chamber, our team and mission, visit lansingchamber.org.

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THE COST OF MICHIGAN'S DEADLY EPIDEMIC

OPIOIDS AND THE TOLL ON COMMUNITIES

Toby Allen was a young man with a good life. He and his wife Heather had two children. He had a good but stressful job in public relations. Toby was well-liked and always willing to help friends and family.

Toby was a good guy, living a normal life when a seemingly harmless game of football with friends resulted in his life taking a painful and eventually tragic turn. Toby suffered a severe foot fracture after being tackled in a pick-up game. Heather said the doctor told the couple he had not seen a fracture so severe, and following surgery prescribed what Heather said were “almost unlimited prescriptions of the painkiller Vicodin.”

“Any time he wanted a refill, he would just get it,” said Allen. “That was the beginning of it for him.”

That one prescription was the beginning of a tragic battle with addiction to opioids, one with which Toby struggled for several years. When prescriptions from doctors were no longer available, Toby started getting his supply from drug dealers and eventually started using heroin. The addiction took a toll on the family finances and the Allen’s marriage.

Toby eventually entered rehab which seemed to be successful. However, his first post-rehab drug experience involved drugs laced with fentanyl, a powerful recreational drug often mixed with heroin or cocaine. That experience ended Toby’s life and left Heather alone to raise their two children.

The Allen family are the human faces of the opioid epidemic. It is an issue that crosses every demographic line in every community in the country. It impacts friends and neighbors and most of us, including Toby’s friends, have no idea what is happening.

“He would take Vicodin to feel like Superman,” said Heather. “He was high-functioning — most people did not know he was using. His co-workers and friends had no idea.”



The opioid epidemic cuts across all demographic lines in our communities including the Allen family, Toby, Heather, Emily and Aiden.

Toby and Heather Allen, along with their two children Emily and Aiden, are victims of the opioid epidemic, a crisis that claims 115 American lives daily. In 2017 alone, there were more than 70,000 drug overdose deaths, 68% of those involving opioids. More than 28,000 deaths involved synthetic opioids such as fentanyl, more than 15,000 thousand involved heroin and more than 14,000 involved prescription opioids.

Starting in the 1990s with the increase of prescription painkillers, the opioid epidemic has become a modern health crisis. Opioids are a diverse class of moderately strong painkillers, including oxycodone, hydrocodone and a very strong painkiller, fentanyl, which is synthesized to resemble other opiates such as opium-derived morphine and heroin.

Prescription painkillers, specifically opioids, can provide relief to people who have had surgery, traumatic injuries or chronic pain, but they can also disrupt and destroy lives when the relief gives way to dependency.



Dimoff

“It impacts all of us. It affects our neighbors, our friends and our colleagues,” said Eric Dimoff, vice president of marketing and communications for the Lansing Regional Chamber of Commerce and friend and former colleague of Toby. “It is a public health threat that transcends all demographics.”

A 2015 report from the Michigan Prescription Drug and Opioid Abuse Task Force concluded: Prescription drug abuse has reached epidemic proportions. The increased availability of prescription drugs, coupled with general misperceptions regarding the safety of physician-prescribed medications, has led to exponential growth of drug users and drug abusers. In Michigan, the number of drug overdose deaths — a majority of which are from prescription drugs — has tripled since 1999.

In addition to the often-tragic human toll, the opioid epidemic has greatly

impacted multiple communities in society, especially health care, law enforcement and the business community. All those sectors share in the responsibility for getting the opioid crisis under control.

In health care, opioid painkillers have been identified as one of the primary reasons for the tragic increase in prescription drug overdose deaths. In 2016, Michigan health care providers wrote 11 million prescriptions for opioid drugs, enough to give every resident a bottle of more than 80 pills. The 2015 Michigan Task Force report stated that opioid painkillers are “being prescribed in the United States at an unprecedented rate.”

Dr. Susan Maples, a Holt-based dentist has been outspoken on the opioid issue. In a recent Lansing Regional Chamber Entrepreneur Connect podcast, Dr. Maples said medical professionals need to assume more responsibility for prescribing alternatives to opioids when it comes to pain management.

“We have to get out of the business of prescribing opioids,” said Dr. Maples. “Advil and Tylenol are often quite effective without the central nervous system euphoric affect.”

The burden the opioid epidemic has put on police departments and other first responders is unprecedented. Local forces are having to divert time and money to combat the consequences that accompany addiction, including violence, petty crimes and child neglect. With rising overdose rates, police often are the first responders to witness and intervene. In fact, it’s not unusual for medical responders to wait for police to arrive before entering an area they deem unsafe — the drug trade is dangerous and first responders know it.

“We spend an inordinate amount of time responding to crimes associated with addiction,” said Ingham County Sheriff Scott Wriggelsworth. “It is interwoven into just about everything we do in law enforcement.”

Wriggelsworth noted county sheriffs have an additional problem in that jails are filled with addicts who often become quite ill when going through withdrawal during their incarceration.

“We have 440 beds in our facility and 70 percent are filled with inmates with substance abuse and/or mental health issues,” said Wriggelsworth. “We have to deal with all of that which is very taxing.”

Another fallout is the desperation that addicts feel that causes them to do just about anything to secure drugs, including home invasion, theft and other crimes even against loved ones.

“It literally changes who people become,” said Wriggelsworth. “They

THE HUMAN IMPACT

According to data from the Centers for Disease Control and Prevention (CDC), in 2017 alone:

- There were more than **70,000 drug overdose deaths**
- More than **47,000 deaths involved an opioid** (nearly 68% of all overdose deaths)
- More than **28,000 deaths involved synthetic opioids** such as fentanyl
- More than **15,000 deaths involved heroin**
- More than **14,000 deaths involved prescription opioids**

THE ECONOMIC IMPACT

In addition to the profound and painful loss of life, the opioid epidemic has had a significant impact on the economy.

- Between 2001 and 2016, the U.S. economy incurred **\$1 trillion in lost wages and productivity**, federal, state and local tax revenue, and spending on health care, social services, education and criminal justice

RESOURCES AND SUPPORT

If you or someone you know needs help with substance abuse, please call the national substance abuse and mental health services administration hotline at **1-800-662-HELP**. They can put you in touch with local resources.

- Community Mental Health Authority of Clinton, Eaton, Ingham Counties:
CEICMH.org
- State of Michigan:
michigan.gov/opioids
- Blue Cross Blue Shield of Michigan:
mibluesperspectives.com/opioids101

victimize people they ordinarily would not victimize.”

Emergent BioSolutions in Lansing has joined the front lines in the opioid wars. Through its acquisition of Adapt Pharma last year, Emergent now owns NARCAN Nasal Spray, the first and only nasal form of naloxone for use in opioid overdose emergency. Narcan launched in February of 2016 and is now the leading community use form of Naloxone.

“Broader availability of naloxone among those using illicit or prescription opioids and their friends and family can be a lifesaving opportunity,” said Emergent’s executive vice president for business operations, Adam Havey during an appearance before the Lansing Economic Club in March. “We believe that NARCAN Nasal Spray is an important part of the fight against the opioid epidemic and we look to drive awareness, expand availability and maintain affordability of this important product.”

Michigan hospitals are helping fight this deadly epidemic by working with lawmakers, state departments, physicians and the public to raise awareness and improve clinical processes. The Michigan Health and Hospital Association (MHA) has worked with hospitals to educate patients, improve patient outcomes and reduce health care costs associated with opioid use, and has received national recognition for its Pain Management Collaborative in 2016.

“We need to create better resources and capacity for provider education on new drugs, alternative treatments to opioids, substance use disorder and opioid tapering,” said MHA CEO Brian Peters. “Clinicians often don’t have enough time to educate their patients, let alone stay up-to-date in a rapidly changing environment themselves, all while new regulations that impact their practice are put into place. The constant pressure is contributing to the provider burnout epidemic, which is a whole other critical issue facing health care providers.”



Peters

Insurance companies including Blue Cross Blue Shield of Michigan (BCBSM) have adopted aggressive strategies to combat opioid abuse. Key examples of the Blues work in these areas, include:

- **Prevention** - BCBSM is working with physicians to limit the quantity and day supply of addictive substances (except for those who have a cancer diagnosis or are terminally ill);
- **Treatment** - using real-time hospital discharge data, the BCBSM pharmacy team works with their behavioral health experts to engage members in treatment following an opioid or heroin overdose. They have worked on removing barriers to addiction treatment by providing access to medication-assisted treatment; and

OPIOIDS AND THE TOLL ON COMMUNITIES

- **Fraud Detection** - A Controlled Substance Workgroup of doctors, behavioral health specialists, case managers, pharmacists and corporate investigators reviews claims of members with behavior reflecting opioid misuse or abuse to coordinate treatment referrals and ongoing case management.



MHA
Michigan Health &
Hospital Association

Michigan's rapidly growing opioid addiction by requiring doctors and the state to better track and control the flow of opioid-based prescription drugs. Included in the package are bills that collectively require doctors to use a new online prescription tracking state database, set up a legitimate doctor-patient relationship and limit the number of pills dispensed in a given seven-day period.

The Blues point to the inroads being achieved in recent years citing a 33% decline in the number of opioid pills dispensed between 2012 and 2017, a 65% reduction in long-acting oxycodone and oxymorphone use and a 51% reduction in fentanyl products dispensed in the same time period.



**Blue Cross
Blue Shield**
of Michigan

Despite the success seen thus far in efforts combatting the opioid epidemic, there's still work to be done.

"We attribute that success to the work of our opioid task force, providers, stakeholders and community partners across the state," said Pam Yager, manager of social mission at Blue Cross Blue Shield of Michigan. "Together, we're taking a comprehensive approach to solve the opioid crisis by addressing prevention, fraud detection and abuse, advocacy/awareness and, of course, treatment."

In 2017, the Michigan legislature adopted a 10-bill package aimed at reducing

"The opioid crisis has brought to light a critical problem we're facing as a state and nation when it comes to patient and community access to behavioral health care education and services, particularly for senior citizens, children and teens," said Peters. "We need to re-evaluate our health care policies and funding structures to support the time it takes for providers to truly engage with patients and their families and educate them on the risk of opioids. In addition, we need to address the shortage of behavioral health care services in our communities and ensure patients and their families have access to the care they need, when and where they need it."

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“As we continue working to improve addiction treatment, a recent Blue Cross Blue Shield Association Health of America Report on Opioid Use Disorder shows that the industry is still highly unregulated,” said Yager. “Blue Cross is working with doctors and other experts to help ease this burden by making sure our members have access to the most effective treatment centers to get the care they need.”

In the addition to the profound human impact, the opioid epidemic has a significant impact on business and the economy. Between 2001 and 2016, The U.S. economy incurred \$1 trillion in lost wages and productivity, federal, state and local tax revenue and spending on health care, social services, education and criminal justice—all due to opioids. Between 2016 and 2020, the public costs due to opioids is projected to be \$500 billion. Businesses play a big role because they provide most of the health care for employees and suffer the impact when employees experience physical, mental and emotional struggles from opioid addiction. People in the workplace can help by being alert for signs of challenges and have honest dialogue with employees.

“Employers can communicate with their employees to help break the stigma around opioid and drug abuse,” said Dimoff. “Most of the time people are afraid or embarrassed to get help. Business owners don’t want to fire the employee. They want them to live the best life possible. Talking through issues may be the most important and life-saving role employers can play.”

“Wrap your arms around them in love,” said Allen. “That’s what people need, not embarrassment and shame.”

Julie Holton is a local business owner who lost a dear friend to opioids. Appearing on the Chamber podcast Entrepreneur Connect, Holton said employers have a huge stake in overcoming the opioid crisis.

“One thing employers can do is to watch for the warning signs with their employees,” said Holton. “Treat your employees like family and really watch and look out for each other. Instead of spending money after the fact on lost wages and productivity, let’s invest in the front-end and support the families and employees who are dealing with this.”

“It starts in the home,” said Allen. “Parents needs to be talking to their kids at a young age and not stop when they get older. It is uncomfortable and awkward to have those conversations. My kids are young, but it is going to be a conversation they hear a lot.”

Education, awareness and honest communication are needed at all levels of society if we are to successfully come to grips with and ultimately conquer the challenges associated with the opioid epidemic. Opioids touch people in all walks of life. Tough talk and tough action, whether it is in the home, workplace or the public policy arena, is needed for our society to overcome the tragic losses families, friends and colleagues continue to suffer due to the opioid epidemic.

“Don’t keep it a secret,” said Allen. “I wish I had told more people who could have supported and encouraged Toby. It is a disease and we need to help people.” ■



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The Opioid Crisis is a Workplace Issue

BY RANDOLPH F.R. RASCH, MICHIGAN STATE UNIVERSITY COLLEGE OF NURSING

More than 130 people in the United States die each day after overdosing on opioids, including prescription pain relievers, heroin and synthetic opioids, such as fentanyl. Sadly, many of these occur at work, costing businesses an estimated \$750 billion a year in related healthcare, crime and lost productivity, not to mention emotional distress. Employers can play an important role in the social and economic welfare of their employees, but where do we start?



Rasch

First, it is important to understand how we currently define the growing problem. Opioid addiction is a substance use disorder, which means individuals are abusing and dependent upon these drugs, many cases of which start innocently enough – upwards of 29 percent of abuse is related to an initial prescription for chronic pain, which then develops into dependency.

Further, addiction is also frequently associated with other mental health and physical health problems. Overdose emergencies may occur at work and while not emergencies, abuse and dependence contribute to failure to perform work, tardiness and absence. When at work, there may be increased interpersonal problems, which disrupt the work environment. But, perhaps, the real cost is how the lives of employees, colleagues, friends and loved ones are affected by opioid abuse at work, at home and in the community.

So, what we can do as business leaders to help? Perhaps the place to start is how we think of opioid addiction and learning that addiction is an illness that is preventable and treatable. We need to shed labels and, instead, help identify employees with potential problems and find ways to assist in preventing opioid abuse, and to provide treatment resources and support for those in recovery.

We should be prepared for emergencies and offer first responder workplace training. Also, we should be prepared to reverse the effects of an overdose through the use of naloxone, a medication that blocks the effects of opioids. Planning for the use of use of naloxone should include training for employees and plans for safe use, secure storage and disposal, if kept in the workplace.

Approaches to treatment are the use of medications to reduce craving which is best when combined with individual and/or group therapy and counseling. Since addiction often occurs with mental and physical health problems, it is important to assess the need for medical, psychiatric, psychological and social services.

Finally, opioid addiction and the opioid crisis in the workplace is a complex issue. Identification, assessment and treatment are complex processes, however, there are resources available to the employer for addressing this issue. Through their employer resources, Blue Cross Blue Shield of Michigan provides a toolkit to address the opioid problem. Other available toolkits include those offered through the Minnesota Department of Health and the Ohio Chamber of Commerce.

It is up to us as business leaders to ensure the safety of our employees. There is a plan we can follow if we only take the time to listen and take action. ■

Randolph F.R. Rasch, PhD, RN, FAANP, is the Dean of the College of Nursing at Michigan State University.

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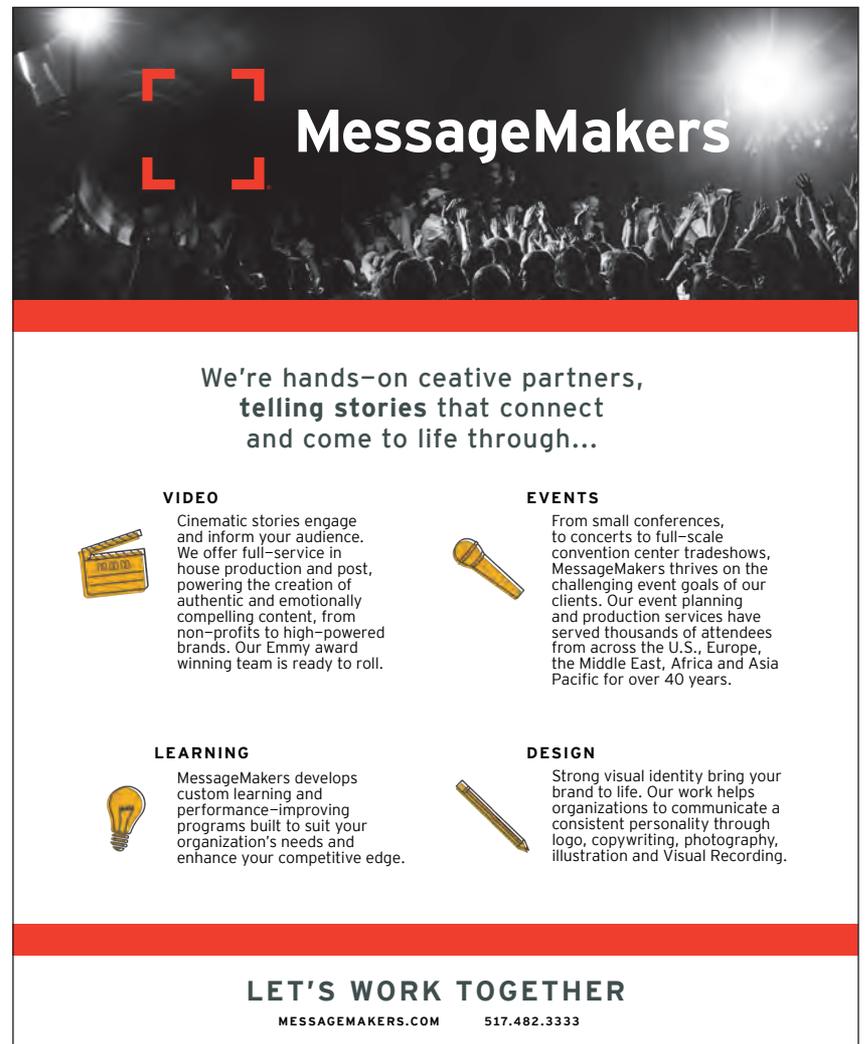
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The Lansing Regional Chamber was pleased to cut the ribbon with Mayor Schor, the South Lansing Business Association, and the team at **Disability Network Capital Area** on Tuesday May 21st during the Grand Opening of their new location in Lansing. Mayor Andy Schor kicked off the open house with attendees had opportunity to meet the staff and Board of Directors, tour the facility, view participant artwork on display, and network with others. Disability Network Capital Area proudly serves Clinton, Eaton, Ingham, and Shiawassee counties.



The Chamber, local officials and the team at **Mayberry Homes** celebrated the Grand Opening with a ribbon cutting for their new Design Center Showroom. The new Design Center showcases a new gourmet kitchen where cooking demonstrations and appetizers were served during this event. Pristine white display cases hold the new Delta plumbing fixture packages available for each new Mayberry homeowner, a large soaking tub and wall of stacked ledgestone make this a sight to be seen! Along with the Design Center tour there were other professionals on hand to assist with any questions related to home building, financing, insurance and energy star certifications. Mayberry Homes is extremely excited to share their new Design Center with the public and wishes to thank the community of Greater Lansing for 17 years of successful homebuilding. Here's to another 20 more!



On June 13, the Chamber was pleased to host a ribbon cutting celebration for the new hotel property, the **Hilton Garden Inn Lansing West**, located at 633 N. Canal Road, Lansing. The five-story property offers 143 room, pool and spa, a fitness center, meeting space and Blume, a 64-seat restaurant. The Hilton Garden Inn is the first new hotel to open in the greater Lansing region in five years that offers all of these amenities.



On June 10, the **Capital Region International Airport** was pleased to host a ribbon cutting celebration for the Capital Brewport, located inside the main terminal at CRIA. The revamped restaurant is inspired by Lansing Brewing Company and will offer LBC beers, build-your-own burgers, salads and grab-n-go options. The new eatery is part of a spate of upgrades that will be rolled out at the airport over the coming years, among them more spaces for relaxing, nursing rooms and a new coffee shop. The goal of the upgrades is to provide a better experience for passengers while strengthening the regional branding of our community.

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- Brian Stiles, Owner
Stiles Landscape

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PEOPLE NEWS

Luke Hackney, owner of **Retro Duck** was named a 2019 Crystal Award winner by the City of East Lansing. Hackney was lauded as “a tireless advocate for downtown East Lansing.”

At a school ceremony on May 14, 2019, two **Mason High School** students, **Olivia Beeny** and **Jayden Hartsuff**, were awarded the **Mason Area Chamber of Commerce’s** Agnes “Aggie” Corner Scholarships for Community Volunteerism. Mike Waltz, MACC president, presented the scholarships at the Mason High School awards ceremony. Both students live in the Mason area and were awarded \$500 each for their focus on both education and community volunteerism.



Zimmer

Brianna Zimmer, former Washington D.C. based public relations/public affairs intern, has joined **Lezotte Miller Public Relations Inc.** as a writer and media coordinator. As a research associate at kglobal in Washington D.C., Zimmer assisted the commercial team with social and communication efforts. She also interned at the Michigan Department of Environmental Quality.

Mike Bowler, a long-standing real estate professional in Lansing, has joined the **Keller Williams Lansing Market Center**. Mike Bowler has serviced his community and the real estate industry for over 40 years in management, sales, and coaching. As a former Broker Owner and current Executive Director of the John Maxwell Team, he has educated and consulted with thousands of Realtors locally and nationally.



Davis

The Law firm office of **Loomis, Ewert, Parsley, Davis & Gotting, P.C.** would like to congratulate **Jack C. Davis** on his recognition as 2018-2019 10 Best Estate Planning Attorneys for Client Satisfaction by the American Institute of Legal Counsel.

Triterra, a Lansing-based Environmental Consulting Firm, is pleased to announce the addition of a new staff member. **Mariah Burnett**, previously an intern for Triterra, joins the Triterra team as a geologist. Mariah’s work at Triterra will focus primarily on contaminant investigation and remediation projects along with aiding on environmental due diligence projects.

Mercantile Bank of Michigan is pleased to announce an addition to its Lansing commercial

lending team with the appointment of **Amy McNamara** as vice president, commercial lender. In this new role, Amy will serve business clients in the greater Lansing area by helping them accelerate receivables, improve payables, project cash flow and obtain financing to support growth and operations.



Dailey

Moonsail North welcomes **Elexi Dailey** to their crew of storytellers. Elexi excels at blending data analysis, graphic design, and writing to craft compelling stories, and earned her degree in Advertising Management from Michigan State University



McNabb

Don McNabb, was recently inducted into the Eaton Rapids Public Schools Alumni Wall of Fame at the Eaton Rapids Area Chamber of Commerce 2019 Annual Dinner. The Wall of Fame is a place where alumni are recognized, congratulated, and a place to share their successes with the community. Inductees are Eaton Rapids Public School graduates and have made a significant and positive professional or personal accomplishment and have gone on to do great things. McNabb is CEO of **Triterra**.



Jannereth

LAFCU has promoted **Emily Jannereth** to vice president of operations. She will oversee operations and leadership of LAFCU’s 10 branches and Contact Center. Jannereth has over 15 years of credit union experience, including managerial positions at other Michigan credit unions.



When **Larry** learned he was receiving a \$5,000 payday, a good day turned into a great one. After participating in **MSU Federal Credit Union’s (MSUFCU)** Direct Deposit promotion, he and other eligible members were entered to win various prizes. The campaign encouraged members to switch their direct deposits to

MSUFCU checking accounts before April 30, 2019, and by doing so they were then entered to win weekly prizes and a grand prize of \$5,000. “As far as I’m concerned, MSUFCU direct deposit is the easiest and best way to go,” said Larry C., grand prize winner of MSUFCU’s \$5,000 Payday Giveaway.



Sullivan

HR Collaborative is thrilled to announce the newest addition to their search team, **Michelle Sullivan**. With nearly a decade of experience in international and local recruiting in both global organizations and a high-volume staffing, Michelle rounds out HR Collaborative’s depth of expertise in finance, accounting, engineering, IT and business services.



Gravin

The **American Council of Engineering Companies/Michigan** has announced **Steven Gravin, PE, PS**, of Michael Baker International, as its 2019-2020 President. He is a Vice President of Michael Baker and a partner in the wholly owned subsidiary, Baker and Associates. He is both a professional engineer and a professional surveyor.

Sparrow Clinton Hospital celebrated Nurses’ Week with special recognition of the hospital’s

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2019 Nurse of the Year. **Marcy Snyder, MSN, RN, CCRN-P**, earned Nurse of the Year honors for her warmth, sincerity, and compassionate advocacy on behalf of her patients and fellow nurses.

Eaton Regional Education Service Agency elected three members to its five-member Board of Education on Monday, June 3, 2019 at its biennial election. All of the seats are six-year terms beginning July 1, 2019 and ending on June 30, 2025. **Jack Temsey**, who is a resident of Potterville and **Debbie Roberts**, who is a resident of Eaton Rapids were re-elected to six-year terms. **Denise DuFort**, who is a resident of Grand Ledge was also elected to a six-year term.



The **Mason Area Chamber of Commerce** Ambassadors provided a ribbon cutting on Monday, June 3, 2019 to celebrate the new ownership of Westside Deli, located at 204 N. Cedar Street in Mason. Assisting **Rob Barnhill** are **Mike Waltz, Dave Torrey, Mary Torrey, Beth Gangluff, Mary Janerzke, Tim Janerzke, Mark Howe, Sarah Barnhill, Breann Hooker, Nathan Gurley, Lenore Jensen, Teena Barnhill, Tom Barnhill, Angie Gurley, Holly Kershner, Tyea Duffy, Marysa Wilburn, Amber Woodbury, Jack Booker, Hannah Warvel,**

Karla Spoor, Chris Waltz, Wendy Lawrence and **Nathan McNeely**. *MACC Courtesy Photo.*



Daisy Manzer, left, and Julia Pate, right, are winners of the 2019 LAFCU Write to Educate Essay Contest. Also pictured is Alyssa Sliger, LAFCU marketing and communications specialist.

LAFCU has awarded \$5,000 in scholarships to two college-bound high school seniors through the credit union's 2019 Write to Educate Essay Contest. **Daisy Manzer, DeWitt, and Julia Pate, Lapeer**, won based on their one-page essays about diversity. For the community component of the contest, Manzer and Pate are each directing a \$500 donation from LAFCU, a total of \$1,000, to Haven House. The East Lansing nonprofit provides emergency housing and support services for one- and two-parent families with children.



Ahmad



Balice

Ifkiter Ahmad, M.D., and Dan Balice will serve three-year terms on the 14-member board that governs **Sparrow's Community Hospitals**, Physician practices, outpatient facilities, and services such as home care, the Michigan

Athletic Club, and Physicians Health Plan. A separate board oversees Sparrow Hospital, the flagship of Sparrow Health System. Dr. Ahmad, board-certified in both Internal Medicine and Gastroenterology, has been practicing in the Lansing area since 1987 and was named Physician of the Year in 2016. Balice, mayor of Ionia since 1989, was a long-time member of the Sparrow Ionia Hospital Board of Directors, and was the Board Chair during the construction and opening of the new Sparrow Ionia Hospital.

The Greater Michigan Construction Academy (GMCA) announces new Board of Directors leadership for 2019. The GMCA Board of Directors appoints **Dan Kozakiewicz** to fill the term of **Jon Lynch 2021, Justin Trent** to fill the term of **Jason Johnson 2020, Ronnie Neumann** to fill the term of **Mike Landra 2021, and Chad Reed** to fill the term of **Ken Misiewicz 2020.**



Former Sparrow Clinton Hospital Auxilian of the Year Kim Kellogg (left) presented Darice Duckworth with the 2019 Auxilian of the Year Award assisted by SCH President and CEO Ed Bruun. Duckworth was selected by her peers for her outstanding leadership, positive attitude, and dedication to the group.

Members of the **Sparrow Clinton Hospital Auxiliary** recently held their annual installation meeting, naming officers and leaders for the coming year. **Darice Duckworth** was named

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MEMBERS ON THE MOVE

2019 Auxilian of the Year, receiving the honor from **Kim Kellogg**, the 2018 honoree. Duckworth received special recognition from her peers for her dedication to volunteer leadership and service to her community through Auxiliary projects, as well as her positive attitude and outstanding support of Sparrow Clinton Hospital and Auxiliary members.



Armstrong

Effective June 1, 2019, **Zachary H. Armstrong, CFA**, has been promoted to Chief Investment Officer for **Siena Investments**, in addition to being an advisor.

WILX News 10 Sports Director Tim Staudt is to be inducted by the Michigan Association of Broadcasters into the Michigan Broadcasting Hall of Fame. Known as the “Dean of Sports,” Tim has been a mid-Michigan broadcaster for over 50 years, the longest tenure of any sportscaster on television in the state. Tim has anchored sports for WILX since 1980, and was the Sports Director at the former WJIM-TV from 1970-1980. He hosts the Sunday “Staudt on Sports” show on WILX, and his weekday radio program on WVFN is the longest-running program of its kind in Michigan.



Parker



Carie

LAFCU has promoted **Amy Parker** and **Terri Carie**. Parker is now vice president of finance, and Carie is vice

president of card services. Amy is responsible for the operations of the finance and accounting departments, including regulatory reporting, budget preparation and liquidity management, as well as ongoing operational analysis. She succeeds recently retired Controller Don Killian. Terri is responsible for managing LAFCU’s credit and debit card portfolios, enhancing card programs and improving member experiences through technology and staff development.



Stifel Financial Corp. (NYSE: SF) announced that **Steve Clark**, first vice president/investments; **Rick Stubbs**, vice president/investments; and **Kelly Fielding**,

registered client service associate, have joined the firm’s Private Client Group office in Okemos. Previously associated with Wells Fargo Advisors, the team has a 79 years of combined investment industry experience. They specialize in comprehensive wealth planning for individuals and families.

Foster Swift Collins & Smith PC is excited to announce its 2019 leadership team, which includes a record number of women. **Anne Seuryneck** was recently re-elected as vice president of the firm’s Executive Committee for West Michigan. **Julie Fershtman** was newly elected as vice president of the Executive Committee for Southeast Michigan. **Anna Gibson, Patricia Scott, and Mindi Johnson** are practice group leaders of trusts and estates, finance and bankruptcy and business and tax, respectively. **Laura Genovich** chairs the firm’s Political Action Committee and **Allison Collins** chairs the firm’s Associate Attorney Committee.

COMPANY NEWS

On Wednesday, June 5, **Highfields** formally dedicated its new, state-of-the-art family treatment and education center, which was made possible through a generous \$600,000 legacy gift from the Dart Foundation. The Dart Family Treatment and Education Center is part of a \$1,000,000 campaign to improve the Onondaga campus, which includes contributions from other local funders. The Dart Foundation also provided funding for \$150,000 in upgrades to the existing kitchen and dining hall, bringing its total contribution to the campaign to \$750,000. The Dart Family Treatment and Education Center provides housing for up to 24 people and includes a multi-purpose common area.

Sparrow Hospital has earned an “A” for Patient safety in a Spring 2019 scorecard of 2,600 hospitals nationwide, reflecting the hospital’s commitment to quality and safety, and meeting the needs of every patient, every time. Prepared by the Leapfrog Group, the hospital safety score grades a hospital’s overall performance in keeping patients safe from preventable harm and medical errors.

The campus of **Michigan State University** was a home away from home for some of the world’s most creative problem-solvers May 22-25, as it played host to the 2019 Odyssey of the Mind World Finals. Nearly 900 teams competed in the 40th annual event, bringing nearly 18,000 guests to Michigan’s Capital Region. Millions of kids from as far away as China, Poland, Germany, Indonesia and Singapore, to teams from right here in Michigan, worked hard all year perfecting their solutions to selected Odyssey of the Mind problems and competing within their respective regions and countries.

During National Credit Union Youth Month in April, **MSU Federal Credit Union** encouraged youth members to add to their savings through two different youth-focused contests. The top prize was a \$100 1-Year-Add-On Certificate. The results were amazing; more than \$1 million was deposited throughout April, surpassing the total of youth account deposits made in 2018 by more than \$300,000.

NAI Mid-Michigan/TMN Commercial, is pleased to announce that construction is underway for the new 18,968 square-foot build-to-suit building for Employer’s Mutual Casualty Company. The new office building is being constructed by TMN Builders, Inc. at 1560 Earl Avenue in East Lansing’s northern tier. Employer’s Mutual Casualty Company will occupy the custom designed building on a long-term lease bringing 100 employees to the new location including 50 new hires.



McLarenNow is a new program that allows consumers to see a board-certified physician through their smart phone, tablet, or computer (with web cam) without an appointment. Simply open the McLarenNow app or

visit the webpage at mclarennow.org and follow the simple prompts to fill in your information and get connected. The service is available for minor illnesses and injuries, and, if appropriate, medications can also be prescribed. Patients can see and hear the doctor via live video and use a webcam or camera on their device to talk to the doctor and show areas of concern, all while in the comfort of their home. Common conditions that can be treated through McLarenNow are back strain, cough and cold, ear pain, headaches, pink eye, rash, sore throat, sinus problems, and flu symptoms. McLarenNow should not be used for emergencies.



The **Greater Michigan Construction Academy** honored the students who completed their training from six different construction trades including Electrical, Carpentry, Industrial

Maintenance Mechanic (IMM), Insulating, Pipefitting and Plumbing. GMCA held their Graduation Banquet for their Midland graduates on, Thursday evening, May 16th, at the GMCA Midland Campus.

The Race Team Alliance (RTA) has joined **Michigan International Speedway (MIS)**, NASCAR, Ford Performance and Chevrolet in participating in The Great Race for Charity, a unique friendly off-the-track competition between Ford Performance and Chevrolet that provides race fans with a special ticket package that benefits two nonprofit organizations. Recently announced, Ford and Chevrolet will compete in The Great Race for Charity to see which manufacturer can raise the most money to benefit the Juvenile Diabetes Research Foundation (JDRF) (Ford's designated charity) and Operation Homefront, a national non-profit organization serving America's military families (Chevrolet's designated charity).

MSU Federal Credit Union's (MSUFCU) Board of Directors and management are pleased to announce that MSUFCU is expanding its branch services to Traverse City, Michigan. MSUFCU is planning to open two locations — one in Downtown Traverse City and the other in

the Charter Township of Garfield. The Traverse City locations give MSUFCU the opportunity to expand its services to existing members living and vacationing within Grand Traverse County and surrounding areas.



The Obstetric Anesthesia team at **Sparrow Hospital** has joined only 40 distinguished institutions nationwide — including Johns Hopkins, Stanford, and Tufts — in receiving the Center of Excellence designation from the Society for Obstetric Anesthesia and Perinatology (SOAP). The award is a reflection of evidence-based patient care and meeting the highest quality patient safety standards.

Cinnaire announced that the organization has received a \$55 million New Markets Tax Credit

(NMTCC) award from the U.S. Department of Treasury's CDFI Fund. Cinnaire was one of 73 organizations selected from a pool of 214 applicants nationally. In total, the CDFI Fund announced \$3.5 billion in NMTCC allocations that will stimulate growth in low income urban and rural communities and increase economic opportunity nationwide. Cinnaire received one of the largest regional awards from this year's allocations.



As part of a yearlong charitable giving campaign, employees of **MSU Federal Credit Union** raised \$42,497 in the first quarter of 2019. The funds were donated to four charities: Capital Area United Way, Child and Family Charities, Hope Against Trafficking, and Mental Health

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Foundation's be nice program. Every year Credit Union employees select three charities, along with the United Way, to support through charitable giving efforts.

For the eighth time in 14 years, the **Michigan Chamber of Commerce** has been ranked the top lobbying organization in Lansing by *MIRS/EPIC-MRA*. This independent survey of lawmakers, executive branch officials, lobbyists and association executives has consistently ranked the Michigan Chamber as the most influential organization in the State Capitol.



Dr. Rebecca Wyatt, Savannah Tennant and Kris Tennant

Origami Brain Injury Rehabilitation Center hosted their Unfolding Potential Breakfast at Eagle Eye Banquet Center & Golf Club. The event included individuals with brain injuries sharing their stories and successes at Origami. Every dollar raised helps provide access to services to individuals with brain injuries that may otherwise go without the care that they need. Origami provides comprehensive rehabilitation for adolescents and adults with neurological dysfunction through their residential, outpatient, and community-based programs.

Less than six months after breaking ground on a state-of-the-art \$450 million health care campus, **McLaren Greater Lansing** officials and construction management leaders gathered to celebrate as crews raised the first steel beam on the new hospital project. More than 3,200 tons of structural steel are being used to build the new hospital. Construction teams will be working with a pair of massive cranes to place more than 5,200 pieces of steel by the end of the year. Despite challenging weather conditions in May, workers pushed forward and kept the project on schedule. The current estimated timeline to open the facility is in early 2022.

Cinnaire unveiled the organization's 2019-2023 Strategic Plan, a culmination of almost a year's research and goal setting built with the input of Cinnaire's staff, board of directors and a group of partners. The plan builds on Cinnaire's strong history in affordable housing. It focuses on increasing opportunities for homeownership and preserving the supply of affordable housing in areas of need, advancing Cinnaire's mission of creating and supporting the components of healthy communities, and strengthening the organization's long-term sustainability.

The Engineering News-Record (ENR), a news outlet known as the authority for tracking the construction industry, has placed **The Christman Company** at #93 on its 2019 "ENR 400" list of the top 400 contractors nationally, a significant jump of 17 places from the company's 2018 ranking of 110. Overall rankings were calculated according to 2018 construction revenue.

The Christman Company has been awarded an Engineer Procure Construct (EPC) contract for the modernization of the Michigan State University (MSU) T.B. Simon Power Plant. The

\$37 million project will include the installation of three new Reciprocating Internal Combustion Engines (RICE) which will provide 28 MW of power generation to MSU's East Lansing campus. Christman is partnering with Stanley Consultants as the Engineer of Record and Wärtsilä North America as provider of the RICE equipment.

Capital Area United Way is on a mission to help low-income families who can't afford diapers for their children. This drive alone will stock local shelves for several months and will immediately be put to use by people in desperate need. Baby and adult diapers of all sizes and wipes are an essential necessity for the most vulnerable residents who cannot afford the expense of diapers and often are forced to choose between food and utilities and items such as diapers. Community members can donate infant, toddler and adult diapers along with wipes at any tri-county LAFUCU branch as well as any Lansing Ignite home game.

The **PNC Foundation** announced that it provided a \$50,000 donation to be split across all open pre-K and Head Start requests posted by Michigan teachers on DonorsChoose.org, an online charity that connects individual donors with classrooms in need. PNC initially announced its alliance with DonorsChoose.org in 2017 as a \$5 million initiative, and extended its support last month by awarding another \$5 million grant from the PNC Foundation to help preschool teachers obtain high-quality resources and learning experiences for their students. To date, the PNC/DonorsChoose.org alliance has benefitted more than 900,000 pre-K and Head Start students.

The Lansing Economic Area Partnership (LEAP), with the City of Lansing as the lead applicant, has once again led a coalition of regional partners including the City of East



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Lansing, Clinton County, Eaton County and Ingham County in securing a substantial grant from the U.S. Environmental Protection Agency (EPA), which will be used to assess and jumpstart the environmental cleanup of blighted and contaminated properties across the region preparing them for development. The EPA announced the regional coalition, managed by LEAP through the City of Lansing and its regional partners, has received the maximum grant award of \$600,000 through the 2019 EPA Brownfields Program.

MSU Federal Credit Union is pleased to announce that its Card Services team has been recognized with the Excellence in Innovation Visa DPS Client Achievement Award as voted on by peers. This award recognizes Visa DPS clients who demonstrate innovative approaches to improving credit card program performance and cardholder satisfaction.



The **Conquer Accelerator** announces the launch of its summer 2019 cohort. Five promising startup teams join the ten-week-long program in its fourth year. Designed to help both newer and established companies overcome business hurdles, the Conquer Accelerator emphasizes smart planning and growth, extensive mentorship from an experienced bench of professionals, and

structured educational components tailored to each startup team. The accelerator program is hosted and managed by Spartan Innovations, a wholly owned subsidiary of the Michigan State University Foundation. Conquer Accelerator's fourth season runs through August 9.

Access to health care is especially challenging for families that do not speak English. To address this, 7C Lingo has provided translation services for **The Davies Project**. In addition to information in six languages on the website, 7C Lingo also has been developing a poster with the information for clinics and will provide access to a 24/7 phone service with an interpreter in any language. Thanks to the City of Lansing for the funds to help make this possible to make sure no child with a serious health condition misses an appointment.

LCC has been ranked one of the nation's best technical schools by Real Work Matters. RWM.org is an online resource hub for students interested in technical training. LCC ranked second out of 704 schools nationwide. According to RWM.org, "LCC had one of the widest selections of programs available for students interested in technical training at the certificate and associate degree level. As one of the largest community colleges in Michigan, LCC is also more affordable than many schools in the ranking. LCC shines for having a lower cost of attendance when taking into account tuition and fees, books and supply costs, and how much aid is received by students at the school.

Spartan Motors, Inc. (NASDAQ: SPAR), the North American leader in specialty vehicle manufacturing and assembly for the commercial and retail vehicle industries, as well as for the emergency response and recreational vehicle

markets, announced it has purchased the assets of General Truck Body ("GTB") and will begin operating a production facility located in Montebello, California. The facility will be used to manufacture and assemble custom aluminum and composite-side truck bodies, refrigerated trucks, stake body trucks, curtain side and moving vans, last mile delivery vehicles and upfits, and other Work Driven Design™ vocational solutions across GVWR Classes 1-7.

Peckham has launched a new vocational rehabilitation program for those recently released from incarceration, Rising Out of the System (ROOTS). The program is a partnership with the City of Lansing, and will serve former offenders who are returning to Clinton, Eaton and Ingham counties. This contract is part of a larger state-wide prison reentry grant, The Offenders' Success Program, which aims to provide necessary resources to released offenders so they may become productive, self-sufficient citizens. ■



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