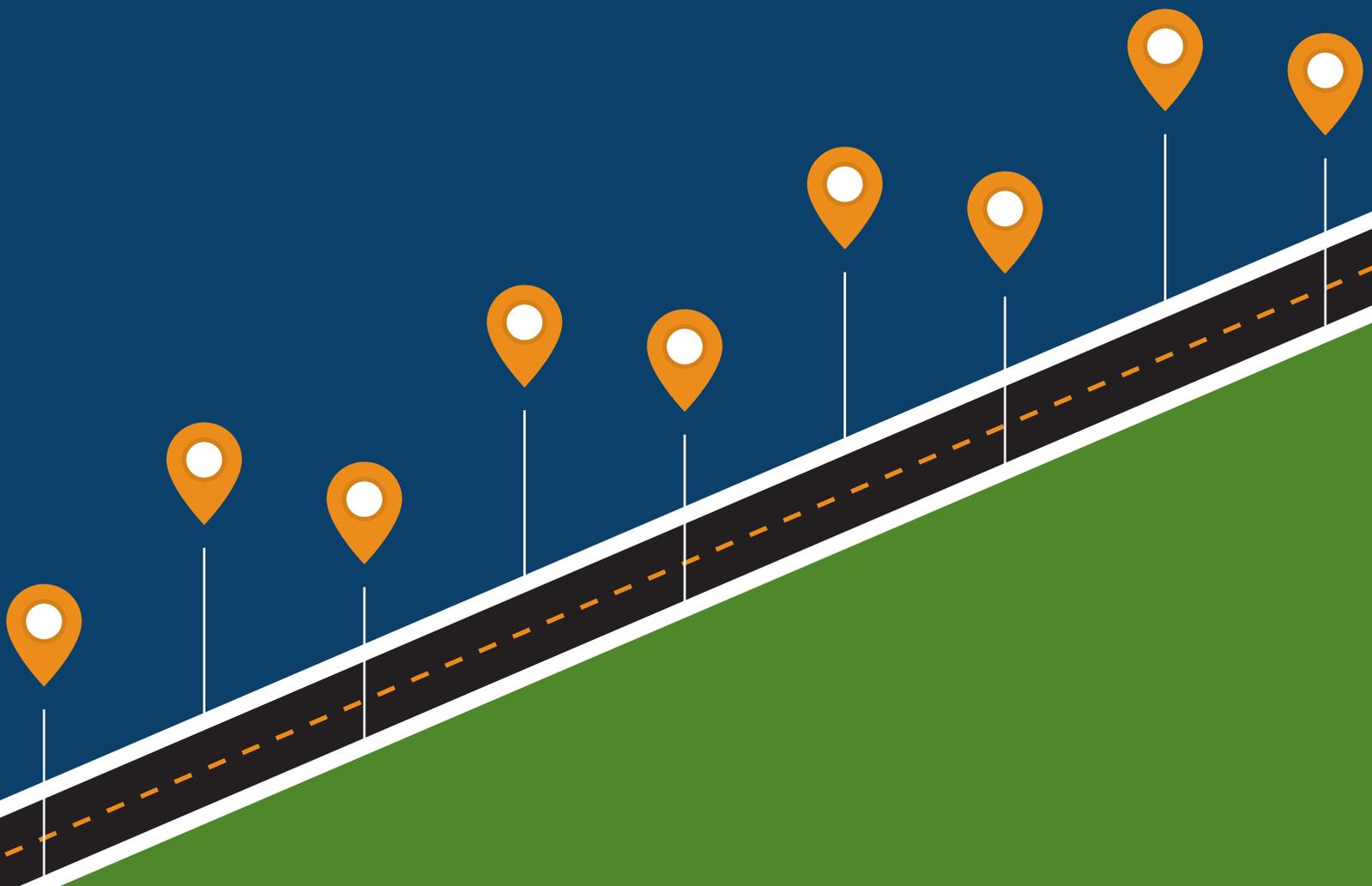


FOCUS

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



CELEBRATING MILESTONES A MEASURE OF SUCCESS

IN THIS ISSUE

Focus on Small Business: AdvCoach

Leadership Lansing Celebrates Graduation of Fourth Class

Going PRO Launches Campaign to Fill 545,000 Jobs by 2026



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

A Legacy of Leadership

THE LANSING REGION HAS BEEN FORTUNATE through the years to have an abundance of business leadership. That leadership has been reflected in the growth of many successful organizations that have served as the backbone of our regional economy and the commitment to building a great region.

This legacy of leadership is evident in this month's cover story, as we recognize eight outstanding organizations that are celebrating milestone anniversaries. These organizations are: Christman Company (125 years), Michigan Farm Bureau (100 years), Farm Bureau Insurance of Michigan (70 years), Capital Area United Way (100 years), Granger Construction (60 years) and Capitol Research Services (30 years). Each of these organizations have unique stories and have made significant contributions through their investments, the services they have provided and the dedication they have demonstrated to the quality of life in our community. The stories they tell about the keys to their success and the challenges they have overcome are truly inspiring.

These companies have defied the odds by excelling for as long as they have. The milestones they recognize in 2019, like those of so many other outstanding organizations in our region are worth celebrating. In recognition of the fact that our region does indeed have so many businesses that have sustained their

excellence for decades, the Chamber created the Legacy Award, which has been presented at our Annual Dinner every year since 2010. The award honors businesses that have demonstrated their belief in a strong business community through their membership in the Lansing Regional Chamber of Commerce. The impressive roster of Chamber Legacy award winners includes Kositchek's Menswear, Maner Costerisan, Consumers Energy, PNC Bank, Legg Lumber, Sohn Linen Service, Lyman & Sheets Insurance Agency, The Greater Lansing Association of Realtors and Lansing Ice and Fuel.

The business leadership that we continue to experience in this region is truly remarkable. We should all take pride in the legacy of leadership that has driven our region for more than a century and it will continue for years to come. It is legacy that is certain to catapult our region to greatness!

Through the membership of companies like these and thousands of other businesses in the region, the Chamber has been able to thrive as the relentless advocate and voice of business in Lansing region. The leaders that guided these organizations to success are the same individuals that have been part of the Chamber legacy and helped drive this region through the decades.

As we recognize the legacy of leadership that has been sustained through the years, we are pleased with the region's commitment to developing and equipping the next generation of community leaders. The graduation of this year's Leadership Lansing cohort marks the completion of the fourth year of this highly successful program. 155 leaders have now completed the Leadership Lansing program. Those leaders continue to be engaged through an alumni group, Leadership Lansing Community, that is connecting these outstanding leaders to opportunities to serve our community and help build a stronger region. They are the leaders of today and will serve the region of tomorrow.

The business leadership that we continue to experience in this region is truly remarkable. We should all take pride in the legacy of leadership that has driven our region for more than a century and it will continue for years to come. It is legacy that is certain to catapult our region to greatness! ■



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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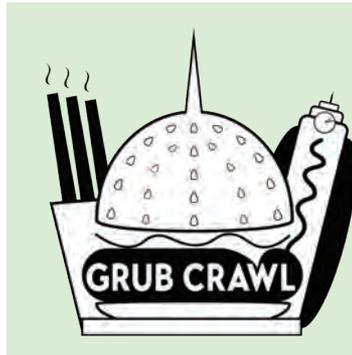
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Save the Date! GRUB CRAWL

Date: July 30, 2019

Location: REO Town

Tickets: lansingchamber.org/event/GrubCrawl2019

WEDNESDAY, JUNE 5 / DELTA GOVERNMENT RELATIONS COMMITTEE 8 a.m. – 9 a.m. Crowne Plaza Lansing West, 925 S. Creyts Road, Lansing. The Delta Government Relations Committee meets the first Wednesday of each month to provide a forum for business leaders to discuss important issues impacting Delta Township. To ensure adequate seating, please RSVP to Steve Japinga at sjapinga@lansingchamber.org.

WEDNESDAY, JUNE 12 / LANSING BUSINESS ROUNDTABLE 8 a.m. – 9 a.m. Lansing Board of Water & Light Train Depot, 1201 S. Washington Ave., Lansing. The Lansing Business Roundtable meets the second Wednesday of each month to provide a forum for business leaders to discuss important issues impacting Lansing. To ensure adequate seating, please RSVP to Steve Japinga at sjapinga@lansingchamber.org.

WEDNESDAY, JUNE 13 / 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.

WEDNESDAY, JUNE 19 / EAST LANSING AND MERIDIAN TOWNSHIP BUSINESS ROUNDTABLE 8 a.m. – 9 a.m. Plante Moran, 1111 E Michigan Ave., East Lansing. The East Lansing and Meridian Township Business Roundtable meets the third Wednesday of each month to provide a forum for business leaders to discuss important issues impacting East Lansing and Meridian Township. To ensure adequate seating, please RSVP to Steve Japinga at sjapinga@lansingchamber.org.

WEDNESDAY, JUNE 26 / CHAMBER UNIVERSITY 8 a.m. – 9:30 a.m. Lansing Regional Chamber of Commerce Insurance Capital Board Room, 500 E. Michigan Ave., Ste. 200, Lansing. Speaker: Jon Brickner, HR Collaborative. With turnover costing businesses more than 12 percent of their income and 18-month retention at an all-time low, isn't it time to rethink hiring? Learn practical tips and a proven process to flip the script on your selection and how to sprinkle in technology to help any size team drive attraction and retention to new heights. In this session we will discuss the latest science behind effectiveness in the selection process, identify the friction points for the candidates you want to hire, review a proven process to place the RIGHT person in the RIGHT seat, and see how small but mighty organizations employ technology to optimize their recruiting process and the candidate experience. This is a FREE event, but space is limited. Sponsored by Fifth Third Bank and Fraser Trebilcock.

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, 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. ■

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2019
LRCC EVENTS

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

THANK YOU RENEWING MEMBERS

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U.S. Army Recruiting Battalion
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CHAMBER MILESTONES

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

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5 years

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5 years

ON TARGET LIVING

5 years

PIPER & GOLD PUBLIC RELATIONS

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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SAVE THE DATE

LANSING OPEN

TUESDAY, AUGUST 20
EAGLE EYE GOLF CLUB
BATH, TOWNSHIP



Register at lansingchamber.org/page/LansingOpen
For sponsorship information, contact Ashlee Willis at
michiganpremierevents@lansingchamber.org.

AdviCoach: Elevating Mid-Michigan Businesses

BY MATTIE MILNE, KOLT COMMUNICATIONS

“THE THING THAT GOT YOU TO A CERTAIN POINT, WON’T GET YOU TO THE NEXT LEVEL.”

These are words often said by Tom Hamp, business coach at AdviCoach of Mid-Michigan. He has devoted his career to helping others elevate theirs.

In February of 2011, Hamp joined the AdviCoach franchise and launched his business in Lansing. Since opening, he has trained businesses owners throughout Michigan.



Hamp

“When an owner is up to their eyeballs in day-to-day activities, I help them delegate tasks and prioritize,” Hamp says. “As a CEO, you have presidential responsibilities and AdviCoach is here to help you realize those so you can be the best leader.”

A common trend Hamp often sees is the plateauing of successful companies. Whether it’s hiring someone with more expertise or improving time management with current employees, Hamp has the knowledge to get your business to the next level.

The first step is a 30-minute phone conversation discussing everything from company background to biggest successes and challenges. Next, Hamp sets up an in-person coaching session that provides a preview of the coaching structure going forward.

Before Hamp leaves each session, he asks: “as a business owner, what are the five highest priorities you have to get done until I see you next?” Hamp says he begins with baby steps and over time, as clients make efforts to improve each week, the results slowly begin to show.

The typical contract is three-months, with Hamp visiting each week. Many business owners want to provide for employees but there may be a lack of education on how to do so. AdviCoach is a resource, allowing owners to put money back into their business.

“I may be your coach but that doesn’t mean it’s a weakness. It’s actually very smart,” Hamp says. “You don’t have to hire me forever. You can always come back.”

Hamp says one of the most rewarding aspects of working with Lansing businesses is guiding them to make smart business moves, and in turn their success is also the community’s success.

Hamp encourages business owners to set up an initial call if any of the following scenarios sound familiar: salaries do not match employer’s talent, a profit is not drawn, struggling check to check, continually working overtime, internal family/employer drama or inconsistent sales.

Visit advicoach.com or call 517-599-2782 to learn more about elevating your business. ■

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Lt. Gov. Gilchrist II Joins Lansing Area Leaders to Launch Going PRO, Historic Program to Promote Professional Trades

LANDMARK INITIATIVE AIMS TO ADDRESS SKILLED-LABOR SHORTAGE THAT EMPLOYERS SAY IS CRITICAL ECONOMIC PRIORITY

LT. GOV. GARLIN GILCHRIST II, along with local leaders in business, education, labor and workforce development, launched one of the nation’s most ambitious education and awareness campaigns to help Michigan employers fill an estimated 545,000 skilled-labor jobs coming open through 2026.

Dated perceptions of careers in professional trades combined with an increase of baby boomers retiring has led to a steady decline in the number of people with the skills needed to fill these viable careers – posing the single greatest threat to the state’s continued economic recovery.

The Going PRO in Michigan campaign is the largest effort in state history promoting the importance of professional trades careers with the aim of attracting more prospective candidates to address Michigan’s high-skilled labor shortage.

The campaign will build awareness and change perceptions about careers in the trades, as well as guide students, their parents and influencers to Going-PRO.com so they can find career pathways, pay information and job growth projections for these careers and find training and education opportunities.

“We need to expand the conversation about professional trades – too many Michiganders are unaware these careers are in high demand, pay quality wages and are highly rewarding,” said Gilchrist, who appeared at the Lansing Community College Center for Manufacturing Excellence to announce the Going PRO kickoff.

The Going PRO campaign, spearheaded by the Talent and Economic Development (Ted) Department of Michigan, will highlight a diverse range of high-skilled trade occupations and industries – careers Ted collectively refers to as professional trades – to help fill vacancies and the 47,000 new jobs that are forecast to be available every year in Michigan through 2026.

“Michigan has a big job to do in helping employers fill this enormous talent pipeline in professional trades, mostly in the fields of construction, manufacturing, healthcare, automotive and information technology,” said Stephanie Beckhorn, Ted’s acting director.

Going PRO aims to dispel the myths about professional trades as “dark, dirty and dangerous” and showcase numerous career options, from welders, millwrights and lineworkers to medical sonographers, web developers and industrial mechanics.

“Employers, educators and our partners in labor and workforce development are committed to encouraging a variety of new pathways for career exploration and cultivating highly skilled workers in Greater Lansing and across the state,” said Edythe Copeland, CEO of Capital Area Michigan Works!



Proponents say professional trades can provide opportunities for students and families to avoid tuition debt through options such as paid apprenticeships where students’ education and training are paid by the employer. Ted-commissioned research shows:

- Only one in three Michigan parents encourage children to enter professional trades.
- Interest in pursuing professional trades varies by region, with a high of 17 percent, students in Greater Lansing/Jackson saying they’ll pursue a certificate, followed by 13 percent in the Great Lakes Bay Region that includes Genesee, Bay, Saginaw and Midland counties and the Thumb Region that includes Huron, Sanilac and Tuscola counties; 10 percent in the northern Lower Peninsula and Upper Peninsula; 9 percent in West Michigan; and 8 percent in Southeast Michigan.
- Approximately half of Michigan high school students, young adults and parents lack knowledge about the value and benefits that apprenticeships offer in Professional Trades, with only 13 percent of high schoolers considering apprenticeships a good career path option.

Advocates for careers in professional trades say Going PRO will help spur more people to consider exploring these “new collar” job opportunities.

“The technological advances happening every day in the skilled trades allow us to ensure these are not just jobs, but excellent careers for 21st-century success,” said Lee Graham, Operating Engineers Local 324 Labor Management Education Committee executive director.

Michigan employers’ ability to find highly skilled and capable employees is more difficult than ever and is cited as a top concern in the most recent Michigan Future Business Index (MFBI) Survey. Business leaders from

across Michigan since 2006 have participated in the semiannual MFBI Survey, sharing their perceptions of Michigan's economic outlook based on their personal experience.

A 2019 survey by the Associated General Contractors of America shows that almost 80 percent of Michigan respondents in that organization are facing difficulties hiring all or some salaried and hourly Professional Trades positions. More than 70 percent of the respondents anticipate their company's workforce needs to increase, and 66% said it will continue to be hard to hire (45 percent) or harder to hire (21 percent) this year.

"We see first-hand the need to invest in the development, recruitment and retention of highly skilled employees," said Mike VanGessel, Rockford Construction CEO. "Today's construction industry offers highly rewarding, high-paying jobs, and we appreciate efforts to showcase these incredible opportunities. By working together to attract and build a modern workforce, we can continue moving our state's economy in the right direction."

Eight regional chambers of commerce – in Lansing, Detroit, Flint, Saginaw County, Ann Arbor/Ypsilanti, the Bay Area, Southwest Michigan and Grand Rapids – announced May 6 in a joint statement their support for bringing more professional trades talent into the state's workforce.

"We're all trying to do different things in our respective regions. But we're all in agreement on supporting Going PRO and state policies encouraging more talent in the workforce," said Tim Daman, Lansing Regional Chamber of Commerce president and CEO.

Going PRO is designed to inform and inspire more prospective professional trades candidates than ever before in every region of the state, with 2019 events and activities planned in communities across Michigan.

The campaign is heralded as Michigan's largest-ever awareness push dedicated to promoting professional trades. More than 90 percent of Michigan residents between ages 15 and 64 will experience Going PRO messaging in 2019 through social media platforms, earned media coverage, digital, TV and outdoor advertising, public forums, and other grassroots activities.

Among the highlights of the news conference was the introduction of the 30-second Going PRO TV commercial that will air statewide in 2019 and features an all-Michigan cast of workers and companies including Dewpoint, Lansing Board of Water & Light, Lansing Community College Aviation Center, McLaren Greater Lansing, Operating Engineers Local 324, Rockford Construction, CA Hull in Walled Lake, Williams International in Pontiac and Wilson Talent Center in Mason. Ted will continue to partner with Michigan employers and educators throughout the Going PRO campaign to promote their respective professional trades career openings, skilled training programs and apprenticeship opportunities.

To learn more about professional trades careers, visit Going-PRO.com. ■

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Leadership Lansing Celebrates Graduation of Fourth Class

FORTY-THREE PARTICIPANTS IN THE 2018-2019 LEADERSHIP LANSING cohort took some time in their final workshop to reflect on the vision for their personal future and how to work together to help build a better region. The May 14 workshop, held at Urban Beat in Old Town, was the final workshop in a seven-month leadership journey for the group.



Lewis

The final workshop included some time for each participant to build a five-year vision for both their professional and personal lives. Justin Sheehan, president of Leadership Lansing Community and Executive Director of the Lansing Promise,

discussed the alumni groups direction and structure and encouraged this year's cohort to immediately join the other 112 Leadership Lansing alumni in working together to build a stronger community.

Lunch speaker David Lewis, president of AT&T Michigan, provided insights into his leadership philosophy, which included the importance of building strong networks and working as leaders to build up and empower their teams.

The day concluded with a graduation ceremony and some post event celebrations! ■



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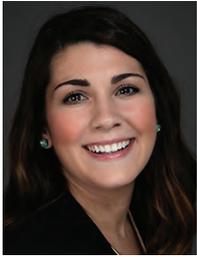
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INTERESTED IN PARTICIPATING IN THE 2019-2020 LEADERSHIP LANSING PROGRAM?

Applications are available online at lansingchamber.org.

Lansing 5:01 Launches Event Series to Showcase the Best of Lansing to Lansing's Future

“CONTRARY TO WHAT SOME BELIEVE, Lansing is full of life. A vibrant, thriving community of art, culture, craft cocktails, coffee, donuts and music keep the city bustling. I love being part of #LoveLansing, and I want other emerging professionals to see what the city and surrounding region has to offer,” said Alyssa Peter, a member of the Lansing 5:01 planning committee.

For Lansing 5:01, keeping emerging professionals, like Alyssa, in Lansing is the key to the future. Building on their efforts over the past four years to retain and attract talent, Lansing 5:01 announced their summer line-up of events to showcase the best of Lansing to Lansing's future. The volunteer-based, non-profit organization partners with local employers and organizations to highlight the city by hosting four public events aiming to retain and attract talent to the area.

Lansing 5:01 events allow emerging professionals and community members to explore the unique experiences that make Lansing an appealing city to call home. Events for the 2019 summer season include:

DAM JAM THURSDAY, JUNE 6TH

The Dam Jam is rising tides along the riverfront in Downtown Lansing. Stretching over a mile of the Lansing River Trail, this music festival features a lineup of over 15 Michigan bands with a headlining performance in-the-round at the Brenke Fish Ladder. Beginning at the Cherry Hill Boat Launch, each band's set opens progressively as you cruise down the trail using multi-modes of transportation, while exploring more than 12 stages as part of the festival, an artisan village and so much more.

CEO SAFARI THURSDAY, JUNE 20TH

Give back to the community at one of Lansing's most unique and thrilling sites, Potter Park Zoo! Prepare for a wild day as teams of volunteers are paired with a local CEO to volunteer and compete for a grand prize. Then celebrate the evening at an interactive festival, where participants can refuel and meet representatives from local non-profit organizations. All event proceeds will be going to Potter Park Zoo. Employed with one of Lansing 5:01's sponsors? Be one of the first 100 attendees and receive a behind the scenes Rhino Encounter!

ALLEY AFFAIR THURSDAY, JULY 11TH

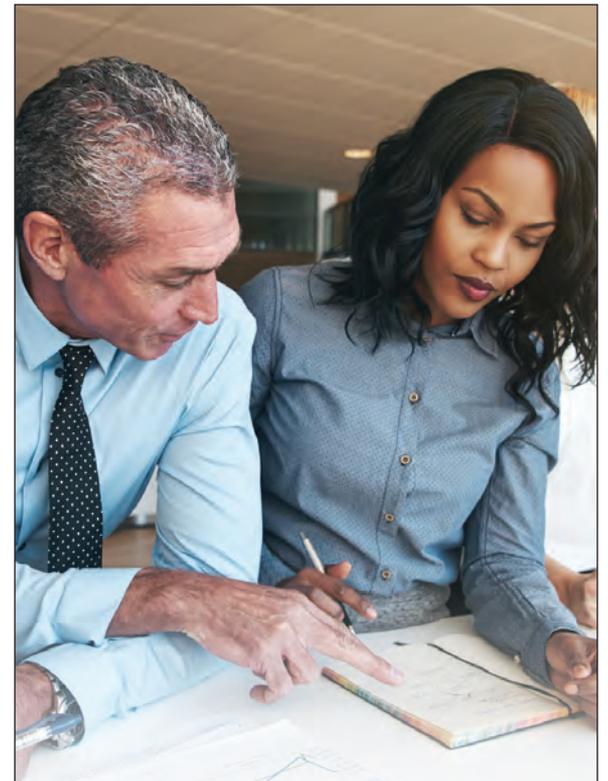
Do you have a favorite charity you like to support? Come experience Lansing's philathro-pub style event in this alley activation in the heart of downtown. Whether you raise your glass for a beer from Lansing Brewing Company, a cocktail or mocktail from American Fifth Spirits, or food from a local eatery, your \$5 purchase goes to the non-profit of your choosing! Enjoy an evening of giving back to the Lansing community with music, immersive art and more.

LANSING FLOW WEDNESDAY, JULY 24

Community members are invited to hustle for some new muscles at Lansing Flow! Explore the active lifestyle that Lansing offers and meet with local organizations who cater to health and wellness gurus. Hosted at Lake Lansing, this unique lakeside experience will also offer opportunities to explore local eateries, rooftop bars, and will seal the evening with a sweet treat.

THE ART OF ETIQUETTE WEDNESDAY, AUGUST 7

Offered exclusively to interns of Lansing 5:01's sponsors, attendees will partake in a one-of-a-kind dining experience at the Wharton Center for Performing Arts. While enjoying a plated dinner on the main stage - where performances such as Wicked and Hamilton have graced the stage - guests will learn the art of etiquette from etiquette expert Rachel Bartels. Bartels will guide emerging professionals through dinner to prepare them to wow their future (and current!) bosses. The event serves as the standing ovation for the Lansing 5:01 summer event series and the summer intern program for sponsoring employers. ■



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Indian Trails: Among the Best in the U.S. for Safe Driving

INDIAN TRAILS, INC., CONTINUES TO RANK AMONG THE TOP SEVEN PERCENT of transportation companies nationwide for safe driving. That's according to the latest data from the Federal Motor Carrier Safety Administration.

FMCSA is the agency within the U.S. Department of Transportation responsible for regulating some 513,000 truck and bus companies across the country. It aims to reduce crashes, injuries, and fatalities. It does so partly by collecting information on each company via three million+ state and federal roadside inspections per year.

Inspectors look for violations involving unsafe driving, vehicle maintenance, driver fitness, etc. One serious violation can result in a driver or vehicle being ordered "out of service," a pattern can bring increased scrutiny of the company — or an order to cease operations.

Indian Trails' "out of service" rate after 193 inspections over the past two years stands at 2.2 percent for vehicles (versus a national average of 20.7 percent), and zero percent for drivers (compared to the national rate of 5.5 percent). Moreover, on a scale of 0-100, where zero indicates the safest, Indian Trails' "on-road performance" score is 1.17 percent.

MEET OUR TWO-MILLION-MILE SAFE DRIVER

Phillip "Al" Kline is one of 30 elite Indian Trails drivers who've received a Million-Mile Safe Driving Award for going the distance without an avoidable accident. It's an award the company began in 1989 and he first achieved in 1998.



Kline

Moreover, Al has since received a second Million-Mile Award, making him the only driver in Indian Trails' 109-year history to do so. For perspective, 1 million miles equates to 40 trips around the Earth. For drivers, it means averaging 50,000 miles annually for 20 years.

As part of its recognition of his accomplishment, Indian Trails treated Al and his wife to an all-expense-paid cruise of the Bahamas. "It was the trip of a lifetime," he says. And richly deserved. He's been with the company since 1976, driving regularly scheduled routes in Michigan and neighboring states, as well as group charters throughout the U.S. and Canada.

FIVE NEW COACHES FOR CHARTER GROUPS

Indian Trails, Inc., recently invested more than \$2.5 million in five new motorcoaches for the comfort and safety of charter groups. The deluxe vehicles are full-size 2019 Prevost H3-45s that can carry up to 56 passengers each. They ensure that the company's fleet remains the newest and largest in Michigan.

Among the comfort features of the coaches are reclining seats with headrests and footrests, individual overhead climate controls and reading lamps, outlets for charging mobile devices, free WiFi, a DVD player with HD color monitors and a premium sound system, on-board lavatory, overhead storage racks, and abundant space for luggage.

Safety features include antilock brakes, automatic traction control to aid drivers in bad weather, GPS tracking, three-point seatbelts for each passenger, an engine fire-suppression system, backup camera, and a front-



kneeling suspension to help passengers get on or off. The coaches exceed EPA standards with engine technology that cuts exhaust pollutants to near zero while achieving 240 passenger miles per gallon.

WHY TAUCK TOURS PARTNERS WITH INDIAN TRAILS

Indian Trails provides charter bus service for many tour and vacation companies. One of its oldest partnerships is with Tauck Tours, which *Travel + Leisure* magazine has repeatedly named "World's Best Tour Operator & Safari Outfitter" and "World's Best River Cruise Line."

A tourism pioneer based in Wilton, Conn., Tauck launched in 1925 and is still family-owned. It offers more than 140 tour packages across all seven continents of the globe.

Attention to detail is a Tauck hallmark. For each new tour package, the designer and other staff travel the whole itinerary—not once, but twice—to experience it as guests will. Along the way, they assess every aspect—hotels, restaurants, transportation, attractions, entertainers, etc.



"We've worked hard to establish an incredible reputation, so it's important that everyone involved meets our brand standard," says Valerie Dulin, product manager and tour architect.

That's why Tauck has partnered with Indian Trails for decades on its summer tours of Michigan's Lakes & Mackinac Island. "We look for exceptional service, quality of product, and high operational standards. Indian Trails has it all," she says.

To learn more about Indian Trails, visit IndianTrails.com. ■

Mid-Michigan Insurance Sector Powers State Economy

INDUSTRY ESTIMATES 40 PERCENT LOSS OF WORKFORCE BY 2028 AS INSURANCE PROFESSIONALS BEGIN TO RETIRE

MID-MICHIGAN EMPLOYS NEARLY 17,000 EMPLOYEES in the insurance sector, making a significant impact on the employment opportunities in state's epicenter, but the economic impact the industry has on Michigan as a whole is even greater. The mid-Michigan insurance sector contributes more than \$5.5 million dollars to Michigan's economy and more than \$1.1 million in labor income each year.

Lansing is known as the Insurance Capital of Michigan and is home to six of the nation's top insurance companies including Farm Bureau Insurance of Michigan, Accident Fund Insurance, Jackson National, Michigan Millers, Delta Dental of Michigan and Auto-Owners Insurance.

These businesses, along with hundreds of additional agencies, independent agents and insurance workers at companies outside of the field, make up 20 percent of all insurance jobs in the state.

"We are proud to have such a strong insurance presence throughout our region," said Tim Daman, LRCC president and CEO. "The work they do bolsters our local and state economy, while providing a wide range of jobs, including opportunities that many people don't realize are even an option within the industry."

Some of the high-demand jobs available in the region are accountants and auditors, computer and information systems managers, software developers, communications specialists and customer service representatives. These jobs can pay upwards of \$90,000 annually.

Over the past several decades, the industry has grown at an incredible pace, but with the wave of retirement from the Baby Boomer generation, the industry is expected to lose 40 percent of their workforce by 2028.

"Talent attraction and retention is the top issue facing our members," said Michelle Rahl, LRCC vice president of business development. "With such a large portion of the insurance workforce retiring over the next decade, attracting

THE INSURANCE SECTOR'S IMPACT ON THE LANSING REGION

- ADDS **\$5.5 MILLION DOLLARS** TO MICHIGAN'S ECONOMY
- CONTRIBUTES MORE THAN **\$1.1 MILLION** IN LABOR INCOME ANNUALLY
- **20 PERCENT** OF ALL INSURANCE JOBS IN THE STATE
- **8.3 PERCENT** OF THE LANSING REGION'S GROSS DOMESTIC PRODUCT
- **\$2 BILLION** OF ECONOMIC ACTIVITY
- **15.4 PERCENT** OF THE STATE'S OVERALL INSURANCE SECTOR IS LOCATED IN THE LANSING REGION

and retaining talent becomes even more complex. Not only do these businesses have to find skilled workers who are the right fit for their companies, they have to find a large quantity of skilled workers to close the future talent gap."

The insurance sector makes up 8.3 percent of the region's gross domestic product and has \$2 billion of economic activity, which is 15.4 percent of the state's overall insurance sector. Without the employees to fill the jobs left vacant by retirements, Michigan's economy will take a huge hit.

"The talent gap is expanding more and more every day, and if we don't address the problem now, all of the positive momentum we've been working so hard to make could slow down," said Rahl. "We must continue to work together as a community to promote the Lansing brand in order to attract and retain young talent to the region, so we can continue to connect, grow and thrive for years to come." ■



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CELEBRATING MILESTONES

A MEASURE OF SUCCESS



THE ODDS OF SUCCESS IN BUSINESS ARE LOW.

Ninety-six percent of all start-ups fail to last 10 years. Rapid changes in technology and dramatic shifts in the competitive landscape, organizational culture and generational dynamics have made longevity in business more challenging than ever.

In 2019, eight members of the Lansing Regional Chamber of Commerce (LRCC) celebrate milestone anniversaries that few organizations manage to achieve. The organizations reflect the diverse nature of our regional economy, covering sectors including commercial construction, insurance, healthcare, research, professional services and non-profit. Those celebrating business milestones including the Christman Company (125 years), Farm Bureau Insurance of Michigan (100 years), Capital Area United Way (100 years), Granger Construction (60 years), Burcham Hills of East Lansing (45 years), Michigan Farm Bureau (100 years), The Plant Professionals (40 years) and Capitol Research Services (30 years).

“These organizations reflect the entrepreneurial spirit, drive and commitment that have been the hallmarks of the economy in the Lansing region,” said Tim Daman, LRCC president and CEO. “We celebrate their success and pay tribute to them in honor of their accomplishments and contributions they continue to make to their employees, customers and community.”

FOCUS asked each organization to share insights to the keys to their longevity, challenges they faced and their outlook for the future.

BURCHAM HILLS OF EAST LANSING CEO: PAM DITRI

Burcham Hills is located on 38 acres in East Lansing and is a nonprofit Life Plan Community, governed by a Board of Trustees and managed by Life Care Services. Burcham Hills includes lifestyle options of independent and assisted living, memory care, post-acute rehabilitation, long-term care and outpatient therapy services as well as 38 condominiums known as “The Clusters.”



Community members gathered April 12, 2019 to celebrate Burcham Hills' 45th anniversary.

FOCUS: WHAT HAVE BEEN THE KEYS TO YOUR LONGEVITY?

Burcham Hills' consistency in responding to the needs of the community for care and their reputation. A culture within of quality and person-centered care are a priority. The people of Burcham Hills make Burcham Hills a special place now and into the future.

FOCUS: WHAT ACCOMPLISHMENT(S) ARE YOU ARE MOST PROUD OF?

As a nonprofit community, we focus on our mission of taking care of people and providing a Life Plan Community environment where residents can plan their own lifestyles. We are building 44 new, upscale independent living apartments for the active senior to enjoy - StoneBriar at Burcham Hills - at a construction cost of \$29 million. Burcham Hills is well known as a retirement community but is so much more. We have specialized memory care services and early stage dementia care services called Assisted Living Connections. Our rehabilitation center offers inpatient post-acute care, a short-term service averaging a stay of 19 days after a hospitalization and supportive services when returning home, if needed. Our Outpatient Therapy Clinic provides therapy services for residents of Burcham Hills and external community members who need physical, occupational or speech therapy. Our long-term nursing care services, and lastly, we have privately-owned condominiums called The Clusters of Burcham Hills, with 38 condo homes, currently fully occupied with a waitlist.

FOCUS: WHAT HAVE BEEN THE BIGGEST LESSONS LEARNED?

Never become stagnant in this business, never think you know it all as the environment changes constantly, use resources and networking, and always remain humble but confident.

FOCUS: WHAT ARE YOUR TOUGHEST CHALLENGE(S)?

The many changes within the industry all while adjusting to them and not taking our eye off the day-to-day services and how important it is to exceed customer expectations. Lastly, like most businesses, the challenge of recruiting and training top employees as well as developing long-range plans. Each takes creativity and involving employees in addressing challenges.

FOCUS: WHAT ADVICE WOULD YOU OFFER TO START-UPS TODAY?

Making sure you are doing it for the right reasons, meaning you must have a passion for the type of business. Do your homework with market studies, focus groups of the local consumer and then some.

FOCUS: WHAT TRENDS DO YOU SEE IN THE NEXT THREE TO FIVE YEARS?

The baby boomers that are planners will be considering a Life Plan Community, such as Burcham Hills, where their care needs can be met from the independent level all the way through the aging process. We will need to keep in mind their unique needs, which are different from generations we have served in the past.

 **CAPITAL AREA UNITED WAY**
CEO: TERESA KMETZ

Capital Area United Way is a local nonprofit that unites people in need with resources available to provide immediate assistance in health, education and financial stability while addressing the root causes of our community's longstanding challenges and changing lives for the better.

FOCUS: WHAT HAVE BEEN THE KEYS TO YOUR LONGEVITY?

The key to United Way's 100 years is that we focus on addressing the major issues facing local residents at that moment in time. The socio-economic, political and healthcare landscape informs our work and the resources needed by the community. 100 years ago, the region was facing a flu pandemic and skyrocketing coal and commodity prices, which led to widows unable to afford basic necessities and many children being orphaned. As societal issues changed over the years, so do the critical services needed by local residents. United Way monitors those needs and addresses them by harnessing local companies (for funding, volunteers and professional expertise) and nonprofits (for service delivery) to address the issues of today.

FOCUS: WHAT ACCOMPLISHMENT(S) ARE YOU ARE MOST PROUD OF?

Investing \$330 million into the community during the century. These investments are used to help our own local residents to uplift them and set them on a path to self-sustainability. In a given year, more than 120,000 people are helped through services, like the United Way 2-1-1 call center which directs people to the available resources in the tri-county.

FOCUS: WHAT HAVE BEEN THE BIGGEST LESSONS LEARNED?

Collaboration is key. With limited funding, person-power and time, nonprofits cannot be afraid to work together to solve key issues. Organizations should not try to be everything to everyone because they don't have the expertise or necessary funding. Partnering with others allows wrap-around services to assist the entire person's needs. United Way has become a convener for many initiatives to demonstrate this concept.

FOCUS: WHAT ARE YOUR TOUGHEST CHALLENGE(S)?



UW volunteers tending gardens of fresh produce that will benefit local low-income families without access to nutritious foods.

Helping people understand that United Way is not just a fundraising organization, it is an organization that provides services and connects people to available resources when they are in crisis.

FOCUS: WHAT ADVICE WOULD YOU OFFER TO START-UPS TODAY?

More than 250 nonprofits already exist in the tri-county region and many will fail because they cannot find sustaining revenue. If you feel passionately about a mission or you have an idea for a nonprofit, first try to partner with an existing organization who does similar work so you can FOCUS on your passion and not on the paperwork, fundraising, marketing, financials and government reporting required to operate as a licensed nonprofit in good standing.

FOCUS: WHAT TRENDS DO YOU SEE IN THE NEXT THREE TO FIVE YEARS?

Society is moving to a completely electronic world with little face-to-face interaction. It is nearly impossible to serve people in need without physical interaction so delivering services is a challenge in an electronic age. Likewise, donors are seeking enhanced digital interaction with the organizations they support, making it harder to have a personal relationship with them. Digital communication does, however, make it easier to provide tailored communication directly related to an individual's interests, so the digital world is both a challenge and an opportunity.

 **CAPITOL RESEARCH SERVICES, INC.**
CEO: RACHELLE NEAL

Capitol Research Services specializes in full-service research including customer satisfaction surveys, concept testing, new product and service testing, mock juries, issue research, market feasibility and website usability testing. Their years of experience, skilled consultants and advanced technology enable them achieve an in-depth understanding of consumer behavior.

FOCUS: WHAT HAVE BEEN THE KEYS TO YOUR LONGEVITY?

Hiring good people and the ability to quickly adapt to change. Changes come in all forms including cultural, economic and health changes. When I started Capitol Research Services there weren't any focus group facilities in mid-Michigan. It was a bit of an education process when we first started because focus groups were almost completely unknown to the local market. I felt there was an opportunity to offer a full array of research services, so I built a sophisticated, nonintrusive focus group facility.

FOCUS: WHAT ACCOMPLISHMENT(S) ARE YOU ARE MOST PROUD OF?

Raising my children by myself since they were nine and 10 years of age, following the death of their father. For a while my parents were alive and able to help, but they've also passed. It has been a struggle to balance everything.

CELEBRATING MILESTONES: A MEASURE OF SUCCESS



The Capitol Research Services team, l-r: David Souser, II, Rachelle Neal and Nick Bruewer.

They are now healthy productive adults and I take great pride in them. I have also received awards through the Lansing Regional Chamber of Commerce. I was also honored to receive ATHENA International's Leadership Award in 2008.

FOCUS: WHAT HAVE BEEN THE BIGGEST LESSONS LEARNED?

Don't take anything for granted. The economy can be very volatile, and relationships can and will change.

FOCUS: WHAT ARE YOUR TOUGHEST CHALLENGE(S)?

Five years ago, I was diagnosed with two types of cancer including one form of invasive carcinoma. Recovery for most cancer patients is not easy and takes a toll on your ability to be productive. This was difficult for me because I have been extremely focused my entire life on being productive. Unfortunately, I was too ill for a while to accomplish much. My business struggled as a result. I am extremely grateful for some clients that stuck with me during this difficult time including MSU, LAFCU and Sparrow. In some ways, cancer has been a blessing because I truly appreciate each day and am cognizant of all the blessings in my life.

FOCUS: WHAT ADVICE WOULD YOU OFFER TO START-UPS TODAY?

I would tell them to get involved in the community. Join the Lansing Chamber or a service club like Rotary. Get to know people, get involved.

FOCUS: WHAT TRENDS DO YOU SEE IN THE NEXT THREE TO FIVE YEARS?

Changes in technology will continue to impact the speed in which we conduct business and research. One of the greatest opportunities facing our industry is the advancement of technology. This has cut costs as well as reduced time to collect, analyze, and distribute information. For more than five years, Capitol Research Services has offered focus group livestreaming. Our clients can instantaneously watch from anywhere in the world. Quantitative survey data is now collected 24-hours a day, digitally, without the use of telephone interviewers.

THE CHRISTMAN COMPANY CEO AND PRESIDENT: STEVE ROZNOWSKI

Founded in 1894 by H.G. Christman in South Bend, Indiana, The Christman Company opened its Lansing, Michigan office in 1915. Christman is ranked #110 in the 2018 Engineering News-Record ENR 400 list of top contractors nationally, and 63 in the 2018 ENR 100 list of top construction management-at-risk firms. The company has annual revenues of more than \$700 million, with over \$3 billion in construction currently underway.

FOCUS: WHAT HAVE BEEN THE KEYS TO YOUR LONGEVITY?

Staying true to the values handed down right from the beginning has been our lodestar, including honoring commitments with integrity, building lasting relationships, having passion for our work and a competitive spirit, and being a great place to work. Not much has changed on that front in 125 years, and we have no plans to change it now.

FOCUS: WHAT ACCOMPLISHMENT(S) ARE YOU MOST PROUD OF?

I would have to say putting in place the talented team of nearly 500 experts, leaders and partners that we have on board, including a significant bench of both current and future leaders. They amaze me every day, and continuing to invest in everyone's development and growth makes our long view of the future look pretty darn good. A significant related accomplishment was moving to a 100 percent management and employee-owned (ESOP) model in 2009, we are truly in this together.

FOCUS: WHAT HAVE BEEN THE BIGGEST LESSONS LEARNED?

Maintain bench strength. In our construction world, you can't double-commit your people, and you can miss out on great new opportunities when you don't have the experienced team members in place to pursue them.

Develop good processes and follow them religiously.

Strive to be proactive in all things. Be a worst-case scenario planner.

FOCUS: WHAT ARE YOUR TOUGHEST CHALLENGE(S)?

Probably the recession of 2007, which meant some distinctly dark days for the commercial construction market in general. Even though we did end up having to trim our workforce, we fortunately had some good work already in progress, and also some significant projects for which we were the developers, which allowed us to keep moving forward.

FOCUS: WHAT ADVICE WOULD YOU OFFER TO START-UPS TODAY?

Build solid partnerships based on mutual respect and honesty. Put together strong, complementary teams. Truly engage with your customers and seek to understand and solve their problems with what you do. Plan strategically but don't be too rigid – revisit the plan as often as necessary to reflect changes in your business environment.

FOCUS: WHAT TRENDS DO YOU SEE IN THE NEXT THREE TO FIVE YEARS?

Continued significant technology advances, including more and better

"These organizations reflect the entrepreneurial spirit, drive and commitment that have been the hallmarks of the economy in the Lansing region. We celebrate their success and pay tribute to them in honor of their accomplishments and contributions they continue to make to their employees, customers and community."



Christman was construction manager for the Michigan State University Music Building.



Michigan Farm Bureau headquarters.

virtual and augmented reality for planning buildings and training on their use, automation on our construction project sites, e.g. autonomous construction vehicles and use of robotics for repetitive tasks; continual influx of the millennial generation in the workspace calling for flexibility, digital engagement, clear career paths, etc.; and a ramp-up in sustainability not just in terms of “green building” methodology but a FOCUS on business practices that make a positive impact on people and culture.

FARM BUREAU INSURANCE OF MICHIGAN CEO: DON SIMON

Farm Bureau Insurance of Michigan was founded in 1949 by Michigan farmers who wanted an insurance company that worked as hard as they did. Those values still guide the company today and are a big reason why they are known as Michigan’s Insurance Company, dedicated to protecting the farms, families, and businesses of this great state. Farm Bureau Insurance agents across Michigan provide a full range of insurance services — life, home, auto, farm, business, retirement, Lake Estate®, and more — They protect Michigan residents with more than 660,000 insurance policies statewide.

FOCUS: WHAT HAVE BEEN THE KEYS TO YOUR LONGEVITY?

Our history. We were created by Michigan farmers who wanted an insurance company to work hard and care about Michigan. Their dreams and their values are ingrained in our company. We are incredibly thankful for their continued support.

Often, I like to remind folks that we’re a service company that just happens to provide insurance products. Our agents and our employees are devoted to delivering service that “goes above and beyond.”

Of course, a key ingredient is our agents. With nearly 450 agents across the state, we can offer protection to Michigan residents, families, and businesses

FOCUS: WHAT ACCOMPLISHMENT(S) ARE YOU MOST PROUD OF?

I’m really proud of our founders and farmers. We’re Michigan-based and our organization is also recognized as one of the best in the nation. Not only as an insurance company, but as a grassroots organization and respected voice legislatively on industry and agricultural issues like food safety and fighting hunger in Michigan.

FOCUS: WHAT HAVE BEEN THE BIGGEST LESSONS LEARNED?

I am excited about the opportunity for innovation in the insurance industry—

accessing and increasing the use of high-tech. Over the past 70 years, we’ve learned the value of networking. We’re headquartered in Lansing, a diverse area of educational institutions, a vibrant business community as well as government partners, and tech resources. Collaboration, inside and outside of our industry, actually helps us to better serve our customers and the state today and tomorrow.

FOCUS: WHAT ARE YOUR TOUGHEST CHALLENGE(S)?

One of the challenges is maintaining a continuous pipeline of talent. For many years, Farm Bureau Insurance has worked in collaboration with colleges, local high schools, and others to offer opportunities to students and make them aware of the career opportunities available in insurance, particularly here in Michigan.

FOCUS: WHAT ADVICE WOULD YOU OFFER TO START-UPS TODAY?

Invest in talent. Every time you invest in talent and training it pays off 10-fold or better for everyone.

FOCUS: WHAT TRENDS DO YOU SEE IN THE NEXT THREE TO FIVE YEARS?

As technology changes, so do consumers’ needs. From driverless cars to new materials being used to build homes and fuel businesses — we continually review our products to make enhancements and ensure they are top of the line in insurance protection.

Another area of growth is customer service. At the end of the day, we are in the business of customer service. We want to enhance the customer experience. These include digital strategies, customized products, and engaging communications.

GRANGER CONSTRUCTION CEO: GLENN GRANGER

Founded in 1959, Granger Construction is an ENR Top 400 company headquartered in Lansing, Michigan, specializing in design-build, construction management, integrated project delivery and general contracting services for the commercial, industrial, K-12, higher education, healthcare and corrections market segments.

FOCUS: WHAT HAVE BEEN THE KEYS TO YOUR LONGEVITY?

We have always operated by the guiding principle of the Golden Rule, “Do unto others as you would have done unto you.” This approach has served us

CELEBRATING MILESTONES: A MEASURE OF SUCCESS



University of Michigan Stephen M. Ross Athletics South Competition and Performance Center/Holocaust Memorial Center.

well when managing challenging situations and in maintaining our reputation for doing the right thing. I believe our longevity can also be attributed to the fact that we tend to attract excellent leaders in our industry. We have also focused on nurturing talent and growing leaders from within; we have senior leaders who began their careers as interns at Granger!

FOCUS: WHAT ACCOMPLISHMENT(S) ARE YOU MOST PROUD OF?

We've built several landmark projects in Michigan, such as the University of Michigan Stephen M. Ross Athletics South Competition and Performance Center, multiple data centers for Fortune 100 automotive corporations and the Holocaust Memorial Center. We're currently building Michigan State University's STEM Teaching and Learning Facility using sustainable mass timber, which is the first use of this innovative material in Michigan.

FOCUS: WHAT HAVE BEEN THE BIGGEST LESSONS LEARNED?

I've definitely grasped the importance of learning from mistakes; fail quickly and recalibrate. I've also realized the value of seeking alternative viewpoints and surrounding yourself with people to whose level of talent you aspire.

FOCUS: WHAT ARE YOUR TOUGHEST CHALLENGE(S)?

I think one of our biggest challenges has been growing the company's size and geographic footprint while also maintaining a family-oriented culture. Taking on projects beyond our traditional radius sometimes means asking key staff members to take time away from their families. At the same time, winning construction projects in Ohio proved to be the springboard for our successful expansion into that geographic market.

FOCUS: WHAT ADVICE WOULD YOU OFFER TO START-UPS TODAY?

There are so many support services and resources available to you – take

advantage of them! Service clubs, local entrepreneurs; a lot can be gained by tapping into the talent in your local community. Seek the counsel of people who've accomplished the goals you aspire to achieve. I am blessed with three amazing role models, my dad and his brothers, who started Granger Construction 60 years ago and whose hard work and innovative mindsets have cultivated the success of both Granger Construction and one of Michigan's top waste service providers.

FOCUS: WHAT TRENDS DO YOU SEE IN THE NEXT THREE TO FIVE YEARS?

We know that we're going to be challenged with a shortage of talent in key positions from the skilled trades through senior leadership. Part of that will cause us to look toward innovation as it pertains to technology and modular construction. To positively impact this shortfall, in partnership with the Capital Area United Way, we're committing both financial and educational resources to increasing awareness of and access to career opportunities in the skilled trades and construction industry.

MICHIGAN FARM BUREAU PRESIDENT: CARL BEDNARSKI

Michigan Farm Bureau is the state's largest farm organization, representing, protecting and enhancing the business, economic, social and educational interest of more than 42,000 farmer-members. Learn more about their programs at michfb.com.



FOCUS: WHAT HAVE BEEN THE KEYS TO YOUR LONGEVITY?

The grassroots process and always remembering who we represent – those involved in production agriculture – are keys to our success. County Farm Bureau members guide Michigan Farm Bureau policy and services. It's our role to position members to successfully share their goals and values with legislators, educators, and consumers. Another key – valuing the input of organizations not directly tied to agriculture to find mutually beneficial solutions. As we celebrate our 100th anniversary, our staying power is unquestioned. We still respect and follow the guiding principles of our founding members when they organized in 1919 to address road funding in Michigan.

FOCUS: WHAT ACCOMPLISHMENT(S) ARE YOU MOST PROUD OF?

Since our beginning, advocating on behalf of Michigan's farm families has been our FOCUS and our strength. So, it is no surprise our greatest accomplishments can be found in legislative successes like protecting our Right to Farm, preserving our farmland through the Farmland and Open Space Preservation Act, and the voluntary Michigan Agriculture Environmental Assurance Program, known as MAEAP, to name a few.

FOCUS: WHAT HAVE BEEN THE BIGGEST LESSONS LEARNED?

Never underestimate the leadership potential of members when addressing industry challenges. When members are given the opportunity to identify and debate policy recommendations, you'll be amazed at the solutions they develop and the sense of pride and ownership they take in their organization.

FOCUS: WHAT ARE YOUR TOUGHEST CHALLENGE(S)?

Educating legislators, both on the state and national level, along with the public about the pride and responsibility farmers take seriously as environmental

stewards of their farmland and caretakers of their livestock. Farmers care about the people that have entrusted them to provide a safe, abundant and affordable food supply every day. As a general farm organization, we strive to provide factual information on behalf of hard-working Michigan farmers, to help the public discern between what's true and what's not when it comes to their food supply.

FOCUS: WHAT ADVICE WOULD YOU OFFER TO START-UPS TODAY?

As a non-profit organization, we often ask that same question of ourselves. Many of the business and communication practices have obviously evolved over the 100-year history of our organization — meaning the ability to stay nimble, responsive and relevant is absolutely critical.

FOCUS: WHAT TRENDS DO YOU SEE IN THE NEXT THREE TO FIVE YEARS?

We live in a data-driven world. The adoption of data-integrated technologies in agriculture, such as GPS-guided equipment, drone imagery, real-time soil and plant sensors, is moving faster than ever. Once considered an option, technology is now driving virtually every key management decision to precisely apply crop inputs, such as seed and fertilizers. Labor availability challenges will drive many segments of agriculture to become even more mechanized.

THE PLANT PROFESSIONALS
PRESIDENT: KATHY VALENTINE

Plant Professionals began in 1979 as a one-person operation selling tropical indoor plants in baskets to businesses and caring for them. Kathy Valentine was hired as a plant care technician in 1980, became a partner in 1984 and the sole owner in 1990. Flowering plants were added, and then plant event rentals and holiday decorating. Soon they were designing floral arrangements for events and later added delivery services. By the 1990s, Plant Professionals added exterior color plantings, and then began to care for flower gardens and detailed landscapes, eventually adding design and construction services. Fountains and water features are offered now. Green roofs and green walls are the new frontier. In 2013, gift items were added to the floral shop, allowing corporate and personal clients to send gift baskets and pamper items as well as flowers within their delivery area.

FOCUS: WHAT HAVE BEEN THE KEYS TO YOUR LONGEVITY?

Longevity, success, happiness...all the same key! Finding products and services that there is a market for, doing them well, pricing them fairly, letting people know about what we can do for them. Being nimble and always looking for new opportunities to be better while keeping the offerings fresh.

FOCUS: WHAT ACCOMPLISHMENT(S) ARE YOU MOST PROUD OF?

Our contribution to the greater Lansing economy has been based on our ability to leverage knowledge and enthusiasm. We have been able to build the economies of our employee families and build our facilities along the way. Nothing makes me prouder than making a client look good, while seeing our people take joy in their contribution.

FOCUS: WHAT HAVE BEEN THE BIGGEST LESSONS LEARNED?

Stay lean, even in growth. We have weathered three recessions, each different, but all challenging. Be as careful of the clients' money as of your own. I picked a profession (plants and flowers) that is based on offerings not needed; only desired. When the economy hums along, we are busy. When money gets tight, plants and flowers are one of the first budget reductions people make.

FOCUS: WHAT ARE YOUR TOUGHEST CHALLENGE(S)?

Learning to step back and let others do. Letting others learn by making a few mistakes, encouraging their analysis of cause and correction, supporting that



Since 1979, Plant Professionals has been focused on improving the lives of people through the use of plants.

process, all while insisting on high quality for the customer. If you believe you are the only one who can do it well enough, you will always be a one-person shop. If you recruit, hire, train, encourage or can find those who can, you can grow and keep growing.

FOCUS: WHAT TRENDS DO YOU SEE IN THE NEXT THREE TO FIVE YEARS?

In the plant world, green walls and green roofs are the trend I see that will have staying power. They allow us to benefit from the beauty of plants (and all they do for us) without taking up much space or time, when the right design is chosen, and the best technology is implemented. ■



Patty Barnas, Market President
Lansing



Jennifer Marsh, Vice President
Commercial Banking

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PEOPLE NEWS



Wald

The Michigan School Business Officials (MSBO) organization has recently announced the 2019 School Business Official of the Year awardee as **Cheryl Wald**, chief financial officer of **Mason Public Schools (MPS)**. Ms. Wald has been integral in the financial operations for Mason Public Schools since taking on the role of chief financial officer in 2014. Ms. Wald played an active part in increasing the District's bond rating from an A to an A+ and significantly increasing the general fund audited year-end fund balance from 4.8% in 2014 to 16.5% in 2018.



Major



Bishop



VonAchen

Triterra, a Lansing-based Environmental Consulting Firm, is pleased to announce the addition of three new staff members: **Diana Major** joins as an environmental scientist. Diana holds a bachelor's degree in Fisheries and Wildlife Management (concentration on conservation biology) from Michigan State University (East Lansing, Michigan); **Adam Bishop** joins as an environmental scientist. He has a bachelor's degree in Environmental Science and Planning from The University of Michigan – Flint (Flint, Michigan); and **Hanna VonAchen** joins as an accounting & graphic design specialist. Hanna's work at Triterra focuses on managing financial transactions, maintaining accounting records, and preparing reports.



Lurie

Robert Lurie, a **Waverly High School** social studies teacher, recently won a national Spirit of Anne Frank Teacher of the Year award for educational excellence. The award honors educational leaders who have proven to be exceptional in their schools, institutions and communities. The leadership award exemplifies Anne Frank's legacy by inspiring the next generation of humanitarians.

MSU Federal Credit Union (MSUFCU), is pleased to announce that three professionals have joined the Credit Union in management positions: **Clark Beach** as senior IT infrastructure manager; **Kisha Graham** as assistant branch manager of the Auburn Hills and Oakland Center Branches; and **Ami Iceman-Haueter** as assistant vice president of strategic research analysis. Mr. Beach currently serves as senior IT infrastructure manager where he leads his team of

database and system administrators, architects, and site reliability administrators. Ms. Graham serves as assistant manager for the Auburn Hills and Oakland Center Branches, where she leads her team to provide the best member experiences through product and services knowledge, and to promote individual career growth and development. Ms. Iceman-Haueter serves as AVP of strategic research analysis where she provides support for internal strategic initiatives and business divisions through research-based analysis.

Rehmann is excited to welcome **Bill Burke** to their team as director of client services and business development for the firm's Lansing and Jackson offices. In this role, he will connect the dots between potential clients and Rehmann's experienced team of business advisors to facilitate continued growth for the firm.



The Angela Averill Team



Seguin & Sprague Team



Carin Whybrew Team



The Lisas

Coldwell Banker Hubbell Briarwood announces its 2018 Coldwell Banker award winners: *International President's Elite Team 4+* - The Angela Averill Team; **Angela Averill, Kylie Fineis, Dalanie Mathews** and **Mindy Hirsch**; *International President's Circle Team 4+* - Carin Whybrew Team; **Carin Whybrew, Ryan Fountain, Tyler George** and **Wesley Whybrew**; Seguin & Sprague Team; **Jennifer Seguin, Michael Sprague, Amanda Voorheis, Nicole Giguere** and **Randall Levi**; *International President's Circle Team 1-3* - The Lisas; **Lisa Fata** and **Lisa Ramont**.



Hufnagel

Peter Kubacki of **Dart Bank** has announced his retirement. Peter has been in banking for 42 years, serving the last 12 years at the bank as president and CEO. His leadership and accomplishments are well respected. **John Grettenberger, Jr.**, chairman of the board, has announced the promotion of **William Hufnagel** to president and CEO. He has been with Dart Bank for the last five years. Bill has over 20 years of banking and lending experience.

Martin Commercial Properties is pleased to announce Big R Stores, Inc. has purchased the former

Sam's Club at 340 East Edgewood Boulevard in South Lansing. The 11.5-acre, 135,000 square foot location will be the first for the farm-home retailer in Michigan. **Shawn O'Brien** of Martin Commercial represented the seller, Wal-Mart Stores.



Temsey

One Eaton County school board member earned an award from the Michigan Association of School Boards (MASB) in 2018 for his efforts to improve his leadership skills, demonstrate commitment to student achievement and his own continuous improvement. Awards are earned for classes completed in MASB's leadership training program, as well as for conference attendance, years of service and leadership activities. **Jack M. Temsey**, Board Member of **Eaton RESA** and Potterville Public Schools, received the Master Diamond Award and was honored by MASB at the recent Eaton County Area School Board Association meeting held at Eaton RESA on April 30, 2019.



Congratulations to **Tracy Padot**, vice president of marketing communications; **Lori Lanspeary**, social media and leisure marketing manager (pictured) and the rest of the **Greater Lansing Convention and Visitors Bureau** Marketing team for winning a 2019 Pace Award from the Central Michigan chapter of the Public Relations Society of America. They were recognized for their work in the Community Relations category for their efforts to market the region's Sensory-Friendly Program. The program, which involves numerous community partners, promotes the sensory friendly options for Greater Lansing's growing number of neuro-diverse guests.

Maner Costerisan, a full-service public accounting and business advisory firm, is pleased to announce the appointment of **Kaitlynn Watts** as client service manager in the business solutions and technology department. Watts is project management professional-certified and is responsible for business development and technology at Maner Costerisan. She is to be a point of contact for technology clients.

The Greater Lansing Convention and Visitors Bureau is excited to announce **Cindy Bowen, CHA, CTA**, board member and chair of the Greater Lansing

Joint Lodging Advisory Group, has been selected as the Crowne Plaza Hotel General Manager of the Year for its global properties.



MPS HS Students Participate in Art Exhibit

Ingham Intermediate School District (ISD) hosted the 19th Annual Ingham Student Art Exhibit in conjunction with the Lansing Art Gallery and the Michigan Education Leadership Group (MELG). Mason Public Schools students lead the pack with a very strong showing in this year's event. Out of the 50 total pieces selected, 13 winning entries are from Mason students. Mason Public Schools student winners include: **Jayna Bennett** - Mason High School; **Ocean Chantelois** - Steele Elementary; **Vivan Chase** - Steele Elementary; **Grace Edick** - Mason High School; **Allison French** - Mason High School (Ms. French had two winning submissions); **Cassandra Gates** - Mason High School; **Evangeline Lake** - Alaiedon Elementary; **Josie Murgittroyd** - North Aurelius Elementary; **Amy Nguyen** - Mason High School; **Unity Rodriquez** - Mason High School; **Austyn Southwell** - Mason High School; and **Jorga Woledge** - Alaiedon Elementary.

Dewpoint, a leading provider of technology consulting and implementation solutions, is pleased to welcome several new professionals to Lansing: **Kuo-Pu Han** - system engineer; **Amy Lama** -

program manager; **Michael McGowan** - system engineer and **Ryan Metzger** - system engineer.



Congratulations to **Bob Hoffman** and ePIFanyNow on their 10 year anniversary of spreading kindness in our community. **Pam Miklavcic**, founder and executive director of **The Davies Project**, was honored to receive the Chris Rosati Hero Award this year. The Davies Project provides transportation to medical appointments so children can access critical health care. The kindness volunteer drivers provide gives families support and hope. Thank you all for being more than just a ride to medical appointments.



Morgenstern

Clark Trombley Randers Consulting Engineers is pleased to announce the naming of **Scott Morgenstern, PE** as a principal in the firm. Scott, a licensed mechanical engineer, has over 24 years of experience in the design of mechanical systems and provides project management and technical leadership in the Grand Rapids office. CTR has been providing mechanical and electrical engineering and design services to architects and building owners for facilities of all types since 1961, currently with offices in Lansing and Grand Rapids.



Students from the **Eaton Regional Education Service Agency (RESA) Career Preparation Center** officially committed to full-time positions with local employers as a part of National Signing Day. SkillsUSA and Klein Tools created National Signing Day as a way to celebrate high school seniors who are dedicated to pursuing careers in the skilled trades. Six seniors who are close to completing their programs through the Career Preparation Center were celebrated alongside their future employers at this event. **Alex Annis** from Grand Ledge High School, **Brandon McGowan** from Webberville High School and **Jared Snyder** from Fowler High School are currently in the Heavy Equipment Repair program and have all officially accepted full time positions with AIS Construction in Lansing; **Zack Trouten** from Eaton Rapids High School who is in the Welding 2 program accepted a position at Dowding Industries in Eaton Rapids; **Aaron Thompson** from Charlotte High School who is in the Auto Technology 2 program accepted a position with Grand Ledge Ford; and **Andrew Baker** from Potterville High School who is in the Welding 2 program accepted a position at Cameron Tool in Lansing.

Martin Commercial Properties is pleased to announce the sale of a 30,421-SF-school building at 1030 South Holmes Street in Lansing, MI. **Jeff Ridenour** of Martin Commercial represented the sellers, a partnership that includes Verlinde

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LAFCU's Mike Loucks receives the Lon Bone Grassroots Professional Activist Award from MCUL's Patty Corkery.

LAFCU's Mike Loucks won Michigan Credit Union League's annual professional activist award for his commitment to grassroots, political and PAC engagement over a sustained period. Loucks received the Lon Bone Grassroots Professional Activist Award at the trade association's Government Affairs Conference in Lansing, May 1, one day after retiring from LAFCU. He was regional vice president responsible for operations at the Mason, West Lansing, Eaton Rapids and Charlotte branches.



Sherri Martin, vice president of policyholder services, life & property casualty for **Farm Bureau Insurance of Michigan**, is the 2019 recipient of the American Council of Life Insurers (ACLI)

Forum 500 Distinguished Service Award. The award is presented annually to a member of the ACLI Forum 500 whose work exemplifies life insurers' commitment to providing all Americans with the financial and retirement security they want and need.

The **Sparrow Hospice Walk to Remember** on May 19 was an incredibly touching tribute to those who have ended life's journey, but it had special significance this year to **Carol Wilson** of Lansing. The event honored **Al Wilson**, Carol's late husband of 50 years, who helped create the Capital Area Muscle Car Club. Through his initiative, the club held annual fundraisers that garnered more than \$72,000 for Sparrow's Hospice House of Mid-Michigan. In 2014, Al was diagnosed with multiple myeloma. After a brave fight, Al spent his last 21 hours at Hospice House, under the care of those he had so generously helped for many years before. Al succumbed to his disease in July 2018, surrounded by his loved ones.



Gentle

Associated Builders and Contractors – Greater Michigan Chapter is pleased to announce the addition of **Carla Gentle** as the new director of membership & business development. Carla will be advocating the free enterprise message across the Bay City, Lansing, Midland, Mt. Pleasant and Saginaw markets.

Sarah Nelson, from Milford High School in Highland, Michigan and **Eric Liu**, from Rockford High School in Rockford, Michigan, competed in and won the Best Actress and Best Actor prizes in the 8th annual Sutton Foster Ovation Awards at **Wharton Center** on Sunday, May 12, 2019. These awards celebrate actors' outstanding artistic achievement from a musical theatre production.



Sparrow Hospital Nurse of the Year Cyndi Dupuis (center) accepts her award from Dee Ann Soper, Manager, Float Pool, and Jeanne Bishop, Director of Nursing Operations.



Kathy Raby (center) has been named Sparrow Ionia Hospital's Nurse of the Year. She is surrounded by (from left) Lisa Sinko, her manager; Kira Carter-Robertson, Vice President, Sparrow Affiliate Operations; and Sue Cook, Risk Manager.

Five **Sparrow Hospital** nurses have been given special recognition for their quality, compassionate care and service as part of activities celebrating National Nurses Week. **Cyndi Dupuis**, a critical care float nurse, was named Nurse of the Year after being lauded for her education, training, and empathy and compassion toward her Patients. Others receiving special honors were: **Elizabeth Anderson**, clinical nurse specialist, nursing education, Advanced Practice Nurse of the Year; **Justen Waiter**, cardiac progressive unit, Charge Nurse of the Year; **Erin Gilbert-Eyres**, labor and delivery and **Amanda Tanner**, cardiac stepdown, Preceptor of the Year. **Sparrow Carson Hospital** honored **Kelsie Smith**, a med/surg nurse, as its Nurse of the Year. **Sparrow Ionia Hospital** named **Kathy**

Raby, who provides care to patients in the Oncology/Hematology Center, as its Nurse of the Year.



As **McLaren Greater Lansing** celebrated National Nurses Week, hospital leaders and staff gathered to honor **Abbie Sheets, RN**, with the 2019 Nursing Excellence Award. The award is given annually to a registered nurse who exemplifies excellence in practice, education, leadership, and community involvement. Sheets has worked for McLaren Greater Lansing for 17 years, starting her career in the lab while she was in nursing school at Michigan State University.



Rios

Loomis, Ewert, Parsley, Davis & Gotting P.C. is pleased to announce that **Dominic R. Rios** has been elected a shareholder in the firm.

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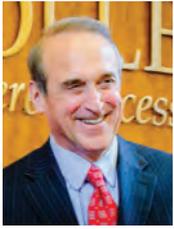
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Knight

LCC President **Brent Knight** has been elected to serve on the board of directors for the American Association of Community Colleges (AACC). This follows his appointment to the board in August 2018 by AACC's president and CEO, Walter G. Bumphus. As the sixth president of LCC, Knight began his journey with the college in 2008, and has made student success his number one priority. He has worked to make tuition affordable, been an advocate for responsible student loan debt, expanded recruitment efforts, and brought cutting-edge technology to LCC campuses so students can more easily achieve their educational goals.

Coldwell Banker Hubbell Briarwood is pleased to announce the following 2018 Coldwell Banker Award winners: *International Diamond Society Team 1-3*: The Laforet Team (**Kim Laforet**, **Erin Klinger** and **Leigh Henrys**); *International Sterling Society Team 1-3*: Amber and Gayle (**Amber Kennell** and **Gayle Shaffer**); *Thornton Realty Team* (**Jeff Thornton** and **Sean Gardner**); *International President's Premier*: **Travis Conti**, **Tracey Hernly**, **Jessica Hillyer** and **Raeanne Mardigian**; *International President's Elite*: **Jim Kost**; *International President's Circle*: **Tavis**



The Laforet Team



Thornton Realty Team

Amber and Gayle



Conti

Hernly

Hillyer

Mardigian



Kost

Cherry

D. Hall

S. Hall



Holly

Hernly

Hillyer

Mardigian



Conti

Cherry, Dave Hall, Shelly Hall, Stephanie Holly, Emily Lott, Nancy Petroff, Rochelle Ridgell and Ted Westfall.

CASE Credit Union, serving the Greater Lansing area since 1936, is pleased to announce the following executive hires and promotions: **Laura Hosey** has been named vice president of lending, a position in which she will oversee consumer, mortgage and business lending; **Bryanna Benoit** has been named vice president of finance and chief financial officer; **Corrie Jameson** has been promoted to assistant vice president of internal audit. **Derek McKerr** has been promoted to the position of assistant vice president of compliance; and **Rachel Singleton** has been promoted to vice president of operations and resolutions, having most recently served as CASE Credit Union's assistant vice president of resolutions.

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COMPANY NEWS

Cinnaire, a non-profit Community Development Financial Institution (CDFI) that provides creative loans, investments and development services to support healthy neighborhoods, was recently recognized as a *2019 Best Nonprofit to Work For* by the Nonprofit Times, the leading business publication for Nonprofit Management. This is the fifth time Cinnaire has been selected for this prestigious list, with a 2019 ranking of #31 of the top 50 Best Nonprofits overall and #17 on the Best Medium Nonprofits (50-249 employees).

Highfields recently received a \$500 grant from the Junior League of Lansing for Highfields' Family Preservation Program. The grant will help further Highfields' mission of providing opportunities to children, youth and families by providing resources for immediate needs while a family is in treatment with Highfields if no other resources are available. By ensuring client families' immediate needs are met, it will allow families to remain intact while working in treatment to resolve concerns that could lead to placement of children outside the home.

Companies who have the most innovative and thoughtful human resources approaches are honored as one of the West Michigan Best and Brightest Companies to Work For award; **MSU Federal Credit Union (MSUFCU)** is pleased to announce it received this award for the seventh year. The Best and Brightest Companies to Work For gives businesses the opportunity to gain recognition, showcase their best practices, and demonstrate why they are ideal places for employees to work. This national program celebrates commitment to excellence in human resource practices and employee enrichment.



The Arts Council of Greater Lansing proudly distributed grant funding totaling more than \$142,000 to area artists and arts organizations in the Capital region. The grants support the following: implementation of local art projects, resources for attendance at conferences and classes and promotion of Greater Lansing's cultural activities to outlying areas through creative marketing efforts. Grants were awarded through each of the following program initiatives:

MCACA Minigrant (Round 2) funding totaling \$13,261 for 2019 was awarded to the following nine recipients: Crystal Gause; Green Bow Music; Lansing Symphony Orchestra; Michigan Institute of Contemporary Art (MICA); Bath Charter Township; Communities In Schools of Michigan; DreamWorld Studios for the Arts; Holt Community Arts Council and Lansing 5:01.

Ingham County Hotel/Motel Funds for Arts and Tourism funding totaling \$129,035.08 for 2019 was awarded to the following 19 arts and cultural organizations: All of the Above Hip Hop Academy; All-of-us Express Children's Theatre (AECT); Capital City Film Festival (CCFF); Center Park Productions; City of East Lansing; Downtown Lansing Inc.; East Lansing Art Festival; East Lansing Film Festival; Eli and Edythe Broad Art Museum at Michigan State University; Happendance, Inc.; Impression 5 Science Center; Lansing Art Gallery & Education Center; Lansing Symphony Orchestra; Old Town Commercial Association; R.E. Olds Transportation Museum; REO Town Commercial Association; The Cracked Pot Studio Tour; Wharton Center for Performing Arts; Williamston Theatre.

Yeo & Yeo CPAs & Business Consultants, a leading Michigan accounting firm, has been named one of West Michigan's Best and Brightest Companies to Work For by the Michigan Business & Professional Association (MBPA) for the fifteenth consecutive year. Winning companies were honored at the MBPA's annual Workforce Symposium & Awards Luncheon on Tuesday, May 7, in Grand Rapids. Yeo & Yeo is proud to offer more than 150 employees rewarding careers in the accounting industry. Yeo & Yeo develops future leaders through its award-winning CPA certification bonus program, in-house training department, professional development training and formal mentoring while sustaining work-life balance.



Members of MSUFCU board of directors, executive team, and Holt community leaders join together for the MSUFCU Holt Branch groundbreaking.

The **MSU Federal Credit Union (MSUFCU)** Board of Directors and management are pleased to announce the Credit Union will open a branch at 2313 Cedar Street, Holt, Mich., in 2020. On Tuesday, April 16, 2019, representatives from MSUFCU and the Holt 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 feature an integrated branch design, including a sit-down concept rather than traditional teller lines. The stations will be staffed by universal employees who are trained to handle a wide variety of transactions.

Güd Marketing received the most awards at the Central Michigan Chapter of the Public Relations Society of America (CMPRSA)'s annual PACE Awards event April 18. The Lansing-based public relations and marketing agency was presented with 15 awards, including seven Pinnacle Awards, which recognize the campaigns that receive the highest-judged performance from national industry peers. Eleven of Güd Marketing's clients were honored at the event: The State of Michigan's Talent Investment Agency, the Talent and Economic Development Department of Michigan, the Michigan Department of Natural Resources, the Michigan Department of Natural Resources' Forest Resources Division, the Michigan Department of Environmental Quality, the City of Grand Rapids, the Interurban Transit Partnership (The Rapid), Mott Community College, the Michigan Primary Care Association, the Michigan Wildlife Council and Fenner Nature Center.



On April 25, **Mason Public Schools** celebrated the next milestone of the Capital Improvement Project by breaking ground on both the North Aurelius Elementary and Alaiedon Elementary construction projects. In two separate events, students from each building joined the Board of Education, building principals, construction team, superintendent and Buster the Bulldog for a short ceremony. The work being done on the North Aurelius Elementary and Alaiedon Elementary buildings is the second portion of Phase 1 of the Capital Improvement Project. The \$69.7 million bond was approved by voters in November 2017.

Maner Costerisan is sponsoring two more educational webinars featuring restaurant financial accounting experts, James Meyer, a partner at Maner Costerisan, and Gregg Thomas, founder of CFO Advisors, LLC: *How to Avoid Roadblocks to Growth* on July 18 at 10:00 a.m. (EST); and *When to Bring in Restaurant Technology Experts* as

Part of Your Growth Strategy on Sept. 18 at noon (EST). For a detailed agenda and registration link, please visit <http://manersolutions.com/maner-costerisan-introduces-restaurant-webinar-series/>.

The Ingham County Land Bank has recently partnered with **NAI Mid-Michigan/TMN Commercial** to help achieve its mission to return tax reverted, purchased, donated and unclaimed land to more productive use. The Land Bank sought a commercial real estate firm who can deliver qualified buyers to repurpose or develop over 30 commercial sites in Ingham County, ranging in size and complexity from special purpose buildings – such as Pleasant Grove Elementary School located on W. Holmes Road and the former RC Cola bottling plant located on N. Grand River – to vacant commercial and industrial lots.

Edge Publicom received earned recognition at the Central Michigan Public Relations Society of America annual PACE Awards Thursday, April 18 for a campaign focused on increasing literacy rates among the state’s youngest learners. Literacy Essentials are evidence-based practices that the Michigan Department of Education, Michigan Association of Intermediate School Administrators and General Education

Leadership Network Early Literacy Task Force created to foster motivation and engagement within lessons. Edge Publicom partnered with Michigan Virtual to deploy an integrated communication campaign with the goal of raising awareness among Michigan educators.

The **Capital Area Transportation Authority’s** board of directors voted to use 100 percent renewable energy at its three Greater Lansing facilities, including the CATA Administration Building in South Lansing, the CATA Transportation Center in downtown Lansing, and the Capital Area Multimodal Gateway in East Lansing. Through the Greenwise program, CATA will purchase wind energy blocks for 1.3 cents per kilowatt hour, or approximately \$32,202 per year, beginning June 1, 2019. The initial contract with BWL is for a three-year period.

Highfields recently received a \$1,700 grant from the Community Foundation’s Youth Action Committee. The grant will help further Highfields’ mission of helping youth become more responsible for their lives by teaching basic life skills to students in Highfields’ Residential Treatment Program. The grant will allow Highfields to bring individuals and local organizations to campus to teach classes on topics like auto maintenance and care, cooking, first aid, financial literacy and resume writing. The entire project is designed to build actual skills as well as resiliency and coping skills.

Triterra was awarded an Indefinite-Scope, Indefinite-Delivery contract by the State of Michigan (2019 Environmental ISID Services). The three-year contract, with an option to extend for one additional year, focuses on environmental projects where there is no longer a viable responsible party to conduct cleanup activities required under state law. The state intends to utilize this contract for investigation and remediation at non-liable party sites statewide.

Team **Moonsail** is excited to share that they received a 2019 bronze ADDY award from the Mid-Michigan Creative Alliance for DataZone’s logo development. DataZone is an educational analytics platform launched by the Santa Clara County Office of Education, and the logo conveys the platform’s powerful data integration to drive student performance.

LAFCU returned to Perry High School for the third time to present a Financial Reality fair to help students improve their financial decision-making. The Monday, April 29, fair was for the sophomore class. Students who are juniors and seniors have attended the two previous fairs. At each fair, about 20 LAFCU employees provided one-on-one guidance to the students who were tasked with creating a real-life financial budget.

As the Zoo in Your Neighborhood program at **Potter Park Zoo** closes in on a second year it has provided free programming to communities with record attendance across Michigan. The program features live ambassador animals in community locations that families can see up close in their own neighborhood. As the program grows, attendance numbers continue to increase at many locations. This year the East Lansing Public Library had record attendance of all the programs with 172 people learning about animals and the environment.

CASE Credit Union recently donated more than \$4,500 to Ele’s Place – a local healing center that creates awareness of and support for grieving children, teens and their families. From January through March, CASE employees had the opportunity to raise funds for Ele’s Place through special events and activities, including bake sales, participating in “Dress Down for Charity” days, partnering with AmazonSmile and more.



LAFCU’s 30-second video introducing the credit union’s new “Go Vertical” credit cards has won national marketing recognition.

LAFCU earned a “Category’s Best” award in the 2019 Credit Union National Association (CUNA) Diamond Award Program, which recognizes outstanding marketing and business development achievements in the credit union industry. The Michigan credit union earned the award for a video promoting its new “Go Vertical” credit cards in the category of video – 30 seconds or less.

Piper & Gold Public Relations took home quite a haul of accolades from the most recent PACE Awards, presented by the Central Michigan Public Relations Society of America (CMPRSA). Those include: 2019 Pace Maker of the Year Award to **Kate Snyder, APR**, two People’s Choice awards, four Pinnacle awards, three Awards of Excellence and one Award of Achievement. They also received four PRSA-East Central District 2018 Diamond Awards.

Gillespie Group is officially starting construction on its BLOCK600 development at the heart of downtown Lansing’s Stadium District. On May 6, the company broke ground on the massive 150,590-square-foot, four-story, mixed-use concept that will fearlessly transform the 600 block of East Michigan Avenue at the southeast corner of Larch Street. The project anchored by a

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Peak Performance Physical Therapy is excited to announce the opening of their 3rd clinical location in Dewitt, Michigan. Peak Performance Physical Therapy currently has two clinical locations, one in Lansing and the other in Okemos, as well as, three athletic training locations being Lansing Community College, Great Lakes Christian College and Lansing Ignite professional soccer team. This location will be at 13105 Schavey Rd. DeWitt, MI 48820.

The **Greater Lansing Sports Authority (GLSA)** and the Warrior Lacrosse program were pleased to hold the Middle School Boys Lacrosse Festival May 11-12 in Greater Lansing. The event, now in its 20th year, brought 50 youth lacrosse teams from 3rd grade to 8th grade from around the state for top lacrosse competition. The Warrior Lacrosse program (WLCC Lax Inc) offers one of the largest facilities in the Midwest with nine (9) full-size fields, all located on the campus of Waverly High School at 160 Snow Road in Lansing.

Building with Lego® bricks, spending the night in a museum, and a day exploring with chemistry mixtures are just a few of the activities **MSU Federal Credit Union's (MSUFCU)** \$25,000 donation will help support this year at Impression 5 Science Center in Lansing. MSUFCU's 2019 \$25,000 donation supports several events and also provides "Museum for All" scholarships for the Science Center, which cover admission costs for more than 150 people. In addition, the donation supports the Facility for Rare Isotope Beams exhibit at MSU, SMASH, which will open in July 2019.

Cinnaire announced the closing of a \$400,000 loan with the Indianapolis Neighborhood Housing Partnership® (INHP) for land acquisition for development of affordable housing one block from a Red Line bus rapid transit station in Indianapolis. The investment is the first loan from the \$15 million Equitable Transit-Oriented Development (ETOD) fund launched in February 2019. INHP used the \$400,000 loan to acquire a vacant commercial property located at 2163 N. Illinois St. in the Meridian Highland neighborhood. The property will be preserved for

future affordable housing located near four major transportation routes.

Sparrow Clinton, Sparrow Ionia Hospital and many Sparrow Medical Group practices throughout the Mid-Michigan region have received 2019 Governor's Awards of Excellence for outstanding quality and Patient safety. The hospitals and practices were among more than 130 Michigan hospitals, physician practices, nursing homes, and other facilities honored by the nonprofit MPRO

Edge Publicom, an integrated marketing communications firm, won two national awards – a gold and bronze – in the 18th annual Aster Awards competition that honors excellence in health care advertising. The recognized projects, both created for Smile America Partners, are: A compliance piece, winning a gold Aster Award in the flyer category. It ranks in the top 5% of entries, scoring within the range of 95% to 99% and a logo for a Utah dental coalition in which the client participates, winning Aster bronze. The logo ranks in the top 16% of entries. ■

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It was a joyous occasion on Monday, April 15 as **Dr. Farhan Bhatti** was surrounded by friends, community partners and staff for the ribbon cutting celebration for **Care Free Medical**. Care Free Medical is a Patient-Centered Medical Home (PCMH) that provides quality and compassionate medical, dental, optometry, and behavioral health care to people with limited access to the health care system. With their new facility, located at 1100 W. Saginaw St. in Lansing, they are able to house all of these services under one roof while tripling their capacity.



Autism Centers of Michigan (ACM) celebrated the grand opening of their new clinical center at 2549 Jolly Road, Suite 380, in Lansing. The decision to make the move to a larger clinical center was important in order for ACM to be able to serve more families as the need for therapy in the Lansing community continues to grow. They currently provide services for more than two dozen families and look forward to helping many more in the future.



The Lansing Regional Chamber, Mayor Andy Schor, Downtown Lansing Inc. and many local businesses were pleased to celebrate the grand opening of **Chanse Meylan State Farm Agency** in downtown Lansing. The agency currently has a team of four dedicated insurance professionals who make it their mission to protect you from the three main risks you face every day on a daily basis. These three risks include loss due to physical damage, liability, and death and disability. Located at 405 South Grand Avenue, Suite 2, in Lansing, directly across the road from the Lansing Area CATA Station, **Chanse Meylan** is here to help with your auto, home, life, and health insurance needs. The team is excited to be a part of the Lansing community and looks forward to helping the people who live and work local. Photo Credit: City of Lansing.



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