DEVELOPING THE TALENTS OF TOMORROW
ECONOMIC CLUB GEARS UP FOR FALL PROGRAMS
CHAMBER ENDORSED CANDIDATES MOVE ON TO NOVEMBER

DRIVING POSITIVE CHANGE THROUGH RESEARCH AND CONSULTING
It seems hard to believe that we have already reached September and are entering the final quarter of 2017. I hope you were able to enjoy what has truly been a Pure Michigan summer. There is nothing like getting away, even if it is only for a few days, relax and let go of the stress that goes along with our everyday lives. Now, the kids are back in school, college football is underway (Go Green!) and the warmer summer temperatures will give way to the crisp, beautiful Michigan fall.

In our respective businesses and organizations, fall is the time when we make the commitment to finish the year strong. That is certainly true for the Lansing Regional Chamber team. We are recharged, reenergized and committed to making the fall of 2017 an exceptional experience for our members and the region as a whole. We are excited about what lies ahead in the final months of the year.

We hope you will join us for what is slated to be an outstanding series of Economic Club programs. Tom Glick, former General Manager of the Lansing Lugnuts and Chief Commercial Officer for City Football Group will join us in September. Tom’s organization is home of the Manchester City Soccer organization in the English Premier League. In October, we will have the opportunity to hear from Lansing native and Michigan State University’s new head hockey coach, Danton Cole. November is the annual Celebration of Regional Growth Award, where we will recognize business investment and economic growth in our region. This event annually draws one of the largest crowds to Economic Club. In December, the editor and publisher of Crain’s Detroit Business, Ron Fournier will keynote.

Many of our small business members have told us how much they have benefitted from our Business Education Series in which they learn useful tips that help them improve the operation of their business. Our September program is one we can all relate to; Where Did My Profit Go. That program will provide insights about the critical internal changes needed to position your company for revenue and profit growth.

The annual ATHENA luncheon in December is one of the big highlights in the community each year. We look forward to again honoring one of the great women leaders in the greater Lansing region.

Without question, the most impactful event of the year will take place on Election Day, Tuesday, November 7 when the City of Lansing residents will elect a new mayor. The Chamber has endorsed State Representative Andy Schor and will be working diligently to support his candidacy. We look forward to a successful election and working with the new Mayor and City Council towards building a stronger city and region.

Through all of these activities and much more, the Lansing Regional Chamber remains committed to the success of each one of our members and to growing, stronger, more vibrant region. It is our pledge to finish 2017 with a flourish and at the same time, lay the foundation for an even better year to come.

Lansing residents will elect a new mayor. The Chamber has endorsed State Representative Andy Schor and will be working diligently to support his candidacy. We look forward to a successful election and working with the new Mayor and City Council towards building a stronger city and region.

Through all of these activities and much more, the Lansing Regional Chamber remains committed to the success of each one of our members and to growing, stronger, more vibrant and prosperous region. It is our pledge to you to finish 2017 with a flourish and at the same time, lay the foundation for an even stronger 2018.

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.
TUESDAY, SEPTEMBER 12 / BUSINESS EDUCATION SERIES - WHERE DID MY PROFIT GO? 8:00 a.m. – 9:30 a.m. Lansing Regional Chamber of Commerce, Insurance Capital Board Room, 500 E. Michigan Ave., Ste. 200, Lansing. Has your business bottom line been squeezed? Do you have dreams of doubling or tripling your business, but never seem to really make the progress you desire? In this 60-minute workshop, you’ll learn about the critical internal changes needed to position your company for major sales and profit growth. Find out what changes you should make to position your company for long term profit growth. Your business is likely your biggest investment so learn the strategies to build long-term net worth. Best suited for businesses with employees and sales over $500,000 per year. Programs are sponsored by Fifth Third Bank and Fraser Trebilcock Davis & Dunlap, P.C. No cost to attend. To register for this program, visit www.lansingchamber.org.

THURSDAY, SEPTEMBER 14 / LANSING ECONOMIC CLUB 11:30 a.m. – 1:30 p.m. Kellogg Hotel and Conference Center, East Lansing. Speaker: Tom Glick, Chief Commercial Officer, City Football Group. Program begins at noon. Please arrive early for registration and networking. $55/member ticket, $75/non-member ticket or $425/table of eight (includes plated lunch). Pre-registration is required. To register for this event, visit www.lansingchamber.org.

TUESDAY, SEPTEMBER 26 / 10 OVER THE NEXT TEN AWARDS 6:00 p.m. – 8:00 p.m., University Club of Michigan State University, 3435 Forest Rd., Lansing. Jointly presented by the Lansing Regional Chamber of Commerce and Grand River Connection, these awards recognize the young professional in our region who will be the business and community leaders of the future. This is a free event. Visit www.lansingchamber.org to RSVP.

TUESDAY, OCTOBER 3 / BUSINESS EDUCATION SERIES - HOW TO CREATE A FUN AND POSITIVE COMPANY CULTURE 8:00 a.m. – 9:30 a.m. Lansing Regional Chamber of Commerce, Insurance Capital Board Room, 500 E. Michigan Ave., Ste. 200, Lansing. To grow your business, you need good people. To get and keep good employees, you need to build and nurture a strong company culture. Here’s how you do it. Programs are sponsored by Fifth Third Bank and Fraser Trebilcock Davis & Dunlap, P.C. No cost to attend. To register for this program, visit www.lansingchamber.org.

THURSDAY, OCTOBER 5 / HEALTHCARE FORUM 8:30 a.m. – 11:30 a.m. Kellogg Hotel and Conference Center, East Lansing. Speakers: To be determined. $55/individual ticket or $425/table of eight. Pre-registration is required. Register at www.lansingchamber.org. Sponsored by Blue Cross Blue Shield of Michigan, Foster, Swift, Collins & Smith, P.C., Independence Village of Grand Ledge, Michigan Health & Hospital Association, Michigan State University and Sparrow Health System.

TUESDAY, NOVEMBER 7 / BUSINESS EDUCATION SERIES - HOT TRENDS AND TOOLS IN MARKETING AND SOCIAL MEDIA 8:00 a.m. – 9:30 a.m. Lansing Regional Chamber of Commerce, Insurance Capital Board Room, 500 E. Michigan Ave., Ste. 200, Lansing. It’s a fast changing media world and you need to keep pace or risk losing customers. Our panel of marketing and social media experts will update you on the latest tools, techniques, and analytics to help drive sales growth and new customer acquisition for your business. Programs are sponsored by Fifth Third Bank and Fraser Trebilcock Davis & Dunlap, P.C. No cost to attend. To register for this program, visit www.lansingchamber.org.

For more information about Chamber events, tickets or sponsorships, contact Travis Richardson at 517-853-6463 or trichardson@lansingchamber.org.
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!

**AMERICAN RED CROSS-MID MICHIGAN CHAPTER**
40 Years

**AMERICAN BOARD OF EMERGENCY MEDICINE**
35 Years

**LANSING COURTYARD BY MARRIOTT**
30 Years

**MYERS PLUMBING & HEATING, INC.**
25 Years

**VICTORY LIMITED PARTNERSHIP**
20 Years

**WESTERN MICHIGAN UNIVERSITY-LANSING CAMPUS**
20 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.

**WELCOME NEW MEMBERS**

**THE SAVAGE AGENCY, ALLSTATE**
1660 Haslett Rd., Suite 3
Haslett, MI 48840
517-481-4440

**BICKFORD OF WEST LANSING**
6429 Earlington Lane
Lansing, MI 48917
517-321-3391

**CONTRACT SUPPLY, INC.**
13937 Webster Rd. Suite A
Bath, MI 48808
517-641-6000

**CORPORATE CLEANING SOLUTIONS**
5316 Granger Dr.
Lansing, MI 48911
517-894-8458

**THE HOUSE OF PROMISE**
P.O. Box 27032
Lansing, MI 48909
517-282-9924

**SUPERCUTS**
4760 Marsh Rd.
Okemos, MI 48864
517-374-4354

**SUPERIOR MACHINE & TOOL, INC.**
13063 Woodbury Road
Laingsburg, MI 48848
517-648-6740
IN 1955, DELTA TOWNSHIP RESIDENT LARRY CLARK started his business with a pickup truck, a wheelbarrow and a couple of two-by-fours. With his pioneering spirit and dedication to quality, Clark Foundation went on to help transform the Lansing-area and contribute significantly to the concrete industry.

“Our family of companies has been involved in numerous residential, commercial, industrial and retail construction projects throughout Central Michigan. We offer extensive experience in site development, underground utilities, concrete foundations, flatwork and tilt-up concrete buildings,” said Clark. “Our broad experience in the construction industry enables us to offer you a diversity of quality services with the best materials available. We have an excellent reputation for meeting difficult construction schedules on time and under budget.”

Family-owned and operated for more than 60 years, today The Clark Companies include Clark Foundation Co., L.D. Clark Excavating Co. and L.D. Clark Building Co. According to Clark, the company’s success is a byproduct of its reputation among builders, inspectors, customers and engineers.

“Word-of-mouth is the best advertising,” said Clark. “We give our clients what they want — personal relationships with clients is the best aspect of our business.”

In 1965, Clark incorporated his business, specializing in residential and commercial poured walls and flatwork. His commitment to efficient customer service led him to expand into residential and commercial excavation, site development, and water and sewer services with L.D. Clark Excavating. His high-quality work popularized poured-wall foundations in Lansing so much that, by the early 1990s, nearly 90 percent of projects used poured foundations.

Clark also established the L.D. Clark Building Company, introducing tilt-up construction to the mid-Michigan market. The Clark Companies proceeded to build a series of facilities that substantially contributed to the quality of life and economy of the Lansing area, with such projects as Fabiano Brothers Distributing, Glastender Manufacturing’s world headquarters, NCG Cinema, The Summit, Cricket’s Home Furnishings and the YMCA.

Clark is a highly regarded member of the Lansing community and is known for his service as co-founder and past president of the Concrete Foundation Association, co-founder of Builders Redi Mix, a charter member and past president of the Tilt-up Concrete Association, a charter member of the Home Builders Association of Greater Lansing, a charter member of the Associated Builders and Contractors, member of Michigan Infrastructure and Transportation, and a member of the Lansing Regional Chamber of Commerce. Recognized nationally for his industry innovations, he has received numerous awards including the Murray Parker Memorial Award, the Tilt-up Achievement Award, and eight separate Building of the Year awards, as well as special recognition from Dow Chemical, Owens Corning and Con Steel.

Clark has also received countless honors for his service to his community, including a special tribute from Eaton County State Representative Frank Fitzgerald and Michigan Governor John Engler, for his outstanding contributions to the Lansing area, and recognition in Delta Magazine and the 2002 Delta Township Businessperson of the Year Award as well as being inducted into the Michigan Construction Hall of Fame in 2012.

After more than 60 years of business, it’s remarkable to see how far Clark has been able to sustain and develop his company. What began as a company focused on concrete has grown into a company with three separate divisions, each with its own specialty and area of expertise. Clark has grown his business and educated his children with incredible success, ensuring The Clark Companies continues to grow and succeed for many years to come.
Lansing City Hall Named After Former Mayor David Hollister

LANSING CITY HALL was officially named David C. Hollister Lansing City Hall during ceremonies held on August 14, 2017.

“Mayors do not make decisions in the hopes that someday a building will be named in their honor,” said Lansing Mayor Virg Bernero.

Bernero lauded several of Hollister’s accomplishments during his tenure as mayor which stretched from 1994 to 2003. Among the highlights the Mayor cited included: upgrading the Lansing Center, getting rid of blight on Michigan Avenue, building Cooley Law School Stadium and bringing the Lansing Lugnuts to the city, police department reforms and launching the Common Ground Music Festival. Most noteworthy, said Bernero, was Hollister’s leadership in the successful Keep GM drive which resulted in two, state-of-the-art General Motors manufacturing facilities in the region.

“Failure was not an option and that success was perhaps Dave’s biggest accomplishment,” said Bernero.

Current Lansing City Council Vice Chair Carol Wood served on the council during Hollister’s tenure and credited him for his collaborative leadership approach.

“Dave Hollister understood what it meant to respect his colleagues and the Lansing City Council,” said Councilwoman Wood. “He worked tirelessly to include all of us.”

In introducing Hollister, Paula Cunningham cited his unselfish approach to leadership which she said was focused on doing the right thing for the region.

“The work David Hollister did was never about David Hollister,” said Cunningham current State Director of AARP. “This building is being named in his honor because of the essence of this man and how he has touched each of our lives.”

David Hollister dedicated 53 years to public service. He made significant contributions as an educator, Ingham County Commissioner, state legislator, state department director and CEO of a non-governmental organization. Hollister spoke of the influences that great leaders like Dr. Martin Luther King had on his career and the emphasis on serving others.

“I am humbled and honored by this designation,” said Hollister. “I believe the process is as important as the outcome and must be fair and inclusive. Have faith in our ideals and our democracy and know that faith does make a difference.”
Dancing Through Life: Happendance

BY MADISON JONES, KOLT COMMUNICATIONS, INC.

“I STRUGGLE TO DESCRIBE HAPPENDANCE,” said executive director Missy Lilje. “I am working on how to sum it up.”

It would be easy to label Happendance as merely a dance studio, but that doesn’t do it justice. It’s crucial to acknowledge the company’s mission that goes beyond dance and its rich history that began not at a dance studio, but on the lawns of Michigan State University.

In 1976, Diane Newman and Karen Sprecher used a $300 grant to fund the first of their yearly ‘happenings,’ surprise, site specific performances that they choreographed and put on for hundreds of people. These dances began at a time when the dance community was questioning what dance was, and Newman and Sprecher boldly decided that they could just dance on the grass. These happenings occurred for 15 years before Happendance found a home in an actual studio. During a 1991 State of Michigan budget crisis, every other professional modern dance company went out of business except for Happendance because Newman gifted her own studio to the Happendance company.

“Because Diane gave up the private studio she worked so hard to build, Happendance was able to stay open,” said Lilje.

Happendance’s extraordinary work has resulted in strong business support for the non-profit organization. The company is sponsored by many notable businesses, including Sparrow, the Allen Neighborhood Center, and Loomis Law Firm.

Today, Happendance serves 14,000 people a year and is made up of many components. They have the Velocity Contemporary Concert Dance Professional Company, a dance school, and the Happendance Education Exchange which serves public schools in the area. The company facilitates the Dance Lansing collaboration and has recently opened a second studio in Lansing’s Eastside Neighborhood. Through their growth, Happendance remains devoted to their mission.

“We believe that every person deserves the best opportunity to create their highest quality of life, that’s what drives everything that we do,” said Lilje.

Happendance has been recognized as one of the best studios in the region. Even while delivering the best educational experience they can, the organization continues to enhance the lives of those they serve.

“We strongly believe that improving the quality of lives of those we touch is more important than any award we could possibly win and know that dance has lots and lots of ways to increase quality of life,” said Lilje.

Before becoming executive director, Lilje was a Happendancer herself before studying dance at the University of Michigan. Lilje has spent many years pushing back against the notion that people cannot find a viable career in the arts. Her own passion for dance is what has kept her in the industry, even through times of uncertainty.

“I don’t know how to live without it,” she said. After finishing her Master’s of Fine Arts degree in Dance Performance and Choreography at Arizona State University, she returned to Lansing and has served as executive director for the past four years.

During her time as CEO, Lilje has been dedicated to ensuring that dance is accessible for learners for every age, socioeconomic status, ability, and skill level.

“We want everyone to have access to a world-class experiences in dance,” said Lilje. Happendance stands strongly behind this belief, campaigning for donations to support every interested dancer from three year olds to lifelong learners.

In 2016, Happendance celebrated its 40th anniversary and all the progress it has made. Looking towards the future, the company hopes to refine what they are doing and strategize how to serve their mission more effectively, always working to remain a “family that’s meant to increase the quality of life for everybody that it touches.”
Endorsed Candidates Advance to November General Election

ALL CANDIDATES ENDORSED by the Lansing Regional Chamber Political Action Committee (LRC-PAC) emerged from the August Primary and have advanced to the November general election.

LRC-PAC endorsed State Representative Andy Schor in the Lansing mayoral race. Schor will faceoff with Lansing City Councilmember Judi Brown Clarke for the right to succeed Virg Bernero as Mayor of Lansing for the next four years.

“Andy Schor has clearly demonstrated that he has the right combination of experience and leadership to be successful as Lansing’s next mayor,” said Steve Japinga, director of government relations for the Lansing Regional Chamber of Commerce. “There is a long ways to go before November but Andy is in a good position at this point.”

LRC-PAC endorsed candidates for Lansing City Council were also successful in the August primary. Peter Spadafore and Kathie Dunbar will be on the November ballot in the At-Large council races. Incumbent Tina Houghton will again be on the ballot in the Second Ward race.

“We believe that if Andy Schor and our endorsed council candidates are all elected in November, we have a real opportunity for stronger collaboration between the mayor and city council than we have seen in many years,” said Japinga. “That would create an opportunity for building a stronger, more vibrant Lansing in the years ahead.”

For more than 30 years, LRCC has led monthly roundtable meetings in Delta Township and launched the East Lansing Business Roundtable in 2017. Hosting roundtable meetings is part of continuing effort to bring together business leaders and elected officials – to ensure your business has a seat at the table. Together, our business community and local elected officials can shape the future of our region and leave a lasting impact on our regional prosperity.

JOIN THE DISCUSSION

DELTA GOVERNMENT RELATIONS COMMITTEE
Delta Township Library
5130 Davenport Drive - 8 a.m.
September 6, 2017
October 4, 2017
November 1, 2017

EAST LANSING BUSINESS ROUNDTABLE
Plante Moran
1111 East Michigan Avenue - 8 a.m.
September 20, 2017
October 18, 2017
November 15, 2017

What’s your plan?
BRAND FORWARD WITH PUBLIC RELATIONS

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

517.203.3333
www.m3group.biz

M3 group
What to Know about Indian Trails: Michigan’s Oldest and Largest Family-Owned Bus Transportation Company

SUBMITTED BY INDIAN TRAILS

IT’S LIKELY THAT INDIAN TRAILS, INC., is one of the Lansing Regional Chamber of Commerce’s most interesting member companies.

Launched in 1910 with a single Ford Model T, Indian Trails is now Michigan’s first and largest privately owned bus transportation company, with an eco-friendly fleet of 30-, 52- and 56-passenger buses—all deluxe motorcoaches—that carry passengers anywhere in Michigan or throughout the continental United States and Canada.

Altogether, its coaches ferry upwards of 1.2 million passengers more than 5 million miles annually. The U.S. Dept. of Transportation ranks Indian Trails in the top 5 percent of transportation companies nationwide for safe driving.

Fun fact: The company was started with the help of a woman co-owner back in 1910, and today — more than 107 years later — is overseen by her five great nieces.

Daily Inter-City Routes

A big part of Owosso-based Indian Trails’ business involves operating buses over 38 daily, scheduled inter-city routes throughout Michigan and into Chicago, Milwaukee and Duluth. These routes offer over 100 boarding points, direct connections with both the Amtrak and Greyhound national transportation networks, and the Detroit and Flint international airports.

Eighteen route-running motorcoaches carry the “Pure Michigan” brand—with photos of popular Michigan destinations, and so serve as giant rolling billboards to promote tourism here.

Indian Trails’ daily runs operate through Lansing’s downtown bus terminal, and the Capital Area Multi-Modal Gateway in East Lansing. (Most Amtrak passengers headed to Chicago start out on an Indian Trails bus that connects them with their train in Kalamazoo). Essentially, this gives Greater Lansing residents access to virtually all of North America by bus and rail—the safest, most affordable and eco-friendly modes of ground transportation.

Indian Trails’ subsidiary Michigan Flyer offers 12 roundtrips daily between East Lansing, Ann Arbor and Detroit Metro Airport (DTW), connecting two great university towns with one another, as well as with approximately 700 daily nonstop airline flights between DTW and the world. Launched in 2006, Michigan Flyer transports more than 200,000 passengers annually with 98 percent on-time reliability. Since 2012, it has also operated the Ann Arbor-DTW segment of its route as “AirRide” in partnership with the Ann Arbor Area Transportation Authority.

Custom Group Charters

Indian Trails also operates a large group charter business specializing in custom transportation solutions for corporations, K-12 schools, colleges, sports teams, trade associations, and many others. Its customers include the Girl Scouts of America, Michigan Education Association, Detroit Lions and Detroit Red Wings, Walmart, Quicken Loans, Mormon Tabernacle Choir, U.S. Army, Ford Motor Company, United Auto Workers, and our state’s great public universities.

A group can charter one or more Indian Trails motorcoaches to leave from anywhere in Michigan, or northern Ohio or Indiana, for travel to any destination in the continental U.S. and Canada.

An Innovative History

Indian Trails has always been family-owned. So transportation is in the DNA of the five sisters who currently co-own the company — Mary Ferguson, Billie Maier, Linda Mackay, Harriet “Honey” Biondi and Winalee Zeeb — the great nieces of Wayne and Cora (Phillips) Taylor.

The couple established the “Phillips-Taylor Livery Service” just two years after Henry Ford introduced his Model T, when they recognized a need for public transportation. In 1914, Cora became the first woman in the United States to be issued a chauffeur’s license and is recognized as the nation’s first woman taxicab driver.

Soon after, the company began carrying auto workers to new factories in Flint, renaming the company the Owosso-Flint Bus Line.

By 1930, it had a terminal in downtown Lansing: 30 diesel buses serving Lansing, other cities across Michigan, and Chicago; and nationwide connections with railroads and other bus lines. The company was renamed Indian Trails after its first inter-city route along U.S. 12 — which locals called “the Old Indian Trail.”

The company has only had five presidents — each of the Taylors, their nephew Bill Himburg (whose daughters now own the company), his son-in-law Gordon MacKay, and Chad Cushman, who succeeded MacKay in 2016. Like his predecessors who quickly adopted customer-centric innovations such as reclining seats, air conditioning, and two-way radios, MacKay — who now serves as board chair — adhered to the company’s guiding principle of putting profits into new equipment. Under his watch, Indian Trails became the first bus company to install video monitors, stereo sound systems, WiFi, and hearing loops in its fleet.

Positive Economic Impacts

National studies estimate that each dollar invested in public transportation like Indian Trails’ inter-city bus service produces an economic benefit of greater than $3 in the communities served.

Michigan Flyer alone brings more than 65,000 out-of-state visitors a year to mid-Michigan, where they collectively spend an estimated $83 million and have a total impact of $151 million on the economy. Its connections with airlines at DTW greatly enhance the Lansing region’s ability to attract major events and conventions.
THURSDAY, SEPTEMBER 14
TOM GLICK, CITY FOOTBALL GROUP

September’s Economic Club Luncheon, sponsored by Dewpoint, will feature Chief Commercial Officer of City Football Group (CFG) Tom Glick all the way from Manchester, United Kingdom. City Football Group is a privately held holding company overseeing the creation and administration of a network of clubs and other football (soccer) operations in Manchester City. Prior to his position at CFG, Glick held a variety of sports-related positions between both the U.S. and the U.K. Glick served as the president of New York City Football Club (2015), chief commercial and operation officer of Manchester City Football Club (2012-2015), president and CEO of Derby County Football Ltd. (2008-2012), senior VP and CMO of the New Jersey Nets Basketball Club (2006-2007), VP of team marketing and business development for the National Basketball Association (2004-2005), and senior VP of sales and marketing for the Sacramento River Cats and Raley Field (2000-2004). Glick was even one of Lansing’s very own when he served as the Lansing Lugnuts’ general manager from ’96 to ’99, his final GM position. In 1995, Glick served as the business manager for Peoria Rivermen, an international hockey league, after a series of management and intern positions in minor league baseball. It is clear that since his graduation from Cornell University in 1990, Glick followed his fervor and left no stone unturned. This event is sponsored by Dewpoint.

THURSDAY, OCTOBER 19
DANTON COLE, MSU HOCKEY COACH

Danton Cole was appointed head coach of the Michigan State University men’s hockey team in April 2017 after seven seasons of mentoring some of the nation’s top young players on the U-17 and U-18 teams for the USA Hockey’s National Team Development Program. Cole guided Team USA to gold medals in 2012 and 2014, and to a bronze in 2016. Cole started coaching right after he retired from the Grand Rapids Griffins in 2000, becoming the team’s assistant for the remainder of the season before moving to the United Hockey League where he guided the Muskegon team to the playoffs. This kicked off his three years as head coach for the Griffins. In 2006, Cole accepted his first college-coaching job as an assistant at Bowling Green. An MSU alumnus, Cole played hockey all four seasons. The Spartans’ record for those four seasons was 131-44-8, winning an NCAA National Championship in 1986. Cole ended his MSU playing career with 69 goals and 94 assists. In 2013, he received the Distinguished Spartan Award. This event is sponsored by Huntington National Bank.

TUESDAY, DECEMBER 12
RON FOURNIER, CRAIN’S DETROIT BUSINESS

For the final luncheon of 2017, editor and publisher for Crain’s Detroit Business Ron Fournier will be the keynote speaker. As editor and publisher, Fournier is responsible for sales, audience development and editorial operations for Crain’s Detroit Business. Prior to Crain’s, Fournier built a 20-year career in Washington D.C. Fournier worked for the National Journal and The Atlantic as a nationally acclaimed political columnist and served as editor-in-chief for the National Journal for two years. Before his time with Atlantic Media Co., Fournier was the Washington bureau chief and veteran of The Associated Press. This event is sponsored by Fahey Schultz Burzych Rhodes PLC.

Ticket prices for the Economic Club luncheons are $40/member, $55/non-member and $300/table of eight. All programs are from noon to 1:30 p.m. at the Kellogg Hotel and Conference Center, with networking and registration beginning at 11:30 a.m. Tickets include a plated lunch. To register for a luncheon, please visit www.lansingchamber.org or contact Travis Richardson at 517-853-6463 or trichardson@lansingchamber.org.
Vista Springs Timber Ridge offers innovative assisted living and rediscovery/transitional care services. It is their passion to provide the highest level of comfort, counsel and support for our Community Members’ in a home environment that is full of life. Their individualized health and wellness programs are developed with each client’s personal care team to anticipate, meet and exceed your needs and wants 24 hours per day. Their Life Engagement Services are focused on stimulating the body, heart & mind through purposeful programming including fitness programs to improve vitality, endurance and strength. They direct creative, cultural, social, and life-enriching events revolving around each client’s personal histories. Also, they provide support for cognitive function, memory, and overall brain fitness. Vista Springs currently operates several forward-thinking senior living communities across Michigan and Ohio. Vista Springs takes great pride in providing assisted living amenities that are useful and engaging. They are creating the most inviting atmosphere possible for your loved ones.

To celebrate their five-year anniversary, ambassadors from the Lansing Regional Chamber of Commerce, Mason Area Chamber of Commerce, MABA - Meridian Area Business Association, DeWitt Area Chamber of Commerce, Holt Business Alliance, Williamston Area Chamber of Commerce and South Lansing Business Association celebrated a ribbon cutting for Signarama Lansing East, Michigan at their new location in north Lansing. Congratulations to owner Dale Kohlsmith and the team at Signarama on their continued growth and success!

A second Burger King location in the Greater Lansing region underwent extensive renovations and was officially celebrated with a Lansing Regional Chamber of Commerce ribbon cutting on Tuesday, July 25. The restaurant, located at 3125 East Saginaw Street in Lansing, completely updated both the interior and the exterior, showcasing new landscaping and a spacious dining room. GPS Hospitality, which owns several Burger Kings in Greater Lansing, will be remodeling all locations this year. Restaurant drive-thru’s are remaining open during the remodel.
Making a difference, even in a small way motivates most working professionals, and is a driving vision behind most successful businesses. Lansing-based firm Public Policy Associates, Inc. (PPA) is in the business of making a difference by helping to shape better public policies and drive positive change around the country. PPA serves state, local and federal agencies as well as foundations and nonprofit organizations by providing independent research and consulting services.

“We help clients through our research to develop better policies and programs,” said PPA co-owner Virginia Orabone. “We use a variety of research techniques including interviews, focus groups and site visits to evaluate what a client is doing and recommend improvements and identify best practices.”

PPA was founded in 1991 by former state lawmaker Jeffrey D. Padden. Colleen Graber, Virginia Orabone, and Paul Elam, Ph.D. form the executive team of PPA and have each spent more than 10 years with the company. Graber and Orabone purchased the firm from Padden in 2014. Elam serves as company president. The co-owners laud Padden for his vision in building a firm that has developed a strong reputation nationally. Since taking over the company, the executive team has been driving several key core values, including teamwork, creativity, a commitment to quality and diversity.

“There are not many public policy firms that have diversity at the core of what they do,” said Elam. “There is a business case for diversity. We believe we can provide richer insights for our clients. We have invested extensive time in retreats and professional development in order to ensure our staff understands the importance of utilizing a racial equity and culturally responsive lens in our work.”

PPA delivers insights and strategies in four core areas: education, workforce development, criminal and juvenile justice and healthy communities. Though located in the heart of downtown Lansing and serving local and state agencies as well as foundations and non-profits throughout Michigan, PPA has branched out nationwide. Approximately 50 percent of the company’s business is now conducted outside Michigan. PPA is currently working on projects in California, Colorado, Illinois, Kansas, Maryland, Michigan, New York, North Carolina, Ohio, Oregon, Pennsylvania, and Virginia. PPA is smaller than many of the firms it competes against when bidding for work, however, the company regularly finds itself coming out on top.

“There are a limited number of companies that do what we do,” said Orabone. “For one of the bigger jobs we won, there were eight or nine companies competing in the nation. We were told our experience in workforce development made us the clear choice for the job.”

PPA has a long history in working with clients in workforce development. Graber noted that the company’s approach to working with clients helps them stand out, even in the face of competition.

“We propose rigorous research designs and sound work plans, but I think part of why we win is how we customize our approach for their particular project,” said Graber. “We listen to clients and apply our understanding of their needs to determine methods and products.”

The PPA team has intentionally focused on building a strong national network and emerging as thought leaders through written work and presentations at national conferences. The company finds itself working with clients tackling some of the nation’s most important policy issues related to food access, workforce development, criminal justice and education.

Among its current projects is one in which PPA is working with the federal Office of Justice and Juvenile Delinquency Prevention, the Michigan Department of Health and Human Services, and the Michigan Council on Crime and Delinquency to improve the human service delivery response process with young people who grow up in traumatized communities.

“There are many kids who experience abuse, neglect and death, and they begin to manifest certain behaviors as a result of that trauma,” said Elam. “Unfortunately, the way our system has developed, they deal with the current, visible behavior. Emerging research shows the underlying cause of those behaviors is highly associated with trauma. We’re currently working with Chapin Hall and three states around the country, using what we learn
to develop pilot programs in Michigan to improve that care system.”

PPA is also working the Michigan Department of Education around the Every Student Succeeds Act. PPA is assisting with stakeholder engagement as the state formulates the details of its plan. Current efforts are focused on gathering parent input on the forthcoming school-level transparency dashboard.

“Having that parental voice recognized and involved is an important step in making sure the dashboard is useful for the public,” said Graber.

In the workforce area, PPA has had an opportunity to evaluate projects funded by Workforce Innovation Fund grants from the U.S. Department of Labor. Serving as an evaluator has given PPA the opportunity to give insights into what approaches are most successful and to add to the body of knowledge in the field.

“Evaluation is critical to supporting ongoing improvement of our programs and systems. We translate our findings into actionable recommendations,” said Graber.

The type of work in which PPA is involved day-to-day serves to motivate the firm’s highly talented team. The ownership team says the PPA staff is key to their success.

“In my 12 years here, people have come and gone, but there are a lot of people that have been here the whole time,” said Orabone. “Our staff makes great contributions towards winning new projects and delivering high-value products.”

One of the challenges for firms like PPA is the limited number of college students that are focusing on public policy work as a career opportunity. Like many other businesses, the availability of talent is a major concern for
PPA. Recent statistics show that of the few students majoring in the public policy arena at Michigan universities, the majority will leave Michigan to work, and half of those remaining will exit the state within five years. One of the strategies PPA has employed to attack the talent challenge is to bring one or two students into the company each semester. The internships have helped some students to gain acceptance to elite graduate schools that include Stanford and Princeton.

“Just exposing students to the ability to work in this space and have them consider this path is a good thing,” said Elam.

Despite the company’s consistent success, the ownership group emphasizes that they will never take that success for granted. PPA recently completed a three-year strategic plan. Elam says the focus is on continued growth.

“Every week some opportunity comes before us,” said Elam. “We have to decide what to pursue, what not to pursue and where we have an opportunity make some positive change.”

Shifting customer needs may cause PPA to develop expertise in new areas in the years to come. Technology will also drive a number of changes in the way business is conducted. The PPA team expects they will continue to thrive through creative, responsive approaches to client needs. This commitment will drive their success and allow them to continue to make a difference in the programs, policies, and systems that affect daily lives.

“THERE ARE A LIMITED NUMBER OF COMPANIES THAT DO WHAT WE DO.”
— VIRGINIA ORABONE, PPA CO-OWNER

“WE LISTEN TO CLIENTS AND APPLY OUR UNDERSTANDING OF THEIR NEEDS TO DETERMINE METHODS AND PRODUCTS.”
— COLLEEN GRABER, PPA CO-OWNER

APPROXIMATELY 50 PERCENT OF PPA’S WORK IS OUTSIDE THE STATE OF MICHIGAN. MAP SHOWS THE CURRENT STATES IN WHICH PPA IS ENGAGED.
grow your business with a small business loan

MSUFCU has loan options to meet your needs and is an approved lender for Small Business Administration financing programs.

Your loan can be used for:
- Equipment purchases
- Inventory
- Leasehold improvements
- Real estate acquisition
- Working capital

Contact MSUFCU to apply for an SBA loan today.

517-333-2424
msufcu.org/business

grow your business with a small business loan

msufcu has loan options to meet your needs and is an approved lender for small business administration financing programs.

your loan can be used for:
- equipment purchases
- inventory
- leasehold improvements
- real estate acquisition
- working capital

contact msufcu to apply for an sba loan today.

517-333-2424
msufcu.org/business

grow your business with a small business loan

msufcu has loan options to meet your needs and is an approved lender for small business administration financing programs.

your loan can be used for:
- equipment purchases
- inventory
- leasehold improvements
- real estate acquisition
- working capital

contact msufcu to apply for an sba loan today.

517-333-2424
msufcu.org/business

grow your business with a small business loan

msufcu has loan options to meet your needs and is an approved lender for small business administration financing programs.

your loan can be used for:
- equipment purchases
- inventory
- leasehold improvements
- real estate acquisition
- working capital

contact msufcu to apply for an sba loan today.

517-333-2424
msufcu.org/business
PEOPLE NEWS

In their continued effort to collaborate to provide health care services to mid-Michigan, Burcham Hills of East Lansing and Dobie Road (Ingham County Medical Care Facility on Dobie Road) of Okemos announce the creation of a new leadership position that will serve both organizations. Barbara Smith, former director of quality and strategy at Burcham Hills, will assume the role of director of the Post-Acute Network for the two organizations with responsibility for expanding their engagement with acute care providers on care management strategies.

The Salvation Army – Lansing Capital Area is pleased to announce it has appointed Sarah Kunst, CEO and Founder of Proday, to its Board of Directors. Kunst, a Mt. Pleasant, Michigan native, graduated from MSU in 2008 with a degree in advertising. Since then, she has gone on to be the Founder and CEO of Proday, a San Francisco-based company. Proday was part of the 2016 cohort in the Los Angeles Dodgers Accelerator Program.

The Salvation Army – Lansing Capital Area is proud to welcome its new officers, Majors Kim and Pat Irvine. The Irvines have been appointed to lead The Salvation Army - Lansing Capital Area effective July 1, 2017. They succeed Majors Kim and Alan Hellstrom. Now in their 24th year as commissioned officers and ordained pastors of The Salvation Army, the Irvines have served in a variety of assignments throughout the central U.S. including local corps and community centers (pastorates) and administrative positions. Major Pat will serve as the Lansing Citadel Corps and Community Center officer. Major Jim will serve as the Lansing Capital Area Coordinator overseeing The Salvation Army’s tri-county service area (Clinton, Eaton and Ingham counties) in addition to its two Lansing locations at 525 N. Pennsylvania Ave. and 701 W. Jolly Road.

The Greater Lansing Convention and Visitors Bureau is proud to announce the 2017 Greater Lansing Team Lansing Foundation Board of Directors: Thomas M. Collins (Chairman), Traverse City Leasing, Inc.; Barry Freed (Vice Chair), Art Craft Display, Inc.; Bonnie Knutson (Secretary/Treasurer), Michigan State University; Jack Schripsema (Executive Director), Greater Lansing CVB; Mayor Virg Bernero (Director), City of Lansing; Paula Cunningham (Director), AARP Michigan; and Pat Gillespie (Director), Gillespie Group.

Breast cancer is the second leading cause of cancer death in women according to the American Cancer Society. Chances are you know someone who has been affected by breast cancer. Even though the number of women who are diagnosed with breast cancer is high, death rates have decreased in the last 20 years and survivorship is more common. At this time there are more than 3.1 million breast cancer survivors in the United States. Advancement in medicine, screenings, and support from friends and family all play a role in increased survivorship. If you are interested in more information about Karmanos Cancer Institute at McLaren Greater Lansing’s Breast Care Center or would like to talk with the breast care patient navigator, Kathy Olsen, call (517) 975-2695 or visit http://www.mclaren.org/lansing/breast-care.aspx.

When North Carolina Governor Roy Cooper signed House Bill 434 into law on July 25, a law that exempts the retail sales of legal tender coins and currency and precious metals bullion from sales and use taxes in that state, it became the fourth state thus far in 2017 where Liberty Coin Service Communications Officer Patrick A. Heller helped to change a law. North Carolina is now the 36th state with a complete or partial sales tax exemption on coin and bullion sales. Heller traveled to North
Andrews Sarda, Mason Area Community Fund (Board Member), has been active in several organizations, including manager for Lansing for 11 years. 

Josh Richardson, an attorney shareholder with the Lansing office of Foster Swift Collins & Smith, PC, has recently been named the Vice President of the Michigan Defense Trial Counsel (MDTC). The MDTC is an association comprised of the top lawyers in the state whose sole purpose is dedicating themselves to the excellent representation of both individuals and corporations in matters of civil litigation.

PNC Bank has appointed Nidhi Sarda to senior vice president, regional manager for the Lansing region. In this role, Sarda will oversee 16 area PNC branches. Sarda has more than 15 years of retail banking experience, most recently with Fifth Third Bank, where she served as retail regional manager for Lansing for 11 years.

Dart Bank is pleased to announce the promotion of Brennan K. Andrews to marketing director. Brennan, an Okemos native, has a Bachelor’s Degree from the University of South Florida, with a major in International Business, with a concentration in Marketing. He has been active in several organizations, including Mason Area Community Fund (Board Member), Grand River Connection, and has volunteered for Friends of Theatre at MSU.

Doctor’s Approach is happy to welcome Physician Assistant Cathleen Chiester PA-C, B.S.PAS, MPAS to the family. Cathleen has over 25 years of dermatology experience. She has done medical mission work all over the world in places like Georgia, Armenia, Cambodia, El Salvador, Jordan, Israel, Honduras and Peru.

Maner Costerisan, a full-service public accounting and business advisory firm, is pleased to announce that Kevin Schafer joins as a full-time associate in the firm’s tax department. At Maner, Schafer will utilize his background in business and tax analysis to help companies maximize their wealth and minimize their tax burden through planning, preparation and compliance at all levels.

Junior Achievement is pleased to announce that Jocelyn Wilder has accepted the new district director position created for Junior Achievement of Mid-Michigan. Jocelyn, a six-year veteran of the nonprofit sector, previously served the Boy Scouts of America in the Southern Shores area, as well as a variety of businesses for 15 years prior.

Jocelyn Wilder

Maner Costerisan

Schafer

Left to right bottom row first: Ashlin Tabiadon, Sarah Wedell, Samantha Kramer, Holly Simon, Alyssa Dent, Lissa Vincent, Betsie Creger, Jacob DenHartig and Nick West 

July: Sarah M. Wedell, associate; Scott S. Ebert, associate; Ashlin N. Tabiadon, associate; Holly E. Simon, associate; Michael P. Wilson, associate; Alyssa L. Dent, admin assistant; Lisa R. Vincent, associate; Elizabeth M. “Betsie” Creger, associate; Nicholas D. West, associate; Samantha A. Kramer, associate; and Jacob DenHartig, associate.

After being diagnosed with melanoma, Lisa Rucker of Okemos was told the words no one wants to hear: “You should get your affairs in order” and that she had months to live. Ten years later, after receiving care at the Sparrow Cancer Center, she is thriving and is a role model and resource for others being treated for cancer. Rucker has now been named the Sparrow Herbert-Herman Cancer Center’s first Cancer Survivor of the Year in recognition of her incredible compassion and giving spirit.

Jocelyn Wilder

Rucker

Blue Cross Blue Shield of Michigan and Blue Care Network offers the complete insurance solution to protect the overall health and well-being of your employees.

GROUP HEALTH PLANS | SPECIALTY BENEFITS | BCBSM.COM/EMPLOYERS

DOWNLOAD OUR MOBILE APP
The City of Lansing and the Lansing Economic Area Partnership (LEAP) announced the expansion of long-time Lansing tool and metal die manufacturer Cameron Tool. Since its formation in 1966, Cameron Tool has grown from its original 2,400 square foot, three employee operation, to currently a 72,000 square feet building, 83 person operation. The expansion includes construction of a new addition to the existing building that will house a 1,500 ton press, three new cranes, and a new die build bay with die build equipment. Additionally, Cameron Tool will be making structural improvements to their existing building. The total project cost is estimated to be $4,000,000 and will create 10 to 15 construction jobs and 10 to 15 new full-time jobs.

In recognition of all brave cancer survivors, McLaren Greater Lansing hosted its third local Cancer Survivors Day in June. This event was inspired by the 30th Annual National Cancer Survivors Day event which was also hosted in June by the National Cancer Survivors Day Foundation. This year’s celebration was open to all cancer survivors and their caregivers. A cancer survivor is anyone who has been diagnosed with cancer and a caregiver is anyone in the survivor’s life who has helped them during their battle. Nurses, physicians, and other medical professionals were in attendance to celebrate with survivors and their caregivers.

The City of Lansing, Lansing Economic Area Partnership (LEAP), and the Arts Council of Greater Lansing are pleased to announce the First Impressions Program. This new program (formerly the City of Lansing Sense of Place in the Arts Program) offers three types of funding and support to City of Lansing creatives, artists, and arts organizations. The City recently increased arts program funding by $20,000 for a total of $140,000 in support of the arts in Lansing. The three categories of the First Impressions Program include: 1) Creative Placemaking grants, which fund a variety of specific projects by artists and arts organizations from $1,000 to $20,000, 2) Arts Impact Projects, which provides $75,000 in funds for an individual permanent project/installation, and 3) Programmatic Support, which is by invitation and provides $45,000 to support arts organizations that meet the required criteria.

The Meiers Lombardini Lemansi Agency of East Lansing has joined Keystone Insurers Group. The agency becomes Keystone’s seventh partner in the state.

Berkshire Hathaway HomeServices Tomie Raines Realtors of East Lansing is among America’s Top 35 real estate brokerages firms based on service excellence winning a national QE Award (pronounced “Quie”) “that measures and independently verifies excellence in the delivery of the highest levels of customer satisfaction and service quality in real estate in North America,” according to Quality Service Certification, Inc. (QSC), creators of the award.

Moore Trosper Construction Company has been named general contractor for phase I of a renovation of the Ingham County Medical Care Facility (ICMCF) in Okemos, known locally as “Dobie Road.” Phase I, expected to be completed in May 2018, is the addition of a 61,607-square-foot wing for short-stay rehabilitation and a clinically complex care center. The new wing will offer private rooms with baths, enhanced bariatric services, a therapy gym, an outpatient therapy clinic and therapeutic activities area as well as fine dining restaurant-style services, a beauty shop and spa, office and storage space, a community meeting room and a new driveway and parking lot. Service providers within the wing will be known as the Ingham County Rehabilitation Services Center and Outpatient Therapy Clinic.

Mayor Virg Bernero and the Lansing Economic Area Partnership (LEAP) announced the redevelopment of two adjacent properties located at 1101 and 1103 South Washington Avenue in REO Town. With an estimated $100,000 investment, Super Fancy Too, LLC, will redevelop the property located at 1101 South Washington. Included in the project is a first floor renovation that will become the future home of Sleepwalker Spirits and Ale, a local craft beer brewery and restaurant previously located in the Allen Market Place kitchen incubator. The second floor will undergo significant cosmetic renovation for use as office space. The resulting expansion of Sleepwalker Spirits & Ale will create an estimated 12 new full-time jobs. Directly next door at 1103 South Washington Avenue, local developer REO Life, LLC will invest approximately $372,855 to rehabilitate the building into a mixed-use commercial building. REO Life, LLC is owned and operated by local artist and teacher Daniel Nunez, who will
PM Environmental, Inc. has joined a very exclusive group – companies that have been in business for over 25 years. PM Environmental, founded in 1992 by Peter Bosanic and Michael Kulka, has seen an 88% growth rate in the last five years, and is one of the top 20 environmental due diligence providers in the nation. As part of the celebration, the company recently launched its new website and is inviting visitors to explore the updated interface and functionality.

The Arts Council of Greater Lansing is proud to announce the renewal of the Cultural Economic Development (CED) Plan through a $31,000 Our Community Foundation grant and matched one-to-one match by community partners. In total, the $62,000 will be earmarked to create a new CED Plan for 2019-2023. The five-year plan will incorporate new thinking and ideas from the arts and culture sector, community stakeholders and the general public and will build off the successful ten-year 2008-2018 CED Plan.

On Wednesday, July 26 at the Ingham County Family Center, five students walked across the stage to receive their high school diplomas in front of a proud audience of family, friends and support staff. Ingham Academy helps “high risk” students earn high school diplomas while learning life skills, social skills, and gaining work experience. Students are taught on a no fail program, completing classes at their own pace. Ingham Academy began in 2007 as a collaboration between Highfields, Ingham County Circuit Court, Ingham Intermediate School District, and Peckham Industries.

Origami Brain Injury Rehabilitation Center is the clinical site for a two year Michigan State University research study. Funding for the $150,000 study was received through a grant by the American Osteopathic Association and AT Still Foundation. The Effect of Osteopathic Manipulative Treatment (OMT) on Functional Outcomes and Anti-inflammatory Biomarkers in Mild- to Moderate Traumatic Brain Injury is led by primary investigator and Origami Medical Director, Rebecca Wyatt, DO.

Yeo & Yeo, a leading Michigan accounting firm, has completed the move of its headquarters to 5300 Bay Road in Saginaw. The move includes relocation of Yeo & Yeo CPAs & Business Consultants and affiliates Yeo & Yeo Computer Consulting, Yeo & Yeo Medical Billing & Consulting, and Yeo & Yeo Financial Services. Yeo & Yeo purchased the former Davenport University building in April 2016, having reached capacity at its location on Davenport Avenue.

Horizon Bank has been recognized by the U.S. Small Business Administration’s Michigan District Office as a top 10 SBA lender for the state in fiscal year 2016. The honor is given as an indicator of Horizon Bank’s overall support, knowledge, and use, of the SBA loan guaranty programs.

The Lansing Economic Area Partnership (LEAP), Keys to Creativity, and the city
of Charlotte have announced LEAP’s new community driven placemaking pilot program, ENGAGE, and the first completed ENGAGE project, two new “Keys In The Cities” pianos. ENGAGE is LEAP’s new pilot placemaking program, and is designed to assist communities in advancing placemaking projects identified by residents and leaders. ENGAGE projects rest on community engagement and partnerships, and work to create places that instill community pride. Bringing Keys In The Cities to Charlotte, is a project that exemplifies the intent of the ENGAGE program.

Meiers Lombardini Lemanski Insurance retains its Best Practices status, once again becoming a part of an elite group of independent insurance agencies around the United States. This status comes by participating in the Independent Insurance Agents & Brokers of America (IIABA or the Big “I”) Best Practices Study group. The annual survey and Study of leading independent insurance agencies documents the business practices of the “best” agencies and urges others to adopt similar practices.

The Capital Region Community Foundation has awarded a $8,862 grant to the Sparrow Foundation to help finance an innovative exercise device, worn like a suit, for children with cerebral palsy and other debilitating conditions. The TheraSuit consists of a cap, vest, shorts, knee pads, and arm and shoe attachments and helps with muscle tone and balance in children undergoing physical therapy or at home. The device, used in hundreds of clinics around the country, supports weak muscles, strengthens other muscles, and promotes development of motor skills.

Mayor Virg Bernero and the Lansing Economic Area Partnership (LEAP) announced Lansing-based Neogen Corporation’s plans to create a new home for its Ideal® Instruments subsidiary at 1000 S. Hosmer Street in Lansing. Ideal® Instruments, founded in 1931, is an industry leader in the development of precision veterinary drug delivery instruments. The project includes a complete rehabilitation of the building at 1000 S. Hosmer, which has been deemed functionally obsolete by the city of Lansing. The $1.3 million investment will result in 39,687 square feet of new office and warehouse distribution space for Ideal® Instruments, and is expected to create 25 new full-time jobs and 15-20 construction jobs.

To address the Lansing Region’s elder health care workforce shortage, Burcham Hills designed the “Volunteer to Employee Pathway Program” initiative. A $20,000 Impact Grant from the Community Foundation will help Burcham Hills bring candidates into its community as volunteers and educates them on the benefits of working in elder health care. Launching this fall, the program aims to overcome negative stigmas associated with working in elder care as well as provide an educational and enriching experience through hands-on training to help recruit future employees.

Sunny skies and 70 degree weather accompanied golfers as they teed off at Hawk Hollow Golf Course at 9:30 a.m. on Monday, July 31. The annual Golf for the House raises funds for the Ronald McDonald House of Mid-Michigan, whose mission is to keep families with sick children close to each other, and the care and resources they need while receiving treatment in Lansing. The annual event raised $43,808 to benefit the Ronald McDonald House of Mid-Michigan.

Guerin
King
Given

Sparrow has appointed a Board of Directors for Sparrow Health System and a Sparrow Hospital Board, reflecting Sparrow’s continued expansion and the changing healthcare marketplace. The new Sparrow Health System Board will govern the growing number of Sparrow Community Hospitals, Physician practices, outpatient facilities, and services such as home care, the Michigan Athletic Club and Physicians Health Plan. The Health System has also created a new Sparrow Hospital Board to focus on Edward W. Sparrow Hospital, the flagship of Sparrow Health System. The new Sparrow Health System Board is chaired by Richard Bruner, who prior to his service on the Sparrow Health System Board was a member of the Sparrow Physicians Health Plan Board. The Health System Board’s vice chair is Mike King, who serves as regional vice president, Gray Television, and general manager of WILX-TV10. The new Sparrow Hospital Board is chaired by Barbara Given, Ph.D., a Michigan State University College of Nursing University Distinguished Professor. The Board’s vice chair is Maude Guerin, M.D., a practicing Physician and founding member of Alliance Obstetrics and Gynecology in East Lansing.
FOCUS ON TALENT

STARTING ONE’S CAREER doesn’t have to wait until after college. Celebrating its 10th anniversary, the Lansing Board of Water and Light’s 1st S.T.E.P. (School to Training and Employment Program) has offered 98 Lansing-area seniors the ability to explore career opportunities and gain hands-on experience in their desired field, all before high school graduation.

“It’s a work-based learning program for high school students to find out about the Electric Utility industry and the Board of Water and Light, specifically,” said Dallas Burdick, Organization Development and Training Manager for the Lansing Board of Water and Light. “A high school senior that is eligible for the program can apply, and if accepted into the program, they earn $12 an hour, and after completion they would earn a $2,000 scholarship to LCC. So, it’s a pretty good program all the way around to benefit local Lansing-area high school seniors.”

The structured process that 1st S.T.E.P. offers, requires students to work in “real world jobs” and learn fundamentals to take with them in their futures, as well as train for potential future employment. Students can work in IT, customer service, engineering support, the water plant, the power plants, warehousing areas — any area that interests them.

“We attach the students, really at the hip, to a mentor who then takes the student under their wing and teaches them about our system and some basic employability skills. The student has the opportunity to job shadow their mentor as well as other employees in the work area and participate in many of the job tasks performed. Always, the focus is to keep the students safe while they learn about the utility industry and the real world of work” said Burdick. “Some of these young people may even have the opportunity to be hired full-time after they graduate from high school as a result of participating in 1st S.T.E.P.”

“If we hire a student full-time, we encourage them to continue their education,” said Burdick. “We have a lot of skilled trades jobs, too — apprentice-able positions that require them to be going to school and working in a trade and learning under an experienced journey worker.”

The program was initially created in 2007 in partnership with International Brotherhood of Electric Workers (IBEW) Local 352, Lansing School District, local Career Centers, Lansing Community College and Capital Area Michigan Works! Since its official launch in 2008, 1st S.T.E.P. has hired nearly 25 full-time employees throughout all areas of the company and awarded more than $147,000 in scholarships to attend Lansing Community College. Also, according to Burdick, the IBEW Local 352 is a significant part of the program’s success since nearly all of the programs mentors are Union members.

“Let’s say the student isn’t hired full-time by the Board of Water & Light, but is inspired to go onto school to take on a new trade or vocation somewhere, or perhaps study electrical engineering or computer science, or whatever inspires them to continue their education — that is also a benefit because it keeps students engaged and it puts them on a better career and life path,” said Burdick.

Alex Martin (Mentor) and Marissa Klimkiewicz (1st STEP) student.
FOCUS ON TALENT

ONE OF THE GREATEST CHALLENGES our region faces in the next several years is the ability to attract and retain the talent needed to fill jobs that are available. This is particularly true in industries that rely on skilled or professional trades workers. The chronic shortage of skilled labor causes delays in many projects, raises costs that are ultimately passed on to the customers, and in many cases causes business owners to seek workers from outside the region.

The United Association of Plumbers and Pipefitters Local 333 is one organization attempting to deal with the demand for skilled trades workers. Working in partnership with more than 40 area businesses, Local 333 is filling the skilled trades pipeline as a result of a comprehensive apprentice training program.

At any given time, 90 to 100 area residents will be receiving job training through the apprenticeship program. Local 333 self-funds the program to the tune of $1 million dollars a year with no public funds involved. The application process for the program is regulated by the U.S. Department of Labor, which ensures a diverse pool of participants.

“Our doors are wide open for all people,” said Price Dobernick, business manager of Local 333. “We want to do all we can to get the best, most diverse group of apprentices possible.”

Participants in the five-year program attend classes for eight hours a day, two days a month. The classes are held at one of three training centers. Local 333 owns facilities in Jackson (primarily HVAC training) and Lansing (primarily plumbing, pipefitting and welding) and leases space in Battle Creek. When not in class, apprentices are working on a job site, earning wages and benefits while receiving on-the-job training.

“You start earning a living on day one of your apprenticeship,” said Dobernick. “Part of that is health benefits and retirement. There aren’t many opportunities like this where you can receive training and make a living like this at the same time.”

Because Local 333 is able to fund the program, there is no cost to the apprentices.

“There are no student loans when you graduate,” said Dobernick. “You walk away without any debt.”

Apprentices also learn on the job under the careful tutelage of a journeyman, who Dobernick says take great pride in being able mentor their young colleagues.

The Local 333 training centers also offer workers the opportunity to receive continuing education required to maintain certifications and also provides training in other fields including computer animated design (CAD) and medical gas certification.

The success of the Local 333 apprenticeship program is best evidenced in the satisfied employers that continue to participate. Many of the more than 40 businesses regularly involved have participated for several decades. For the
Developing the Talents of Tomorrow

BY: MICKI O’NEIL, DIRECTOR OF PUBLIC RELATIONS AND COMMUNICATIONS, INGHAM INTERMEDIATE SCHOOL DISTRICT

IT’S OFTEN SAID THAT the education arena and business world should work more closely together to develop and retain talent for our region. This statement couldn’t be truer, and those in both realms make a concerted effort to do just that: work together. In some cases, it isn’t as simple as it may seem, as both entities have different outcomes for which they are measured. More and more businesses are reaching out to educational groups, offering to become partners and advisors as they seek talent, and districts are taking them up on those offers. This is important because business partners help districts shape programming and curriculum choices to meet future industry needs.

Today, there is significant discussion around the importance of developing and retaining talent. Why does this matter? A report from the Center on Education and the Workforce out of Georgetown University states that by 2020, 65 percent of all jobs in the economy will require post-secondary education and training beyond high school. In addition, there will be 24 million openings from newly created jobs, and 31 million openings due to baby boomer retirements. These statistics reinforce the need for educational agencies to focus on developing the talents of our youth, helping them to figure out the next step after high school and no longer making assumptions on where they will land. If 23 million openings will come from newly created jobs, we have to think differently.

Reflecting on the past in the education world, students were either prepared to go directly into the workforce or on to college. In other words, focusing on their final destination, rather than continuing to develop their talents to determine their next step in life. Most of us still remember this concept from our own high school experience, as students took wood shop, home economics, auto shop or worked on co-op. While some of these programs are still offered today, the programs have advanced significantly, especially due to changes in technology. Even though the education for these types of careers has changed, unfortunately, the perceptions have not. Today’s students can graduate from high school after attending a career and technical education program, with free college credit, industry-specific state and national certifications, even potentially an associate degree through early college programs at no cost to the student. These steps are all about developing a student’s talent area and helping them gain the credentials that are relevant to their future path, whatever that might look like.

For these reasons, Ingham Intermediate School District has made the shift to focusing on developing student talent through our career and technical education programs. In fact, we believe so much in this concept, that on August 30, we renamed the Capital Area Career Center the Wilson Talent Center, to better reflect that we are no longer just preparing students for careers, but developing their talents as they continue down their career paths. The days of focusing merely on placing students directly into the workforce are long gone. And while some students do enter the workforce right out of high school, nearly 80% of students who participated in career and technical educational programs last year plan to continue their education beyond high school. That may consist of an apprenticeship, an advanced industry certification, an associate degree or a bachelor’s degree, which aligns with business needs.

At the Wilson Talent Center, we educate students, through innovation, allowing them to accelerate their future. We hope you will look at education through a different lens and begin to see how business and education are working together on a broader scale to develop and retain talent in our region for years to come.

A REPORT FROM THE CENTER ON EDUCATION AND THE WORKFORCE OUT OF GEORGETOWN UNIVERSITY STATES THAT:

- By 2020, 65 percent of all jobs in the economy will require post-secondary education and training beyond high school.
- There will be 24 million openings from newly created jobs.
- 31 million openings will be created due to baby boomer retirements.

LISTEN every MORNING

MORNING EDITION with BROOKE ALLEN in mid-Michigan

Stand with the Facts
At Mercantile Bank we are committed to strengthening business in the Lansing area. Our Commercial Team knows what it takes to grow a business here because they work and live in our community too. From business loans to payroll services, we can help you navigate the challenges you face today and tomorrow. Working with you to promote economic prosperity in our region. Moving business forward, it’s just another way Mercantile is here to get you there.®

BUSINESS LOANS
TREASURY MANAGEMENT SERVICES
PAYROLL SERVICES

mercbank.com/business

For more information, contact: Tom Hoban - Community President
thoban@mercbank.com