

FOCUS

THE MONTHLY BUSINESS NEWS MAGAZINE OF THE LANSING REGIONAL CHAMBER OF COMMERCE • DECEMBER 2020

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TIM DAMAN
President and CEO
 Lansing Regional
 Chamber of Commerce



Regional Leadership During a Global Pandemic

2020 HAS BEEN A YEAR UNLIKE ANY OTHER. The COVID-19 pandemic has dramatically impacted our business community, and we are all working hard to recover.

Early in the pandemic, the Lansing Regional Chamber of Commerce (LRCC) recognized that we had a vital role in helping our community through the crisis. Our focus has been on providing as many resources as possible to support our region's business community to maintain strong, viable operations. We are proud of our efforts and the various ways we have stepped up to help businesses, non-profits, municipalities, and the entire Lansing region navigate COVID-19.

As the voice of business in Greater Lansing, the LRCC recognized that our role in providing regional leadership was never more important than during the challenging times we have dealt with over the past several months. The LRCC took the lead to form the RELAUNCH Greater Lansing Task Force, a coalition of business, education, government, and healthcare professionals. The RELAUNCH Task Force was dedicated to developing a comprehensive strategy for sectors within the Lansing region to reopen and re-engage business safely and successfully. We created a resource guide and website that serves as a one-stop experience for organizations seeking the latest information regarding COVID-19.

We are incredibly proud of our leadership work in the advocacy arena. Most notably, the opening of the Coleman Road extension, a \$7.6 million project that will improve traffic flow and open new development opportunities in northern Ingham and southern Clinton counties. Our political action committee, the LRC-PAC, enjoyed a banner year, as 95% of our endorsed candidates were elected in 2020.

“As the voice of business in Greater Lansing, the LRCC recognized that our role in providing regional leadership was never more important than during the challenging times we have dealt with the past several months.”

Our events and programming teams refused to be deterred by the setbacks brought forth by the pandemic. We quickly shifted our focus to providing our valued networking opportunities in a virtual environment. Our more than 30 virtual programs have reached more than 4,700 participants. We have also recognized the strong business and community leadership through our Annual Dinner, ATHENA, 10 Over the Next Ten, and Celebration of Regional Growth Award programs.

The LRCC marketing and communications team continues to expand our unique branding opportunities, connecting and building awareness. In 2020, we have increased our social media platforms that now reach nearly 20,000 users and upgraded our FOCUS Magazine to include a new, easy-to-use flipbook, digital technology.

These extraordinary efforts to support our business community would not be possible without the support of our investors. 2020 has shown us that there is no better time to be a member of the Lansing Regional Chamber of Commerce. Your continued investment supports the regional leadership we bring to help your business connect, grow, and thrive. As we work together, especially in tough times, we will continue to build a prosperous region.

All the best to you for a strong finish in 2020, safe and happy holidays to you and your families and here's to a healthy, productive, and profitable 2021! ■

JOIN 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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During mandated social distancing, the Lansing Regional Chamber of Commerce (LRCC) hosts numerous virtual events monthly, from Member Mixers to Lansing Economic Club programs. The digital events and programming provide valuable content and information and give members unique opportunities to connect and network. The LRCC also continues to host virtual weekly roundtables for business, community, and government leaders to provide updates and share what is going on in their community.

The LRCC encourages members to check their email, follow LRCC social media channels, and visit the LRCC website for the most updated information on additional educational offerings and networking opportunities as we move forward.

Registration for all events is available on the LRCC website.

CELEBRATION OF REGIONAL GROWTH AWARDS

Date: Tuesday, Dec. 1 from 11 a.m. to noon

Description: The LRCC, in partnership with the Lansing Economic Club, will hold its annual, must-attend Celebration of Regional Growth Awards on Dec. 1 from 11 a.m. to noon. The program celebrates the economic investments, growth, and job creation that are reshaping and transforming the Lansing region. Registration is \$25.

LRCC EAST LANSING SMALL BUSINESS CRAWL

Date: Monday, Dec. 7 – Saturday, Dec. 12

Description: During the week of Dec. 7 - 12, the public is encouraged to participate in the Lansing Regional Chamber of Commerce East Lansing Small Business Crawl, by collecting a Small Business Crawl card and visit participating businesses. When players make a purchase (gift cards included) at a participating business, they will receive points by keeping their receipts and submitting them on the Lansing Regional Chamber website. Additional information is available at www.lansingchamber.com/smallbusinesscrawl.

LANSING ECONOMIC CLUB

Date: Tuesday, Dec. 8 from 11 a.m. to noon

Description: The upcoming Lansing Economic Club will feature Bryce Skaff, co-head of Global Client Group and vice president, Dimensional Fund Advisors. Skaff will discuss building a culture of learning, teamwork, innovation, and dedication in the workplace in any economic environment. Discussion will be facilitated by Roger L. Millbrook JD, CPA/PFS, advisor/principal of Siena Investments.

DECEMBER MEMBER MIXER

Date: Tuesday, Dec. 8 from 4 to 5:30 p.m.

Description: WKAR will serve as the virtual sponsor and the Peanut Shop will be the support sponsor for the December virtual Member Mixer, taking place on Dec. 8 from 4 to 5:30 p.m. The event will feature breakout sessions throughout the event to

allow for smaller, more intimate groups and conversations to replicate the in-person Member Mixer experience.

CHAMBER 360

Date: Thursday, Dec. 10 from 8 to 10 a.m.

Description: The Chamber 360 program is designed for prospective, new, and long-time LRCC members to network, learn about the LRCC, participate in a roundtable discussion, and share tools and resources. Attendees will also discuss areas of opportunity and put together an action plan for increased engagement.

CHAMBER UNIVERSITY

Date: Tuesday, Dec. 17 from 10 to 11 a.m.

Topic: Give Your Team a Tune-up

Description: COVID-19 has had a dramatic impact on the work we do. The fallout from the past several months has left many people anxious, fearful, frustrated, isolated, and exhausted. The threat of burnout is greater than at any time in our lifetimes. There is hope amid the challenges we face in keeping our teams healthy, and it can be found in the opportunity leaders have to help rejuvenate their teams. Ross Woodstock will show you how you can help those around you feel a sense of renewal. Coming into a new year is the perfect time to lead your team down a path that will help them feel re-energized, connected to others, and connected to their work.

VIRTUAL BUSINESS ROUNDTABLES

Virtual roundtables allow community and government leaders an opportunity to share what is going on in the community and determine ways to advice the tri-county region.

- *Delta Township - Eaton County:* Wednesday, Dec. 2 from 9 to 10 a.m.
- *Lansing:* Wednesday, Dec. 9 from 9 to 10 a.m.
- *East Lansing - Meridian Township:* Wednesday, Dec. 16 from 9 to 10 a.m.

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CHAMBER MILESTONES

We'd like to offer a special salute to these great organizations who reached milestone anniversaries as Lansing Regional Chamber of Commerce (LRCC) members this month. Thank you for your continued support throughout the years!

Maloney Carpet Company
 60 Years

Eaton Rapids Medical Center
 15 Years

Lansing Community College
 55 Years

Hanes & Associates, PLLC
 15 Years

Kentwood Office Furniture
 20 Years

Honigman, LLP
 15 Years

Stillwater Grill
 20 Years

Mercantile Bank of Michigan
 15 Years

LRCC members have unparalleled access to 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 onto the site, please follow the simple password reset instructions. Call (517) 487-6340 with any questions.

WELCOME NEW MEMBERS

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FLEXcity Fitness Owners Honored as Recipients of 2021 ATHENAPowerLink Award

APPLICATIONS CURRENTLY BEING ACCEPTED FOR 2022 APL AWARD

BY CASSADEE JACKSON, KOLT COMMUNICATIONS, INC.

FLEXCITY FITNESS OWNERS, JENNY QUINN AND TRISTA PARISIAN, are the recipients of the 2021 Lansing Regional Chamber of Commerce (LRCC) ATHENAPowerLink Award (APL). APL is a national mentoring program that connects selected women business owners with a skilled advisory panel. The specified panel of advisors will donate an estimated \$50,000 value of business consultation services to help the business to achieve the next level of success.

“We are truly honored to be the 2021 recipients of the ATHENAPowerLink Award,” said Trista Parisian, co-owner of FLEXcity Fitness. “We just moved into our dream studio and expanded our sessions for virtual and live-streaming.”

“To have the opportunity to work with the advisory panel will help us further in the company’s development and growth,” said Jenny Quinn.

“Trista and Jenny will be exceptional participants in the ATHENAPowerLink program,” said Tim Daman, president and CEO, LRCC. “They have a terrific vision of where they want to go in the next few years. Their panel of PowerLink mentors will help them shape and execute a refined strategy to take their business to the next level.”



The two Lansing area natives founded FLEXcity Fitness and developed their concept of FLEX – an instructor-led small group training method intended to make exercise exciting, efficient, and effective. Each session is different and will never be the same. The only pattern in this studio is flex, sweat, stretch, repeat!

“We were excited for FLEXcity Fitness to receive the ATHENAPowerLink Award this year,” said Jane Mitchell, owner and CEO of Jungle Jane Promotions and ATHENAPowerLink Award board member. “A big factor in this selection was knowing that Jenny and Trista are willing to openly discuss their goals for Flexcity Fitness and the obstacles impacting their ability to reach those goals. They are willing to productively utilize the panels advice.”

FLEXcity Fitness welcomes all levels of experience. The unmatched interval-based training studio offers a unique blend of training concepts to achieve long-lasting, noticeable results. The flex, sweat, stretch method is used to transform the body, increase stamina and endurance, and improve flexibility. These sessions are versatile and can be performed by anyone, anytime, and anywhere.

The FLEXCity Fitness studio is located at 2222 E. Michigan Ave. in Lansing, Michigan 28912. For more information about FLEXCity Fitness call (517) 208-4037, email flexcityfitness@gmail.com, or visit flexcityfitness.com.

Applications are being encouraged from deserving women business owners for the 2022 APL program. To be eligible for this award, applicants need:

- 51% of business is owned and actively managed by a woman or women
- At least two years in operation
- At least two full-time employees, including applicant
- At least \$250,000 in annual gross revenues for a manufacturing or retail business; or at least \$100,000 in annual gross revenues for a service business
- Clearly defined business objectives and specific reasons for seeking an advisory panel

The LRCC is currently accepting applications for the 2022 ATHENAPowerLink and the 2020 ATHENA Leadership Awards. The ATHENA Leadership Award honors individuals who strive towards the highest levels of professional accomplishment, excel in their chosen field, have devoted time and energy to their community, and pave paths for other women to follow. It also celebrates the potential of all women as leaders of the community and recognizes those who support them.

The deadlines for submitting applications are:

- ATHENAPowerLink: Feb. 26, 2021
- ATHENA Leadership Award: Jan. 22, 2021

Applications for both awards may be found at www.lansingchamber.org/athena-awards. ■

Leadership Lansing Cohort Learns Elected Officials Really CAN Get Along

A STEADY DIET OF THE NATIONAL NEWS

can leave the impression that the government is little more than perpetual gridlock and a lack of civility. Several state and local elected officials told a recent Leadership Lansing forum that they regularly work with other elected officials from different areas and political affiliations in the interest of advancing issues that benefit the entire region or state.

The panel discussion was held as part of a Leadership Lansing government day forum, held on Nov. 10. Panelists include State Representative Sarah Anthony, Delta Township Trustee Fonda Brewer, Lansing City Council member Patricia Spitzley, and Clinton County Commissioner Ken Mitchell. The program was moderated by Steve Japinga, vice president, public affairs, Lansing City Council. Panelists said they regularly work with officials from different municipalities and political affiliations to promote issues that benefit the entire region or the state. A recent example cited was the completion and opening of the Coleman Road extension. This \$7.6 million infrastructure project brought together republicans and democrats and municipalities representing urban, suburban, and rural areas.

The 25 participants in the 2020-2021 Leadership Lansing cohort are being exposed to a diverse group of local leaders, issues, and organizations that make up the fabric of the region. The seven-month program is designed to equip the next generation of community leaders and runs through May 2021. ■



LEADERSHIP LANSING

ELECTED OFFICIAL PANEL

Sarah Anthony

State House of Representatives

Terrance Augustine

Eaton County Board of Commission

Fonda Brewer

Delta Township Board of Trustees

Ken Mitchell

Clinton County Board of Commission

Steve Japinga

Moderator

Patricia Spitzley

Lansing City Council

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Lansing Regional Chamber of Commerce Endorsed Candidates Celebrate Election Night Success

THE LANSING REGIONAL CHAMBER OF COMMERCE

Political Action Committee (LRC-PAC) endorsed candidates were overwhelmingly successful during the Nov. 3 general election. The LRC-PAC had a 95% success rate, with 39 of the 41 candidates endorsed winning their election during the 2020 cycle.

“We are thrilled that voters in the region shared our vision to support candidates who are willing to collaborate and find innovative solutions to the complex challenges facing our local, state, and federal governments,” said Steve Japinga, vice president of public affairs, Lansing Regional Chamber of Commerce. “Hopefully now that the political campaigning is behind us and that republicans and democrats, work together in a bipartisan manner and focus on how to move our state and region forward.

The bipartisan list of LRC-PAC endorsed candidates that were successful on Nov. 3 includes:

CONGRESS

- John Moolenaar (MI-04)
- Elissa Slotkin (MI-08)
- Tim Walberg (MI-07)

STATE HOUSE OF REPRESENTATIVES

- 65th District: Sarah Lightner (R)
- 67th District: Kara Hope (D)
- 68th District: Sarah Anthony (D)
- 69th District: Julie Brixie (D)
- 71st District: Angela Witwer (D)
- 85th District: Ben Frederick (R)
- 93rd District: Graham Filler (R)

CLINTON COUNTY BOARD OF COMMISSIONERS

- 1st District: Kam Washburn (R)
- 2nd District: David Pohl (R)
- 3rd District: Bruce DeLong (R)
- 4th District: Ken Mitchell (R)
- 5th District: Bob Showers (R)
- 6th District: Dwight Washington (D)
- 7th District: Adam Stacey (R)

EATON COUNTY BOARD OF COMMISSIONERS

- 3rd District: Terrance Augustine (D)
- 13th District: Jim Mott (R)

INGHAM COUNTY BOARD OF COMMISSIONERS

- 1st District: Vic Celentino (D)
- 3rd District: Derrell Slaughter (D)
- 4th District: Bryan Crenshaw (D)
- 9th District: Erin Graham (D)
- 12th District: Mark Polsdofer (D)
- 13th District: Randy Schafer (R)

DELHI TOWNSHIP:

- Supervisor: John Hayhoe (R)
- Trustee: Patrick Brown (D)

DELTA TOWNSHIP

- Supervisor: Ken Fletcher (D)
- Clerk: Mary Clark (D)
- Treasurer: Dennis Fedewa (D)
- Trustee: Fonda Brewer (D)
- Trustee: Andrea Cascarilla (D)
- Trustee: Karen Mojica (D)

MERIDIAN TOWNSHIP:

- Supervisor: Ron Styka (D)
- Clerk: Deborah Guthrie (D)
- Treasurer: Phil Deschaine (D)
- Trustee: Patricia Herring Jackson (D)
- Trustee: Dan Opsommer (D)
- Trustee: Courtney Wisinski (D)

The LRC-PAC is the non-partisan political action committee of the Lansing Regional Chamber of Commerce, representing over 1,100 businesses in the tri-county region. The objective of LRC-PAC is to endorse candidates committed to the principles of free enterprise, economic growth, and a pro-business philosophy. ■

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Agree to Disagree: Restoring Civility in Politics and Society

ONE OF THE MOST DISTURBING TRENDS IN RECENT ELECTIONS has been the loss of civility and the negative, even angry tone of rhetoric that has infiltrated every aspect of the political process. Now that the 2020 campaign has ended, *FOCUS Magazine* decided to ask two political consultants for their views on why this trend exists and how to restore civility. We spoke with Adrian Hemond of Grassroots Midwest, a Democrat, and John Selleck of Harbor Strategic, a Republican.



Hemond

FOCUS: What do you believe caused the breakdown of civility during this election?

Adrian: Civility has been breaking down in American society, politics, and culture for decades. The causes are many, but fundamentally the behaviors we see in American politics are just reflective of American society: we're very disconnected from each other. The more isolated we are, the less incentive to change, innovate, and compromise.

John: American politics has been on a path to our status for a long time. Technology, Twitter, unthinkable sums of advertising spending and the advertiser's ability to find us no matter which screen we are on means we are constantly stoked with aggressive messaging. You cannot even go to a restaurant without a TV on the wall yelling at you. In this environment, elected officials cannot find common ground long enough to make progress on policy solutions, creating a build-up of citizen frustration vented in increasing force and making people susceptible to extremes.

FOCUS: In your role, how do you separate the policy from the person?

Adrian: The short (and maybe funny?) answer is I get paid to do it! But honestly, it is not that hard to understand another person's perspective, even people you disagree with about the most important issues. I don't think you separate the policy and the person. I have all sorts of unpopular views, so I've grown accustomed to dealing with people I disagree with, I guess. I founded Grassroots Midwest in 2013 as a bipartisan firm for a reason: actually, understanding different perspectives and outlooks makes organizations more powerful.

John: I worked on the policy staffs of Gov. Engler and two Michigan speakers of the House, so it is easier for me to keep my eyes on the prize—the public policy. What the general public must try to be aware of is that they are being fed specifically-tailored, bite-size morsels of information (or misinformation) on social media and cable news meant to play to your biases and emotions. That is the downside of social media and a million TV channels which allow us to move into virtual neighborhoods where few people disagree with us. And, while there, we spend a lot of time talking about the personalities of politicians and accompanying emotions, not so much the policy. Making the effort to read beyond your bubble is key to understanding our real-life neighbors.

FOCUS: In your opinion, what do you think we need to do to restore civility in our country?

Adrian: We must talk to each other, for starters, and social media doesn't count. That includes talking to people we disagree with about the most fundamental things. You don't change people's minds with politics. Politics is how you keep score. You change people's minds by talking to them, by understanding them, and by making them care. Campaign ads and social media posts don't do any of those things. In some ways, politics is the easy part. Making people care about the perspectives of others is hard.




Selleck

John: It starts with each of us, as individuals, making a renewed effort to let others know that "I hear you" and showing that we can co-exist with someone we disagree with. Being aware of efforts on social media, in political advertising and from politicians to rile us up. And, being involved with professional groups like the Lansing Regional Chamber of Commerce, which does a wonderful job providing the figurative space for people of all political persuasions to work on issues that benefit all of us.


FOCUS: Can you share examples of how you both have worked together on projects?

Adrian: Funny you should mention that. Mr. Selleck and I do paid speaking engagements together for business, labor, and interest group audiences to give them bipartisan analysis about elections, policy, and politics, and to talk about bridging divides. We also work together on a grassroots outreach project in the defense manufacturing industry.

John: In the past, we worked on opposite sides in the House of Representatives. We became friends over the last few years, against all political odds, because reporters were asking us for our partisan analysis of the issues so often that we realized we both enjoy explaining daily political happenings in a way that educates people who have jobs in the real world (not politics!). ■



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Lansing Business Groups Urge Unity Following 2020 Election

BUSINESS LEADERS FROM THE BLACK BUSINESS ALLIANCE OF GREATER LANSING, the Greater Lansing Hispanic Chamber of Commerce, and the Lansing Regional Chamber of Commerce joined to urge unity and patience during and after the often contentious 2020 election.



Tens of millions of Americans voted by mail in this election cycle, raising concern about vote counting and verification. The business groups urged citizens to be patient during and after the election, while outcomes were being finalized. The three groups also encouraged collaboration in the political process post-election.

"We look forward to working together with our elected officials to ensure a strong and safe economic recovery, while working to build long-term prosperity for all Americans," the group said in a joint statement. ■

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15th Annual Celebration of Regional Growth

INNOVATION AND GROWTH DURING A GLOBAL PANDEMIC

2020
A CELEBRATION OF
REGIONAL GROWTH

The COVID-19 pandemic has forced lots of changes in the past few months. A global pandemic could not change the relentless drive for excellence and the spirit of innovation that have been the hallmark of growth in the Greater Lansing region. That spirit was evident during the 15th annual Celebration of Regional Growth (CORG) Awards, which recognized game-changing projects that are making a significant impact on the region. Though the COVID-19 pandemic forced the CORG Awards program to be held virtually on Dec. 1, it didn't impact the quality of the organizations and projects that were honored or the enthusiasm and energy of the annual event.

"The fact that we could have a Celebration of Regional Growth program amid a global pandemic is a testament to the resolute commitment and drive that has always existed in our region," said Tim Daman, president and CEO, Lansing Regional Chamber of Commerce (LRCC). "Despite all the barriers that have been placed in the way, our region continues to be a model of a determined will to overcome challenges, innovate solutions and work together to build a thriving region."

Honorees at the 15th annual CORG awards included: Coleman Road Extension (**Dewitt Charter Township, City of East Lansing, Ingham County Board of Commissioners and Clinton County Board of Commissioners**); Block 600 Development (**Gillespie Group**); Michigan State Capitol Restoration & Infrastructure (**Capitol Commission**); COVID-19 Innovation and Support (**Sparrow**). For the first time in the CORG program's history, a special recognition was made to small businesses as the *Voices of Resiliency and Innovation* during the COVID-19 pandemic.

Coleman Road- Dewitt Charter Township, City of East Lansing, Ingham County Board of Commissioners & Clinton County Board of Commissioners

A project that was two decades in the making became a reality in October 2020, when the ribbon was cut, officially opening a new section of Coleman Road running along the northern Ingham/southern Clinton County lines. The Coleman Road extension is expected to ease traffic congestion in the



heavily traveled U.S. 127/Lake Lansing Road corridor. The new road will also open the area of hundreds of millions of dollars in further development.

"I think this extension will benefit all regions around us," said East Lansing Mayor Aaron Stephens. "It serves to provide more opportunities for better, more profitable development to happen."

The Coleman Road project could not gain much regional traction until a bipartisan coalition decided to make the project a regional priority. The Capital Council of Governments (CAPCOG), which includes Ingham, Eaton, and Clinton counties and LRCC and Michigan State University, joined with the Lansing Regional Chamber of Commerce to push for state funding project.

"It was the first time that our region came together, republicans, democrats, county, townships, and the business community rallying around one project that we advocated for at the state legislature," said Bob Showers, Clinton County Commissioner and chair of the CAPCOG board. "We are already seeing several great economic development opportunities that are happening along with the Coleman Road extension."

"People had the vision to put together a coalition in the region that really could make things happen in the political arena," said Dewitt Township Supervisor Rick Galardi.

Eventually, the Capital Caucus in the state legislature successfully worked

with Governor Rick Snyder to secure a \$7.6 million grant to fund the project.

The Coleman Road project is a critical investment that will support the growing financial services cluster along and near that corridor, including corporate headquarters for MSU Federal Credit Union, GreenStone Farm Credit Services, and Mercantile Bank. SET SEG recently opened its new corporate headquarters in the region.

There is a great deal of prime undeveloped land in the area expected to draw considerable interest from occupiers and developers. Among the potential developments could be a major office building, mixed-use at the corner of Coleman and Coolidge Roads, restaurants, retail, and possibly a hotel.

Block600 – The Gillespie Group

Just two years after the project was formally announced, The Gillespie Group's historic BLOCK600 project has come to fruition. The \$40 million project includes a long-awaited downtown grocery store, 40 loft apartments, and a 122-room Courtyard by Marriott hotel. BLOCK600 is truly a game-changer for downtown Lansing.



Located at the southeast corner of East Michigan Avenue and South Larch Street, across from the newly renamed Jackson Field, BLOCK600 brings needed residential, grocery, and accommodation amenities to the Stadium District of downtown Lansing. Complete with a larger-than-life fruits, and vegetable mural by award-winning artist Brian Whitfield, The Capital City Market, a 37,000-square-foot urban grocer, designed and driven by Meijer, will provide fresh food, value, and convenience to residents, alleviating the area's reputation as a food desert.

VOICE OF SMALL BUSINESS

One of the most important stories during the COVID-19 pandemic was the courage, innovation, and entrepreneurial spirit demonstrated by small businesses throughout the region.

These 53 businesses have formed the foundation of our Voices of Small Business marketing campaign and we appreciate their commitment and courage to building a thriving region.

- Sun Theater
- mConnexions
- Saddleback BBQ
- Blue Owl Coffee
- Impact Solutions
- American Cancer Society
- Ele's Place
- Greater Lansing Food Bank
- FLEXcity Fitness
- State of Fitness
- School of Rock
- Therapy Today Counseling and Consulting LLC
- Michigrain Distillery
- Flour Child Bakery
- RetroDuck.com, Inc.
- Collegeville Textbook Company
- Dimes Brewhouse
- Bradly's Home and Garden
- EagleMonk Pub and Brewery
- Baryames Cleaners
- Pablo's Old Town
- Goodfellas Bagels
- Matthew Ryan Salon
- Soul Nutrition
- Salt Yoga
- Everything is Cheesecake
- Good Fruit, LLC
- NCG Eastwood Cinema
- ARUtility
- Niowave Inc.
- Domino's Pizza
- Horrocks
- The Hidden Gem Event Venue
- Looking Glass Brewing Company
- Sweetie-licious
- Kean's
- Kositckek's
- The Peanut Shop
- Susan Maples, DDS
- Monticello's Market & Butcher Block
- Capital Steel & Wire, Inc.
- The Plant Professionals, Inc.
- Peak Performance Physical Therapy
- Dowding Industries
- On Target Living
- Innovare
- Lansing Art Gallery
- Preuss Pets
- Michigan Premiere Events
- Message Makers
- Martin Waymire
- Güd Marketing

15TH ANNUAL CELEBRATION OF REGIONAL GROWTH



“The grocery store alone will change the traffic pattern dramatically, said Gillespie Group CEO Pat Gillespie. “You add a hotel that is most busy on weekends and nights. Those two will put pedestrians on the street. The whole area will feel a lot more alive.”

Residents began moving into the loft apartments portion of the development Oct. 9. The loft apartments will meet the growing population’s needs seeking the urban lifestyle experience that the Stadium District has to offer. Providing studio, one, and two-bedroom lofts directly connected to a grocery store and within walking distance of entertainment will give residents a home in the heart of downtown Lansing.

Construction on the hotel is ongoing, with an anticipated opening in spring 2021. Gillespie said he is excited to continue adding opportunities for urban living and new downtown dwellers to Lansing – specifically the Stadium District.

“Lansing is a vibrant community,” Gillespie said. “We wanted BLOCK600 to be a place where residents and visitors alike can experience what the Stadium District of downtown Lansing is all about. There was a time when it seemed like getting a market to support the downtown community was closer to a fairy tale than reality. I believe this is why the launch of this development is so rewarding. The need was great.”

Michigan State Capitol Restoration & Infrastructure – Capitol Commission

The Capitol Commission is being honored for \$110 million in investments in Lansing’s most important downtown asset—the State Capitol. The investments include \$70 million to upgrade the Capitol Complex’s aging infrastructure, and \$40 million for Heritage Hall, an educational welcome center at the Capitol complex.

“The fact that we could have a Celebration of Regional Growth program amid a global pandemic is a testament to the resolute commitment and drive that has always existed in our region. Despite all the barriers that have been placed in the way, our region continues to be a model of a determined will to overcome challenges, innovate solutions and work together to build a thriving region.”

— Tim Daman, president and CEO, LRCC

The investment in infrastructure marks the first time in 30 years that the building’s heating and cooling systems, electrical systems, and other inner workings have been slated for an upgrade. The project includes a reworking of the heating and cooling system and a complete overhaul of the electrical and water systems

“When we started this project in 2017, we were facing a

140-year old building that had been totally neglected in terms of infrastructure,” said Gary Randall, chair of the Capitol Commission and clerk of the State House of representatives. “We had sewer lines that had broken under the building and water lines running alongside high voltage electrical lines.”

The project will result in a new infrastructure system on the southside of the Capitol. The project also includes the addition of 272 geothermal wells going down 500 hundred feet. They will heat and cool the building that Randall says will result in tremendous savings over a short time. Heritage Hall will feature a 35,000-square foot visitor center with a 500-seat auditorium. Heritage Hall will feature meeting spaces that can be separated into smaller, soundproofed rooms in addition to providing space for events, catering, and bus drop-offs. The hall could host educational exhibits, provide a safe bus stop for school field trips, space for receptions, and other catered events. The hall will be on one level and connect to the Capitol building by an elevator and lit partially with a sun three skylights that provide an impressive view of the Capitol dome.

“Visitors will see a building that is a mixture of today and yesterday,” said Randall. “There will be historical displays, meeting rooms and greatly increased security for both the Capitol and Heritage Hall. It will be a beautiful building that maintains the historical perspective of the Capitol building, but will also have its unique features.”

The State Capitol draws 250,000 visitors per year. Heritage Hall could attract as many as 100,000 additional visitors per year. Construction is expected to be completed in early 2022.

Innovation and Leadership During COVID - Sparrow

Sparrow has distinguished itself during the COVID pandemic as a national



leader in testing and in its response to the virus, providing access to care to people throughout the state (and beyond).

Sparrow recently celebrated a milestone of performing more than 300,000 tests for COVID-19, becoming one of only a few hospital or private labs in Michigan to achieve that level. The health system is already well on its way to 400,000 tests and beyond.

“The work of the Sparrow Laboratories and our caregivers, under the most trying of circumstances, has been remarkable,” said James F. Dover, president and CEO, Sparrow Health System. “It has allowed Sparrow to become not only a national leader in testing, but it has helped the community better understand COVID-19 and the value of vigilance.

Sparrow has used innovation and resourcefulness to become a leader in providing personal protective equipment for caregivers, patients and visitors; limit the spread of the virus by imposing stringent visitor restrictions; and offer new ways to provide access to COVID-19 testing.

The huge testing numbers are fueled by the continued incredible popularity of the innovative Sparrow Laboratories Drive-Thru Services site at Frandor in Lansing. The location has received national media attention. Sparrow has added other drive-thru sites and has responded to the community’s needs with special testing events, such as at local churches.

And despite the large volumes, Sparrow’s turnaround time for tests is generally within 48 hours.

Sparrow’s list of innovations include: Manufacturing its own nasal swabs through 3-D technology; working with Michigan State University on a way to reprocess and repurpose N-95 face masks for caregivers; becoming the first hospital in Michigan to offer COVID-19 tests for inpatients.

Sparrow’s success during an unprecedented time in our nation’s history is due to the caregivers who above all else work to provide quality, compassionate care to every patient, every time.

“We take very seriously our role as the region’s only community-owned, community-based health system,” said Dover. “That’s why we’ve made it a priority to spread the message: Wear a mask. Save a life.”

Small Business: Voices of Resiliency and Innovation

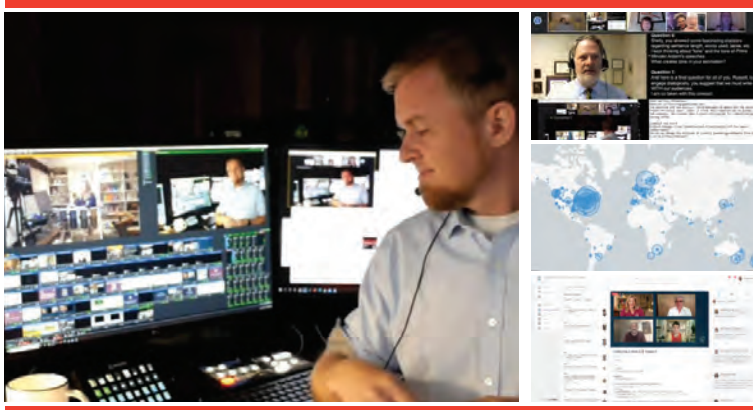
The CORG Awards program served as the launch point for a new video campaign to showcase the role that many small business owners played during the COVID pandemic. The region’s small business community demonstrated great resiliency in surviving the COVID forced shutdown and in developing innovative solutions as a result of the challenges brought on by the pandemic (see accompanying article for full listing).

“I think the role the small business community has played in rising up during extremely trying times has been the most rewarding development to witness during a most challenging year,” said Daman. “Our small business community is second to none in the country, and that has never been more evident than during the past several months.”

2020 has been a year unlike any other. It has been a year of extraordinary challenges. We should all celebrate the fact that our region continues to flourish and thrive thanks to the entrepreneurial drive and commitment that makes Greater Lansing a world-class community in the midst of the turmoil and uncertainty. ■



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We recently did virtual event design, planning, pre-production and live-stream production for the Access for All International Event in October, a virtual conference dedicated to using plain language to break down barriers in society, improve the criminal justice system, protect the rights of vulnerable populations and affect the outcome of COVID-19.

Over 300 participants from the U.S. and around the world, 50% of whom were first-time attendees to a plain language conference, with about 75% of them saying the virtual offering was a major factor in their decision to attend.

Together they streamed over 4000 viewer-hours of content, including 3 days of live sessions, 35 pre-recorded keynotes and related presentations, and a virtual awards show.

37 speakers from 20 different countries

3 days, 27 pre-recorded sessions, 8 live sessions from around the world, 13 keynotes

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Lansing Regional Chamber of Commerce Celebrates Small Business Saturday[®] with Local Small Businesses

THE LANSING REGIONAL CHAMBER OF COMMERCE (LRCC) was honored to support the small business community in the tri-county region for *Small Business Saturday*, which took place Saturday, Nov. 28.

Created in 2010 by American Express, the annual observance occurs the Saturday after Thanksgiving and supports small businesses nationwide to create a local and positive economic impact during the holiday season.

“This year’s Small Business Saturday looked vastly different from years past,” said Michelle Rahl, vice president of member engagement, LRCC. “Our local small businesses have been severely impacted by the COVID-19 pandemic. We encouraged all shoppers to do a bulk of their holiday shopping locally and not only support our region’s businesses but keeping those dollars in our communities.”

Shopping small is making a difference and making an impact throughout our community. Sixty-two percent of U.S. small businesses reported that they need to see consumer spending return to pre-COVID levels by the end of 2020 to stay in business. The LRCC encouraged residents to visit local and independently-owned stores – particularly those with ‘Shop Small’ branding – on Small Business Saturday and purchase various goods and services.

“It was so important for us more than ever to participate in the Small Business Saturday campaign as more than 80% of our Chamber membership is comprised of small businesses with 15 employees or less,” said Rahl. “Our small business



owners and entrepreneurs are the lifeblood and soul of our community and we are proud to support them through partnerships like Small Business Saturday.”

The LRCC supported Small Business Saturday as a “Neighborhood Champion,” which provides the organization with kits that were distributed to a handful of businesses. The kit consisted of branded materials, such as a banner and tote bag to drive traffic on Nov. 28.

The businesses that received the kits from the LRCC included:

- Moneyball – Okemos
- Kellie’s Consignments – Okemos
- Dusty’s Cellar – Okemos
- Peanut Shop – Downtown Lansing
- Kositckek’s – Downtown Lansing
- Preuss Pets – Old Town Lansing
- Brady’s Home and Garden – Old Town Lansing
- Playmakers – East Lansing
- Country Stitches – East Lansing
- Capitol Discount – Lansing

Nov. 28 marked the eleventh annual Small Business Saturday. The annual observance supports local businesses that create jobs, boost the economy, and preserve neighborhoods. Small Business Saturday was created in 2010 in response to small business owners’ most pressing need: more customers. ■

The Race for 5G Will Impact National Security and Local Business

ACCORDING TO FORMER MICHIGAN CONGRESSMAN MIKE ROGERS, the worldwide race for supremacy in 5G will have a significant impact on the national security of the United States. Rogers says the impact will also be felt by local businesses as we incorporate the new smart technologies coming in the 5G world into every aspect of our lives. Rogers spoke about the 5G universe during a recent virtual Policy Forum hosted by the Lansing Regional Chamber of Commerce.



Rogers

“Now you will be able to get on your iPhone and adjust your HVAC, open your garage door, connect to your alarm system, and that is because there are sensors in all of those devices,” said Rogers.

According to Rogers, the threat imposed by the new technology is in the data generated that is of great value to thieves that want to get at that data. This includes countries that have what Rogers called nefarious intentions with the information they collect.

“By 2025, China has said they want to be data dominant,” said Rogers. “Guys like Vladimir Putin say that whoever owns the most data with the best artificial intelligence algorithms will win the next war.”

Rogers said officials in the U.S. Army said their number one concern for winning the next big adversarial fight is data and data management on the battlefield.

Rogers is working on national security issues in his role as the Vice Chairman of the Board at the MITRE Corporation and the David Abshire Chair at the Center for the Study of the Presidency and Congress. ■

Resiliency During the Global Pandemic

MAINTAINING A STRONG, POSITIVE OUTLOOK, caring for others, and caring for yourself are a means to maintaining a healthy perspective and resiliency during the COVID-19 pandemic. Those were the key takeaways from Dr. John Braccio, Ph.D. during the Lansing Regional Chamber's 2020 virtual Healthcare Forum on Nov. 12. The forum was moderated by WILS Radio personality, Dave Akerly.



Braccio

Dr. Braccio, who is a fully licensed psychologist for Regional Psychological Services acknowledged that many people are struggling emotionally because of the challenges they have been facing professionally and personally as a result of the pandemic.

“There is a lot of weariness, a lot of anxiety, and a lot of unknowns as to where we are headed,” said Dr. Braccio. “There are also some positives. People are making more connections with their families, with their spirituality and are taking a better look at their lives.”

Dr. Braccio said that maintaining a positive set of beliefs is essential to successfully navigate challenging times.

“That will make you far more positive and far more resilient during this time than if you think things aren't going to get better and the world is going to get worse,” said Dr. Braccio. “Because, then there is no future, and you can't enjoy the present.”

Dr. Braccio encouraged business owners and leaders to maintain a steady hand in running their business, especially dealing with their employees.

“If people approach themselves and their business from a position of honesty, transparency, and from wanting to help their employees, then the business has an excellent chance of survival,” said Dr. Braccio. “You need a culture where people feel comfortable, and people know you genuinely care for them.”

Braccio said that not only is it essential for leaders to care for their people, but they also need to care for themselves.

“Whatever role you are in the world, you need to take care of yourself physically, emotionally, and spiritually,” said Dr. Braccio. “If you don't do that, you are going to have a lot of issues.” ■

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NEW HIRES



Mulica

Triterra is pleased to welcome **Craig S. Mulica** to their team of professionals. Located in Rockford, Michigan, Craig will be establishing western Michigan operations for Triterra as a regional director. Craig has over twenty years of core environmental regulatory compliance experience. He has worked in every aspect of the environmental consulting business, from environmental due diligence to soil, groundwater, and air compliance to subsurface remedial system design and operations oversight.



Howard

The Davies Project welcomes **Rich Howard** to the team. Rich brings 30 years of experience working in the Lansing area in higher education, consulting, and nonprofit executive leadership. We look forward to having him help drive change for more children and families.



Heumann

WILX News 10 is excited to add longtime Michigan sports broadcaster, **Fred Heumann** to the Sports 10 team. Heumann, a familiar name in Mid-Michigan sports, having worked in broadcast for 39 years in various TV and radio stations in Lansing, Flint, and Detroit, most recently WLNS-TV in Lansing. Heumann has won over a dozen awards for best sportscast, by MAB (Michigan Association of Broadcasters) and by the Associated Press, in addition to winning an Emmy Award for outstanding feature reporting. Heumann joins a staff that consists of **Tim Staudt**, **Kellan Buddy**, and **Natalie Kerwin** at WILX.

Small Talk Children's Advocacy Center is pleased to announce the hiring of **Chelsea Roberts** as director of development. She began in the role in September. Roberts is responsible for planning, organizing, and directing all of organization's fundraising events, including planned giving, special events, and capital campaigns.



Krajniak

NAI Mid-Michigan is pleased to announce **Todd Krajniak** has joined as a commercial advisor. Krajniak will focus on multifamily product regionally and nationally, providing clients with acquisition services from asset identification and capital sourcing to contract negotiations. Locally, he will additionally provide asset acquisition and disposition services for investor clients.

AWARDS

The Burgess Institute for Entrepreneurship and Innovation at **Michigan State University** has chosen **Joshua Cooper**, an Advertising Management senior with a minor in entrepreneurship, as 2020's Adam M. Enfroy Scholar for Digital Entrepreneurship. Cooper is the founder and CEO of **SKOOP digital**. The startup company offers its customers a robust software platform to manage their marketing messaging and creative assets across their existing, and tailor-made, digital screen infrastructure.

The Michigan Works! Association recognized three local leaders with ties to **Capital Area Michigan Works!** at its annual conference this year for their dedication and contributions supporting Michigan's talent development. The Michigan Works! Association awarded **Edythe Copeland**, former CEO of CAMW!, with the inaugural Christine Quinn Excellence in

Leadership Award, honoring Copeland's many years of service to the workforce development system and her dedication to diversity and inclusion. **Julie DeRose**, director of Potterville Adult Education programs in partnership with CAMW!, was awarded a Shining Star Award by the association for her efforts to meet employment needs in Clinton, Eaton, and Ingham counties. **Rep. Sarah Anthony** was named the 2020 Michigan Works! Legislator of the Year for her extraordinary leadership in advancing Michigan's talent and economic development efforts.



Three **LAFUCU** marketing and branding initiatives have been recognized in the 2020 MAC Awards, with one entry earning the top award in its category. LAFUCU's 2019 employee-led in-service day earned the gold award in the category of Culture/Internal Branding. Also recognized by this national competition for credit unions is a PR campaign to communicate financial resources for those negatively affected by the UAW 2019 GM strike and a video promoting LAFUCU's Jumbo CD.

Martin Waymire, a Lansing-based, full-service public relations and digital marketing firm with a focus on public policy, and Michigan's I Vaccinate campaign won the nation's top award for public relations excellence — the Silver Anvil — at a virtual ceremony in New York City. The firm was recognized by the Public Relations Society of America (PRSA) for its work on the I Vaccinate campaign, a joint private-public effort of the Franny Strong Foundation and the Michigan Department of Health and Human Services (MDHHS) aimed at encouraging parents to



Thank You, Mid-Michigan.

We all know what a year it's been, but through it all, we've persevered. At NAI Mid-Michigan, we've seen just how strong this community can be and we are so proud to be a part of it.

So thank you, again.

Here's to 2021.



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to big business



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protect their children from vaccine-preventable diseases.

Moonsail North is in high spirits after winning an Award of Excellence from **OCPRSA** for the second year in a row. They are very proud that their social media campaign for the **Michigan State University College of Osteopathic Medicine's Virtual Match Day** was recognized for its success in celebrating students.

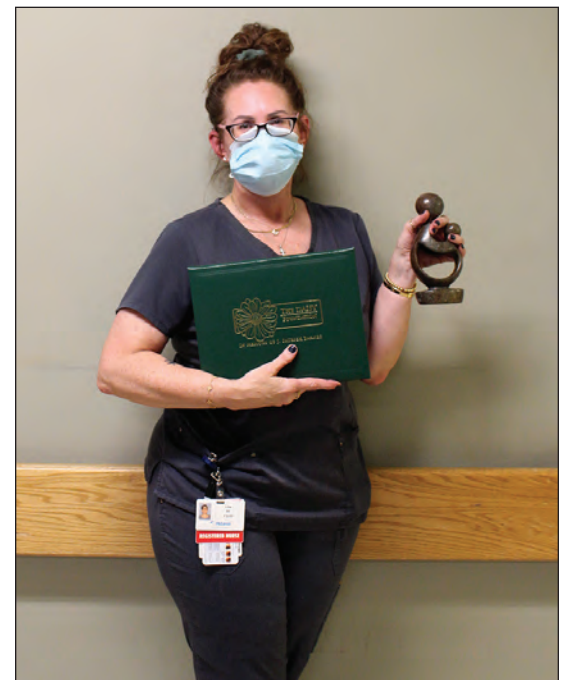


The Michigan Economic Developers Association (MEDA) recently held its Annual Meeting at the Grand Traverse Resort and Spa. Each year, the Association recognizes outstanding economic developers and, this year, presented the awards on Tuesday, October 20th during a special Awards Luncheon. The President's Award is given to members that have provided a substantial contribution to MEDA. This year the award was presented to **Marsha Madle**, president of **Madle Consulting Services, LLC**. Marsha joined MEDA in 2008 and immediately began volunteering. From six years on its Membership Committee to five years on its Education Committee, she has continuously given her time and energy to helping committees and staff build programs and make new connections.

The Government Finance Officers Association (GFOA) presented **Delta Township** with its Distinguished Budget Presentation Award for its Fiscal Year 2020 Budget. The award represents a significant achievement by the Township and reflects the governing body and staff's commitment to meeting the highest principles of governmental budgeting. To receive the budget award, Delta Township had to satisfy nationally recognized guidelines for effective budget presentation. These guidelines are designed to assess how well an entity's budget serves as a policy document, a financial plan, an operations guide, and a communications device. The Township's Budget document must be rated "proficient" in all four categories and in the fourteen mandatory criteria within those categories to receive the award.

DISTINCTIONS

The Michigan Department of Education has recently published the annual Bulletin 1014. In this report, **Mason Public Schools (MPS)** has maintained a ranking for low total business and administrative costs per student than other Michigan districts for the years ending June 30, 2015 – 2019. For the last five fiscal years, Mason Public Schools has been ranked in the lowest 8% of all school districts in the state for the lowest business and administrative cost per student. For the year ending 2019, MPS was ranked 763 out of 827 schools, maintaining a position in the lowest 8% of state schools for the lowest business and administrative cost per student.



McLaren Greater Lansing nurse **Lisa Chopp** was honored with the **DAISY Award** for Extraordinary Nurses. The award is part of the **DAISY Foundation's** program to recognize the exceptional care nurses provide every day. Chopp has been a bedside nurse for more than 30 years and has been offered many opportunities to leave the bedside. However, she chooses to stay in patient care, where she feels she can significantly make a difference in patients' lives. During her career, she has onboarded and mentored many nurses and coworkers.



Lemanski

William Lemanski, CIC, AIC, API, AAI, AIS, of **Meiers Lombardini Lemanski Insurance** in East Lansing has been named president of the Michigan Association of Insurance Agents (MAIA). Lemanski will work with other officers, board members, and association staff to advance the critical role of insurance and essential services provided by

independent insurance agents.

After 12 years of regional coordination and partnerships focused on building a robust entrepreneurial ecosystem in our region, the Lansing-East Lansing Metropolitan Statistical Area (MSA) is glimmering with startup growth opportunities, especially for coveted tech-focused startups. In recognition of this growth, the Lansing-East Lansing MSA was recently ranked No. 25 among Midwest competitors on Midwest Startups' *2020 Midwest Startup Cities Rankings*, rising seven spots from its No. 32 ranking in 2017. Midwest Startups is a trusted source of startup news and industry insights from across the Midwest and publishes an annual *Midwest Startup Cities Rankings* comparing Midwest startup microenvironments.



Gallagher

Fraser Trebilcock is excited to announce that shareholder **Brian T. Gallagher** was recently elected secretary of the Taxation Section Council of the State Bar of Michigan. Since 2017, Brian has been an active member of the Council, serving in various roles, including the chair of the Section's 2020 Annual Tax Conference, which was ultimately cancelled due to COVID-19. Before being elevated to Council, Brian served two years as the chair of the Tax Section's Employee Benefits Committee.



The American Hospital Association (AHA) recently recognized **Sparrow Ionia Hospital** for 75 years of membership. The hospital, known initially as Ionia County Memorial Hospital, opened in 1943, joined the AHA shortly after that, and protected the community's health ever since.

Cinnaire has been named a *Detroit Free Press* Top Workplace 2020. The *Detroit Free Press* has recognized 150 companies and organizations as Top Workplaces based on the results of an employee survey. The *Detroit Free Press* partnered with Philadelphia-based Energage, an employee research and culture technology firm, to determine the winners. The survey

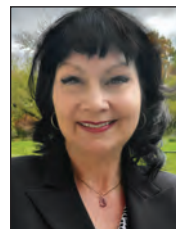
measured factors such as company leadership, communication, career opportunities, working environment, managerial skills, pay and benefits.



Ellsworth Etchison

Kelli A. Ellsworth Etchison, chief marketing & diversity officer for **LAFCU** has been appointed by Governor Gretchen Whitmer to the Black Leadership Advisory Council. That group brings together a diverse group of Black Michiganders to serve in an advisory capacity to the governor and develop, review, and recommend policies and actions designed to prevent and eradicate discrimination and racial inequity in Michigan.

PROMOTIONS



Mincey

Cinnaire announced the appointment of **Vicki Mincey** as senior vice president, Business Funding Midwest Region, effective Oct. 26. For nearly a decade, Mincey has been on Cinnaire's capital management team, most recently as senior vice president, Capital Management.

BOARD OF DIRECTORS

Junior Achievement of Mid-Michigan (JAMM) recently announced several new board members, **Robyn Heron**, **Dan Lovejoy**, **Amy McNamara**, **John McGraw**, **Luan Nguyen**, and **Brycen Sorber** for the 2020-2021 fiscal year. Robyn Heron is the senior vice-president of marketing at PFCU. Dan Lovejoy is the director of sales and account management for Delta Dental. Amy McNamara is a vice president commercial lender at Mercantile Bank of Michigan. John McGraw is director of development at River Caddis Development. Luan Nguyen is a well-rounded real estate professional from Cinnaire. Brycen Sorber is the field training and development specialist with Two Men and A Truck International.



Nobis

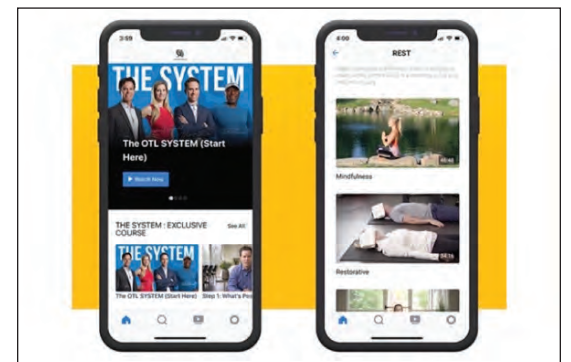
Matthew Nobis has joined the **Ingham Health Plan Corporation** Board of Directors. Matthew is a CPA with an MBA and Bachelor of Arts in accounting, serving as the director of finance at Sparrow Health System.

Ann Arbor SPARK a nonprofit that works with public, private, and academic partners to encourage and support business attraction, retention, and acceleration, has named **Rehmann**

principal **Chris Sing** as a board director. Sing has been an Ann Arbor SPARK Executive Committee member for over three years. Ann Arbor SPARK focuses efforts on four innovation-driving industries: automotive and mobility; life sciences and healthcare; data and information; and technology. Its services include incubating and accelerating startups, showcasing vibrant communities to site selectors, and connecting job seekers with hopeful employers.

COMPANY NEWS

Six budding entrepreneurs pitched at the **Lansing Economic Area Partnership's (LEAP)** during the Oct. 8 virtual Hatching event, showcasing a diverse range of business ideas. Pitches included a sustainability-minded energy cooperative, cost-effective bed and breakfast, local bike-based food delivery system, research aggregation software platform, and a faith-based women's empowerment startup. The top prize went to **Qichao Wang's** Wish List, an app-based platform that Wang described as a "combination of Instagram and Amazon" for car owners. Wang designed Wish List to solve common challenges faced by car owners, including finding trustworthy maintenance shops, identifying, and then buying the correct parts needed for maintenance and connecting with others who share their interest in cars.



LAFCU has partnered with **On Target Living**, a health and performance company, to provide employees with virtual wellness resources. The On Target Living System offers health expertise, including nutrition guidance, fitness challenges, and recovery and stress management strategies. LAFCU employees can access the 21-step video course and downloadable OTL System manual via the OTL app. Other video content includes guided meditation, recipes, and exercises, as well as live sessions. Infographics, information sheets, and worksheets to track individual progress can also be downloaded. There is also a podcast, and new content is added weekly.

Eaton Regional Education Service Agency (RESA) has recently accepted a donation of thousands of pieces of personal protective equipment (PPE) from State of Michigan



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departments and General Motors. The Department of Education, the Department of Health and Human Services, the Michigan State Police and the Michigan Community Service Commission, and the Michigan Association of Intermediate School Districts, have partnered to identify PPE needs of local school districts for distribution this fall. The donation includes both child and adult-sized disposable and reusable masks and face shields. Eaton RESA has been distributing this equipment to Charlotte Public Schools, Eaton Rapids Public Schools, Grand Ledge Public Schools, Maple Valley Schools, Potterville Public Schools, and Relevant Academy.

For the past 11 years, the last Friday in October has been the **Ingham County Treatment Courts Foundation's (ICTCF)** annual fundraising breakfast. Unfortunately, this year COVID has prohibited the breakfast where graduates of the program were celebrated, and the ICTCF raised most of its money to help program participants throughout the year. Unable to hold its fundraising breakfast, the ICTCF quickly pivoted its focus on its new website and social media to share information, including a series of videos from Dr. Drew and local MSU celebrities, including former MSU Basketball players Matt McQuaid and Kyle Ahrens to help with this year's fundraising campaign. To view the videos, visit www.inghamsobriety.com or www.facebook.com/inghamsobriety.



Members of the YesMason! Committee and Mason's School Study Committee joined the **Mason Board of Education Capital Improvement Committee (CIC)** to view the new design of Steele Elementary. Members of the Steele Elementary design committee, alongside GMB, the District's architecture partner, shared the designs with the larger group. The CIC reviewed the design plans, and the next step is for the project to go out for competitive bid in December. The renovation of Steele Elementary will begin the second phase of a three-phase Capital Improvement Project that was approved in November 2017. In April, \$19.2 million in

bonds will be sold to fund the projects in Phase 2. The construction on Steele will break ground in April as well. The building is scheduled to be completed in Fall 2022.

The **Michigan Harvest Gathering** kicked off its annual campaign virtually on Oct. 20 to raise food and funds for Michigan's emergency food response with former Attorney General, Bill Schuette, Food Bank Council Executive Director Phil Knight, and state dignitaries. Due to COVID-19 safeguards, the entire event took place online from Oct. 20 – Nov. 3. An online competition among partner organizations occurred this year with a website that displayed a leaderboard of contributions. Partner organizations include the Secretary of State, State of Michigan departments, and the Michigan Health & Hospital Association.



MSU Federal Credit Union (MSUFCU) held a groundbreaking event for its new regional office in Auburn Hills on Oct. 21. The three-story, \$16 million development on 3.73 acres will be located on University Drive, east of Cross Creek Parkway. The project is expected to take 18 months to complete. Upon completion of this project, the current Auburn Hills branch will relocate from Five Points Drive to the new regional office. The office will also house Credit Union support services, including a call center, IT support, human resources, infrastructure planning and facilities, learning and talent development, and an intern center.

The **Peckham Community Partnership Foundation** raised nearly \$170,000 in sponsorships to support programs and services for individuals with disabilities and other employment barriers at its 26th annual golf outing on Sept. 15. The annual event brought more than 50 sponsors and nearly 300 golfers to Hawk Hollow and Eagle Eye Golf Courses to support Peckham's mission.

Recently, the United States Department of Agriculture (USDA) announced that students will continue to receive free meals through June

30, 2021. This is possible through a special program at the federal level to provide food to all students during the COVID-19 pandemic. Currently, students may not have access to food as they learn from home during the pandemic. This program allows schools to provide meals to all students whether they participate in their lessons through Distance Learning or in-person through hybrid instruction. Families can pick up two or three days of meals for all students in their homes in grades K-12 on Tuesdays and Thursdays from 4-6 p.m. at **Mason Middle School** and **Mason High School**.

Martin Commercial Properties, a leading privately-owned real estate services and development company has facilitated a sale for Bay City Academy at 5047 Richardson Road in Mancelona, Michigan. The purchaser is Alba Ventures, LLC. This Bay City Academy location operates under the name of North Central Academy. It is located in Chestonia Township and is situated a half mile off US-131 near Alba. It is a single-story building that includes 19 classrooms, an auditorium, gymnasium, and a lunchroom. The 31,075 square foot building sits on 28 acres of land. Martin Commercial Properties represented the seller in the transaction and was facilitated by **Thomas Jamieson**, senior associate, office advisor, and **Eric Rosekrans, CCIM, CPM**, senior vice president and office advisor.

LCC held its second in the series of Courageous Conversations 3-5 p.m. Thursday, Oct. 29. This virtual event was led by LCC's Chief Diversity Officer, Dr. Tonya Bailey and featured special guests, LCC Trustees Andrew Abood, Angela Mathews, and Samantha Vaive. The conversation focused on race, perception, and implicit bias. The Courageous Conversations series aims to make deliberate strides toward providing a "brave space" to discuss race, equity, and inclusion.



Martin

After seven-plus months and with little end in sight to the pandemic, adults responsible for their elderly parents and other senior caretakers continue to do their best to protect the most vulnerable as the threat and uncertainty looms. Recognizing the need to provide tools to assist with the stress caused by the pandemic, **Foster Swift** attorney **Amanda Martin** has put together a 'COVID-19 Checklist for Caregivers of Seniors' that lists the recommended steps senior caretakers should take to prepare for possible COVID-19-related illnesses among those they care for should the worst happen. This free downloadable checklist is available here or on the Elder Law Blog page at mielderlawblog.com.



Ingham Intermediate School District (Ingham ISD) has installed the final piece of equipment and poured rubber landing as part of the Hearts of Fun Playground project at Heartwood School in Mason. The playground has been completed over several years as fundraising efforts took place along with generous sponsorships and donations from Dean Transportation, the Community Foundation, and individual donors and families. The Hearts of Fun Playground Project raised close to \$100,000 to fund a fully accessible playground for students with physical and cognitive challenges and others with disabilities.



As **Mason Public Schools (MPS)** students continue to return to school buildings this fall, the District has been keeping spaces clean using new equipment pieces. MPS has purchased seven electrostatic backpack sprayers to allow the custodial staff to disinfect classrooms, shared spaces, and school buses. Each District building and the bus garage have a backpack sprayer to use for commonly touched surfaces throughout the day and provide an extra layer of protection each evening and Wednesdays. The sprayers from Victory Innovations are designed to cover up to 23,000 square feet on a single tank of an

EPA approved disinfectant that is safe to use in schools and day cares yet effective in controlling pathogens like Norovirus, Influenza A (H1N1) and COVID-19.

Cinnaire has been awarded a \$40,000 grant from the TD Charitable Foundation to support Jumpstart Wilmington, a free mentorship and training program that empowers community members to become developers of their neighborhoods. Cinnaire's program is modeled after the original Jumpstart Germantown program, created by Ken Weinstein to facilitate the revitalization of the Germantown neighborhood of Philadelphia through high-quality residential renovations.

Maner Costerisan, an accounting and business advisory firm, announced wealth management to its suite of financial and business advisory services. This fall, the firm expanded that division to include an additional financial advisor to support its growing client base. Maner Costerisan, which employs nearly 150 people, most of which are based out of its Lansing headquarters, has hired 18 new staffers since March. The firm was named one of Accounting Today's "2020 Best Accounting Firms to Work For," for the fifth consecutive year.

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MEMBERS ON THE MOVE

Established in 1990 by **Lake Michigan Credit Union (LMCU)**, the annual Lloyd F. Hutt Scholarship essay contest provides local high school seniors with the opportunity to win one of twenty \$2,000 college scholarships. This scholarship program honors the legacy of LMCU founder, Lloyd F. Hutt, and his lifelong commitment to education and community involvement. This year's essay topic: A Day in the Life. Describe one day in your life from the past year. Interested high school seniors must complete an application online at [LMCU.org/butt](https://www.lmcu.org/butt). Winners will be announced in LMCU's May 2021 newsletter and online at [LMCU.org/butt](https://www.lmcu.org/butt).

Ingham Intermediate School District (Ingham ISD) has accepted a variety of personal protective equipment (PPE) donations from various companies and departments, including General Motors, Hanes, and the U.S. Department of Health and Human Services to name a few. The Department of Education, the Department of Health and Human Service, the Michigan State Police and the Michigan Community Service Commission, and the Michigan Association of Intermediate School Districts, have partnered to identify PPE needs of local school districts for distribution this fall.



Ingham Great Start Collaborative (GSC) provides virtual workshops for families of three-year-old children, engaging them in literacy development. Ingham offered these workshops to over 250 families whose students were eligible for Head Start but could not get into a preschool program. The workshops, being conducted in a five-week series, were made possible through the Engaging Families in Early Literacy (EFEL) grant provided by the Capital Area United Way.



Effective Monday, Nov. 16, the lobbies of all **Horizon Bank** locations throughout Indiana and Michigan will be open by appointment only. The bank's drive up, ATM, and live video banking facilities will remain open and hours of operation will remain unchanged at this time. ■

Thank you for helping our community take one more step forward.



Congratulations, past and present Celebration of Regional Growth award recipients, on the recognition you've done so much to earn.

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The November Member Mixer highlighted the need for business professionals to continue to connect, grow, and thrive throughout our region. We were pleased to have Tom Hamp of AdvCoach of Mid-Michigan as our virtual host sponsor, and he shared the many advantages of working with a business coach with the group. We were pleased to welcome Barb Whitney with the Lansing Art Gallery as our support sponsor. It was a great reminder to shop locally this holiday season. We look forward to a wonderful holiday Member Mixer, held virtually on December 8 and featuring WKAR as our host sponsor and The Peanut Shop as our support sponsor.

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