

FOCUS

THE MONTHLY NEWS MAGAZINE OF THE LANSING REGIONAL CHAMBER OF COMMERCE • AUGUST 2020



CARRIE ROSINGANA
Capital Area Michigan Works!



JULIE PINGSTON
*Greater Lansing
Convention and
Visitors Bureau*

TAKING THE HELM

Industry Veterans Assume Top Spots in
Workforce Development/Tourism & Hospitality

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TIM DAMAN
President and CEO
Lansing Regional
Chamber of Commerce



Women Leaders Making Their Mark

THE COVER OF THIS MONTH'S FOCUS MAGAZINE is one of my favorites because it features two outstanding leaders whose track record has earned them the top spot in organizations leading our region in two critical economic areas—workforce development, and tourism and hospitality. Carrie Rosingana took the helm as CEO at Capital Area Michigan Works! on July 1, succeeding Edythe Copeland, who served this region well for many years. Julie Pingston assumed the role of president and CEO at the Greater Lansing Convention and Visitors Bureau on March 11.

Both Carrie and Julie were promoted to their respective leadership roles after demonstrating their excellence within their organizations and industries. They are also representative of the growing number of outstanding women leaders rising to prominence in organizations throughout our region. As valued partners of our organization, we look forward to working with Carrie and Julie on critical regional initiatives in the coming years.

Women leaders are making their mark in a diverse group of industry sectors in Greater Lansing. We see women excelling in C-suite positions in insurance and financial services, manufacturing, technology, and government and education, including Wendy Hamilton, CEO at TechSmith, who is serving as the chair of our board at the Lansing Regional Chamber of Commerce (LRCC).

There remain barriers that often impede progress for women seeking to advance their careers. It is important that organizations across the board do what is necessary to eliminate those challenges and make opportunities available to qualified individuals. I have been impressed by the number of women who are actively serving other women by offering encouragement, advice, and mentoring. The June Economic Club webinar featuring Marianne Samper, Paula Cunningham, and Rachelle Neal was an inspirational session where three outstanding leaders provided insights on issues facing women in the workforce, including work-life balance, networking, and the importance of service to others.

“There remain barriers that often impede progress for women seeking to advance their careers. It is important that organizations across the board do what is necessary to eliminate those challenges and make opportunities available to qualified individuals.”

LRCC is very proud of its role in advocating for and celebrating the role of women in leadership. As the home of the ATHENA Award, we have honored ATHENA recipients in the region since 1982. The ATHENA^{PowerLink} program is helping nurture and catapult women-owned businesses in our region. ATHENA WIN has become an invaluable source of networking for women leaders in Greater Lansing. We are also seeing an increasing number of women leaders participate in Leadership Lansing. In our most recent cohort, 35 of 47 participants were women, reflective of the growing number of excellent women leaders working in a diverse number of industry sectors throughout the region.

Women are expanding their roles as leaders. However, research shows that United States enterprises could easily increase by 30% the number of women in leadership. All of us, as leaders, have a responsibility to work toward gender diversity and inclusion proactively. I believe we have the talent and the will in the Greater Lansing region to make that a reality. ■

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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MARK YOUR CALENDAR

The Lansing Regional Chamber of Commerce (LRCC) is a trusted convener of professionals, influencers, and leaders in the Lansing region.

During a time of mandated social distancing, the LRCC has hosted numerous virtual events, from Member Mixers to Economic Club programs, that have provided valuable content and information and given members an opportunity to network. The LRCC also continues to host virtual weekly roundtables for business, community, and government leaders to connect 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.

THE CIVILITY PROJECT

Date: Wednesday, Aug. 5 from 11 a.m. to noon

Speakers: Nolan Finley and Stephen Henderson

Description: Sponsored by Delta Dental, this webinar will bring people of opposing viewpoints together for healthy disagreement, personal interactions, and constructive conversations. In this hour-long workshop, participants will engage in enlightening discussion, learn to listen to others, and learn why the listening is important.

LANSING ECONOMIC CLUB

Date: Monday, Aug. 10 from 11 a.m. to noon

Topic: Future of MSU Athletics

Speaker: Bill Beekman, athletic director, Michigan State University

Description: Bill Beekman will discuss the current state of Michigan State University athletics and how they plan to operate in a COVID-19 world.

AUGUST MEMBER MIXER

Date: Tuesday, Aug. 11 from 4 to 5:30 p.m.

Description: Hosted by WLNS TV 6, the LRCC will hold its virtual August Member Mixer from 4 to 5:30 p.m. Join us with a beverage and connect with LRCC members and local business professionals. We will break into smaller, more intimate groups throughout the program to build valuable relationships.

LANSING ECONOMIC CLUB

Date: Thursday, Aug. 20 from 11 a.m. to noon

Topic: Changing Landscape of Education in Mid-Michigan

Panelists: Sam Sinicropi, superintendent, Lansing School District; Dori Leyko,

superintendent, East Lansing Public School District; Jason Mellema, superintendent, Ingham ISD; Kelly Blake, superintendent, Waverly School District.

Description: Hear from a panelist of local superintendents on how school districts are adapting to the changing landscape in mid-Michigan caused by COVID-19.

Moderator: Peter Spadafore, deputy executive director for external relations, Michigan Association of Superintendents & Administrators.

LANSING OPEN

Date: Tuesday, Aug. 18 from 8:30 a.m. to 5 p.m.

Description: The LRCC is looking forward to hosting a great networking event, while working to create the right balance of fun and safety amid the coronavirus outbreak. **The event is sold out.** However, sponsorships are still available and give businesses an incredible opportunity to build their brand through awareness and increased visibility. More information can be found online or by contacting Ashlee Willis at MichiganPremierEvents@LansingChamber.org.

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. Registration is available on the LRCC website.

Lansing: Aug. 12 from 9 to 10 a.m.

East Lansing - Meridian Township: Aug. 19 from 9 to 10 a.m.

Delta Township - Eaton County: Sept. 2 from 8 to 9 a.m.

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Applications for 2020-2021 Leadership Lansing Program Now Open

LEADERSHIP INITIATIVE HELPS ATTRACT AND RETAIN TALENT IN GREATER LANSING

THE CHAMBER HAS ANNOUNCED it is now accepting applications for the 2020-21 *Leadership Lansing* cohort. *Leadership Lansing* is a program in which established and emerging leaders develop a greater understanding of how important community institutions contribute to the region's overall quality of life. The sixth year of the program will commence in October 2020 and run through May 2021.



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

Consulting, and Ross Woodstock, ACC of Kolt Communications.

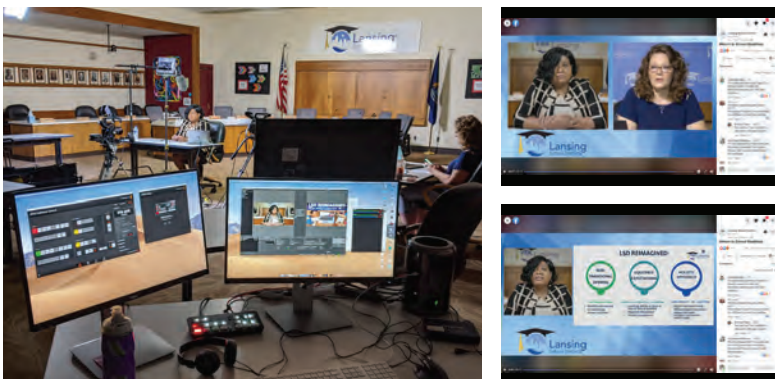
Leadership Lansing seeks established and emerging leaders who can make a positive impact in the community. Candidates should have demonstrated past community commitment or a strong desire to become involved. *Leadership Lansing* seeks a diverse representation of organizations from across the community,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

Tuition for *Leadership Lansing* is \$2,200 and includes all workshops, materials, and meals. Applications for enrollment in the October 2020 cohort are now being accepted. Applications are available on the **LRCC website** or by calling the Lansing Regional Chamber of Commerce at (517) 487-6340. The application deadline is Wednesday, Sept. 16. ■



Lansing School District was the first major school district to announce their plans for reopening in the fall. The plan puts the safety of the students and staff of Lansing Schools first and foremost.

With the high interest in this announcement from parents, teachers, media, and other districts around the state, this had to be high quality, with no errors. Lansing School District asked MessageMakers to run the Facebook livestream, and less than 24 hours later, a successful stream was broadcast to over 500 live viewers, with over 9,700 views in the following 4 days.



Stay safe. Stay connected.
messagemakers.com

10 Over the Next Ten Award Nominations Now Open

THE LANSING REGIONAL CHAMBER OF COMMERCE is calling for applications and nominations for the 10 Over the Next Ten awards, which annually recognizes 10 leading young professionals in the Greater Lansing community.

The 14th annual 10 Over the Next Ten awards will be held on Tuesday, Sept. 22. The event is co-hosted by the Lansing Regional Chamber of Commerce and Grand River Connection. 10 Over the Next Ten celebrates Greater Lansing's top young professionals who are expected to contribute to the community significantly in the coming years. The recipients of the 10 Over the Next Ten awards are judged based on their professional achievement, community involvement, and personal success.



Applicants must be 35-years old or younger as of Oct. 1, 2020, professionally centered in the tri-county area (Ingham, Eaton, and Clinton) with a minimum of two years working in the Greater Lansing region. Nominations for the 2020 10 Over the Next Ten will be accepted until 5 p.m. on Monday, Aug. 10. ■

LCC Board of Trustees Bestows ‘Emeritus’ Title

PRESIDENT BRENT KNIGHT HONORED BY BOARD OF TRUSTEES

LANSING COMMUNITY COLLEGE BOARD OF TRUSTEES bestowed the title of president emeritus on Dr. Brent Knight during its June 22 special meeting.

The Board of Trustees approved a resolution awarding the emeritus status to LCC’s sixth president, who announced his retirement late last summer. Dr. Knight is the first LCC president to receive the title.

“President Knight has been an exceptional and dynamic leader during his tenure as our president,” Board Chair Lawrence Hidalgo, Jr. said. “His leadership has resulted in national, state, and local recognition for LCC. Dr. Knight’s extensive experience managing diverse student bodies, building strong relationships with college communities, boards, and faculty, and championing responsible fiscal management makes it only fitting that his tremendous value to our college is honored.”

When asked about this outstanding recognition rarely seen among community college’s Dr. Knight said, “I am deeply honored to be named president emeritus; I am grateful. It has been a privilege to have been the president of Lansing Community College for 12 years.”

Dr. Knight’s top priority was always student success. He was deeply concerned with students obtaining a high-quality, affordable education. His desire was for students to leave the college to make a living wage to care for themselves and their families.

Dr. Knight’s impressive career as a community college president began in 1976, at the age of 29, when he was named president of Triton College in River Grove, Ill., becoming one of the youngest college presidents in the nation.

Dr. Knight embodied superior leadership and innovation in his every undertaking at LCC. He is responsible for some 27 sculpture installations across LCC’s campuses.



LCC BOARD TRUSTEE ANDREW ABOOD AND PRESIDENT EMERITUS DR. BRENT KNIGHT. ABOOD AND HIS FAMILY DONATED THE SCULPTURE IN THE BACKGROUND, UPWARD BOUND, IN HONOR OF THEIR MOTHER, PATRICIA.

His final sculpture project was Upward Bound. This stunning piece, located in the center of a new quadrangle in the heart of the downtown campus soars 43 feet into the air. It consists of three vibrant colored, vertical beams that reflect atop a uniquely engineered, 50-ton base.

The iconic sculpture is one of the largest in Michigan and is a defining monument of LCC, downtown Lansing, and Dr. Knight’s legacy.

Upward Bound was made possible through a generous gift from LCC Trustee Andrew Abood and his family to honor their mother, Patricia.

As the curtain closes on Dr. Knight’s presidency of the college, even operating remotely, seems a little melancholy. An accurate measure of respect for a giant of a man who will be tremendously missed. ■

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Origami Rehab Center Celebrates 20 Years with CEO

BY: MATTIE MILNE, KOLT COMMUNICATIONS, INC.

A JOURNEY INITIALLY ANTICIPATED FOR 16 WEEKS turned into 20 successful years. Tammy Hannah, president and CEO of Origami Brain Injury Rehabilitation Center, began at the nonprofit as an intern in 2000. She celebrated 20 years this July.

Origami, the result of Michigan State University and Peckham Inc. realizing a need for brain injury rehab services in the community, opened in 1997. The organization has continued to expand, advance, and provide support for those healing.



Hannah

Hannah found herself in the perfect position at the culmination of her occupational therapy internship. Origami was seeking its first full-time therapist and Hannah gladly took on the role. She was promoted through the years and now proudly serves as Origami's president and CEO.

"Because I have grown so much personally and professionally, it doesn't feel like I've been at the same organization," said Hannah. "Origami has never strayed away from the core philosophy: create opportunities and transform lives."

It's rare in this age for a person to remain with the same organization for 20 years. Hannah cites several reasons for her longevity, including brain rehab advancements, expansion of 30 employees to over 130, residential to the addition of outpatient care (600 outpatient clients served annually), and her position changes.

However, Hannah's main reason and her "WHY" is her older brother, who has cerebral palsy. She grew up attending his occupational, speech, and physical therapy sessions, learning the importance of family in the process at a young age.

"Origami recognizes the crucial role a support system plays and helps ensure family involvement continues to run through this organization's veins," said Hannah. "We do not limit ourselves as a team. We strive to be more, do more, and provide more."

Origami tirelessly works to break down barriers, like transportation setbacks or financial struggles, to ensure individuals can receive proper care during a challenging time.

Just as the name suggests, the organization's specialized care focuses on supporting individuals and their families through each detail of the recovery journey. From a one-dimensional piece of paper to an intricately crafted multi-dimensional piece of art, patients experience the same inspiring transformation.

"My journey with Origami has always been about appreciating what we as an organization have done but, more importantly, reflecting on how we can improve," said Hannah. "I am challenged to be a better leader every single day."

For more information, visit origamirehab.org or call (517) 336-6060. ■



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Restructured Finance Team Must Tackle Lansing's Tough Financial Challenges

THE CITY OF LANSING'S EFFORTS to overcome serious long-term financial challenges were dealt a setback last month with the resignation of Chief Strategy Officer, Shelbi Frayer. The Financial Health Team (FHT) and the Lansing Regional Chamber of Commerce (LRCC) expressed disappointment in the resignation, crediting Frayer with making some inroads in addressing what has become an increasingly urgent financial situation.



Kehler



Widigan

“We were strong advocates for creating the Chief Strategy Officer within the city and recognizing the importance of maintaining a sense of urgency in addressing the growing unfunded liabilities and other financial challenges,” said Daman. “To that end, we are pleased Mayor Schor moved quickly to appoint Judy Kehler as chief strategy officer and Robert Widigan as finance director. We are prepared to work with the new financial team to tackle the tough financial issues the city continues to face.”

“We were disappointed to learn of the resignation of Shelbi Frayer, chief strategy officer with the City of Lansing, said Tim Daman, LRCC president & CEO and member of the FHT executive committee. “We appreciate her dynamic leadership in working closely with Mayor Schor, City Council, and the business community in effectively moving the city forward in dealing with its financial challenges.”

Lansing Mayor Andy Schor has named two individuals to lead his financial team. Judy Kehler has been promoted to replace Frayer as chief strategy officer. Kehler previously served as city treasurer and income tax administrator. Robert Widigan was named finance director. Widigan previously worked as an analyst with the Michigan Department of Treasury.

LRCC believes the city must continue an aggressive strategy in addressing the more than \$700 million in unfunded retiree healthcare and pension liabilities. There have been multiple solutions identified, and Daman says it is time to implement necessary cost-savings measures.

“Business leaders have growing concerns with the unfunded liabilities, declining tax revenue, and an uncertain economic future,” said Daman. “Freeing up dollars within the budget to reinvest in the city’s infrastructure, neighborhoods, and other core services will be important in making Lansing an attractive place to live and do business. Our region’s economic future is closely aligned to the City of Lansing and urban core’s financial strength.” ■



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Finding a New Way to Reengage and Reconnect

BY: MICHELLE RAHL, VICE PRESIDENT OF MEMBER ENGAGEMENT, LANSING REGIONAL CHAMBER OF COMMERCE

RELATIONSHIPS WILL REMAIN a fundamental cornerstone of business development and Chamber investment. COVID-19 has forever changed the DNA of the way we work and has only reinforced the value and need for relationships. With the various limitations on in-person meetings slowly being lifted, the Lansing Regional Chamber of Commerce (LRCC) has started to reengage and reconnect with our current and potential membership investors.



Rahl

The LRCC membership team is so excited to start to take our meetings out of the digital space and into the real world. One of the ways we began to do that is by implementing walking meetings. Let us grab you a coffee and meet at a park, on the Lansing River Trail, or your favorite outdoor location and let the conversation flow! We have found this to be a great way to see our members face-to-face while maintaining the necessary protocols needed to remain safe.

Businesses are also looking to get back to the plans they were making pre-COVID, and many are planning fall ribbon cuttings and other celebrations.

We share that excitement and have built in the necessary safety protocols to keep our community as safe as possible. We will take every precaution from sanitizing the big scissors to physical distancing in the photo and more.

Also, when you meet with a representative of the LRCC membership team, we will be proudly wearing our face covering. We believe that the best way to keep businesses open and keep the economy moving is by wearing a mask. Our recent sign-on to the pledge #MaskUpMichigan reinforces that message. Check the Chamber's social media feeds for more information, and please consider having your business take the pledge as well.

Each person is on a very different path with their comfort level with COVID-19. We are very sensitive to that and aim to provide a hybrid of opportunities for engagement. If you would like to meet in person, let us plan a walking meeting. If staying online is more your style, we have numerous virtual programs to suit your needs.

We look forward to the day when we can network in person and experience the energy and synergy that occurs. Please know that the Chamber also works hard to build into our virtual program that value, energy, and experience. Thank you for your continued partnership and support. ■



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TAKING THE HELM

Industry Veterans Assume Top Spots in Workforce Development/Tourism & Hospitality

Though they lead vastly different organizations, Julie Pingston and Carrie Rosingana have several similarities in their paths to their new roles. Pingston was named president/CEO of the Greater Lansing Convention and Visitors Bureau (GLCVB) in March and Rosingana, who ascended to the role of CEO at Capital Area Michigan Works! (CAMW!) on July 1. Both moved into their respective leadership positions after long, successful tenures within their organizations. Both also share the distinction of starting their new positions during an unprecedented global pandemic.

“My first day as CEO was March 11, which was the day after the first COVID-19 case was announced in Michigan,” said Pingston. “That was also the day the governor recommended there be no gathering of people over 100. The next day it was no more than 50, and the following day it was no more than ten. Everything we do and represent was eliminated in a day and a half.”

Both Pingston and Rosingana are also making their mark as women leaders. They agree that much progress has been made for women in the workplace, but they also acknowledge more work needs to be done. Both cite the importance of networking with a strong group of women leaders and encourage women to give and receive mentoring opportunities.

“If you have the right opportunities, the right mentorship, and the right support, it makes all the difference,” said Rosingana. “I was fortunate to have Edythe Copland as a mentor, and I want to do the same for other women leaders. I want to let them know there is nothing stopping them if they are passionate about their work.”

The organizations Pingston and Rosingana represent are regional leaders in tourism and workforce development. Two areas that may not seem to intersect in a meaningful way. However, the pair do see opportunities to better connect the regional economy’s two vitally important components. Pingston notes she and Rosingana already have had conversations about creating more jobs in tourism and specifically how to increase diversity in the industry.

“Our board has set-up a specific committee to address solutions related to diversity, equity, and inclusion issues in our industry,” said Pingston. “We also have a roadmap with different best practices related to workforce development, employment, and education of our industry that help bridge that gap. It is not just stating words. We are putting programming into place.”



Pingston

**JULIE PINGSTON, CDME, CMP, CTA
PRESIDENT/CEO, GREATER LANSING CONVENTION
AND VISITORS BUREAU**

No one knows the Greater Lansing Convention and Visitors Bureau (GLCVB) and the tourism industry better than Julie Pingston. Her impressive resume includes 30 years in the industry, 27 of which have been with GLCVB. After graduating from Alma College, Pingston began her career at the U.S. Department of Commerce in the U.S. Travel and Tourism Administration in Washington, DC. She found her way back to Michigan in 1993, joining the GLCVB as the convention services manager. Pingston has added

increased responsibilities over her 27-year tenure, including being named COO in 2006. In March 2020, she became the first woman CEO in the history of GLCVB.



Julie Pingston (center) during the 25th anniversary of Be A Tourist in Your Own Town with volunteers who have participated most of the 25 years.

Among Pingston’s most notable accomplishments at the GLCVB include creating the first Certified Tourism Ambassador (CTA) Program in Michigan. Started ten years ago, the CTA program provides tools for front-line tourism and hospitality employees to enable them to best help visitors to the community.

“It elevated tourism as an industry in our community,” said Pingston. “It helped people realize that their jobs really are important to help drive repeat visitors to our community. CTAs provide the empowering feelings of making each experience the best they can for the visitors.”

Pingston was also instrumental in bringing many community groups together to develop Lansing’s Sensory Friendly Destination initiatives. The program worked with regional attractions and events to help them become more sensory-friendly so many people who have not been able to enjoy those programs could experience what they have to offer. One partnership with the Wharton Center and Disney’s The Lion King brought out 1,500 people, who in most cases, had never been able to go to a Broadway show before. Potter Park Zoo and Impression 5 Science Center are among attractions adding sensory-friendly programming. Over 1,000 people have been trained to serve visitors with sensory processing issues.

“The great thing about that program is that it involved so many organizations outside tourism,” said Pingston. “Other local businesses wanted to be involved. It took us outside our tourism walls and became very community-driven.”

Lansing’s tourism industry has blossomed in part, according to Pingston, because the region has a balanced portfolio of attractions to offer. The region benefits from being a Capitol city plus the home of a Big Ten university and several smaller surrounding communities that combine to give the region a main street feel. Also, Lansing has experienced considerable success in hosting national and international sporting competitions. The region also has a thriving arts and culture community and a plethora of outstanding outdoor opportunities.

Looking forward, the Master Plan for Tourism emphasizes more connectivity between communities in the region.

“Visitors see us as one community, but we as locals tend to separate areas,” said Pingston. “Some of the things we’d like to see happen would be to have Old Town, Downtown, ReoTown, and East Lansing have more connectivity. That is starting to happen with the trails and waterways. How do we continue and build on what

we have so we don't fall back to the traditional boundaries?"

Pingston also sees the potential to add new sporting facilities to enhance the growing sports industry and fill needs we currently do not have available.

COVID-19 has dealt tourism a significant blow from which Pingston says the industry will be slow to recover. She notes that tourism brings new dollars into the community, and adds considerably to our local community's tax base. Locally, the industry has created the Greater Lansing Safe Pledge List to promote our region's safety as a destination.

"Many of our local businesses are signing on to indicate they are following the required practices and protocols to ensure our traveling public that when you come to our destination, we are doing everything we can to be a safe and welcoming destination," said Pingston.

Julie Pingston has established deep roots in the region, which is reflected in her commitment to community involvement. She is the president of the Downtown Lansing Rotary Club, past president of the Tourism Industry Coalition of Michigan, the board president of the Potter Park Zoological Society, and board member of the Arts Council of Greater Lansing. She has received numerous industry accolades, including Michigan Meetings and Events Magazine's Hall of Fame Inductee/Supplier of the Year, South Lansing Business Alliance Alfreda Schmidt Lifetime Achievement Award, and a Governor's Award for Innovative Tourism Collaboration for her work in developing the region's Sensory Friendly initiative.



CARRIE ROSINGANA
CEO, CAPITAL AREA
MICHIGAN WORKS!

Since 2015, Rosingana has served as CAMW!'s chief operating officer and an equal opportunity officer. During her tenure as COO, Rosingana achieved 100% successful performance outcomes across all programs. She passed the recent official State of Michigan Equal Opportunity review, highlighting diversity and inclusive practices put into action under her leadership efforts.

Rosingana

"Capital Area Michigan Works! has consistently provided exceptional services to employers and job seekers to help support regional economic prosperity," Rosingana said. "As the CEO of Capital Area Michigan Works!, I plan to continue to have our agency looked upon as an innovative thought leader in workforce development initiatives and programs that benefit the greater good of the capital region and Michigan."

Rosingana has been in workforce development since 2007, starting at Peckham, Inc., as a career coach and case manager within the Michigan Works! system before becoming Capital Area Michigan Works!' quality assurance officer, then the chief compliance officer, and finally COO. She holds a bachelor's degree in family community service from Michigan State University and various certifications and training from organizations such as the State of Michigan Department of Technology, Management and Budget, and the National Council for Behavioral Health.



Carrie Rosingana and her predecessor, Edythe Copeland with the team at CAMW!

"I would like to see regional collaboration continue as we come out of the pandemic and continue to have conversations that bring partners together happening on a very frequent basis," Rosingana said. "The pandemic has been a time of need, so we have all come together. We need to continue to be purposeful in looking for opportunities for collaboration and partnership to continue to make this region focused on working together to provide opportunities for the residents in our community."

Rosingana says workforce development is continually changing. COVID-19 has further altered the dynamic, especially when connecting employers to job seekers in the virtual world.

"More employers are looking for opportunities to have the technology for things like virtual job fairs, so we have to make sure we implement those systems within our agency as well," Rosingana said.

"Workforce development is not done in a bubble," Rosingana said. She says she is proud of the many community partnerships that have developed over the years with the Lansing Regional Chamber of Commerce, LEAP, and organizations in education and government. She says a welcome bright spot in the COVID-19 pandemic has been what she calls an unprecedented time of coming together for community organizations.

"I would like to see regional collaboration continue as we come out of the pandemic and continue to have conversations that bring partners together happening on a very frequent basis," Rosingana said. "The pandemic has been a time of need, so we have all come together. We need to continue to be purposeful in looking for opportunities for collaboration and partnership to continue to make this region focused on working together to provide opportunities for the residents in our community."

When the pandemic began, CAMW! had to react quickly to move its vast resources online. Coincidentally, greater technology accessibility has been one of the strategic goals of the organization.

"This has really sped up our timeline," Rosingana said with a laugh. "It will lead to longer-term outcomes for us because it is going to make technology options more available to the people we serve."

Among her top priorities as CEO, Rosingana wants CAMW! to continue to be a leader that state and federal officials can come to when they need ideas for best practices and ideas that work. She also wants to ensure relationships that have been nurtured in recent years remain at the forefront. CAMW! will also be looking for opportunities for new relationships to pursue grants and to innovate even further. The experience with COVID-19 also underscores the importance of expanding opportunities to offers services digitally.

"Historically, we have been a more brick-and-mortar agency," Rosingana said. "I'd really like to see us expand services digitally, whether that is adding a chat function for after office hours or more recordings of workshop materials. We know there are many people working second and third shift who don't always have the opportunity to access our resources."

Rosingana is also interested in providing more help for employers who need training resources. She cites a pilot employer workshop last year to help employers have conversations on social media as they post positions and receive responses from the public. The program received phenomenal feedback.

"I'd like to see if there are other similar opportunities we can provide to regional employers," Rosingana said. "Our system is demand-driven, where the employer is our primary customer and, secondarily, job seekers are getting connected to opportunities. Looking for those opportunities to help employers will, in turn, help the employees as they are onboarded and remaining in their ranks for years to come." ■

Six Greater Lansing Area Businesses Receive Michigan Celebrates Small Business Recognition

SIX BUSINESSES FROM THE GREATER LANSING REGION have been recognized as “Michigan 50 Companies to Watch” for their role in growing Michigan’s economy. The honor is part of the annual Michigan Celebrates Small Business (MCSB). The 16th annual MCSB Awards Gala were held virtually on Tuesday, July 28.

“Michigan’s small businesses are the lifeblood of our local economies and play a vital role in making our communities attractive places to live, work, visit and play,” said Josh Hundt, chief business development officer for the Michigan Economic Development Corporation. “As the state continues to recover from the COVID-19 outbreak, we are honored to recognize and celebrate these small businesses, demonstrating the resilience, innovation and grit that sets Michigan apart.”

This year’s Michigan 50 Companies to Watch have made a substantial economic impact, totaling \$365 million in total annual revenue for 2019. From 2016 through 2019, these companies generated \$1 billion in revenue. They added 723 employees (both in Michigan and out of state), reflecting a 101.9% increase in revenue and a 93.8% increase in jobs in four years. That translates into a 26.9% annual revenue growth and 24.8% annual growth in employees.

The six businesses from Greater Lansing that were recognized with the prestigious award this year are:

- 2020 Michigan 50 Companies to Watch
 - American Plumbing – Lansing
 - Foster Coffee Company – Owosso
 - Michigan Woodwork – Williamston
 - Ngage Management – Okemos
- Michigan SBDC Best Small Businesses
 - Peak Performance Physical Therapy – Lansing
- SmartZone Best Small Businesses
 - SKOOP – East Lansing

AMERICAN PLUMBING

Fast, personal, and exceptional customer service is the name of the game for American Plumbing. American Plumbing provides residential and commercial services with a commitment to quality. Mike Tenniswood founded American Plumbing Contractors, Inc. in 2015 with pride, quality, and exceptional service in mind.

Integrity is a founding principal for American Plumbing. The “Integrity First Policy” details that they treat their employees second to none, have an integrity and standard of work that is unmatched. With a constant drive to improve themselves and the work they do for their customers, details just how devoted they are to their mission.

American Plumbing was recognized as a 2020 recipient of the MCSB Award. With numerous testimonials from Orion Construction, Biersbach Construction, and others, the service provided is top-notch. American Plumbing does gas piping, boiler installations, and maintenance, hydronic heating, new construction, remodels, service repairs, drain cleaning and backflow installations and certifications, to name a few of the services they provide.

“We felt very honored when we heard about winning this special small business award,” said Tenniswood. “I like to think American Plumbing Contractors Inc.



AMERICAN PLUMBING HEADQUARTERS IN NORTH LANSING.

represents the pride and hard work ethic like many thousands of hardworking merit shops in this great country. Our pride in our country extends to all aspects of our skilled trade, and the amazing employees that have made American Plumbing into the strong force it is today. Thank you very much for this recognition.”



AT FOSTER COFFEE THE PHILOSOPHY IS TO US THEIR SPECIALTY GRADE COFFEE TO POSITIVELY CONTRIBUTE TO EACH COMMUNITY IN WHICH THEY ARE LOCATED.

COURTESY THE MATTESONS PHOTOGRAPHY

FOSTER COFFEE

When the purpose of the business is serving the community it is understandable why that business excels. Foster Coffee is that business.

Founded in 2014 by Jonathan Moore and Nicholas Pidek, the two share a passion for fostering community through coffee. The company has flourished and now includes three locations, 13 collaboration ventures and vendors committed to building a better community.

Moore and Pidek believe it is essential for their brand DNA to provide a great coffee experience, and great service, and facilitate and foster opportunities for community to happen and thrive. Partnerships with the Owosso Youth Ambassadors, Crim Fitness Foundation, Mooville Creamery, and the Owosso Historical Commission have underscored the Foster Coffee community commitment.

Moore and Pidek feel the MCSB Award is validation that their philosophy and commitment are making a difference.

“When creating the concept for Foster Coffee Co., Nicholas and I knew early on that we couldn’t be about just coffee,” said Moore. “Though we source, roast, and serve only specialty grade coffee, we also approach it as a vehicle for us to positively contribute to each of our unique communities. We have challenged ourselves to let community happen organically, and actively engage in fostering relationships with local businesses, civic, and non-profit entities. We believe this not only serves our customers and residents, but our employees as well. Our goal is for each employee to leave in a better place than when they arrived; this includes being more aware of and more engaged in their local communities.”

MICHIGAN WOODWORK

Michigan Woodwork opened in 2013, beginning with custom cabinetry assignments and later developing into major, multifamily projects, specializing in apartment complexes, student housing, and senior living. The Williamston-based company started in Mason with only a handful of employees and has expanded to provide woodwork throughout the country.

With the competition, including international corporations promising low prices, Michigan Woodwork prides itself on being a Michigan-made company. After immense growth through the years, suffering a few hardships after a major project fell through and competing in a saturated market, the team has proudly risen above the challenges.

“We are large enough to compete but small enough to react,” said Johnny Barkley, operations manager, Michigan Woodwork. “Michigan Woodwork has the local feel for our customers all across the country without ever compromising quality.”

Barkley said a major key to Michigan Woodwork’s success is continually diversifying



the projects the team takes on to elevate its portfolio. He adds keeping good graces and doing the right thing have always been crucial aspects to the company.

Visit miwoodwork.com or call (517) 676-4770 to learn more about Michigan Woodwork.

NGAGE MANAGEMENT

Tobi Lyon, founder and CEO of Ngage Management, moved to Michigan’s capital region in 2008. Shortly after, Lyon was recognized by the Lansing Chamber as one of the 10 Over the Next 10 Award recipients in 2010. Today, ten years later, Ngage Management is recognized as one of the “Michigan 50 Companies to Watch”. Tobi believes she owes much of her successes to the community and the creative, dynamic team behind her. (CONTINUED NEXT PAGE)



Visit 517mag.com/subscribe or email patrick@m3group.biz.



BECOME A SUBSCRIBER!

SIX GREATER LANSING AREA BUSINESSES RECEIVE MICHIGAN CELEBRATES SMALL BUSINESS RECOGNITION



“Many of the associations that come to us have a mindset of traditional practice. Ngage Management takes the time to analyze what the client is doing and presents new and innovative models to get them to their next level,” Lyon said. “We have been successful because of our transparency, authenticity, and hiring the best of the best.”

After learning Ngage Management would be receiving this award, Lyon said she was downright speechless. For anyone who knows Tobi, speechless is relatively non-existent. The award is a significant milestone and accomplishment for the team. No other company in their industry has won this award in the state of Michigan. Tobi’s years of hard work and perseverance have come full-circle, and there is a lot more to come in the company’s future!

Visit ngagellc.com to learn more about Ngage Management.



PEAK PERFORMANCE PHYSICAL THERAPY SBDC Capital Region Best Small Business Award

Peak Performance Physical Therapy is headquartered in Lansing, Mich. They provide advanced rehabilitation to patients in the mid-Michigan area. Peak Performance Physical Therapy’s cutting-edge rehabilitation approach allows them to give the highest level of care, build substantial relationships, and give lifelong results to their patients. In addition to physical therapy, they offer several unique services including, but not limited to, dry needling, pelvic floor physical therapy, and blood flow restriction rehabilitation.

“Our goal is to revolutionize how rehabilitation is delivered by infusing compassion, quality, collaboration, and education. Peak Performance Physical Therapy is proud to provide a dynamic educational platform that is nationally recognized,” said Jill Marlan, founder and CEO, Peak Performance Physical Therapy. “We are also able to collaborate with many of our community leaders to truly make a difference in our patients’ lives and give them the resources that they need.”

Marlan has been an ATHENA PowerLink recipient and Greater Lansing Business Monthly Entrepreneur of the Year recipient. She was also selected to receive The Ernst and Young Entrepreneurial Winning Women Award, which is considered one of the highest honors in the world of new and growing businesses.

Peak Performance Physical Therapy is located at 7402 Westshire Drive, Suite 105 in Lansing, Mich. They also have offices in Okemos and Dewitt. They will be opening an additional location in Mason this summer. Visit peakperformancecompt.com or call (517) 853-6800 to learn more about Peak Performance Physical Therapy.



SKOOP SmartZone Best Small Business Award

SKOOP is a rapidly growing, innovative advertising company based in East Lansing. SKOOP began as a pedicab service and has since reached six cities in four states. SKOOP uses a cloud-based software that turns screens into unique digital billboards. Digital signage is a powerful tool for many venues and facilities used for wayfinding, critical messaging, and education. The digital advertising software is run by a team of Michigan State University students headed by Josh Cooper. Cooper is a senior at Michigan State University studying advertising management, entrepreneurship, and innovation.

“At SKOOP, we begin with the end in mind,” said Josh Cooper, founder and CEO of SKOOP. “We believe that screens will play a major role in the optics and cities of the future.”

SKOOP launched its newest market in early July. Atlanta is now home to 12 SKOOP signage screens that will be seen by an estimated 800,000 people per week and generate between 7 to 9 million impressions. By utilizing modern digitalization and SKOOP technology, companies can bring their advertising directly to the streets of downtown effortlessly.

SKOOP is located at 325 East Grand River Ave., Suite 327 in East Lansing, Mich. To learn more about SKOOP, call (248) 660-0293 or visit skoop.digital. ■

Dr. Eva L. Evans: Esteemed Educator, Community Leader and Humanitarian

THE LANSING REGION LOST A TRUE GIANT

with the passing of Dr. Eva L. Evans, who died Tuesday, July 21, at the age of 85. Evans was widely recognized as a national leader in education and an accomplished humanitarian, who dedicated her life to developing best practices for underserved populations. Evans broke many barriers and achieved numerous firsts throughout her lifetime, including serving as the first deputy superintendent of the Lansing Public Schools, campaign chair and board chair of the Capital Area United Way, vice-chair of the Lansing Board of Water and Light, trustee of the Michigan State University Board of the College of Education, chair of the Lansing Community College Foundation, and member of Sparrow Hospital’s Women’s Board of Managers. In 1991, she was named by the Lansing Regional Chamber of Commerce (LRCC) as the ATHENA Leadership Award recipient.



Evans

touched the lives of students, teachers, administrators, staff and parents in Lansing and throughout the world. She was a mentor and friend who positively influenced the lives and careers of thousands of people. She leaves a remarkable legacy and will truly be missed.”

Evans served in several administrative positions in the Lansing School District, from director of elementary education to deputy superintendent of schools in charge of instruction. As a school system leader, she developed and implemented innovative programs, such as schools of choice and a districtwide talent fair for students and staff. She connected the school district with Lansing Community College and Michigan State University for the 2+2+2 Program, which channels minority students into Michigan State University’s College of Engineering.

Among her many honors, Evans received the YWCA’s Diana Award for Excellence in Education, the NAACP’s Educator of the Year, the Crystal Apple Award for Education from Michigan State University, and the Applause Award from the Lansing Center for the Arts. In 2012, the Capital Area United Way awarded Evans with its highest honor, the Walter A. Campbell Award, for her many years of active, valuable service. She was inducted into the Michigan Women’s Hall of Fame in 2005. ■

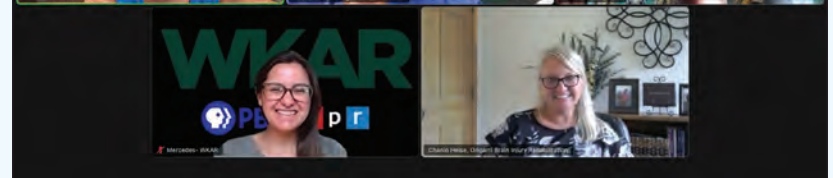
“Eva Evans was the embodiment of what the ATHENA Award is all about,” said Tim Daman, president and CEO, LRCC. “As an educator, she

CHAMBER IN ACTION



Dog Gone Fun opened its doors to the public on June 29 at 2844 Atrium Dr. Okemos, MI 48864. The Lansing Regional Chamber of Commerce (LRCC), Horn Heating and Cooling, NDJ Construction, Capitol National Bank, and Legg Lumber joined them for their ribbon cutting and grand opening.

“We have created the home away from home for those furry family members. Unique bedroom boarding suites, large, separated indoor play areas, large outdoor turf play, grooming, and training. We invite you to schedule a tour of the new building with your furry friends!”



The LRCC July Member Mixer was another great success, thanks to the members who stopped by to share, engage, and support one another! We are pleased to use the Zoom platform as the venue for folks to connect and engage. A special thank you for Aaron Hanson with Ellison Brewery & Spirits for addressing the attendees and sharing details about their delicious offerings. Congratulations to the winners of our \$20 gift cards to Ellison Brewery: Dave Campbell, BRD Printing; Jane Mitchell, Jungle Jane Promotions; Ben Mitchell, Jungle Jane Promotions; Mercedes Holguin, WKAR and Tom Harris, TH Harris Group.

NEW HIRES

Sparrow Medical Group (SMG) Ithaca is pleased to welcome family nurse practitioner, **Haley Dontje, FNP-C**. Dontje joins providers **Russell Anderson, D.O.**; **David Freestone, M.D.**; **Hillary Shemes, D.O.**; **Thomas Knight, PA-C.**; and **Paula Ellsworth, DNP, FNP-BC**. As a family medicine practice providing care to patients of all ages, the addition of Dontje will allow the clinic to offer a greater number of same-day appointments and support for patients with chronic conditions.



Weeks



Hodges

Cinnaire announced two key appointments in the organization's MidAtlantic office. **Azeez Weeks** has joined the organization as a development manager for Cinnaire Solutions, a newly created position to advance Cinnaire's Wilmington Priority City initiatives. **Matt Hodges** has joined Cinnaire as vice president and will lead the development of equity funds in the MidAtlantic to support Cinnaire's affordable housing and community redevelopment efforts.



Schlinger

Origami Brain Injury Rehabilitation Center has welcomed **Dr. Marcy Schlinger, D.O.**, as their new medical director. Dr. Schlinger brings a strong collaborative approach to medical care and a passion for helping individuals reach their full potential. With a strong foundation of over 28 years of

experience and leadership in this community, Dr. Schlinger specializes in physical medicine and rehabilitation.



Pam

A grant from **Jackson National Life Insurance Company** supports the new volunteer coordinator position at **The Davies Project**. In this role, **Teyei Pam** helps recruit and support volunteers to ensure improved children's health and hope for families. He is an enthusiastic development professional with more than 15 years of experience in community engagement, capacity building, and facilitating highly successful training and advocacy programs. Academically, Teyei holds an MA in Sustainable International Development and a BA in Theology.



Knoop

Sparrow Ionia Hospital is pleased to announce that family nurse practitioner **Christina Knoop, MSN, FNP-C**, has joined the Sparrow Medical Group Portland team. Knoop has broad experience as a nurse practitioner in local medical practices and as a registered nurse in Sparrow's Intensive Care Unit and Medical/Surgical floor.

After an extensive search and qualification process, the **Country Club of Lansing (CCL)** hired their new executive chef, **Joe Biskie**. Before joining CCL, Biskie served as executive sous chef three of his six years at the Onwentia Country Club in Lake Forest, Ill. He will oversee all culinary activities at the CCL. His varied background, using his competitive cooking experiences and the years he has spent in Chicago, give him a unique perspective

that has contributed to his culinary leadership.



Koszegi

Aron Koszegi has joined the **Origami Brain Injury Rehabilitation Center** team as a clinical psychologist. Koszegi is excited to be a part of Origami's caring team and looks forward to helping Origami continue to create opportunities and transform lives.



Voss

Mason Public Schools has announced the hire of a new special education director. **Krista Voss** brings 25 years of special education experience to the District and has worked in both Dansville Public Schools and Pottersville Public Schools during her career. Most recently, Ms. Voss served as special education director and teacher at Dansville Public Schools.

AWARDS

At the June 11 Hatching, the theme of resilience was found in each entrepreneur's presentation, and within the event itself. In response to the coronavirus crisis (COVID-19), the monthly pitch competition has gone completely virtual with Facebook Live and Streamyard. Top prize went to James Jenkins' **Hoops University**, a basketball startup that aims to help every player reach their basketball goals, one dribble at a time. Jenkins hopes to offer player development, leagues, camps and clinics, events, and more for basketball players of all ages.

Highfields has presented the 2020 *Robert L. Drake Citizenship Award* to **Sam Davis**. The Citizenship



TENANT SPOTLIGHT

Cutters Point East

HAIR & NAIL SALON

3320 E. Lake Lansing Rd
East Lansing, MI

“When we reopened, our clients were thrilled with our safety measures and adherence to State and CDC Guidelines.

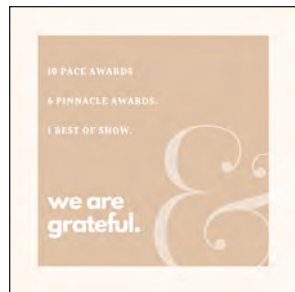
NAI Mid-Michigan was my trusted advisor through all of it.”

Brandy Gentner, Owner

Stay up-to-date with NAI on our news page
naimidmichigan.com/news



Award is awarded “to individuals who through commitment of time, deeds, and leadership, have brought together many citizens from all parts of our community and engaged their talents to create special opportunities for youth and families to grow stronger, thereby enriching the fabric of our community.” Sam has gone above and beyond to advocate for Highfields, serving as a Highfields ambassador for 30 years. He has faithfully served the greater Lansing area through educational services, law enforcement and volunteer opportunities within the community. His experience throughout mid-Michigan has contributed to his dedication as board chair, board secretary, and program chair.



The Central Michigan Chapter of the Public Relations Society of America recognized **Piper & Gold Public Relations** with 10 PACE Awards— including six Pinnacle Awards,

the highest level awarded — at the first-ever virtual PACE Awards ceremony. The agency also won Best in Show, which signifies the highest point score of all entries submitted. The honor was for the social

marketing campaign, “Growth: Merging Data and Science for Social Success,” a project done in partnership with the Michigan Apple Committee. In addition to the awards for the agency’s campaigns and tactics, Piper & Gold Assistant Strategist **Hadley Kerr** was the 2020 recipient of the George Brown Memorial Scholarship, awarded to an outstanding student practitioner from among the ranks of the Michigan State University Chapter of the Public Relations Student Society of America.

Dr. Robert Stephenson, a STEM (Science, Technology, Engineering and Mathematics) Consultant with **Ingham Intermediate School District (Ingham ISD)**, recently received two Michigan Regional Emmy Awards for his work on the show, *Curious Crew*, produced by WKAR/WKAR.org. Stephenson was awarded Emmys as the program’s host/moderator, and the show won for Best Children’s Youth/Teen Program or Special. WKAR/WKAR.org was also awarded a third Emmy for the show in the graphics arts category. The awards are sponsored by the National Academy of Television Arts & Sciences Michigan Chapter.

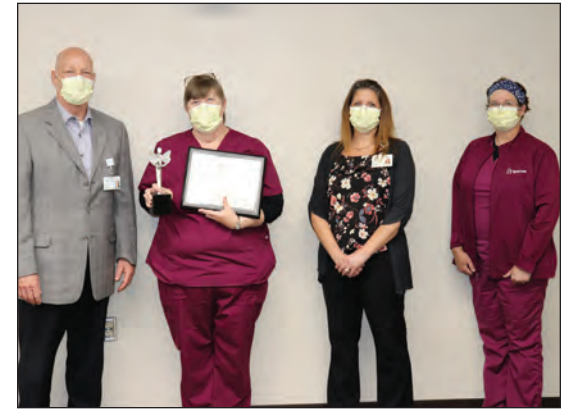
Six Lansing-based entrepreneurs pitched their business ideas at **LEAP’s** July 9 virtual Hatching event, building on the theme of resilience for this year’s series of monthly events. This month’s ideas included a 3D printed mask-making service, clothing as a conversation in support of returning citizens, an airbag backpack to protect children from abduction, a career service to connect young women with the jobs of their dreams, and a celebration of motherhood and strength. The ingredients were just right for **Marcus Leslie**, whose pitch for Mr. Leslie’s Cheesecakes took home the top prize at the July 9 event. Leslie’s love for baking began in childhood and grew into a regular hobby, with friends and family coming to expect his delicious baked goods at every event.

DISTINCTIONS



Sparrow Hospital Respiratory Therapist Erica Taylor displays her PHIL Award for outstanding respiratory care.

Sparrow Health System has recognized respiratory therapists from Sparrow Hospital in Lansing and Sparrow Carson Hospital as recipients of 2020 PHIL Awards honoring outstanding care for



Sparrow Carson PHIL Award winner Vicky Yahr (second from left), is honored by Sparrow Carson President Mark Brisboe (left), Lori Grant, director of Ancillary Services, and Karen Barker, Cardiopulmonary supervisor.

respiratory illness patients. **Erica Taylor** of Sparrow Hospital and **Vicky Yahr** of Sparrow Carson were selected based on nominations from colleagues, patients, or patient family members. All respiratory therapists at Sparrow Health System were eligible for nominations.

Michigan is the first state in the nation to match its 2010 census self-response rate — a significant milestone that can be attributed in part to early outreach by nonprofits throughout the state. Michigan matched its 67.7% self-response rate from 2010 and ranks third in the nation overall for self-responses. Residents can self-respond to the census online, over the phone or by mail. While this recent milestone is worth celebrating, there is still a lot more work ahead to achieve a complete census count.



The Engineering News-Record (ENR), a news outlet known as the authority for tracking the construction industry, has placed **The Christman Company (Christman)** at #88 on its 2020 “ENR 400” list of the top 400 contractors nationally, a jump from the company’s 2019 ranking of 93. Overall rankings were calculated according to 2019 construction revenue. Based in Lansing, Christman also landed at #90 on the 2020 ENR list of Top 100 Contractors by New Contracts.

The National Endowment for the Arts (NEA) recently announced the nonprofit arts organizations recommended for direct funding through the Coronavirus Aid, Relief, and Economic Security (CARES) Act. A total of \$44.5 million in

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nonmatching funds was awarded, and **The Arts Council of Greater Lansing** is pleased to share that it is one of 855 organizations, and one of 23 in the state of Michigan, to receive \$50,000 in relief funding. More than 3,000 eligible applications were received and reviewed by a panel totaling upwards of 200 readers.

McLaren Greater Lansing was awarded for its safe care environment by Healthgrades, which recognized the hospital by including it on its list of Patient Safety Excellence Award 2020 recipients. Released annually, Healthgrades' Patient Safety Excellence Award recognizes hospitals with the lowest occurrences of 14 preventable patient safety events. Inclusion on the list places McLaren Greater Lansing among the top 10 percent of acute care hospitals nationwide in-patient safety.

BOARD OF DIRECTORS



Dover

Sparrow Health System President and CEO **James F. Dover** has been elected to a two-year term as a member of the Michigan Health & Hospital Association Board of Trustees. The board directs the Lansing-based association's statewide representation of hospitals and healthcare providers.



Nguyen



Heron

Junior Achievement of Mid-Michigan welcomes **Luan Nguyen** of Cinnaire to the Board of Directors. His

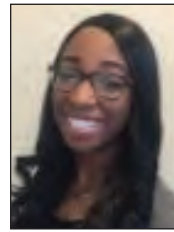
talent and skill will help continue inspiring youth to own their financial literacy in the greater Lansing area. Junior Achievement of Mid-Michigan also welcomes **Robyn Heron** of PFCU to the Board of Directors.

The **Greater Lansing Food Bank (GLFB)** is pleased to announce that **Deborah Leblanc**, chief nursing officer of McLaren Greater Lansing, and **Alan Vierling**, president of Sparrow Hospital, have been elected to its board of directors for three-year terms. Both individuals bring a strong commitment to ending hunger while improving the health of those served by GLFB. "We are pleased to welcome Deborah and Alan to the Greater Lansing.

Highfields is pleased to announce the following new appointments to its board of directors: **Brian Gallagher**, attorney, Fraser Trebilcock; **Josh Jelenek**, senior vice president, Strategic Initiatives, Atlas Oil Company/SGH; **Gerald Sambaer**, chief financial officer, Dart Bank and **Kevin A. Shaw**,

LEED, AP, partner /vice-president – marketing, Wieland.

PROMOTIONS



McElwee

Quatica McElwee has been promoted from human resources assistant to human resources coordinator at **Origami Brain Injury Rehabilitation Center**. McElwee continuously goes above and beyond to meet the needs of employees, and the needs of the organization in general. McElwee brings many strengths to her new role, including attention to detail, objectivity, integrity, and accountability.

Cinnaire has announced the appointment of **Katey Forth** to executive vice president, community development for the organization. Katey brings more than (20) years of finance and lending experience to the new role, serving most recently as Cinnaire lending president. She has played a key role in leading the strategic direction of Cinnaire Lending, developing capacity building, and fundraising initiatives, and providing strategic direction on operations and lending product lines.

COMPANY NEWS

By the end of this summer, Phase 1 of **Mason Public Schools'** capital improvement project will be complete. This phase included the renovation and expansion of the Harvey Education Center, Alaiedon Elementary, and North Aurelius Elementary buildings. Additionally, the district has purchased furniture, equipment, and buses, and has been continuing to upgrade technology throughout all district buildings. Technology upgrades have consisted of interactive projectors, sit to stand desks, audio amplifiers, lapel microphones, in-ceiling speakers, new security cameras and data file storage upgrades. Additionally, the district has purchased enough Chromebooks for every student, corresponding charging carts and has more than tripled wireless access points in buildings.



The staff of **CASE Credit Union** has successfully raised \$3,436.66 in funds for its first quarter charity partner, The Michigan Coalition Against Homelessness. A check was presented during the credit union's virtual May Staff Meeting. Each quarter, CASE Credit Union employees individually contribute to a fund that supports an entity whose mission is to support those in need within the community.

The suspension of face-to-face instruction has been a challenge for both educators and families. This spring, local and intermediate school districts (ISD) have provided instruction to students through many different methods, including virtually, through printed take-home packets, video lessons and more. As the school year winds down, work on a plan for the 2020-2021 school year is ramping up. Taking the time to be intentional about new teaching and learning methods will be critical as plans are developed for the year ahead. An Education Reimagined team has been formed to begin developing a plan that will look at options for reopening in the fall and be prepared for multiple scenarios. The top priority is the students and staff's safety, while continuing to educate students in many ways. **Ingham ISD** pulled together stakeholders from the Region 5 Michigan Economic Recovery Council Reporting Regions (Clinton, Eaton, Gratiot, Ingham and Shiawassee), educational service agencies, local district representatives, parents and local health experts to work together to create and implement these plans.



Two Lansing-based credit unions have joined forces to help meet the soaring need of feeding the hungry throughout Greater Lansing in the wake of the coronavirus pandemic. **LAFCU** and **CASE Credit Union** pooled their donations of \$2,500 each to the YMCA of Metropolitan Lansing and obtained a matching grant from Michigan Credit Union Foundation. The \$10,000 gift will provide 8,000 meals to adults through the YMCA's anti-hunger Healthy Living Mobile Kitchen Program, which saw a nearly seven-fold increase in need following Michigan's stay-at-home order to curb the spread of COVID-19.

Peak Performance Physical Therapy, specialists in orthopedic manual physical therapy, wrapped up their April PPE donation drive and is now working to distribute the supplies to healthcare workers in the Greater Lansing area. Donation boxes sat next to the front doors of the three clinics during April. By the end of the month, the clinics came together to combine the donations of gloves, gowns, hand sanitizer, masks,

and disinfectant sprays and wipes. The donated items have been distributed to local physicians and clinics in the mid-Michigan area, and the gowns donated were distributed to labs working to test for COVID-19. The team at Peak Performance Physical Therapy thanks the community for coming together when they were needed.

Lansing Community College Board of Trustees adopted a Resolution Addressing Racial Injustice through Equity and Inclusion during its June 15 meeting. With a commitment to spur change that addresses racial disparities underscored by the killing of George Floyd while in police custody the resolution states that LCC “strongly rejects and condemns all forms of discrimination and inequities, and stands firm against all who would use violence and ethnic intimidation, whether in law enforcement or otherwise.” The Board of Trustees has charged the college president with ensuring equity in law enforcement procedures, policies, and behaviors, ensure diversity, equity, and inclusion training is embedded in all student and employee orientation processes.



MSU Federal Credit Union (MSUFCU) has opened its first northern Michigan branch located at 312 S. Union St. in Traverse City. It is the Credit Union’s 20th branch. The Traverse City, Union St. branch allows MSUFCU to expand its services to 2,447 existing members living in the Traverse City community. The new location, conveniently located in downtown Traverse City, provides members with the Credit Union’s full range of products and services delivered by knowledgeable employees. The decision to expand to Traverse City is part of the Credit Union’s long-term growth strategy to extend its service to members living and traveling in northern Michigan.

The Gateway to Inclusion Art Installation, has been completed. **Peckham Inc.** and the **Capital Region Airport Authority** commissioned the project, which displays a large-scale public art piece located at Peckham’s main headquarters off Capital City Boulevard. The project was unveiled in October 2019, with the final installation of a world globe installed in June 2020. The installation is also completely lit-up, serving as a prominent display of the city’s commitment to inclusion and diversity, as visitors arrive at the capital region.

Following months of economic disruption caused by the COVID-19 crisis, more small-business support funds are once again on the way to the Lansing region by the federal government, Michigan legislature and Governor Gretchen Whitmer. The Michigan Strategic Fund (MSF) has created a small-business restart program with \$100 million received from the Federal Coronavirus Relief Fund. The **Lansing Economic Area Partnership (LEAP)** will receive \$5.5 million from this fund to provide working capital grants to small businesses and nonprofit entities across Clinton, Eaton, and Ingham counties. Qualified applicants will include local, small businesses and nonprofits with 50 or fewer employees which continue to experience financial hardship as a result of COVID-19 and have not previously received a grant through the Michigan Economic Development Corporation’s (MEDC) Michigan Small Business Relief Program (MSBRP), administered in the tri-county region by LEAP.



Junior Achievement of Mid-Michigan is hosting its first Virtual 5K Run! Walk, run, skip, swim, or crawl wherever you are to support financial literacy, entrepreneurship, and work-readiness education for youth in the Greater Lansing area. Register and run anytime until August 30 to help JA inspire kids to dream big about their future and empower them on their race to adulthood! Register for the 5K at <https://juniorachievement5krun.weebly.com/> and become a #JASUPERHERO.

The staff and the Board of Directors of **The Greater Michigan Construction Academy (GMCA)** are pleased to announce it has received a \$50,000 Grant from the Midland Area Community Foundation to support the Crossroads Project. GMCA and The Midland Area Community Foundation are partnering on a skilled trades pre-apprenticeship program located at The Greater Michigan Construction Academy to provide construction opportunities for citizens in the greater Midland area.

Mason Public Schools has begun a truly innovative partnership with Khan Academy to provide online resources to students throughout the district. This partnership is one of only a few throughout Michigan. The focus of the partnership with Khan

Academy will primarily be in the subject area of mathematics for all grades. There will also be offerings to support Mason High School students in preparing for the SAT. Studies have shown that combining Khan Academy with regular practice correlates to increased scores on standardized achievement tests.

Peak Performance Physical Therapy never closed its doors to patients during the COVID-19 pandemic. However, as things start to reopen and still left uncertain, the community must know they do have an option for relief and recovery. Each staff member is required to wear a mask while in the clinic. They also ask that patients wear a mask when entering any of the clinics. Every staff member utilizes proper cleaning procedures and respects social distancing when possible while still treating effectively. Peak Performance Physical Therapy also requires anyone entering the clinics undergo a temperature screening and sanitize before continuing for their appointment to help ensure the safety of patients and staff.



The Arts & Sciences Building at **Lansing Community College** has a redesigned conference room dedicated to honoring the legacy of retiring president **Dr. Brent Knight**. The reimagined space showcases wall graphics and display boxes of his expansive career and outstanding contributions made at LCC and in the Lansing community. It pays homage to his mother, his upbringing, and details his unwavering focus on student success and placemaking throughout a distinguished career in higher education. The conference room reveals his published works, board/committee service, and awards. It proudly displays the many art and sculpture projects, building improvements and campus enhancements since his first presidency at Triton College in River Grove, Ill. ■

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