To foster a thriving and prosperous West Michigan for all.

COMMUNITY
The Grand Rapids Chamber is working toward cultivating a community that is welcoming, diverse, and inclusive to all.

CONNECTIONS
The Grand Rapids Chamber hosts over 100 events and programs a year to provide structured, creative, and unique opportunities for business relationships to thrive.

BUSINESS
The Grand Rapids Chamber works to provide cutting edge programming, tools, and business services for over 2,400 members.

LEADERS
The Grand Rapids Chamber works to develop top training programs to grow the region’s best talent.

POLICY
The Grand Rapids Chamber acts as fierce advocates for business on issues that enrich a thriving, and diverse business climate.
To foster a thriving and prosperous West Michigan for all.
LOOKING AHEAD
2021 FORECAST & PRIORITIES

WWW.GRANDRAPIDS.ORG
The Grand Rapids Chamber remains proud to represent one of the most incredible business communities in the world. Our collaborative spirit, along with the work ethic of West Michigan, will help guide us into a brighter future, together. We look forward to continuing to work with our members, elected officials, and business community as we embark on a smart restart.

In our 2021 West Michigan Business Advocacy Survey, responses from more than 700 members show the top three issues for West Michigan businesses as the following: COVID-19 business relief and recovery, a talented workforce, and healthcare affordability.

Over 70% of survey respondents said that our West Michigan business climate was either favorable or very favorable – a significant backtrack from last year’s 94% favorability and many preceding years in the upper 90’s.

We remain confident that West Michigan is ideally suited to thrive in the new normal. We have learned a lot about ourselves, our teams, and our businesses over the past year. These individual stories come together to create a strong and resilient community.

Building upon our work in 2020, the Grand Rapids Chamber team will continue to help our West Michigan businesses survive and thrive.

“With vaccines and an end to the pandemic on the horizon, we are looking at valuable input from our business community as we work to build a strong recovery. The message is clear: create a business climate that supports small businesses and those impacted by public health restrictions as well as tackle barriers to business growth, like talent, to make West Michigan a prosperous region for all.”

Rick Baker
President & CEO
Grand Rapids Chamber
OUR 2021 PRIORITIES

Building upon our experience, the Grand Rapids Chamber priorities for 2021 will remain laser-focused on the challenges faced by our businesses with special consideration for small and minority-owned businesses. Our priorities align our team around high impact initiatives for both our members and the organization.

BUSINESS & ECONOMIC GROWTH
Strengthen business sustainability and the leadership capacity of our small business owners and their teams.
- Implement initiatives that ensure Kent County is a welcoming and inclusive environment for new Americans.
- Deliver high-impact, content rich programs.
- Intentional engagement of minority business owners.
- One-on-one technical assistance and coaching.

PUBLIC POLICY & ADVOCACY
Minimize the obstacles to business growth through good public policy and support for candidates who embrace business’ contribution to the community.
- Improve access to affordable, high quality childcare.
- Increase diverse housing supply and affordability.
- Attract talent to West Michigan.
- Present a pro-growth agenda to the City of Grand Rapids.
- Actively identify and recruit business friendly leaders to elected and appointed positions of influence.
- Advocate to reduce the financial, economic, and personal health impact of COVID-19 and promote a strong recovery.

ORGANIZATIONAL GROWTH
Ensure the Chamber has the financial and intellectual capacity to deliver on our brand promise to our investors.
- Adapt our space, communication, and technology capacity to meet the needs of our business community.
- Exceed budgeted financial projections.
- Provide high quality, high impact programming that exceeds a 70% NPS®.
- Retain and attract the right people for the right seats.
- Explore strategic partnerships.

Much of the 2021 Work Plan is achieved through strategic, in-the-trenches work that our team of subject matter experts delivers day in and day out. The other half of the work is delivered through the programming aspect of the Grand Rapids Chamber. Find details for our programs in the first quarter of 2021 in the following pages.
The Grand Rapids Chamber’s work with the Kent County Small Business Recovery program provided significant market research on the state of small business in our region. In addition to financial support, the Grand Rapids Chamber will also provide ongoing technical assistance to grant recipients, with the goal of enabling businesses to survive the pandemic and the resulting economic downturn, and to bolster the recovery locally.

Certified business consultants provide grant recipients with assistance on cutting costs, connecting with resources and projecting six-month cash flow. This ongoing support includes follow up after 30, 60 and 90 days to provide timely assistance, such as a shift in business model, marketing, or help with cash flow.

The Grand Rapids Chamber is committed to partnering with community centers of influence to deliver this programming to minority business communities in underserved areas. We have also expanded capacity internally to support growing Latino business community needs.

"Money can only go so far. With the expertise we have at the Chamber, we’re able to provide additional technical assistance from our subject matter experts that will help to improve the survivability of some of these businesses. That’s what it’s really all about. If we can support small businesses through this time, Kent County is going to be in a much stronger position coming out of this."

Dante Villarreal
Vice President of Business & Talent Development
Grand Rapids Chamber
OUR FOCUS
The Grand Rapids Chamber is the largest business organization in West Michigan. Our passion is a Thriving and Prosperous West Michigan for ALL. We are unique in the region with a focus on serving as fierce advocates for business.

We serve our members by:
• Advocating for public policy at the local, state, and federal level that creates an environment where businesses can thrive.
• Providing world class leadership development programs to maintain Grand Rapids’ unique heritage of business-driven community growth.
• Supporting our business community’s diversity, equity and inclusion priorities through nationally recognized programs and services.
• Championing business and economic growth by assisting small and minority business owners as they work on their business and build their capacity for growth.
• Serving as the physical and virtual hub for business activity in West Michigan.

OUR VALUES
At the Grand Rapids Chamber, our diverse team of subject matter experts is committed to a dynamic culture driven by our shared core values.

• We believe team members who passionately embrace the mission of the Grand Rapids Chamber put more of themselves into their work. We attract and retain people who are committed to high standards and pursue excellence in every aspect of their role.
• We foster belongingness by providing a space where our employees and our members feel they can bring their whole selves to authentically engage with our organization and each other.
• We are committed to the highest level of service for both our internal and external customers. We proactively seek to identify potential problems before they occur and begin with a “Yes” mentality to find an optimal solution.
• We focus on member value and experience to anticipate their needs, provide a welcoming environment where everyone feels they belong, and we listen with intent to understand.
• We have complete accountability for our successes and failures. We share a responsibility to be transparent, honest and act with humility.

“Like every other crisis that Grand Rapids has endured, we are not going to just sit on our hands and wait for things to happen. We are going to put on a mask, put on some gloves, and get to work.”

Omar Cuevas
VP of Sales & Marketing
Grand Rapids Chamber
JOIN THE CHAMBER
CREATE SOMETHING GREAT

PREZIDENT'S CIRCLE
Demonstrate your investment in, and commitment to, a legacy of business success.
Everything in Visionary, plus:
- Seat at the EPIC Awards selection committee
- Invitation to select VIP events
- A Foursome at the Chamber Open
- Unlimited Categories
Investment: $25,000

VISIONARY
Sustain and extend the strength of the West Michigan business community.
Everything in Investor, plus:
- Complimentary DEI Assessment
- Unlimited complimentary space rental of the Steelcase Conference Center
- Complimentary Annual Meeting invite
- $500 additional advertising credit
Investment: $10,000

INVESTOR
Demonstrate leadership while you expanding your reach.
Everything in Trustee, plus:
- Complimentary expo table at Business Exchange Luncheons
- Additional visibility throughout the Chamber space
- Two additional complimentary space rental of the Steelcase Conference Center
- Unlimited affiliates or locations
- $500 advertising credit
Investment: $6,000

TRUSTEE
Become an active and visible part of the West Michigan business community.
Everything in Executive, plus:
- One additional complimentary space rental of the Steelcase Conference Center
- Logo recognition on the investor wall and logo recognition on the monitor in the Work Cafe
- Five additional affiliates or locations
- $500 advertising credit
- Unlimited DTE Energy Board Room rentals
- CEO Roundtable
- Five affiliates or locations
- Member contact list
- Specialized advocacy consultation
- Enhanced directory listing
- Member pricing - DEI services
Investment: $3,000

EXECUTIVE
Accelerate your growth and build stronger connections.
Certificate of origin discount
Access to subject matter experts
Select complimentary membership events
Event discounts
Visibility on the Chamber website
One complimentary space rental of the Steelcase Conference Center
Unlimited Categories
CEO Roundtable
Five affiliates or locations
Member contact list
Specialized advocacy consultation
Enhanced directory listing
Member pricing - DEI services
Investment: $1,500

**The average cost to serve a member is $1,500
“The Chamber has been an invaluable resource for us at Rising Grinds. Even before COVID-19, the Chamber staff supported us by providing resources and industry specific education, but at a very practical level. They frequently used us to cater their various events. Ken James has even called me in to share the cafe and our services. As a very small start-up, having him as an advocate for at tables of which we are not present, or even aware of, has been something we are deeply grateful for.

When the pandemic hit, the Chamber was one of the first organizations to reach out to us with different opportunities – from webinars, support groups, and even funding sources. I cannot say enough good things about the Chamber, I am humbled by and thankful for their consistent support.”

- Lisa Beene, Owner, Rising Grinds Café

“As an individual who is always looking for credible resources to help my professional and personal growth, I often turn to the Grand Rapids Chamber. Their high-quality, relevant programs and events are led by top-notch industry professionals. Having gone through a good portion of the Leadership Advantage program through the chamber, and as a frequenter of monthly events, I can personally attest to this. Even when the COVID-19 pandemic hit, the Chamber stood by, ready to assist in whatever way they could; one example being that they adapted to the new environment and moved the Leadership Advantage program to an online meeting place.

I am grateful that my employer is a member of the Grand Rapids Chamber because it opens up a lot of opportunities that elsewhere might not be available to me.”

- Griffin Cobean, Senior Account Manager, Blue Cross Blue Shield

“BRAINS has been Chamber members for years, but it’s only been in the past few years that we really began to connect and take advantage of things the Chamber has to offer.

We have benefitted greatly from the EOS supports. Self-implementing for several years, the EOS Quarterly meet-ups and EOS User Group meetings have been inspirational and extremely helpful. We’ve been impressed watching the Chamber’s own journey through EOS and greatly appreciate the stories and resources. The support and encouragement with EOS was critical to helping our company gain strength and stability before COVID-19 hit.

Through the pandemic, the Chamber has been a tremendous resource in ways we’d never imagined we’d need. Our administrative team has watched several webinars, accessed resources through the Coronavirus Toolkit, and appreciated the regular email updates. Because of information learned though the Chamber, our company was one of the first to secure a PPP loan in mid-April- a life-saver for our small business. We feel better prepared for Back-to-Work, knowing best practices.”

- Dr. Manor, Neuropsychologist, BRAINS
The Grand Rapids Chamber offers many exclusive membership perks designed to help grow your business and increase your bottom-line.

**ACCIDENT FUND**
Through Accident Fund, you can receive 5% upfront savings on workers compensation insurance, with no minimum premium to qualify and dividends ranging from 7-14% of premiums returned (dividends cannot be guaranteed).

**DAVENPORT UNIVERSITY**
Your employees (including part-time) and their dependents receive a 20% discount on Davenport University tuition and the application fee is waived. [Click here to apply.](#)

**IPEx**
Davenport University’s Institute for Professional Excellence (IPEx) provides Chamber members with a 20% discount on individual courses. Contact Lesa Bergsma of IPEx at 616.233.2581 with questions or for more information.

**OFFICE DEPOT**
Receive up to 45% on 500+ items that businesses purchase most often. Save up to 10% on almost everything that Office Depot stocks in stores.

**PACIFIC PRIDE**
You can save up to 7.5 cents per gallon on your fuel costs. Van Manen Petroleum has over 130 Pacific Pride locations across Michigan to serve you.

**PAYCHEX**
Don’t have a human resources department? Save 25% on your payroll processing and human resources services.

For additional information, contact Director of Business Services, Mark Allen at [mark@grandrapids.org](mailto:mark@grandrapids.org)
The Grand Rapids Chamber acts as fierce advocates for business on issues that enrich a thriving, and diverse business climate.

MEET YOUR ADVOCATES

Andy Johnston
Vice President of Government Affairs
andy@grandrapids.org

Josh Lunger
Sr. Director of Government Affairs
josh@grandrapids.org

Alexa Kramer
Director of Government Affairs
alexa@grandrapids.org

Katie Doyen
Government Affairs Coordinator
katie@grandrapids.org

MORE THAN RHETORIC
We are relentless problem-solvers for your business and an extension of your team. Whether a state law is impacting your business, you are looking for support to address the talent shortage, or you just need that “dang” sign permit, we have the relationships and influence to cut though the red tape. Thousands of bills are introduced in the Michigan Legislature every year and dozens of local governmental bodies are making decisions that impact the regional business climate. We’re at the table and on the ground representing you every day.

THE POLICY PROCESS
We take an intentional approach to our policy positions. Every year hundreds of members volunteer their time to direct our advocacy efforts. Policy ideas and legislative proposals start with our issue committees, move to our councils and finally the Board of Directors. Every two years the Committee’s also revise our complete Legislative Priorities.
Want to get involved? Help Create Great Policy, Advocacy, and Opportunity by Joining Our Committees and Councils.

**EDUCATION & WORKFORCE DEVELOPMENT COMMITTEE**  
Work to ensure the development of a better educated and productive workforce. If you’re interested in getting involved, contact Alexa Kramer, 616.771.0311.

**ENVIRONMENTAL AFFAIRS COMMITTEE**  
Advise Chamber members on significant environmental issues and work to influence lawmakers to prepare and support cost-efficient, yet effective, regulations. If you’re interested in getting involved, contact Josh Lunger, 616.771.0336.

**HEALTH CARE & HUMAN RESOURCES COMMITTEE**  
Advocate to reduce the cost of health care and encourage communication between the business and health care communities. If you’re interested in getting involved, contact Andy Johnston, 616.771.0335.

**TAX & REGULATORY AFFAIRS COMMITTEE**  
Review issues as they relate to tax and regulations that increase the cost of doing business. If you’re interested in getting involved, contact Alexa Kramer, 616.771.0311.

**TRANSPORTATION COMMITTEE**  
Analyze issues and advocate for infrastructure policies and projects that make efficient use of each dollar spent on transportation. If you’re interested in getting involved, contact Josh Lunger, 616.771.0336.

**PUBLIC POLICY COUNCIL**  
The Public Policy Council exists to advance Chamber legislative priorities and the region’s business and community interests by coordinating the individual efforts of the Chamber’s issues committees to ensure broad-based advocacy and motivates members to engage in action to achieve these goals. If you’re interested in getting involved, contact Andy Johnston, 616.771.0335.

**PRESIDENT’S CLUB**  
Individuals who personally contribute to the Chamber’s Political Actions Committee: The Friends of West Michigan Business. Participate in quarterly meetings featuring dynamic speakers who share insider perspectives and participate in the interview process for candidates running for office. If you’re interested in getting involved, contact Josh Lunger, 616.771.0336.

**CHAMBER PAC**  
The Chamber PAC is an essential tool for building relationships and supporting highly-qualified candidates for state and local office. It is funded by voluntary contributions of personal funds from dozens of members, and not supported by member dues, sponsorships, etc. Much like our policy process, we understand the controversial nature of the endorsement process and take it very seriously.

**FEDERAL PRIORITIES**
- COVID Relief & Recovery
- Employer Liability Protections
- Trade/Tariffs
- Immigration
- Air Quality Attainment Status for West Michigan
- Transportation and Infrastructure
- Prescription Drug Pricing
- Soo Locks

**STATE PRIORITIES**
- COVID Relief & Recovery
- Property Tax Deferment
- Fix the Unemployment System
- Infrastructure
- Unfunded Liabilities
- Talent (A-F Letter Grading, Launch Michigan, Teacher Evaluations & Prep, Testing, Child Care, Criminal Justice Reform, Going Pro
- Health Care Affordability
- Expansion of Elliot-Larsen
- Protecting Electric Choice

**GRAND RAPIDS KENT COUNTY PRIORITIES**
- Housing
- Fair and Streamlined Regulations
- Homelessness
- GR Master Plan
- Kent County Planning
- Public Safety
The Grand Rapids Chamber works to provide cutting edge programming, tools, and business services for over 2,400 members.

MEET YOUR SUBJECT MATTER EXPERTS

Business experts poised to provide you with the tools and resources to help your business thrive.

Dante Villarreal
Vice President of Business Services and Talent Development
dante@grandrapids.org

Mark Allen
Director of Business Services
mark@grandrapids.org

Megan Steenwyk
Business Program Manager
megan@grandrapids.org

MORE THAN A NETWORK

When you join the Chamber, you acquire a massive network of fellow leaders and entrepreneurs. Whether you need a vendor, a partner, or another executive to share ideas with, it’s all yours, when you are a member of the Chamber.

RIBBON CUTTINGS

Are you opening a new business, expanding at your current location, relocating, or celebrating a milestone anniversary? Let the Grand Rapids Chamber help you celebrate! Contact Mark Allen at mark@grandrapids.org

MEMBER BENEFITS

The Grand Rapids Chamber offers many exclusive membership perks designed to help grow your business and increase your bottom-line.
Want to get involved? Help Create Great Business in West Michigan.

**CREATIVE CHAMBERS COUNCIL**
The Grand Rapids Chamber has long supported the creative community in Michigan. This was recognized when we were chosen as one of five chambers in the state of Michigan to partner with the Michigan Film and Digital Media Office on their Creative Chambers program. This program offers funding for chambers to further support the creative community in the regions they serve. Contact Megan Steenwyk at megan@grandrapids.org

**CHAMBER AMBASSADORS**
The Chamber Ambassadors serve as liaisons between the Chamber and its members by personally visiting and calling their peers. Through their efforts, Ambassadors help fellow members engage in the events, and cost-saving opportunities that help them make full use of their membership. Contact Mark Allen at mark@grandrapids.org with questions.

**WEST MICHIGAN MINORITY CONTRACTORS COUNCIL**
Grand Rapids is booming, with $3 billion in construction value added to the city since 2000. West Michigan Minority Contractors (WMMC) is made up of minority-owned and women-owned businesses in the construction trades, as well as general contractors. The program aims to strengthen contractors through educational workshops such as Estimating 101 and provides opportunities to cultivate relationships and new business partnerships among members. Contact Megan Steenwyk at megan@grandrapids.org to get involved.

**GOLF COMMITTEE**
Be a part of the committee(s) that plan the Chamber Open and the West Michigan Minority Contractors Golf Scramble. Contact Megan Steenwyk at megan@grandrapids.org

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**BUSINESS LIAISONS**

The Grand Rapids Chamber is working toward cultivating a community that is welcoming, diverse, and inclusive to all.

Without diversity equity and inclusion, we limit our talent, resources, and the business opportunities necessary to thrive in an increasingly competitive global marketplace. In efforts to better serve and represent our membership, the Grand Rapids Chamber is committed to actively seeking a diverse, equitable/inclusive board, workforce, membership, business environment, and community.

Through the Minority Business Liaison Program, the Chamber remains to committed to serving minority-owned businesses and ensure that they are thriving in the West Michigan business ecosystem.

**Nate Phillips**
Membership Engagement Manager
Black Business Liaison
nate@grandrapids.org

**Yadira Garza-Malone**
Membership Engagement Manager
Latino Business Liaison
yadira@grandrapids.org
The Grand Rapids Chamber works to develop top training programs to grow the region’s best talent.

Meet Your Subject Matter Experts

Dante Villarreal
Vice President of Business Services and Talent Development
dante@grandrapids.org

Ken James
Director of Inclusion
ken@grandrapids.org

Emily Smith
Inclusion Program Manager
emily@grandrapids.org

Mel Trombley
Director of Leadership Programs
mel@grandrapids.org

Monica Mendez
Talent Program Manager
monica@grandrapids.org

Let’s Build a Powerhouse Workforce

We know that our community’s growth and success are powered by a skilled, diverse workforce. That’s why we’re committed to helping West Michigan businesses to expand the depth and breadth of their talent at every level of the organization. From leadership training to the ATHENA awards, we’re committed to developing a more creative and capable workforce for our community.

Leadership Grand Rapids - Institute for Healing Racism - OutPro - Athena Grand Rapids
Talent Development is key to helping businesses create strong leaders and a more diverse, inclusive workforce. Join a council and be a part of the change.

**CREATE GREAT LEADERS COUNCIL**
Become a part of the council that helps drive leadership development programming and cultivate community trustees through Leading Edge, Leadership Grand Rapids (LGR), Leadership Advantage, and Emerging Leaders.

**ATHENA GRAND RAPIDS COUNCIL**
ATHENA, an affinity group of the Grand Rapids Chamber, provides the information, access, and connections to support the professional development of women professionals in West Michigan. The scheduled events and programs of ATHENA are built upon 8 Principles: Learning, Relationships, Celebration & Joy, Courageous Acts, Fierce Advocacy, Authentic Self, Collaboration, and Giving Back. Interested in being a part of the ATHENA Grand Rapids Council? Contact Mel Trombley at mel@grandrapids.org

**ATHENA ACTION COMMITTEE**
As our programs and community expands, we need leaders to intentionally put our principles into action. Through the ATHENA Action Committee, we will create spaces to authentically connect and celebrate those that are fiercely advocating and leading for women in our community. The Action Committee will:

**OUTPRO COUNCIL**
As a champion for a diverse and inclusive community, the Chamber is proud to provide OutPro, an LGBTQ+ professionals group that can serve as both a resource to employers and employees, as well as an affinity group for the LGBTQ+ community. Those interested in participating in the OutPro Council in 2021 should contact Ken James, Director of Inclusion, at 616.771.0320 or ken@grandrapids.org.

**DIVERSITY, EQUITY & INCLUSION**
The Grand Rapids Chamber is working toward cultivating a community that is welcoming, diverse, and inclusive to all.

Without diversity equity and inclusion, we limit our talent, resources, and the business opportunities necessary to thrive in an increasingly competitive global marketplace. In efforts to better serve and represent our membership, the Grand Rapids Chamber is committed to actively seeking a diverse, equitable/inclusive board, workforce, membership, business environment, and community.

The Chamber is thrilled to engage the expertise of Ken James, Director of Inclusion, and Emily Smith, Inclusion Program Manager to support this crucial work.

The Chamber offers and leads organizational training on the following topics:

- Implicit Bias Training
- Diversity Equity and Inclusion Assessment
- Institute for Healing Racism
- Organizational Culture and Communication Training

*Contact Vice President of Sales & Marketing, Omar Cuevas if you are interested in a DEI training program at omar@grandrapids.org*
2021 PROGRAMS
WWW.GRANDRAPIDS.ORG
**SIGNATURE EVENTS**

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**133rd Annual Meeting: Opportunity Awaits**  
*Tuesday, January 26*

At this year’s Annual Meeting, we are motivating the community to engage and charge ahead because Opportunity Awaits. We have much to be proud of, but we need to look ahead to the future. Attendees will hear how they can engage with the Opportunity Awaits West Michigan campaign, as well as the Grand Rapids Chamber. Let’s get to work!

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**Health Care Summit**  
*Tuesday, March 23*

The Health Care Summit is a popular half-day event featuring health care leaders and reform experts who present facts on the future of health care and share options for businesses. Join fellow members to explore the latest health care trends, the impact of health care policy, rule changes at the state and federal level, ways to reduce and contain costs as well as what needs to be done in order to build a healthier community.

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**2021 West Michigan CEO Summit**  
*Tuesday, June 22*

Join over 600 West Michigan Leaders at the 2021 West Michigan CEO Summit. This unique event features a lineup of regional leaders covering topics including culture, mentorship, leadership, talent, strategic planning, industry trends and how to gain traction in your business. Panel discussions and keynote presentations will focus on tools for business growth to help accomplish goals and compete at a higher level.

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**The Chamber Open**  
*Monday, July 19*

*Watermark Country Club*

The Chamber Open is one of the most popular annual events on the Chamber’s calendar. The event attracts a wide range of decision makers and community leaders while providing an opportunity to play eighteen holes of remarkable golf.
32nd Annual ATHENA Awards Celebration  
*Thursday, September 30*  
*Finalist Reception: September 23*  
Every year we gather to **CELEBRATE** those who embody, encourage, and promote the inclusion of women. The ATHENA Leadership Award is presented to an outstanding leader who is honored for professional excellence, community service, and active assistance of women in their attainment of professional excellence and leadership skills.

11th Annual EPIC Awards Gala  
*Tuesday, October 26*  
EPIC is the premier business award celebration in the region recognizing both businesses and individuals that foster community growth, demonstrate innovation, and have championed alongside others as mentors and collaborators. Award recipients are announced the night of the event, keeping finalists and attendees on the edge of their seats.

Diversity & Talent Summit  
*Tuesday, November 16*  
The Grand Rapids Chamber’s annual Diversity & Talent Summit will build upon foundational DEI knowledge and explore the latest DEI trends to enhance business success in an increasingly diverse and global community. This is West Michigan’s premier summit for CEOs, C-Suite administrators, Chief Diversity Officers, DEI practitioners, and human resources and talent acquisition professionals to build leadership capacity.
The Chamber is a hub of resources and connections for businesses and professionals. With programming geared toward individuals at every level of leadership and in various sectors, businesses benefit from the relevant insight of peers and meaningful interactions with decision-makers in the West Michigan business community.

**Business Exchange Luncheon**  
*February 11, March 11, April 15, May 10, July 15, August 12, September 9, October 14, November 11, December 9*  
The Chamber’s most popular networking event provides members and future members with facilitated networking as well as an opportunity to leave the event with at least 14 new, quality leads. Facilitators walk attendees through conversations at one table during lunch, and another after lunch. Expo tables and open networking are also offered.

**Business Growth Series**  
*March 25, May 27, September 23, December 16*  
The Business Growth Series seeks to provide members with seminars on a variety of relevant and highly sought-after business topics presented by subject matter experts. Examples include sustainability, interacting with the media and beyond.

**CEO & Management Roundtable**  
*Monthly Basis*  
Structured peer groups of 12-15 business executives, CEOs, owners, and management professionals. Each month, the groups gather in a confidential setting to discuss issues affecting their business.

**Chamber After Hours**  
*June 3, August 5, December 2*  
Casual open networking in a fun and inclusive setting at a unique host location that provides an experience epitomizing the importance of Chamber membership and building long-lasting connections.

**ELEVATE Minority Business & Business Alliance Meetings**  
*Cohort Two: February 24, May 26, August 25, November 17  
Cohort Three: March 3, June 2, September 15, December 1*  
ELEVATE Minority Business supports second-stage business owners of color through complex business issues. Through mentorship, programs and connections, owners are given the resources to move their businesses to the next level.

**EOS Quarterly Meet-Up**  
*March 2, June 1, September 14, December 7*  
Join the Chamber in an environment that fosters an understanding of the human resources component (Right Person-Right Seat, Quarterly Conversations, Hiring Practices) of EOS. Businesses utilizing EOS and those looking to implement will be provided the opportunity to connect with EOS peers while gathering a deeper understanding of best EOS human resources practices.

**EOS TALKS**  
*February 17, May 19, August 18, November 17*
Join the Chamber for an introductory workshop on “What the Heck is EOS?” Whether you are interested in implementing, have tried to implement without success, or are in the process of self-implementing, you will be provided with the tools to help guide your company to a successful launch of EOS. The tools provided include peer connections, conversations, and access to a certified EOS implementer.

EOS Users Group
Monthly Basis
Roundtable for Visionaries, Integrators and EOS member companies to come together monthly to help guide each other through their EOS journey.

ESOP Quarterly Meet-Up
March 17, May 12, August 11, November 10
Join the Chamber as we take a deeper dive into topics relevant to Employee Stock Ownership Plans (ESOPs) and best practices for organizations offering this employee benefit.

West Michigan Minority Contractors After Hours
May 18, July 13, September 16, November 2
These after-hours events will provide a platform for buyers to connect with local minority-owned business construction professionals, as well as remove barriers for smaller construction companies to enter the market.

West Michigan Minority Contractors Golf Scramble
June 7
The West Michigan Minority Contractors program provides capacity building support in the areas of estimation, bidding, and connecting contractors with buyers. Each event throughout the year will provide an opportunity to continue to bridge the gap between minority contractors, general contractors and buyers.

West Michigan Minority Contractors Programming
February 16, March 16, October 5, December 14
The West Michigan Minority Contractors program provides capacity building support in the areas of estimation, bidding, and connecting contractors with buyers. Each event throughout the year will provide an opportunity to continue to bridge the gap between minority contractors, general contractors, and buyers.
The Chamber can help you navigate zoning laws, local ordinances, and City Hall. West Michigan is a great place to do business, but there are still rules to follow, paperwork to complete and permits to acquire. And while you know your business inside out, city, regional, and state government are a different story. That’s where your Chamber comes in. Our members turn to us for help with the paperwork, processes, and approvals needed to start, promote, and expand their businesses.

**Breakfast with Legislators**
*February 1, March 1, March 29, May 3, June 7, September 27, October 25, December 6*

This breakfast event provides Chamber members and their employees the opportunity to establish relationships with key decision makers and voice opinions on issues that matter to their business.

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**Policy on Tap**
*April 22, August 26, October 7, December 16*

This event works to connect members with elected officials across the political spectrum in a casual atmosphere that promotes conversation and networking.

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**Town Halls**
*Scheduled to align with current events and topic relevancy to Grand Rapids Chamber membership*
TALENT DEVELOPMENT

We know our community’s growth and success are powered by a skilled, diverse workforce. That’s why we’re committed to helping West Michigan businesses expand the depth and breadth of their talent at every level of the organization. From CEO roundtables to the ATHENA Awards, we’re developing a more creative and capable workforce for our West Michigan.

ATHENA Leadership Forums & Programming

ATHENA Leadership Forums: February 9, April 13, June 8, November 9
ATHENA Grand Rapids Women’s Legacy Bus Tour: July 22
ATHENA LEADERCAST: August 10

The ATHENA Leadership Forums celebrate women in leadership by featuring local women leaders sharing their leadership lessons with an emphasis on elevating professional women of color and other marginalized identities.

Create Great Leaders Annual Fundraiser

July 29

Opportunity for alumni and fellow community leaders to connect throughout the year as we recognize alumni accomplishments and support scholarship opportunities for future Grand Rapids Chamber Leadership Program participants.

Diversity & Talent Series

February 23, May 18, July 20, October 19

The Talent Engagement & DEI Series will address various talent needs of the West Michigan business community. The series will also focus on the different ways to attract and retain top talent and include best practices in Diversity, Equity, and Inclusion.

Emerging Leaders Series

Cohort 1: April 7, April 21, May 5, May 19, June 2
Cohort 2: October 13, October 27, November 10, December 1, December 15

The Emerging Leaders Series is designed to help individuals grow their career and become actively engaged in the Grand Rapids community. This five-session program is built to engage participants in a variety of ways, from a bus tour of Grand Rapids to in-depth discussions about individual leadership styles.

Institute for Healing Racism

January 27, March 3-4, April 28-29, May 24, August 20, September 10, November 19

Institute for Healing Racism is designed to attack the disease of racism from all sides. Throughout the program, a racially diverse group of people commit to learning how to diagnose and heal the disease by first dissecting their own thoughts, feelings, and actions. Most importantly, each participant must be able to listen in a non-judgmental, objective manner.

Institute for Healing Racism 2.0

March 29, December 6

Designed for individuals who have completed and are alumni of the Institute for Healing Racism.
Leadership Advantage
Cohort 1: January 19, February 2, February 16, March 2, March 16, March 30, April 13, April 27, May 11
Cohort 2: June 29, July 13, July 27, August 10, August 24, September 9, September 21, October 5, October 19

Now in its thirteenth year, Leadership Advantage is an intensive skills-based executive leadership coaching program which is designed to enhance the knowledge and critical thinking skills of emerging and established leaders. The truly unique aspect of Leadership Advantage is its focus on a group leadership coaching experience, which incorporates substantial opportunities for meaningful self-reflection, peer coaching, and honest conversation.

Leadership Grand Rapids
Orientation for Class of 2022: August 19 | Opening Retreat: September 17 & 18

Leadership Grand Rapids (LGR) is designed to be unlike any other leadership program where, instead of analyzing leadership tactics and principles, participants are asked to use a systems-thinking approach to tackle real issues facing our community. This approach to the programming is meant to foster community trustees who will leave the class with a community-focused mindset that creates a lifelong commitment to creating a thriving and prosperous West Michigan for all.

Leadership Lesson Series
February 4, November 4

Join the Chamber as we gather to hear from strong community trustees and leaders sharing valuable leadership lessons.

Leading Edge
Cohort 1: February 9, February 23, March 9, March 23
Cohort 2: July 20, August 3, August 17, August 31, September 14
Cohort 3: September 28, October 12, October 26, November 9, November 23

Built for the next generation of women leaders in the workplace, Leading Edge helps create a successful path forward by teaching practical concepts and offering a hands-on practicum in leadership skills. Leading Edge is targeted to high-performing women who are currently leading projects and/or people in the workplace. A minimum of four years professional experience is required.

OutPro
March 10, May 12, August 18, October 13

OutPro is an LGBTQ+ professional group that promotes a welcoming culture in the West Michigan business community for LGBTQ+ professionals and allies. OutPro offers opportunities for both social and professional networking through programming and gatherings at various venues in the community.

Performance Management Acumen
Dates determined based on facilitator availability

Provide upskilling, support, and a cohort to learn how to be an effective manager.

Public Speaking and Presence Workshop
dates determined based on facilitator availability (five sessions)

Develop public speaking and presence skills for the business community.