

Built in 1885, the historic Eaton County Courthouse in Charlotte is now a museum, featuring a restored interior, circuit courtroom and offices. The building is recognized on the National Register of Historic Places.

FOCUS

THE MONTHLY BUSINESS NEWS MAGAZINE OF THE
LANSING REGIONAL CHAMBER OF COMMERCE

JULY 2024



The Vital Role of **DOWNTOWN**

**Region's Town Centers Serve as Nuclei for
Commerce and Community**

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LRCC Announces Strategic Partnership with Stunio



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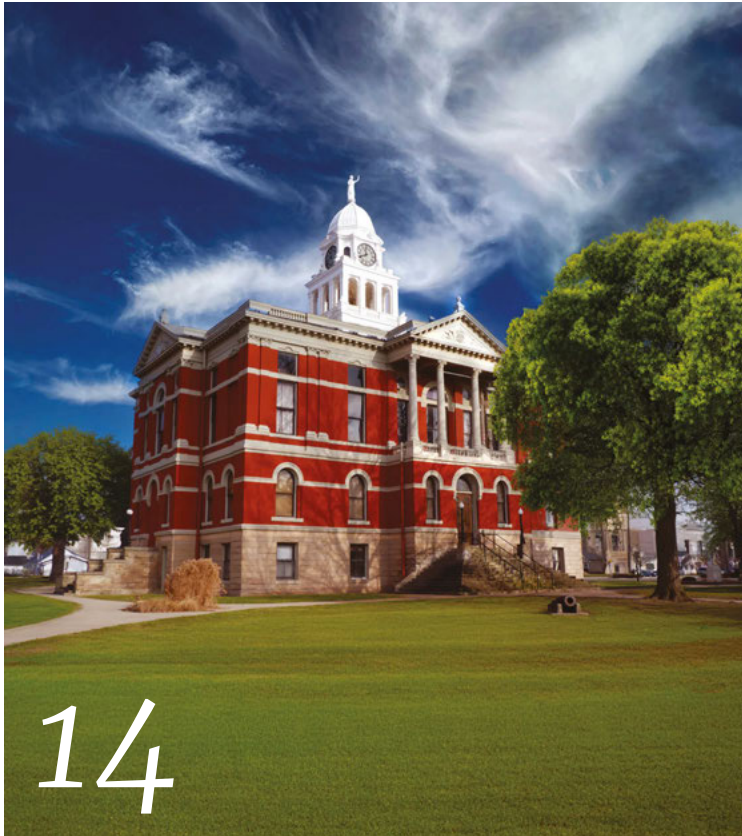


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LANSING REGIONAL CHAMBER

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[Lansing Regional Chamber of Commerce](https://www.linkedin.com/LansingRegionalChamberofCommerce)

Region’s Downtowns Have Much to Offer

As you read this month’s FOCUS cover story about the vital role of downtowns in our region, I hope you’re inspired to get out of your own neighborhood to enjoy a neighboring downtown.

I make an effort to get out into our communities on weekends, to eat at a new restaurant or shop at a new-to-me store. It’s a nice change of pace to shift from the big city feel of downtown Lansing and the energy of the state capital to the cozy charm of towns like Dewitt, Grand Ledge, Charlotte, Mason, Williamston and more.

Summertime is an especially rewarding season to visit nearby downtowns, when farmers markets, classic car shows, Independence Day parades, concerts, fairs, and festivals remind us of the amazing quality of life the Lansing region provides.

Our region is increasingly known for its craft beverage scene, with breweries, artisan distilleries, and boutique wineries available for a tour. Independent bookstores, antique shops, fashion boutiques, cafes, and candy stores are all worth the short drive.

By shopping locally, we infuse our regional economy with needed dollars, support small independent businesses, and provide jobs for our neighbors and local residents. I challenge you to pick three of your favorite small businesses and spend at least \$50 at each enterprise in the next 30 days. Imagine the impact we could have if we put our dollars where our hearts are.

Whether you reside in East Lansing or Haslett or Delta Township, let’s make a concerted effort to get out and see what the larger region has to offer. ●



TIM DAMAN
PRESIDENT AND CEO
LANSING REGIONAL
CHAMBER OF COMMERCE



★ A SAMPLING OF JULY EVENTS ★ **IN THE LANSING REGION**

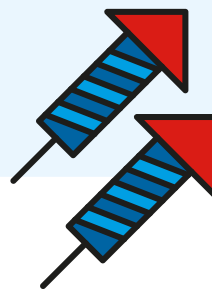
**2024 Eaton
County Fair**
July 8-13

**Lansing Taco
and Tequila Fest**
July 13

**JazzFest 2024
Michigan**
July 31- Aug. 3

**Old Town
Scrap Fest**
July 12-13

**Ingham
County Fair**
July 29- Aug. 3



By shopping locally, we infuse our regional economy with needed dollars, support small independent businesses, and provide jobs for local residents.”

Thank You Renewing Members

American Office Solutions

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Cameron Tool Corporation

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University Center

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LIV Cannabis Lansing (MPM-R
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Los Tres Amigos

Mercantile Bank

Meridian Mall Office

Michigan Certified Development
Corporation (MCDC)

Michigan Institute for Contemporary
Art (MICA)

Michigan Premier Events

Michigan State University (MSU)

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Ultium Cells

www.ultiumcell.com

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Lansing, MI 48917

Vanarc Welding and Fabrication

(517) 231-0989

Chamber Milestones

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

O'Leary Paint

60 Years

Rathbun Insurance Agency

60 Years

Ingham Intermediate School District (Ingham ISD)

40 Years

Culligan Water Conditioning of Lansing

35 Years

Dart Container

20 Years

AARP

10 Years

Hope Sports Complex

10 Years

Absolute Solar

5 Years

Dykema Gossett

5 Years

Hilton Garden Inn Lansing West

5 Years

MH Specialist, Inc.

5 Years

Lacor Consultants

5 Years

Olivier VanDyk (OVD) Insurance

5 Years

July 2024

7/11

JULY MEMBER MIXER Thursday, July 11, from 4:30 to 6:30 p.m. Grand River Park, Lansing

Get ready for an unforgettable evening aboard the Michigan Princess for our July Member Mixer on Thursday, July 11 from 4:30 to 6:30 p.m.! Join us on the beautiful Grand River as we come together for an evening of networking, relaxation, and scenic views.

Cost: This event is offered at no cost.

7/11

SUCCESSION PLANNING: TECHNICAL ASSISTANCE PROGRAM Thursday, July 18, from 8:30 to 10 a.m. Lansing Regional Chamber, 500 E. Michigan Avenue, Suite 200

Succession planning is an integral part of the business life cycle and long-term organizational success. The Succession Planning: Technical Assistance Program 101 aims to offer practical educational programming to assist business owners in creating and implementing succession plans. It is preferred that participants do business in Ingham County.

Cost: This event is offered at no cost.

August 2024

8/2

FIRST FRIDAY PUBLIC AFFAIRS CALL UPDATE (VIRTUAL) Friday, Aug. 2, from 11 to 11:30 a.m. Zoom

Join us every First Friday of the month for an insightful briefing on policy and political developments impacting the business community. Hosted by LRCC Public Affairs Senior Vice President, Steve Japinga, these monthly calls are designed to keep our members informed and engaged.

Cost: This event is offered at no cost.

8/6

DEI SERIES: FOSTERING AN INCLUSIVE WORKPLACE FOR NEURODIVERGENT PROFESSIONALS

**Tuesday, Aug. 6, from 10 to 11:30 a.m.
Lansing Regional Chamber,
500 E. Michigan Avenue, Suite 200**

Join MSUFCU's Diversity, Equity, Inclusion, and Belonging Manger, Taylor Moberg (she/her), for an enlightening session where we will delve into proactive strategies aimed at fostering an inclusive work environment for neurodiversity. From evaluating hiring practices to accommodating needs, we will explore actionable steps to not only welcome

but celebrate the unique skills and experiences of neurodivergent individuals.

Cost: This event is offered at no cost for LRCC members and \$25 for future LRCC members.

8/27

SUCCESSION PLANNING: TECHNICAL ASSISTANCE PROGRAM Tuesday, Aug. 27, from 3:30 to 5 p.m. Location: Lansing Regional Chamber, 500 E. Michigan Avenue, Suite 200

Succession Planning is an integral part of the business life cycle and long-term organizational success. The goal of Succession Planning: Technical Assistance Program 101 is to offer practical educational programming to assist Ingham County business owners in creating and implementing succession plans.

Cost: This event is offered at no cost.

8/27

BUSINESS EDUCATION SERIES: FOCUSING ON THE RIGHT MARKETING AND PUBLIC RELATION STRATEGIES TO STAY AHEAD Wednesday, Aug. 28, from 10 to 11:30 a.m. Lansing Regional Chamber, 500 E. Michigan Avenue, Suite 200

The 2024 Edelman Trust Barometer reveals that business, as an institution, is more trusted than NGOs, government and media. Trust is local, with "my employer" being the most trusted institution among respondents to this annual survey. And nearly two-thirds expect CEOs to manage changes happening in society. What does all this mean for deploying effective marketing and public relations strategies now and moving forward?

Rose Tantraphol, CEO of Moonsail North, will discuss trends related to storytelling, AI adoption, digital platforms, resource management, messaging development, PR transparency and crisis communications.

Cost: This event is offered at no cost for LRCC members and \$25 for future LRCC members.

LRCC members have unparalleled access to company and staff profiles on the LRCC website. To access and update this information at any point, visit lansingchamber.org and enter your username and password. If you have not yet signed into the site, please follow the simple password reset instructions.

Call (517) 487-6340 with any questions.

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The kinetic wind sculpture “Fish Out of Water” by David Such and Fred Hammond is situated at Site 5 along ArtPath 7.



Jill Dombrowski installs her spray paint mural “See the Beetles” at Site 10 along ArtPath 7.

Sarah Hopkins/Lansing Art Gallery & Education Center

Art Along the Lansing River Trail

Public art is a way to reach people where they are, even if they’re out for a summertime stroll along the Lansing River Trail.

“We really strive to be inclusive, accessible, and welcoming to people of all walks of life, and part of that is going outside the gallery walls,” said Sarah Hopkins, exhibitions director for the Lansing Art Gallery & Education Center. “Putting artwork in public spaces invites people to enjoy and experience art in spaces where they might not normally be. People who are enjoying the river trail aren’t always the people who are going to find themselves downtown or even walking into a gallery.”

From Memorial Day to Labor Day, ArtPath features temporary public artworks along two-and-a-half miles of the Lansing River Trail from Turner Dodge to just south of Elm Park. It’s the seventh summer the program has been produced by the Lansing Art Gallery & Education Center in partnership with the City of Lansing’s Parks & Recreation Department.

This is the first year Hopkins has coordinated ArtPath as exhibitions director.

“I feel really good about it,” she said. “It’s very rewarding work to be able to provide this opportunity for artists and also to provide something to the greater Lansing community to enjoy.”

This year’s program — “ArtPath7: Public Art on the River Trail”— showcases 22 Michigan artists who created

original pieces for 20 sites along the trail. The artwork was selected for inclusion in this year’s ArtPath from a pool of about 50 proposals by a panel of jurors with expertise in public art. The selected artists receive a \$1,000 stipend for their participation.

Hopkins said the artists aren’t held to a particular theme, but often choose imagery that relates to Michigan’s natural wonders. Artwork is placed along the Lansing River Trail where organizers feel the art best complements the surroundings, like a floral-themed piece near a patch of flowers.

Material use varies widely, from aerosol paint murals on a brick wall to colorful acrylic yarn woven onto railings and trees to ceramic and aluminum sculptures bolted to concrete. Importantly, the art pieces need to survive through the summer months.

“All of the artists definitely need to think through the artwork being outdoors,” Hopkins said. “Material choice is really important for it to work if it’s going to last the test of time, weather, and people potentially interacting with the work.”

Several events have already been held along ArtPath, and Lansing Art Gallery staff will offer guided tours of the collection through August.

Some of the art pieces will be available for sale by the artists at the end of the summer. ●

Resch Strategies Celebrates 15 Years

Resch Strategies has come a long way since launching 15 years ago as a one-person shop. President and owner Matt Resch was drawn to the independence, flexibility, and challenge of establishing his own firm after leading communications teams in state government, corporate America, and a PR agency.

Headquartered just two blocks from the Michigan Capitol building, Resch Strategies is a full-service public relations, public affairs, and digital marketing firm with eight employees.

Clients have included AT&T Michigan, Amazon, Pfizer, the Michigan State Medical Society, the Michigan Community College Association, and the Lansing Regional Chamber of Commerce.

“Most of the work that we do — because we are so close to the capital and most of my colleagues come from having worked in and around state government — is public affairs work,” Resch said, explaining that encompasses trade associations, lobbying groups, and companies requiring PR around state issues. “Public affairs is really our sweet spot.”

Resch said his bipartisan team is comprised of people interested in all facets of politics.

“We all have our personal beliefs and leanings, but the work we do and the clients who we serve are all across the political spectrum,” he said. “I think a big part of working in public affairs is knowing the people involved in



government and also understanding what motivates them because, ultimately, we are looking to convince or engage or inform lawmakers to make a decision. In order to do that, you have to understand what makes those people tick, what motivates them, and what drives their thinking.”

Resch served on the Lansing Regional Chamber of Commerce board for several years, including as board chair in 2023. He said his business community involvement has attuned him to the importance of revitalizing downtown Lansing and introduced him to people from all walks of life.

He hopes to grow his team and clientele by continuing to serve as a trusted and reliable PR firm.

“We have a big focus on being the firm that people can recommend to their friends and neighbors and colleagues. We’re focused on doing good work and earning those referrals,” said Resch. “My goal every year has always been to be a little bigger and a little stronger than the year before. We have always been able to meet that goal.” ●

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What's New at Indian Trails and Michigan Flyer

Did you know? The deluxe, 56-passenger buses operated by Indian Trails and Michigan Flyer give a powerful boost to mid-Michigan's economy. Consider that Indian Trails — a 114-year-old, family-owned company based in Owosso — deploys Michigan's newest and largest fleet of motorcoaches to transport a whopping 1 million passengers a year.

"We connect with 80 towns throughout Michigan and into Wisconsin and Minnesota, as well as with airports, Amtrak, and the national transportation network," says Chad Cushman, Indian Trails president. "So, each year we enable thousands of mid-Michigan residents to access the world, and thousands of visitors to access our region."

ENORMOUS ECONOMIC IMPACT

According to a 2022 national study by the American Bus Association Foundation, motorcoach operators like Indian Trails have a direct economic impact of \$801.8 million on our state's economy (especially the hospitality, entertainment, retail, education, and healthcare sectors). Locally, the economic impact is \$77.1 million a year in Ingham County, \$32.2 million in Eaton, and \$21.6 million in Clinton.

MICHIGAN FLYER ON THE MOVE

Indian Trail's airport service — Michigan Flyer — makes frequent, daily roundtrips between East Lansing, Brighton, Ann Arbor, and Detroit Metro Airport (DTW). Since 2006, its luxury motorcoaches have carried more than 2.4 million passengers. Besides connecting our state's two largest universities, it brings about 65,000 visitors a year to our region, where they spend upwards of \$22 million.

And the Flyer continues to ramp up services:

DETROIT AIR XPRESS

Along with the Regional Transit Authority of Southeast Michigan (RTA), Michigan Flyer began operating Detroit Air Xpress (DAX) in March 2024. This pilot program connects Downtown Detroit with Detroit Metro Airport.



Specifically, DAX offers 16 daily roundtrips between 1119 Washington Blvd. (in Detroit's hotel district) and both terminals at DTW. Regular one-way fares are just \$6 in advance.

DAX enables incoming airline passengers — as well as Flyer passengers who arrive at DTW from East Lansing or Brighton — to reach downtown Detroit in about 30 minutes.

D2A2 EXPRESS BUS

Similarly, the D2A2 express bus service — also administered by the RTA and operated by Michigan Flyer — has been connecting Detroit with Ann Arbor since 2021.

D2A2 makes frequent runs between Ann Arbor's Blake Transit Center (BTC) and Detroit's Grand Circus Park. That's close to attractions like Little Caesar's Arena, Comerica Park, Ford Field, Greektown Casino, and Fox Theatre.

So, folks from East Lansing and Brighton can access Downtown Detroit for about \$21. Just hop on the Flyer to Ann Arbor for \$15, and then—for \$6 more—take D2A2 into Detroit.

NEW FLYER MANAGEMENT



Cork



Wallace

Following the recent retirement of Diane Moore and Rachel Norkin, who served in Michigan Flyer leadership for 18 years, there are now two fresh faces at the helm:

General Manager Keith "Casey" Cork and Office Manager Janine Wallace.

Cork has two decades of inter-city bus expertise at Indian Trails and Greyhound. And the bus business is practically in Wallace's DNA. Her mother, father, and two great-grandfathers worked at Indian Trails, plus she has a business degree. ●

Jacobsen Named LRCC Ambassador of the Year

Casey Jacobsen describes herself as a “natural server” who hopes to spread light in the world through both her work and volunteer efforts. So, her recognition as the Lansing Regional Chamber of Commerce’s “Ambassador of the Year” at the LRCC Annual Dinner in April was a nice acknowledgment of her efforts.



Jacobsen

as “boots on the ground” organic marketing. “It’s a really unique position, and I feel incredibly blessed to have it.”

LRCC’s Ambassador Committee is comprised of business and community leaders who volunteer to engage with current and prospective Chamber members to help them access available tools, resources, and relationships. That could mean helping to coordinate an LRCC event or attending a ribbon-cutting for a new local business.

“It meant a lot, honestly. I feel like I’ve volunteered a lot with the Lansing Chamber and just to be recognized by my peers in that respect was an honor,” Jacobsen said. “It felt really good.”

Jacobsen is the Grassroots Marketing Manager for LaFontaine Automotive Group, a family-owned business with 37 dealerships. She said LaFontaine’s mission statement – “Build lifelong relationships that connect families, strengthen communities, and personalize the automotive experience” – lends itself to community involvement, including event sponsorships and volunteer work.

“When you have a company this big, you still want to keep the heart and the pulse of what that culture is and what the mission is,” said Jacobsen, who described her job

“Attending those events, even if they’re small, is just a nice way to let businesses see that we appreciate them for joining the Chamber,” she said. “The Chamber does a lot for businesses, and I think it’s important to support them. The more you put into the Chamber, the more you’ll get out of it.”

Jacobsen encourages other Chamber members to take advantage of as many LRCC programs and events as possible, whether for networking, education, or to advocate for government policies. If business owners can’t attend an LRCC event, Jacobsen recommends sending a delegate to represent the company.

“There’s so much to offer that whatever you’re looking for, the better your business will be,” she said. ●

2023 Lansing Regional Chamber Annual Report Highlights Growth & New Partnerships

The Lansing Regional Chamber of Commerce (LRCC) recently released its 2023 Annual Report, which showcases our accomplishments and results over the past year and how we have worked relentlessly to make the Lansing region the best place to do business.

From securing funding for critical infrastructure projects to providing businesses with up-to-date information on emerging technologies like artificial intelligence, the LRCC remained committed to providing businesses with the tools resources, and relationships they need to thrive.

In 2023, LRCC welcomed 162 new members, secured a member retention rate of 92.39%, hosted 110 events that welcomed 6,800 attendees, and garnered more than 1.8 million impressions on social media.

Last year, LRCC entered a new partnership, providing leadership support and program services for the ATHENA Women’s Interest Network (WIN) and the 2023-2024 Leadership Lansing cohort marks the largest in program history with a total of 51 participants. The integration of ATHENA WIN and the growth of Leadership Lansing are testaments to the Chamber’s continued focus to provide resources for talent development, attraction and retention for our region’s employers.

The LRCC would like to thank its members for their continued commitment to the Lansing Regional Chamber of Commerce. The 2023 LRCC Annual Report is available to read and download at lansingchamber.org. ●



ATHENA WIN Board Member Spotlight: Jessica Fleet

By Jessica Fleet, CPA, CHFP, Principal, Maner Costerisan & ATHENA WIN Board Member

I've spent the last 10 years at Maner Costerisan, and during this time, I've witnessed significant changes in our company culture, especially in how the firm supports and values its female employees. Maner has made a conscious effort to provide platforms for women to have a voice and an equal place at the table. Over the past couple of years, we have made many notable, positive changes.



Fleet

In 2022, our Staff Advisory Group focused on "Setting Women Up for Success", which led to an improved parental leave policy. This change was much needed to show our women employees that we stand by them when they are needed at home with their families. This policy was implemented before my son was born, allowing me to spend valuable time with him at home.

We introduced Lean In circles in 2023, which started the beginning of Maner's Women at Work. This initiative is led by female principals, including myself, and we meet monthly to discuss topics related to personal and professional development. Our goal is to empower and inspire women at Maner and provide them with skills to navigate an industry that has historically been male-dominated.

A huge part of my professional growth has been the opportunity to serve on the Board of Directors for ATHENA WIN and the McLaren Greater Lansing Foundation as their Treasurer. With these experiences, I have been able to learn and build meaningful relationships with women leaders throughout the Lansing area. Through their ongoing growth, Maner has provided me with incredible opportunities to grow as a professional and provide balance in my personal life which shows their continued drive to support women. ●

Upcoming ATHENA WIN Programs & Events

Check out these upcoming ATHENA WIN events and important program deadlines below. For more information about ATHENA WIN events and programs and to register, please visit lansingchamber.org/athenawin.

- The new **Aspiring Leaders Program** is now accepting applications for both mentees and mentors. The application deadline is Monday, July 15
- **Summer Social:** Wednesday, July 24, from 5:30 to 8:30 p.m. at Urban Beat
- **Evening of Empowerment:** Thursday, Sept. 26, from 5:30 to 8:30 p.m. at the Crowne Plaza Lansing (sponsorships available)



Nominations are now being accepted for the ATHENA Leadership Award!

This award honors individuals who strive towards the highest levels of professional accomplishment, excel in their chosen field, have devoted time and energy to their community, and pave paths for other women to follow.

Nominations must be submitted by Friday, Aug. 9. Learn more and submit your nominations at lansingchamber.org.



The Vital Role of DOWNTOWN

Region's Town Centers Serve as Nuclei for Commerce and Community

By Jennifer McEntee

If one were to create

the perfect downtown community – a mecca that felt safe and welcoming, with businesses that fueled economic growth and social connection – what might it include? Would it have a quaint general store or a historic landmark? A hip coffee shop, a cozy restaurant, or an evening event venue? Would the downtown streets be lined with accessible sidewalks, flowers, and public art? Moreover, is there a time-tested formula for a central town hub that meets the economic needs of its larger community?

These are the questions the Michigan Economic Development Corporation has been trying to answer for at least the last two decades with its Michigan Main Street program, part of the larger Main Street America collaboration.

Main Street organizers work with downtown chambers of commerce and business associations to identify what makes a town's commercial core unique and attractive to locals and out-of-towners alike. By highlighting the amenities and historic charm of a downtown, Main Street organizers hope to spur resilient economies that improve the quality of life for the region at large.

Laura Krizov of the Michigan Economic Development Corporation has managed its Michigan Main Street program for the last 17 years. While every community is different, Krizov said the most successful Main Streets have dedicated leadership with a vision for what makes their commercial core special.

"I think it's the authenticity of the district, right? You could be in any strip mall or lifestyle center and stand in front of, you know, a Gap store and feel like you could be anywhere," Krizov said. "But by identifying what is unique and has character, you can have a place people would rather come to visit. Make them have an experience — that could be the restaurants, the retail stores, murals, or pocket parks. I think people are looking for that experience."

An analysis of the Michigan Main Street program from

2003 to 2023 estimates an overall economic impact of \$445.6 million, 4,000-plus jobs supported, and cumulative state tax revenue of \$8.8 million in Michigan.

"Ultimately, our goal is to create spaces that people are excited to engage with," said Krizov, explaining that the MEDC provides community groups with technical assistance at various levels. "We empower our communities and commercial districts with the tools and resources they need to shape and tell their own unique story."

Some greater Lansing community groups – like the Old Town Commercial Association and Downtown Lansing Inc. – have applied the Michigan Main Street framework to the betterment of their downtowns and are now considered national models of the program's success. There are currently 22 Michigan Main Street communities statewide, according to Krizov.

Other downtowns in the Lansing region are using their own resources and civic pride to beautify facades, host community events, and reduce storefront vacancy rates.

Civic boosters across greater Lansing understand that downtowns are not just the heart and identity of their communities but key drivers of jobs, entrepreneurship, and tax dollars. Here's a snapshot of what's happening in several of our regional downtowns.

SETTING THE BAR

Downtown Lansing Inc. qualified as a semifinalist for the 2024 Great American Main Street Award.

"It's such an honor, and it's also a testament to all of the work and the innovation that our volunteers, our board members, our staff, and just our community overall have put into making sure that downtown Lansing continues to be revitalized," said Downtown Lansing Inc.'s executive director Cathleen Edgerly. "We really focus on that community-led approach to the long-term transformation of downtown Lansing."



Michigan Main Street program from 2003 to 2023

- **Economic impact:** \$445.6 million
- **Jobs supported:** 4,000-plus
- **Cumulative state tax revenue:** \$8.8 million

Source: “20 Years of Main Street Impact” report

Downtown Lansing encompasses 18 blocks, with 73 first-floor storefronts, 39 restaurants, 28 retail stores, and a 19 percent storefront vacancy rate. Downtown Lansing Inc. is working toward a greater variety of businesses and residential units.

“Our vision for the downtown is that this becomes a thriving and inclusive district where community, commerce, arts, and entertainment, they all come together to lead the way forward for our state,” Edgerly said. “We want comfortable and welcoming community spaces, a diverse business mix, and hours of operation that continue into the evening and weekend hours. Those changes have already started.”

The organization helps downtown district businesses through grants, accelerator programs, gift card promotions, executive training sessions, and building improvements.

“What happens in downtown Lansing matters not just to the city. It impacts the entire region and the state as well. If your downtown is not strong and thriving, you can see that ripple effect throughout,” Edgerly said.

PAST MEETS FUTURE

Meanwhile, on the northern end of Lansing is its original downtown, now called Old Town. The nonprofit Old Town Commercial Association advocates for the arts and culture district by hosting events, coordinating clean-up efforts, writing grants for building rehabilitation, recruiting businesses, providing historic walking tours, and promoting it to the larger region.

Old Town Lansing won the 2011 Great American Main Street Award for its demonstrated impact, commitment to historic preservation, and public and private partnerships.

With 19th-century Victorian-style buildings, proximity to

the Grand River, boutique shopping, art galleries, and more than a dozen restaurants, Old Town’s appeal today is perhaps obvious.

Yet Old Town owes its enduring charm to collaborative efforts by its many stakeholders, according to Samantha Benson, executive director of the Old Town Commercial Association.

“We really do compare our downtowns and our districts and say, what have you done that’s working for you? Is it something that we can translate to Old Town?”

Benson said, noting Michigan Main Street participants frequently share ideas. “We’re taking these unique approaches that honestly work across the nation to put our own spin on.”

In recent years, Old Town has been able to keep its storefront vacancy rate to between 0 and 5 percent, Benson said.

There are still improvements on the horizon for Old Town. With less than 100 total residential units, Old Town could use more housing to attract young professionals and families. Benson said the Old Town Commercial Association wants to see more mixed-use projects that blend the district’s historic buildings with modern amenities, similar to the rehab of the 1917-built Old Town Temple Building. That public-private project brought 31 residential units to Old Town.

“We have a lot of developers on our side who can see the vision of Old Town and still have that connection to its past,” Benson said. “We were Lansing’s original downtown and people don’t want to lose that sense of history.”

REVITALIZING AND REBRANDING

Named for entrepreneur Ransom Eli Olds and his R.E. Olds Motor Company, REO Town is south of downtown Lansing.

The neighborhood was somewhat neglected until the nonprofit REO Town Commercial Association formed in 2001 to promote its cultural and commercial development by attracting arts events and a diverse mix of restaurants, retailers, and professional services.

REO Town Commercial Association president Rebecca Douglas said there's something for everyone in REO Town, from food and drink to meeting space and shops.

Highlights of REO Town include The Robin Theatre, a century-old storefront with a performance space for musicians, comedians, and poets; Deadtime Stories, a true-crime bookstore; REO Town Marketplace, with art, soap, and vinyl shops; and breakfast and lunch spot Good Truckin' Diner.

"REO Town is an exciting space full of artists, creators, and entrepreneurs who live and work in the neighborhood," said Douglas. "It's gritty and unrefined but full of amazing, passionate people. It's really the people that make the place."

HOMETOWN APPEAL

The city of Mason bills itself as Hometown U.S.A. Its downtown district boasts a 1905 courthouse, seven antique stores, and the 96-year-old Kean's variety store, which spans a city block and sells candy, toys, fabric, greeting cards, and gifts. The biggest event of the year in Mason is its Independence Day Parade.

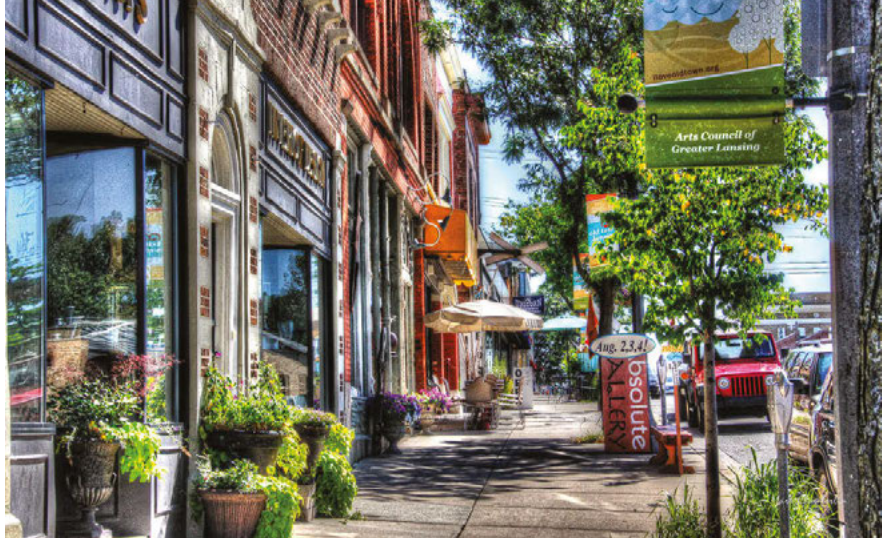
"We have a great community that supports one another and is always looking to make things fresh and new while keeping some of the nostalgia, some of the hometown feel," said Sharla Horton, executive director of the Mason Area Chamber of Commerce. "I always tell people, sometimes when it's Christmas time — especially because all of our trees are lit with lights and the snow falls and we do a lighting ceremony of our tree in the courthouse square — it's like a Hallmark movie."

The Mason Chamber holds mixers to bring its business owners together, and concert series to bring the community to downtown businesses.

"We hope to bring the community world and the business world together. We kind of work as a hub to connect the two," Horton said. "If you have a thriving community, you have a thriving business community and vice versa."

Civic leaders make sure improvements in downtown Mason reflect its character. Storefront signs have to be approved by a board. The courthouse's clock tower and gables are being restored to its historic appearance.

"We're just a great little gem," Horton said. "I think



sometimes you get out of the hustle and bustle of the city and you look for these little gems."

THE ALLURE OF NATURE

Eaton Rapid's main business district is on an island of the Grand River. Visitors are drawn to its small shops, restaurants, and walking trails, according to Courtney Mead, executive director of the Eaton Rapids Area Chamber.

"Eaton Rapids has a small town charm with quiet spaces to enjoy," Mead said. "With the river running through town it is a common occurrence to see a family of ducks passing by."

The Eaton Rapids Chamber works with the City of Eaton Rapids to bring events downtown, from a Saturday community market to holiday-themed parades.

The Eaton Rapids Chamber would eventually like to draw more retail stores downtown, while helping existing businesses grow.

"Eaton Rapids is just a small drive away and has many charming aspects to enjoy," Mead said.

WORTH THE DRIVE

Emily Sutton-Smith is the outgoing chair of Williamston's Downtown Development Authority and executive director of the 112-seat Williamston Theatre.

"We're creating jobs and also celebrating the talent of the Michigan theatrical community by giving people another place to work and do their stuff so that they don't have to move to Chicago or New York or L.A.," said Sutton-Smith, who is also a professional actor.

Situated along the Red Cedar River and about 21 miles from downtown Lansing, Williamston is often overlooked by neighboring communities as "too far away," Sutton-Smith said.

"It's a 20-minute drive from downtown Lansing, so it's really not that far away, but it is funny how in a state like Michigan — where you have to drive two hours to get anywhere —

that that's the thing that we hear most of all," she said.

Sutton-Smith describes downtown Williamston as an idyllic one-stoplight town with walkable streets, coveted restaurants, and independently owned shops. There's even a classic movie theater in operation since 1947.

"Sun Theatre is run by a local family who's had it for decades, and it has this old-time neon marquee out the front," Sutton-Smith explained. "They have cheap tickets and cheap popcorn, and if you have families, you can go there and not spend too much money."

Near downtown Williamston is a park on Red Cedar River with walking trails and playgrounds.

"So, as far as a destination kind of experience, we've got all of the boxes ticked," she said. "You know, you can come walk through the park, then go grab lunch and a matinee, or you can go to dinner and come to the theatre for a show."

Civic leaders in Williamston continue to improve the downtown area by matching grants for facade improvements, encouraging restaurants to stay open later into the evening, and working with professional advisors to develop a "brand" for the community.

"They're trying to bring everything together so that there's information that's all-in-one place, that is easy to access, and that really celebrates the diversity of events and experiences that you can have when you come here to Williamston," Sutton-Smith said.

SPRUCING UP

CharlotteRising is a primarily volunteer-driven nonprofit working with Michigan Main Street to revitalize ten downtown blocks of Charlotte, Michigan, with pocket parks, fresh facades, business consulting, and mentorship.

CharlotteRising was established in 2016, with Annie Williams as its executive director and sole employee for the last two years. Williams moved to Charlotte about seven years ago and has seen the improvements firsthand.

"Right now, our transformation strategy is heavily working on growth and moving up," Williams said. "Our downtown is just thriving in leaps and bounds. If you would have looked at us seven years ago and came back today, you would say, 'What? Are you sure this is the same place?' I know because I've done the same thing. It is amazing to walk downtown now and see every storefront being pretty much utilized."

CharlotteRising is working to improve downtown Charlotte's curb appeal with grants toward improved signage and cleaned-up streets. The nonprofit is also promoting its unusual business mix, which includes artisan yarn store Yarn Garden, quilt shop The Hen House, and RC car model shop Cochran's RCs and More.

Events are a major draw to downtown Charlotte, including farmers markets and Michigan Mead Night at the open-air venue Beach Market. The Eaton County Fairgrounds, just a mile from downtown Charlotte, brings thousands of festival-goers to the area.

"It is crazy, but we literally have a festival for anything you can imagine," said Williams, recalling the recent Magical Realm Fantasy Faire and upcoming Michigan Nordic Fire Festival. "When we're driving to go downtown or even walking, we will see anything from fairies to Vikings."

CharlotteRising is working to bring a new beer festival to downtown for October 2024, a planning process that Williams said is engaging many local businesses.

"Each one of the groups is allowed to create something that works for them. And that's really what CharlotteRising is trying to do, which is ultimately to help give the reins over to the businesses," Williams said.

SMALL TOWN, BIG FUN

On a recent June afternoon, Denise Parisian of the all-volunteer Dimondale Business Association was hard at work coordinating two community events: a Thursday night farmers market of 15 to 20 vendors and "Small Town, Big Engines," a car show that brings up to 4,000 visitors to downtown Dimondale.

"It's just a busy time every year for me, but it's all good," Parisian said. "At the car show, we have a band, face painters, and free popcorn. It's for the community, but it's also an opportunity to promote our local businesses, especially our downtown."

Parisian said downtown businesses offer food and drink specials and stay open later for big events. Dimes Brewhouse, Village Ice Cream & Cafe, and Nico's Pub & Grill appreciate the crowds.

Short of a supermarket, Dimondale could use more retail, according to Parisian.

"A challenge for Dimondale is that we're off the main drag. We're not really on the way to anywhere easily," she said. "So we're always working to put Dimondale on the map."

When Parisian worked as the village manager for Dimondale, one of her major initiatives was the transformation of Danford Island Park, just around the corner from downtown. Today, the park holds gardens, public art, kayak access to the Grand River, a walking path, public restrooms, and a pavilion for weddings and other events.

"Being in a small town, I feel like I'm always promoting the fact that we can't be average," Parisian said. "If we want people to get off the beaten path and come back to our community, then we need to be above average." ●

Lansing Regional Chamber of Commerce Announces Strategic Partnership with Stunio to Drive Business Innovation

The Lansing Regional Chamber of Commerce (LRCC) is excited to announce a new strategic partnership with Stunio, a local company born out of Michigan State University's Burgess Institute for Entrepreneurship and Innovation. This collaboration will provide valuable talent resources to the Lansing business community.



commitment to making Stunio a success story rooted in the Greater Lansing region, where our company was founded," said Adam Green, Founder and CEO,

Stunio. "The Chamber has been an exceptional partner, and now we aim to collaborate with the hundreds of businesses across the region who are looking to fill their short-term staffing needs. Together, we can enhance our area's staffing solutions with local, trustworthy, and enthusiastic college students seeking flexible work opportunities and pathways to future employment."

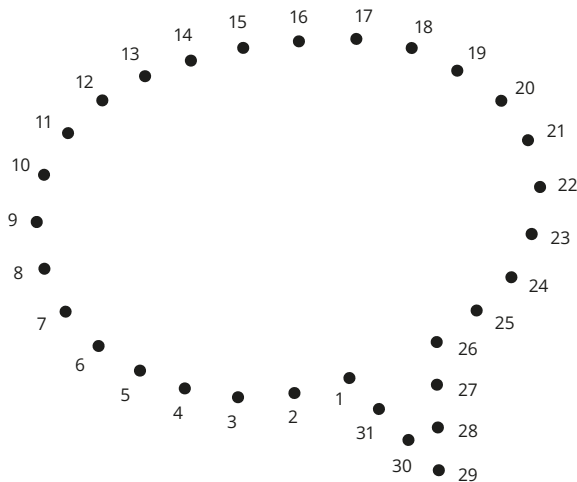
Stunio specializes in connecting businesses with college students for on-demand assistance within minutes, offering a unique and dynamic support system. Through this partnership, LRCC members will have access to Stunio's innovative platform, fostering stronger ties between the business community and the next generation of talented professionals.

"This strategic partnership will play a crucial role in integrating the MSU student population into the Greater Lansing Region, as well as become a great resource for local businesses to find and connect with local talent," said Sarah Bakken, Talent Development Manager, LRCC.

"Stunio is rapidly expanding, and so are our ambitions to grow it into a nationwide platform that benefits college students and businesses everywhere. This partnership with the Lansing Chamber of Commerce highlights our

To learn more about Stunio, please visit lansingchamber.org.

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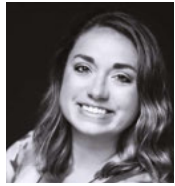
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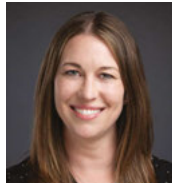
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Dominique Devereaux
Communities in Schools of Michigan



Angeliqne DuPhene
InVerve Marketing



Paul Eory
Lansing Board of Water & Light



Kristen Fillmore
Plante Moran Financial Advisors



Abigail Franke
Jackson



LaQuecia Gibson
Lansing Housing Commission



Calley Green
Peckham, Inc



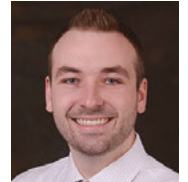
Travis Harris
PNC Bank



Dan Hocker
The Christman Company



Joel Hofman
Granger Waste Services



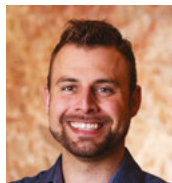
Craig Kane
Farm Bureau Insurance of MI



John Katalinich
LAFUC



Sarah Keller
TechSmith Corp



Justin Klein
Maner Costerisan



Vlad Lebedintsev
Eaton RESA



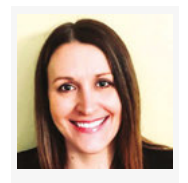
Michael Loniewski
McLaren Greater Lansing



Marcus Martin
Lake Trust Credit Union



Mariah Martinez
Potter Park Zoo



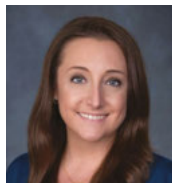
Jessica McGregor
AF Group



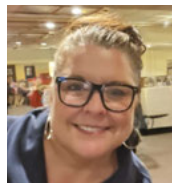
Brooks McIntosh
Clark Construction Company



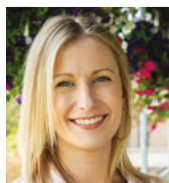
Monica Michael
Dart Bank



Sasha Michalek
McLaren Greater Lansing



Shannon Miller
Volunteers of America Michigan



Megan Moody
University Club of MSU



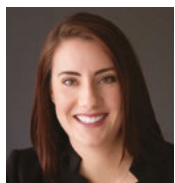
Victoria Munding
Rehmann



David Ostrowski
LAFUC



Sara Parkinson
Ingham Intermediate School District



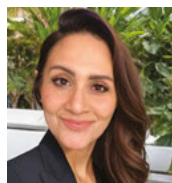
Erica Phillipich
College of Human Medicine, Michigan State University



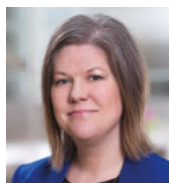
Kade Preston
Capital Steel & Wire



Claire Redmer
Small Talk Children's Advocacy Center



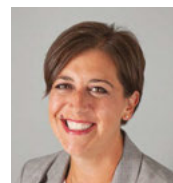
April Rios Wolfe
General Motors



Renee Roth
Dewpoint



Marcy Rzepka
Lansing Regional Chamber of Commerce



Shanon M. Sebrell
AF Group



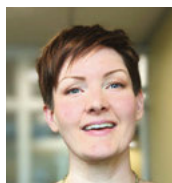
Dustin Smith
Plante Moran



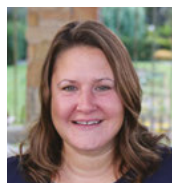
Deanna Sparks
Lansing Board of Water & Light



Kim Thalison
Eaton Regional Education Service Agency



Tara Thyen
Independent Bank



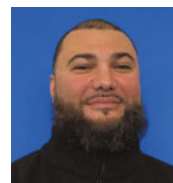
Hanna VonAchen
Triterra



Andrew Walton
Yeo & Yeo CPAs & Advisors



Taylor Williams
Dean Transportation



Justin Wilson
Lansing Board of Water & Light



Shakayla Zoss
Downtown Lansing Inc.

Interested in Participating in the 2024-2025 Leadership Lansing Program?
Applications available online at lansingchamber.org.

Lansing Regional Chamber–Political Action Committee Announces 2nd Round of Bipartisan Endorsements

The Lansing Regional Chamber of Commerce Political Action Committee (LRC-PAC) has proudly announced its second round of endorsements for the 2024 election cycle. With a focus on countywide public safety seats, county board of commissioners, township board of trustees, and State House, the LRC-PAC underscores its commitment to supporting candidates who prioritize economic growth, job creation, and fiscal responsibility.



Kevin Shaw, Chair of the LRC-PAC Board of Directors, emphasized the significance of this election, stating, “The November election will be critical to our region’s future growth and economic viability. It is incredibly important to ensure that we are endorsing candidates who will work side-by-side with the business community in meeting priorities that support advancing economic growth, job creation, and fiscal responsibility.”

Steve Japinga, Senior Vice President of Public Affairs at the Lansing Regional Chamber of Commerce, echoed Shaw’s sentiments, highlighting the bipartisan nature of the endorsed candidates. “We are particularly pleased with the bipartisan nature of the candidates we are backing in our second round of endorsements,” said Japinga. “This is a critical time in our region, making the experience and ability to make thoughtful decisions about difficult issues particularly important. We believe these candidates are well-positioned to continue to work towards addressing economic challenges, accelerating our recovery, promoting opportunity together, and positioning our region for future growth and success.”

The endorsed candidates for the State House of Representatives include **Angela Witwer (D)** for the 76th District.

In Clinton County, the LRC-PAC endorses **Sean Dush** for Sheriff and the following for County Board of Commissioners: **Val Vail-Shirey, Bruce DeLong, Ken Mitchell, Bob Showers, John Andrews, and Dr. Dwight Washington.**

Eaton County endorsements include **Tom Reich** for Sheriff, **Doug Lloyd** for Prosecuting Attorney, and **Tim Barnes, Brandon Haskell, Jacob Toomey,** and **Jim Mott** for County Board of Commissioners.

In Ingham County, **Scott Wriggelsworth** is endorsed for Sheriff, and **John Dewane** for Prosecuting Attorney. County Board of Commissioners endorsements include **Randy Maiville, Karla Ruest, Chris Trubac, Myles Johnson, Thomas Morgan, Bob Pena, Ryan Sebolt, Gabrielle Lawrence, Mark Grebner, Irene Cahill, Mark Polsdofer,** and **Monica Schafer.**

Additionally, endorsements for various township boards of trustees include:

- Delhi Township Board of Trustees: **John Hayhoe, Tom Lenard,** and **Patrick Brown**
- Delta Township Board of Trustees: **Ken Fletcher, Mary Clark, Dennis Fedewa, Fonda Brewer, Andrea Cascarilla,** and **Karen Mojica**
- Meridian Township Board of Trustees: **Phil Deschaine** and **Milton Scales**

The LRC-PAC emphasizes its commitment to supporting candidates who prioritize economic growth, job creation, and fiscal responsibility, irrespective of political affiliation.

A third round of endorsements focusing on both open and incumbent seats is forthcoming.

For more information about the Lansing Regional Chamber of Commerce Political Action Committee and its endorsed candidates, please visit www.lansingchamber.org/lrc-pac. ●



Congratulations to **American House Meridian** on their ribbon-cutting ceremony, celebrating the grand opening of their new location in Haslett. They offer the newest independent senior living community that provides a vibrant lifestyle in a warm and welcoming environment.



Midwest Vision Surgery Center, located at 7397 E Saginaw Street in East Lansing, recently celebrated their grand opening with a ribbon-cutting ceremony! Through their experience, commitment to technology, and role in researching new treatments and techniques, they provide patients with the best possible eye care, both today and in the future.



The Lansing Regional Chamber of Commerce, along with guests, volunteers, and staff, congratulated **Panda Express** on its ribbon-cutting ceremony to celebrate the opening of their new location at 2750 Preyde Blvd. in Lansing. Panda Express combines flavorful Chinese regional cuisine and techniques with bold American tastes.



Plum Health Direct Primary Care celebrated their new location at 7402 Westshire Drive, Suite 110 in Lansing with a ribbon-cutting ceremony! Plum Health members have the convenience of calling, texting, emailing, or visiting their provider anytime to receive primary care services, including physicals, preventive care, urgent care, management of chronic diseases, and mental healthcare, without worrying about hidden fees.



Congratulations to **Pleune Service Company** on their ribbon-cutting ceremony to celebrate their 50th anniversary! Pleune Service Company was started over 50 years ago with one goal: to provide the highest level of mechanical contracting and commercial HVAC service in Michigan, including new construction, renovation, expedited equipment replacement, boiler installation and maintenance, and ongoing maintenance and service.

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NEW HIRES



McKay

The **Lansing Sports Commission** has named **Taylor McKay** its new sports development manager. McKay brings years of experience in sales, management, and hospitality to the Lansing Sports Commission. She has a bachelor's degree in hospitality management from Niagara University in New York, where she was an award-winning player on the basketball team. As the sports development manager, McKay will develop and maintain relationships with sports rights holders, national governing bodies, local facility representatives, and the lodging community to solicit, secure, and create sporting events for Greater Lansing.

Martin Waymire, a Lansing-based public relations and digital marketing firm, has hired **Megan Stefl** as a communications strategist. Stefl is a recent graduate of Michigan State University, earning a bachelor's degree in public relations with a minor in leadership of organizations. While at MSU, Stefl was a member of the Public Relations Student Society of America, where she matched with Martin Waymire's Hannah Lupi as a professional mentor. Stefl started at Martin Waymire in May 2023 as a student practitioner.



Beck

Sara Beck joins the **Origami Rehabilitation** team as their clinical nurse. Beck worked as a direct support professional at Origami from 2012 to 2014. Since then, she has obtained her radiologic

technologist license, a bachelor's degree in healthcare management from Sienna Heights University, and a bachelor's of nursing from Michigan State University.



Royston



Franke

Centennial Group has several new hires. **Ashley Royston** is an account service representative who helps with day-to-day administration and service to Centennial's employee benefits clients. Meanwhile, **Justin Franke** and **Caleb Fitch** are newly hired associate benefits consultants who will interface with companies to help navigate the group insurance market.



Shadley



Trudeau



Gage

Environmental consulting firm **Triterra** has hired **Shawn Shadley** to its team of environmental experts at its Grand Rapids location. As an associate scientist and director of multi-family housing, Shadley will assist clients with the technical aspects of projects. Meanwhile, **Jake Trudeau** joins Triterra as an environmental scientist in the Lansing office. He will focus on the investigation and

remediation of leaking underground storage tank sites, coordinating field activities, completing subsurface investigations, and monitoring well installation. **Josh Gage** has also joined Triterra as an environmental technician intern for the summer. Gage is currently pursuing a civil and environmental engineering degree at Calvin University.

PROMOTIONS



Williams



Brouwer

Origami Rehabilitation has named **Christina Williams** as its new admissions supervisor. Williams has been on the Origami team for five years and has consistently demonstrated her leadership abilities, dedication to client care, and ability to foster relationships. In her new role, she will lead Origami's admissions team and continue to maximize access to Origami's innovative services. **Karley Brouwer** has also been named a recreational therapy supervisor. Brouwer has been on the Origami team for six years and has been a cornerstone in the success of Origami's recreational therapy services. Brouwer's new role will focus on program development and expanding access to care for those who would benefit from recreational therapy services.



Hummel

Centennial Group has announced the promotion of **Allison Hummel** to director of operations after ten years with the organization. Hummel brings to this role a

passion for client experience and an ability to develop processes and drive results.

APPOINTMENTS



Origami Rehabilitation's outpatient program manager, **Michael Hagen**, has been selected as a committee member for the Academy

Beck

of Certified Brain Injury Specialists' Board of Governors Certified Brain Injury Specialists Program Committee. The program committee focuses on the CBIS certification program and the Essential Brain Injury Guide, which is a resource for the CBIS certification.



Foster Swift Collins & Smith PC attorney **Ray H. Littleton** has been elected as a board member of the Detroit Bar Association. He previously served as the chair of the

Littleton

Rules and Calendar Committee on the State Bar of Michigan Representative Assembly, and is a representative on the Assembly for Oakland County. Littleton has more than 15 years of experience in commercial and insurance defense litigation. He joined Foster Swift in 2012, has since become a shareholder, and is chair of the firm's diversity committee and a member of the recruiting committee.

The **Ingham Health Plan Corp.** has added two community partners to its board of directors: **Oscar Castaneda**, community representative, and **Tayo Moss**, policy and program officer at the

Michigan Health Endowment Fund. Meanwhile, IHP also appointed directors as officers of the corporation for one-year terms: **Nevin Britain** of Health Numeric as president; **Dale Thompson** of McLaren Greater Lansing as vice president; **Matt Nobis** of UM Health-Sparrow as treasurer, and **Matt June** of Peckham as secretary. IHP is a nonprofit that provides access to basic medical and dental care for low-income, uninsured Ingham County residents.

AWARDS



Miller



Lonier

Occupational therapist **Sarah Miller** and physical therapist **Calley Lonier** of **Origami Rehabilitation** have each successfully obtained their certifications as Certified Brain Injury Specialists. Origami officials said Miller and Lonier contribute expertise, dedication, and hard work to the organization.



McLaren Greater Lansing presented **Judy McCoy**, a registered nurse who works on the eighth floor in the cardiac unit, with the Margaret McLaren Nursing

Excellence Award during May's Nurses Week. The award is named after Margaret McLaren, a pioneer in the nursing field and the first nurse to have a hospital named after them. In McCoy's nomination, a colleague wrote: "Judy has always stepped up to orient new hires and nursing students. She was a great influence to and reference for me and many other nurses throughout the years. There are so many nurses she has impacted over the years. She is always patient and understanding when someone is learning, but also firm enough to step in to guide someone when needed." McCoy has been a nurse at McLaren for over 40 years. McLaren Greater Lansing also presented its first-ever Margaret McLaren Nursing Leadership Award to **Rebecca Perkins**, a patient care manager overseeing the nurses working on the hospital's eighth floor. Perkins began her nursing career at McLaren in 2001. In recognition of her many contributions, her nomination noted that "Rebecca continues to mentor new leaders, goes above and beyond, and volunteers in the community. She leads with kindness, is thoughtful, and is always looking out for the staff and her peers."



Custom Built Design & Remodeling has been recognized as one of the 2024 awardees for the Michigan 50 Companies to Watch Award, presented by Michigan Celebrates Small Business. The award was presented at the 20th annual MCSB Gala on May 21st at the Breslin Center in East Lansing. Companies nominated for the Michigan 50 Companies to Watch Award must be second-stage



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companies, defined as having six to 99 full-time employees and generating \$750,000 to \$50 million in annual revenue or working capital from investors or grants. Additionally, the companies must be privately held and headquartered in Michigan.

Mayberry Homes has been recognized by the U.S. Environmental Protection Agency with a 2024 Energy Star Market Leader Award for its contribution to building energy-efficient new homes in the Greater Lansing area. As of June 2024, Mayberry Homes has built more than 1,780 Energy Star-certified homes, helping reduce carbon dioxide emissions by over 1,000 metric tons and achieving 2.4M kWh of annual electric savings.



McLaren Greater Lansing nurse **Nicole Sebolt** was honored with the Daisy Award for Extraordinary Nurses. The award is part of the Daisy Foundation's program to recognize the exceptional care nurses provide every day. Sebolt was recognized by hospital leadership and coworkers, and she received a certificate commending her for being an "Extraordinary Nurse," as well as a sculpture called "A Healer's Touch," hand-carved by artists of the Shona people in Zimbabwe.

NAI Mid-Michigan's Megan Evans recently attained the Institute of Real Estate Management's (IREM) designation of Accredited Commercial

Manager (ACom®). The process involves coursework and testing concepts such as maintenance management, commercial leases and negotiations, and property accounting, forecasting, and budgeting.

McLaren Greater Lansing's Wound Care Center has received the Robert A. Warriner III, M.D., Clinical Excellence Award by Healogics, the nation's largest provider of advanced wound care services. The local wound care center scored in the top 10 percent of eligible Healogics Wound Care Centers on the clinical excellence measure. The McLaren Greater Lansing Wound Care Center is a member of the Healogics network of over 600 wound care centers and offers specialized care to patients suffering from diabetic foot ulcers, venous stasis ulcers, arterial ulcers, pressure ulcers, infections, and other chronic wounds. The McLaren Greater Lansing's Wound Care Center has served the Greater Lansing community for over 22 years.

COMPANY NEWS

Bitely communications With a proven track record in navigating complex media and public landscapes, improving executive visibility, and giving back to her community, **Andrea Bitely** brings extensive experience from diverse sectors including business, law, and government. **Bitely Communications** is proud to be women-owned and operated in the City of Lansing.

MSU Health Care at McLaren Greater Lansing Outpatient Imaging Center has invested in Deep Resolve Boost, an artificial intelligence technology that shortens scan times and improves the patient experience for anyone needing an MRI exam. Boost is a scanning technology that uses AI post-processing to gather data faster.

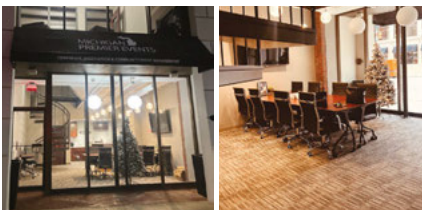
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Instead of a patient being in the MRI machine for 30 minutes, imaging could take just 10 to 15 minutes, according to hospital officials. The joint venture outpatient imaging facility opened less than a year ago.



Lansing Community College honored its graduates in a May 9th commencement ceremony at the Jack Breslin Student Events Center on the Michigan State University campus. An estimated 1,705 students were eligible to participate in the ceremony. Governor Gretchen Whitmer delivered this year's commencement speech. **Richard Peffley** was honored as the 2024 Distinguished Alumni. Peffley is a 1982 graduate of LCC and is the general manager of the **Lansing Board of Water and Light**.



Concord Hospitality Enterprises held its annual leadership conference aboard Carnival's Allure of the Seas cruise ship in early May. The Hyatt House Lansing and AC by Marriott Lansing- University Area Hotels were announced as the 2023 "Opening Hotels of the Year" companywide. As part of the Red Cedar Development, these properties along the Michigan Avenue corridor opened in August 2023, bringing 295 overnight rooms and 5,000 square feet of meeting space to the Lansing community.



In June 2024, **Origami Rehabilitation** celebrated three years of serving the community and expanding access to care at its satellite location in Lansing, called Origami West. Origami West offers the same outpatient services available at Origami's Mason location, including physical therapy, occupational therapy, speech-language pathology, mental health therapy, and driver rehabilitation.



Speech-language pathologist **Linda Wells** has retired from **Origami Rehabilitation** after 15 years of creating opportunities and transforming the lives of her clients. Wells celebrated her retirement this spring.

Commercial real estate advisor **Steve Slater** of **NAI Mid-Michigan** recently finalized a significant sales transaction on behalf of the owner of 8181 Coleman Road in Haslett, MI. The property, measuring 20,628 square feet, represents Slater's second commercial property sale of 20,000 square feet or more in the first part of the year.

McLaren Greater Lansing offers a nurse internship program. Internships allow nursing students to complement their school-based theory learning by developing

the necessary clinical experience and skills under the supervision of nursing professionals. To qualify for the nursing internship program, students must actively be enrolled in a nursing program and have completed their second semester of nursing clinicals. Those who qualify can apply online. Nurse interns can choose from six-, eight-, or 12-hour shifts, including day and night shifts.

Waverly Community Schools is creating the Waverly High School Athletics Hall of Fame. Waverly High School is one of the few public schools in the country to have a grad play in the Super Bowl, World Series, and the Stanley Cup Finals. The Waverly Hall of Fame Committee invites nominations until July 31. The induction ceremony is planned for a basketball game in the winter. In addition to nominations, the committee is also looking for donations and corporate sponsorships. If you or your business would like to make a monetary donation, please contact Vince Perkins at vperkins1@waverlyk12.net.

SHARE YOUR COMPANY NEWS

LRCC members can send a press release and photo about new hires, promotions, company recognitions or awards to info@lansingchamber.org and we will share it in our popular Members on the Move section.



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