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to Paid Sick Leave and
Minimum Wage

10 Over the Next Ten
Recognizes Greater Lansing's
Young Professionals

Origami Expands to Third
Location Enhancing Access
to Specialized Care

FOCUS

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

OCTOBER 2024



URGENT CARE

CHECKUP TIME



Healthcare Execs Examine
State of Local Medical Care

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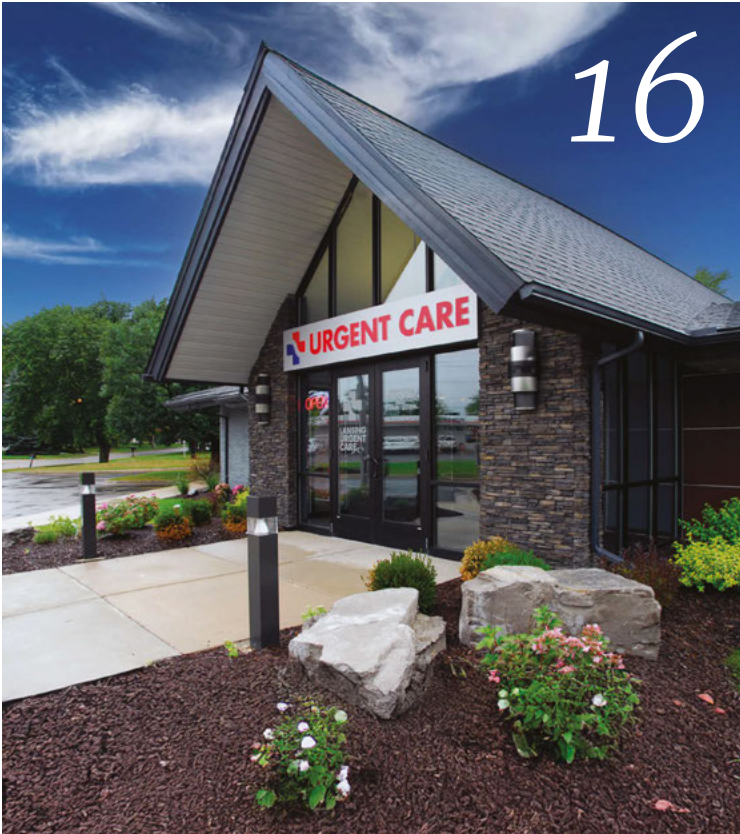


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LANSING **REGIONAL** CHAMBER
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Lisa Ellen Smith / InVerve Marketing

Todd Surline / Hiring Solutions

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Kevin Zielke / AF Group

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FOCUS

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

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

Local Hospitals and Universities Help Keep Our Economy Healthy

This month's FOCUS cover story focuses on the Greater Lansing healthcare landscape, which is of vital importance to the economic development of our region. With two strong statewide healthcare systems and two global research universities, Greater Lansing is fortunate to benefit from the investments these esteemed institutions make in our community.

McLaren Greater Lansing, University of Michigan Health-Sparrow, University of Michigan, and Michigan State University continue to modernize their facilities while educating the next generation of medical professionals. They're creating jobs and making Greater Lansing a more attractive destination for businesses small and large.

This bodes well for our residents, employees, and employers.

For instance, UM Health-Sparrow has anchored the Michigan Avenue corridor for over a century. The avenue is a critical commercial link to downtown East Lansing, downtown Lansing, the State Capital, and Michigan State University. As UM Health-Sparrow continues to invest in improved facilities along that artery — including a proposed \$95 million behavioral health facility on the former Eastern High School campus site — we continue to have an economic engine to support Michigan Avenue's hundreds of small businesses.

The Lansing region is also uniquely positioned to benefit from the collaboration possible between these healthcare and education stalwarts. I'm encouraged by the cooperation achieved by the Neuro Care Network, a new neurology-focused joint operating agreement between Michigan State University and University of Michigan Health-Sparrow. By solidifying their commitment to multi-university collaboration, our constituency enjoys a more comprehensive healthcare experience.

The Lansing Regional Chamber of Commerce values the hard work being done by our local hospitals and universities. If you'd like to learn more about the state of local healthcare, I hope you'll join me on October 10th at the Lansing Economic Club at the Kellogg Hotel & Conference Center. The luncheon will include a panel discussion of local healthcare experts who can give us a lens into the future of the regional healthcare industry. For more information on this event, please see www.lansingchamber.org/economic-club. ●



TIM DAMAN
PRESIDENT AND CEO
LANSING REGIONAL
CHAMBER OF COMMERCE



Greater Lansing is fortunate to benefit from the investments these esteemed institutions make in our community.

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.

Thank You Renewing Members

A.J. Boggs & Company	Lally Group, PC
Advantage Group	Lansing Courtyard by Marriott
Alec Garza State Farm	Lansing Lugnuts
American Fifth Spirits	Lansing Promise Foundation
Arnouts Insurance Agency, Inc.	Lansing Urgent Care
Bornor Restoration, Inc.	Little Dreamers Daycare Center
Bradly's Home and Garden	M&M Moving of Lansing
Capital Area District Library- Administration	Meridian Company, The
Carbidex	Michigan Polymer Reclaim, Inc.
Centennial Group	Myers Plumbing & Heating, Inc.
The Center for Physical Rehabilitation	Ngage Management
CG Financial Services	NovaCare Rehabilitation
Ciesa Design	Nuthouse Sports Grill
Communities In Schools Michigan (CIS Michigan)	Okemos Marathon
Cottage Gardens	One North Kitchen and Bar
Diversified National Title Agency	OUTFRONT Media
Eagle Eye Golf & Banquet Center	PK Companies
Eastwood Towne Center	PM Environmental, Inc.
Elderly Instruments	Pure Options - PG Manufacturing, LLC
Equanimity Wealth Management	Redemption Cannabis
EYDE Development	Regency at Lansing West
First Midwest Advisors	REO Town Apartments
First National Bank of America	Reserve at Falcon Point
Foster Swift Collins & Smith, P.C.	RetroDuck.com, Inc.
Greg Coyne	Spicer Group, Inc.- St. Johns
Group Genius	Susan Combs Coaching & Consulting, LLC
Hobbs + Black Architects, Inc.	TeamLogic IT
Howard Hanna Real Estate Executives	TechSmith Corporation
Innovare (formerly Corporate Office Interiors)	The Venue by Eleven 11 Events
Jersey Giant	Therapy Today Counseling and Consulting LLC
JMH MGT LLC	Tri-County Office on Aging
Johnson Sign Company	Warner Norcross + Judd LLP
Junior Achievement of Mid-Michigan	Windsor Charter Township
Lake Trust Credit Union	Woldumar
Lakeside Party Store	Wolverine Water Treatment Systems/ Michigan Soft Water

Welcome New Members

Bold Growth

(517) 881-3135

www.boldgrowth.co

Lucky Clover Cleaning Services LLC

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www.luckycloverofficial.com

217 Ferguson St.

Lansing, MI 48912

REO Town Clubhouse

www.reotownclubhouse.net

1314 S. Washington Ave.

Lansing, MI 48910

Shaheen Cadillac

(517) 393-5600

www.shaheencadillac.com

650 American Rd.

Lansing, MI 48911

Stadium North Lofts

(517) 580-0159

[www.pivotal-communities.com/
properties/stadium-north-lofts](http://www.pivotal-communities.com/properties/stadium-north-lofts)

500 N Cedar St.

Lansing, MI 48912

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(517) 977-1745

[www.successmichigan.org/
lansingsouth](http://www.successmichigan.org/lansingsouth)

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Lansing, MI 48910

Success Virtual Learning Center - Lansing West

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5433 W. Saginaw Hwy.

Lansing, MI 48917

United States Air Force Recruiting, Lansing Office

(517) 206-8081

[aha.cce.af.mil/lead/
recruiter/380bff1b-f0c4-4925-
bf32-7ab752b7ce5a](http://aha.cce.af.mil/lead/recruiter/380bff1b-f0c4-4925-bf32-7ab752b7ce5a)

341 North Marketplace Blvd.

Lansing, MI 48911

Chamber Milestones

Capitol Discount & Second Hand Store, Inc.

45 Years

Dickinson Wright PLLC

45 Years

Baryames Cleaners

10 Years

Ingham Health Plan Corporation

10 Years

Public Sector Consultants

10 Years

Riverfront Business Center

10 Years

Spicer Group, Inc. - Lansing Area

10 Years

Total Health Dentistry - Susan Maples, DDS

10 Years

Delhi Stratford Apartments

5 Years

Redwood Delta Township

5 Years

Shotwell Rutter Baer

5 Years

Winston Development Group

5 Years

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!

October 2024

10/4

FIRST FRIDAY PUBLIC AFFAIRS CALL UPDATE

Friday, Oct. 4, from 11 to 11:30 a.m.
via 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: No cost to attend.

10/8

MEMBER MIXER

Tuesday, Oct. 8, from 4:30 to 6:30 p.m.
Okemos Event Center,
2187 University Park Drive, Okemos

Get ready to mix, mingle, and make connections at the October Member Mixer hosted at the Okemos Event Center. Join us for an evening of networking, collaboration, and celebration as we gather at one of the premier event venues in the Okemos area.

Cost: No cost to attend.

10/9

LRCC POLICY & REGULATORY SERIES

Wednesday, Oct. 9, from 2:30 to 3:30 p.m.
Lansing Regional Chamber of Commerce,
500 E. Michigan Avenue, Suite 200, Lansing

The Lansing Regional Chamber of Commerce Policy and Regulatory Education Series provides members with opportunities to hear from experts on specific policy and regulatory issues that may impact businesses at the federal, state or local level of government. Attorneys from Foster Swift will provide employment and labor law updates.

Cost: No cost to attend.

10/10

LANSING ECONOMIC CLUB

Thursday, Oct. 10, from 11:30 a.m. to 1:30 p.m.
Kellogg Hotel & Conference Center,
219 S. Harrison Road, East Lansing

The October Lansing Economic Club will welcome a panel of local healthcare experts who will explore the state of healthcare and the future of care in the Lansing region. Panelists include Kirk Ray, President & CEO, McLaren Greater Lansing; Margaret Dimond, President, University of Michigan Health West – Sparrow; Norm Hubbard, SVP, MSU Health Sciences and Travis Souza, Associate Chief Strategy Officer, Michigan Medicine. Brian Peters, CEO, Michigan Health & Hospital Association, will serve as the moderator.

Cost: No cost for Lansing Economic Club members, \$55 for LRCC members and \$75 for future LRCC members.

10/22

LRCC POLICY & REGULATORY SERIES

Tuesday, Oct. 22, from 9 to 10 a.m.
Lansing Regional Chamber of Commerce,
500 E. Michigan Avenue, Suite 200, Lansing

The Lansing Regional Chamber of Commerce Policy and Regulatory Education Series provides members with opportunities to hear from experts on specific policy and regulatory issues that may impact businesses at the federal, state or local level of government. Attorneys from Foster Swift will provide employment and labor law updates.

Cost: No cost to attend.

10/30

BEHIND THE SCENES MSU TOUR: MSU FOOD STORES AND BAKERY

Wednesday, Oct. 30, from 8:30 to 9:45 a.m.
MSU Bakery, 220 Service Road, East Lansing

Join us for a Behind the Scenes Tour of MSU Food Stores and Bakery to learn more about food management for one of the largest residential food systems in the US, as well as see and smell the large-scale Bakery in action.

Cost: No cost to attend. This exclusive tour is for LRCC members and guests of members only.

10/30

BUSINESS EDUCATION SERIES

Wednesday, Oct. 30, from 9 to 10 a.m.
Lansing Regional Chamber of Commerce, 500 E. Michigan Avenue, Suite 200, Lansing

Led by Tom Hamp, Hamp Business Coaching, the October Business Education Series will delve into the critical issues of poor leadership skills and their impact on organizational success, explore strategies to overcome underperforming sales, and discuss the consequences of ineffective marketing.

Cost: Offered at no cost for LRCC members and \$25 for future LRCC members.

LRCC BUSINESS ROUNDTABLES

Delta Township – Eaton County

Wednesday, Oct. 2, from 9 to 10 a.m.

Flour Child Bakery & Cafe, 323 S. Bridge Street, Grand Ledge

Lansing – Delhi Township

Wednesday, Oct. 9, from 9 to 10 a.m.

The Hidden Gem Event Venue, 4230 Charlar Drive, Holt

East Lansing – Meridian Township

Wednesday, Oct. 16, from 9 to 10 a.m.

High Caliber Karting & Entertainment, 1982 W. Grand River Highway, Okemos

Clinton County

Wednesday, Oct. 23, from 9 to 10 a.m.

Lake Trust Credit Union-Dewitt Branch, 12750 Escanaba Drive, DeWitt



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Origami Rehabilitation Expands with Third Location to Enhance Access to Specialized Care

ORIGAMI GREENLAWN WILL OPEN IN EARLY 2025

Origami Rehabilitation is a CARF accredited 501(c)(3) nonprofit organization that has been serving the community since 1997. As a result of a unique alliance between Peckham, Inc. and Michigan State University College of Osteopathic Medicine, Origami's team of experts is passionate about helping individuals and families reach their rehabilitation goals.

Origami provides comprehensive rehabilitation for children and adults with neurological, developmental, mental health, and orthopedic conditions through their residential and outpatient programs.



Origami currently has two locations in Mason and West Lansing. It will expand with a third location, Origami Greenlawn, in early 2025 on McLaren Hospital's legacy campus at the Child and Family Charities Nonprofit Hub, a 4-story professional building at 405 Greenlawn, Lansing, MI 48910.

Origami Rehabilitation has established a strong reputation for providing exceptional care, and this new location will further its nonprofit mission of creating opportunities and transforming lives. The clinic will offer a comprehensive range of outpatient services, including occupational, physical, speech, and mental health therapy.

In addition, Origami provides various specialized services such as pelvic health, pediatric feeding therapy, driver rehabilitation, vision therapy, and more. Having these highly in-demand specialized services available locally is a significant resource for families.

The strategic location on Greenlawn Avenue, conveniently situated on a CATA route, will further enhance accessibility by breaking down transportation barriers. This endeavor is critical in fulfilling Origami's commitment to serve underserved populations and meet the community's healthcare needs. By leveraging its established reputation and high service demand, Origami's location in south Lansing will further fulfill a vital healthcare need and improve outcomes for many families.



In collaboration with other nonprofit organizations, this location will benefit from resource and cost-sharing, diversified referral sources, and enhanced community outreach.

"We are excited to open our third location and expand our reach to more individuals needing specialized rehabilitative care," said Tammy Hannah, President and CEO of Origami Rehabilitation. "This clinic will address significant access issues for Medicaid-eligible individuals, particularly children, who often face challenges in accessing care for their unique needs."

Origami's vision is to maximize access to innovative services with exceptional results. The opening of Origami Greenlawn allows Origami to continue serving more individuals in need.

At Origami, individuals and families can expect 1-on-1 appointments with a licensed therapist every visit, a holistic and healing environment with a warm and inviting atmosphere, and comprehensive care provided by a team of experts all under one roof.

Anyone may submit a referral to Origami. To learn more about the programs and services available at Origami or to submit a referral, call 517-455-0264 or visit [OrigamiRehab.org](https://www.OrigamiRehab.org). ●

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Additional Revenue Required
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Call (800) 573-3503 or email hometown@slipstreaminc.org
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National Disability Employment Awareness Month Spotlights Importance of Cultivating Diverse Workforce

PECKHAM SHARES 10 QUICK TIPS TO FOSTER AN INCLUSIVE HIRING PROCESS

By Calley Green, Peckham Talent Sourcing Partner

People with disabilities are often marginalized and underrepresented in the workforce, facing significantly higher rates of unemployment and underemployment. Despite their talents and potential, they are frequently judged as less valuable, overlooked by society, and deprived of opportunities. At Peckham, we are committed to changing this narrative.



Green



Peckham's approach to employment centers on a key principle: focus on abilities, not disabilities.

Peckham's approach to employment centers on a key principle: focus on abilities, not disabilities. The data speaks for itself—diverse teams, especially those that include individuals with disabilities, consistently outperform and drive greater innovation. It's time to tap into that potential and build a stronger, more dynamic workforce. In recognition of National Disability Employment Awareness Month, we're sharing inclusive hiring strategies for employers looking for a highly qualified and diverse talent pool.

10 QUICK TIPS FOR INCLUSIVE HIRING

1. Highlight Skills and Potential

Evaluate candidates based on qualifications and ability to perform the job, not limitations.

2. Write Inclusive Job Descriptions

Use neutral, clear language and emphasize accommodations are available. Avoid unnecessary requirements like physical tasks unless essential to the role.

3. Provide Accommodations During Hiring

Ensure the application process, interviews, and assessments are accessible. Examples include offering

interpreters, accessible locations, or alternative formats for materials.

4. Train Hiring Managers

Educate hiring teams on unconscious bias and the benefits of inclusive hiring. Familiarize them with ADA guidelines and accommodating candidates with disabilities.

5. Use Structured Interviews

Ask all candidates the same job-related questions to ensure a fair assessment based on their qualifications, not bias.

6. Partner with Community-Based Organizations (CBOs)

Collaborate with local CBOs (like Peckham) to source diverse talent pools, including people with disabilities, veterans, and individuals with employment barriers.

7. Offer Trial or On-the-Job Assessments

For skills-specific roles, trial workdays or assessments allow candidates to demonstrate their abilities in real-world scenarios.

8. Promote a Culture of Inclusivity

Showcase your commitment to inclusion through your website, social media, and workplace practices. A welcoming environment attracts diverse applicants.

9. Implement Mentorship and Support Program

Set up peer mentoring to help new hires with disabilities adapt and succeed in their roles.

10. Continuously Improve

Regularly review hiring practices for inclusivity and seek feedback from employees, candidates, and community partners to refine your approach.

Peckham collaborates with employers like Meijer, McLaren Hospital, MSU, Clean Team, Culvers, Courtyard by Marriott, Lansing, Walgreens and more to source, recruit and onboard people with disabilities- all at no cost to the employer. This collaboration provides direct access to a diverse, capable workforce that can enhance productivity and contribute to your company's success. By working with Peckham, you're investing in a business solution that drives performance while supporting inclusive hiring practices. ●



Lansing’s Top Young Professionals Recognized During Annual 10 Over the Next Ten Awards Ceremony

RECIPIENTS SELECTED ON COMMUNITY INVOLVEMENT AND PROFESSIONAL ACCOMPLISHMENT

The 18th annual 10 Over the Next Ten Awards were hosted on Tuesday, Sept. 17, at the University Club of MSU. This event recognizes Greater Lansing’s top 10 young professionals who are expected to significantly contribute to our community over the next ten years. This year’s event was sponsored by Independent Bank, Blue Cross Blue Shield of Michigan, Martin Commercial Properties, University club of MSU and was co-hosted by the Lansing Regional Chamber of Commerce and Lansing 5:01. Michigan Premier Events served as event management partner.

The 2024 10 Over the Next Ten Award recipients include:



Backus

Ariel Backus is the director of sales at Choose Lansing and has proudly served the Lansing community for almost a decade now. This year, she completed her two-year term as President of the Grand Ledge Rotary Club and continues to serve as Immediate Past President. She is also a board member of Meeting Professional International (MPI) and Grand Ledge Shopping Tour and served as MSU Meetings and Events Club mentor in 2022.



Lemieux-McKissic

Aurora Lemieux-McKissic is currently a student at LCC and Northwood University pursuing a bachelor’s degree in business management. She also works at the Michigan Public Health Institute and serves as the Lansing Area Economic Partnership’s business attraction intern. Lemieux-McKissic has a passion for making connections and learning new things. She has served on the Lansing School District’s Equity Advisory Board for the 2022-2023 school year and was a member of the REO Town Commercial Association in 2023. She also

facilitated and marketed BWL’s second annual Cereal for Summer Food Drive in 2023, which raised over 1300 boxes of cereal for the Greater Lansing Food Bank.



Bardell

Darren Bardell is a producer at Rathbun Insurance. He is a current board member of the Delta Waverly Rotary, Big “I” Michigan Committee, For Good Foundation, and the National African American Insurance Association (Detroit/Michigan Chapter). He also mentors students through Lansing School District’s insurance program and holds a Certified Tourism Ambassador designation.



Herrera

Elena Herrera is the owner of Ledger Ally. Her company was the platinum winner of the 2023 Community Votes in bookkeeping and earned a technical assistance contract with Motor City Match. Herrera balances entrepreneurship with raising four children and is passionate about supporting local communities, managing communications for the Latino

Business Expo, and fostering Latino-owned businesses in Michigan. Herrera is the currently the co-chair of the Latino Business Conexión of Michigan, secretary & fundraiser coordinator for Ballet Maria Luz.



Duda

Gloria Duda is a commercial loan officer at Michigan State Federal Credit Union. Duda is a first-generation college grad who balances working full-time while getting her degree, all while becoming a new mom. For almost nine years at MSUFUCU, Duda has worked towards her goal of becoming a commercial lender and

helping businesses in Greater Lansing and beyond. She is the current treasurer of the Allen Neighborhood Center Board, is a member of the LEDC Grant Review Committee, was a member of the MSUFCU DEI Council from 2021 to 2023 and served as medical advocate for the MSU Sexual Assault program from 2014 to 2017.



Krumnow

Jacki Krumnow is the marketing director and master of mischief at High Caliber Karting and Entertainment. Krumnow holds a master's in public relations from Kent State University. With a decade of Marketing and PR experience, she leads at High Caliber Karting & Entertainment while championing non-profits and mentoring small businesses. Krumnow is known

for her bold fashion at networking events and her impactful community campaigns like "Being High Caliber in the Community." She is a proud Athena WIN member and is a champion for Lansing's non-profits like Ele's Place and Big Brothers Big Sisters.



Toomey

Jacob Toomey currently serves as an Eaton County commissioner and the legislative director for Rep. Jason Morgan. Toomey is a trusted leader, advocate for public safety, and supporter of good-paying jobs and has worked to support middle-class families, fund local parks, and expand public safety. He is a current CapCAN board member and has been vice chair of the Eaton County

Democrat Party Young Democrats since 2021. Toomey also served as a Dimondale trustee from 2021 to 2023 and was an admin at the Dimondale Pantry in 2023.



Lambert

Keith Lambert is the chief operating officer of the Lansing Area Economic Partnership. Lambert graduated magna cum laude from Michigan State University with a degree in International Relations from James Madison College, an added major in Economics. He is the currently serves as vice chair of the Insuring MI Future board, has served on the board of the Lansing Regional

Sister Cities Commission since 2008, was a member of the Capital Area Manufacturing Council executive committee from 2017 to 2021 and was a board member of Capital Area IT Council from 2020 to 2022.

Kirbay Preuss is the manager and co-owner of Preuss Pets and was voted Top Customer Service employee in the City Pulse Top of The Town Awards this year. She is



Preuss

fierce supporter of entrepreneurship and the potential of young professionals. Preuss was offered a leadership award from LCC from the Ombudsman of the college for her work volunteering in the community and supporting students in her volunteer role as Honor Society president. Preuss has served on the Old Town promotions committee, launched Kids Day in Old Town, and

has brought growth to the Old Town area through sustaining Dog "Howl-oween" which draws over 500+ visitors. She also volunteers with the Firecracker Foundation, Small Talk Children's Assessment Center, and Peckham, Inc.



Singleton

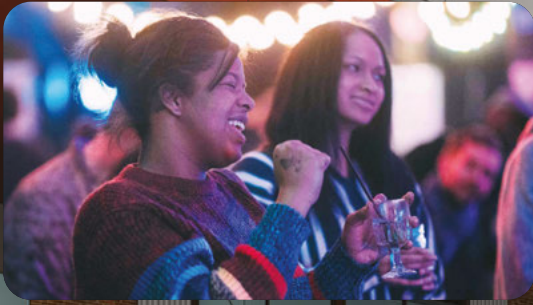
Lauren Singleton is the executive director of the Ready Set ASPIRE, which has a mission to educate, equip, and empower individuals to make positive choices. Singleton is also a youth advocate, minister, leadership coach, and speaker. She is dedicated to making a positive impact and her teenage experiences fuel her passion for empowering youth. She holds a bachelor's

in ministry leadership with a minor in Business Management from Cornerstone University. Singleton currently serves on the Building Child and Family Initiatives board, is a member of the BHC Outreach Steering Committee and is the MI SRA Council board president. She is also the Transcendence Performing Arts Centers proud parent organization co-chair. ●



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.




OVATION
 CENTER FOR MUSIC AND ARTS
 PRESENTED BY MSUFCU

GET IN ON THE GROUND FLOOR.

Photography by Xiaoxing Han and Eat Pomegranate Photography courtesy of the Capital City Film Festival.

Ovation Center for Music and Arts — Presented by MSUFCU. A transformative venue coming to Downtown Lansing in Fall 2026. With a capacity of 2,000+, the Ovation will host concerts, intimate shows, community events, school groups, the Capital City Film Festival, and so much more.

The Ovation will be a cultural and economic pillar for our region — and you can help write its story. By becoming a Founding Supporter, you'll have your name displayed in the venue itself and join our community of fans with a shared belief in the local arts. Large-scale naming opportunities and sponsorships are also available.

When our community wins, we all win. Stand tall with the Ovation.

Become a Founding Supporter.



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ovationlansing.com

ATHENA WIN: Creating a Chain of Empowered Women

By Deborah Horak, Principal & President, GÜD Marketing



Horak

As we celebrate National Women's Small Business Month, a time to recognize women's achievement, growth, and contributions, it's inspiring to see how ATHENA WIN's principles — Live Authentically, Learn Constantly, Build Relationships, Foster Collaboration, Act Courageously, Advocate Fiercely, Give Back, Celebrate — have

contributed to our advancement in the business world.

Only 42 years ago, in 1982, women had no right to take out a loan without a man's endorsement and owned just 17.3% of U.S. businesses. That same year, Martha Mertz, a woman who had defied the odds to become a highly successful businesswoman, addressed the stark lack of support for women's advancement.



In ATHENA WIN, I found a network of women who understood the unique challenges I faced and helped me navigate them.

Martha founded ATHENA WIN with a vision to foster collaboration and mentorship, inspire women to reach their full leadership potential and develop, support and honor the unique qualities women bring to leadership. It started a chain of mentorship and support that has moved women forward in business for over four decades.

ATHENA WIN played a vital role in my own journey after my partner and I assumed ownership of GÜD Marketing in 2011. Up to that point, I'd witnessed the glass ceiling breaking as I and the women around me increasingly embraced leadership roles. But, becoming a small business owner was a far less traveled road, and being one of the few women in a room full of business owners offered far less vindication.

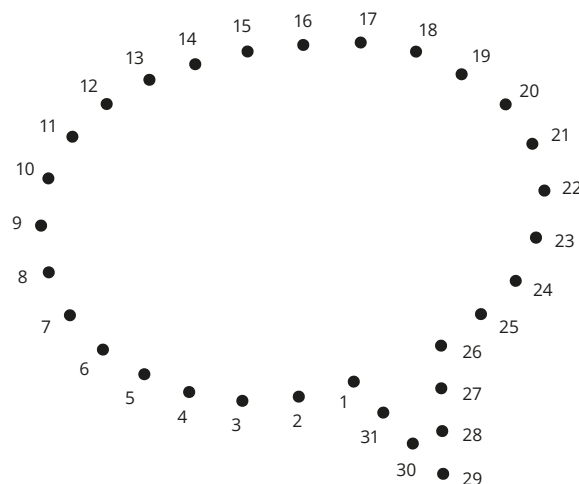
In ATHENA WIN, I found a network of women who understood the unique challenges I faced and helped me navigate them. The relationships I built were and continue to be a guiding light. I'm immensely proud to

give back through ATHENA WIN because mentoring other women is my opportunity to pay it forward and strengthen women's presence and voice in the business community.

Brené Brown said, "We don't have to do it all alone. We were never meant to." Women's predisposition to offering support when we can and asking for help when we need it is one of our greatest strengths, and it's taken us far. Between 1982 and today, women have carved out their place in the business world. Woman-owned businesses account for 42% of U.S. enterprises and counting.

We didn't do it alone. As we look back on where we came from and toward the future, it's important to remember the determination and solidarity of all the women who got us here — one hand up at a time — and sustain the momentum. ●

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CHECKUP TIME

Healthcare Execs Examine State of Local Medical Care

By Jennifer McEntee



The healthcare industry's impact on the greater Lansing region can't be overstated. While their mission is to keep residents healthy, local healthcare institutions also affect the region's economic vitality by providing an array of good-paying jobs, new construction projects, and hands-on experience for higher education students.

Healthcare remains Michigan's largest employer of direct, private-sector jobs, according to data from the Okemos-based Michigan Health & Hospital Association. More than a million jobs in Michigan are directly or indirectly created by the healthcare industry. Put another way, 18 of every 100 jobs in Michigan were healthcare-related in 2022.

Brian Peters, chief executive officer of the Michigan Health & Hospital Association, said the Lansing region's healthcare institutions tend to be on state lawmakers' radar because of their close proximity to the Michigan State Capitol.

"Any time there is a legislative issue that deals with healthcare and hospitals, that's where lawmakers can most easily come to see things firsthand," Peters said. "So probably more than any other hospitals in the state, they're going to have that opportunity to showcase the good, the bad, and the ugly in terms of the issues that we're confronting in healthcare."



We do have two world-class healthcare systems with hospitals here in Lansing and they're providing outstanding care.

Brian Peters, CEO of the Michigan Health & Hospital Association

Courtesy University of Michigan Health-Sparrow



Peters

Peters said the association's statewide member hospitals grapple with workforce shortages, greater behavioral health demands, workplace violence, health equity concerns, and hospital viability.

"There's no single answer. These are obviously very complex issues, so the answers are multiple," Peters said.

Local healthcare needs are evolving, especially as people live longer, according to Travis Souza, associate chief strategy officer for the University of Michigan's Michigan Medicine. While telemedicine and artificial intelligence can lessen some of the administrative burden on healthcare staffing, the need for in-person pharmacists, registered nurses, and physicians continues.

"As that Baby Boomer population reaches the age where you would expect them to have more healthcare needs, we as an industry, and as a society, need to be in a position to meet those needs," Souza said.

Some of the workforce demand can be met by diligent recruiting in higher education, Peters said.

"We need to work with higher education and really create incentives for either young people who are considering a career path, or mid-careerists who are looking for a career path change, so that they can get this sort of training or retraining to help fill these gaps. On the workforce side, that's part of the answer," Peters said.

Medical facilities in the Lansing region are well-positioned to make those connections with higher education through ties to area high schools, community colleges, the University of Michigan, and Michigan State University.

Peters said the Michigan Health & Hospital Association advocates against burdensome drug pricing, funding cuts, and legislation that might diminish healthcare services in Lansing and statewide. He hopes Greater Lansing community members recognize the healthcare industry's inherent value.

"We do have two world-class healthcare systems with hospitals here in Lansing and they're providing outstanding care," Peters said. "We have a good thing going. But we have some real headwinds, some real



Courtesy McLaren

challenges, and we need the support of the whole community to address those.”

INVESTING IN HEALTHCARE



Ray

Kirk Ray, president and CEO of McLaren Greater Lansing, said the local region’s healthcare industry faces similar challenges to those experienced by health systems nationwide. Still, Lansing’s position continues to be strong.

“I think, in general, healthcare has continued to go in a positive direction in spite of challenges,” he said.

McLaren Greater Lansing is part of McLaren Health Care, which is headquartered in Grand Blanc. McLaren Health Care is mid-Michigan’s largest healthcare system with 13 hospitals and 28,000 employees.

Ray said recent investments in capital improvements and technology are beneficial for local healthcare, but also for regional business growth. Even local competition between McLaren Greater Lansing and University of Michigan Health-Sparrow compels improved quality and innovation, he said.

“If you don’t have a good healthcare provider, it’s usually one of the things that turns away a new industry or a new business coming to market. They say, ‘It doesn’t look like we’ve got what we need to support healthcare for our employees.’ They’re going to opt out in most cases,” Ray

said. “But if you’ve got a solid footing for healthcare services and access — and I think between both McLaren and Sparrow systems, we provide really good access — I think that bodes well for the region.”

Ray oversaw the development of McLaren Greater Lansing’s new \$600 million campus in Lansing, located on the southern edge of Michigan State University. Open since early 2022, the new McLaren Greater Lansing site includes a tertiary teaching hospital with 310 acute-care beds, an emergency department, an orthopedic and sports medicine institute, cardiac programs, surgical units, women and children’s health services, outpatient care, and the Karmanos Cancer Institute.

The newly constructed hospital has enabled McLaren Greater Lansing to add new cutting-edge technologies, like AI-guided vascular surgery, robotics technology for knee and hip replacements, and simulation labs for medical students.

McLaren Greater Lansing is also working towards certification as a comprehensive stroke center, which is the highest level of accreditation for hospitals that can handle complex stroke cases.

“Our plan is within the next 18 months to become a comprehensive stroke center where we’ll have biplane interventional technology for stroke intervention,” Ray said.

Ray is also overseeing McLaren’s \$40 million development of a freestanding emergency department and multispecialty medical office building in nearby Grand Ledge. The facility could be open by Fall 2025.



Ray said McLaren's recent investments in facility construction, new technologies, workforce compensation, and charity care for low-income patients add up.

"We're into the billions of dollars that we're putting into this community," he said.

The coronavirus pandemic strained McLaren Greater Lansing's workforce, while patients who delayed preventative care amid lockdowns are now presenting with more advanced cases of heart and lung diseases and later-stage cancers.

"Our goal is to continue to recruit, expand, create access, and help get patients in as quickly as possible," Ray said. "We put some measures in place to grow from within, to recruit from within, and educate from within, and we've been pretty successful on the nursing front as well these last few years. Obviously, there's a lot of competition for less people, so that drives the wages up substantially."

JOINING FORCES

McLaren Greater Lansing has bolstered its services through various collaborations, including an affiliation agreement signed in 2022 with Lansing Urgent Care. With eight locations in the Greater Lansing area – including a 24/7 facility on N. Clippert Street – the urgent care facilities let patients avoid the emergency room for minor injuries and illnesses, explained Hillary Myers, executive director of operations for Lansing Urgent Care.

It also means urgent care patients can readily be referred to McLaren Greater Lansing specialists and primary care physicians for follow-up care, Myers said.

"The shortage of primary care providers in our area has been a challenge for Greater Lansing residents for many years," Myers said. "Groups such as ours help close that gap for patients needing medical care."

Lansing Urgent Care plans to expand its telemedicine services and its occupational health services for area employers in the near future, according to Myers.

Meanwhile, McLaren Greater Lansing also collaborates with the Helen DeVos Children's Hospital in Grand Rapids for pediatric subspecialties and has an association with Michigan State University for nursing students, residents, and fellowships, as well as an outpatient imaging joint venture.

"It's been a lot of work and development for these collaborations to get to this point," Ray said. "I think the sky's the limit still going forward."

A recent tectonic shift in the Lansing healthcare landscape has been Sparrow Health System's integration

The shortage of primary care providers in our area has been a challenge for Greater Lansing residents for many years. Groups such as ours help close that gap for patients needing medical care.

Hillary Myers, executive director of operations for Lansing Urgent Care

BY THE NUMBERS

Healthcare remains Michigan's largest private-sector employer

- + 18 of every 100 jobs** in Michigan were directly or indirectly healthcare-related in 2022
- + Michigan hospitals collectively employed 217,000 full- and part-time employees** in 2022
- + Direct healthcare workers in Michigan earned nearly \$47 billion in wages, salaries, and benefits**
- + The Michigan healthcare industry is estimated to create \$23.4 billion annually in tax revenue**

Source: MHA's "2024 Economic Impact of Healthcare in Michigan" report

into Ann Arbor-based University of Michigan Health. Sparrow has long been one of the largest health systems in Michigan; the 2023 coupling makes the University of Michigan Health a \$7 billion entity with 11 hospitals and nearly 44,000 employees.

As part of the deal, University of Michigan Health committed to investing \$800 million in Sparrow, now known as the University of Michigan Health-Sparrow. Those funds could help the Lansing hospital grow its local footprint by expanding clinical services, updating facilities, and integrating new technology.

Margaret Dimond — now regional president of University of Michigan Health, which includes UM Health-Sparrow and UM Health-West in Grand Rapids — said the affiliation with a top-ranked medical school means the Lansing hospital is better able to recruit specialists like neurosurgeons and anesthesiologists who might have otherwise landed in Ann Arbor or another metropolitan area.

“Prior to joining the University of Michigan, we could not recruit an anesthesiologist to mid-Michigan to staff our ORs,” Dimond said. “They’re so in demand, they can get a job pretty much anywhere. Mid-Michigan sometimes has its challenges to recruit folks here if they aren’t from Michigan or the Midwest.”

While the University of Michigan and Michigan State University have a playful hometown rivalry, Sparrow is keeping its longstanding pediatric and neurology care relationship with MSU Health Sciences despite its new U-M allegiance.

In July 2024, MSU and University of Michigan Health-Sparrow entered into a new joint operating agreement called the Neuro Care Network. Dimond said the multi-university collaboration means a more coordinated and comprehensive experience for neurology patients, but also the potential for greater clinical advancements and research.

“If you think about it, it’s two R1-classified research institutions that can join together to apply for research grants as well as do some clinical things that we wouldn’t have been able to do on our own,” Dimond explained.



CULTIVATING A WORKFORCE

While local affiliations, facilities, and technologies continue to advance, local healthcare leaders say finding people to work in a range of healthcare positions is an ongoing challenge.



Dimond

“If you look at where we are versus where we were ten years ago in the workforce, we are having shortages in areas that I couldn’t have predicted,” Dimond said, noting that medical assistants, sterile processing technicians, and radiologists are among those in high demand. “That whole area is really what I would call a job desert. And we’re not the only ones. All the

hospitals in Michigan are really suffering from the same kind of shortages.”

University-affiliated residency programs continue to bring young professionals into local medical facilities. University of Michigan Health-Sparrow hopes to engage the next generation even sooner by inviting Lansing Technical High School students to the hospital to shadow healthcare professionals, tour the departments, and eventually offer them entry-level positions while they attend local community colleges. Called the “Sparrow Health Explorers Passport,” the first cohort of 40 ninth-graders began the program in September.

“This is a pretty innovative program that I would give a huge shout-out to the Superintendent of Lansing Public Schools, Benjamin Shuldiner. He and I spoke about this late in the spring, and our teams were able to put this together in less than six months,” Dimond said.

Peters of the Michigan Health & Hospital Association likens the healthcare workforce shortage to a restaurant that can't hire enough cooks and servers.

"You could go to a restaurant and see a whole bunch of empty tables and be told, 'I'm sorry, we can't serve you.' And you're thinking, 'What are you talking about? I see all these empty tables.' The tables aren't the issue," Peters said. "It's the exact same scenario playing out in our hospitals right now. I could point to hospitals in the state right now that have an entire wing full of hospital beds that are perfectly ready to use; they're licensed, but they are offline right now. And the reason is they don't have enough staff."



Hubbard

Norm Hubbard is senior vice president at MSU Health Sciences, which includes the colleges of Human Medicine, Osteopathic Medicine, and Nursing, as well as MSU Health Care. Hubbard estimates nearly two-thirds of MSU Health Sciences graduates stay in Michigan after they've completed their studies.

"The way we view healthcare in Lansing is really twofold: one, is we're a large employer in Lansing. We have students and faculty and staff and staff family, so we're a large consumer of healthcare in Greater Lansing, and obviously want that to be at a high level because it's where we and our families get taken care of," Hubbard said. "But the other is mission-driven because we are the folks who train the next generation of providers, doctors, nurses, and other disciplines. We have speech pathologists, we have audiologists, we have social workers, and psychologists. So we're the folks who train those people and we want to make sure that they have robust clinical training."

Hubbard said MSU values the training its students receive through partnerships with McLaren Greater Lansing and University of Michigan Health-Sparrow. MSU Health Sciences has nearly 3,000 medical students and 1,032 clinical sites statewide.

"It allows people to get their medical education not just in a hospital, but also in a community setting where many of them may actually be working someday," Hubbard said.


MSU Health Sciences also has a National Institutes of Health-recognized research relationship with Detroit's Henry Ford Health, with a 335,000-square-foot joint research facility to open in Detroit in 2027. Hubbard said coordinated care between MSU Health Sciences and Lansing and Detroit hospitals means better outcomes for the sickest of patients.

"We want people to be able to get the most amount of care they can get safely in their community. That's a shared ethic," he said. "If you're really sick, the last thing you want to do is pack up and go somewhere else."

Hubbard said the collaboration between MSU and U-M for the Neuro Care Network illustrates how local healthcare can work together for the greater good.

"What we have now is a unified approach to having patients get high-end neurology care," he said. "MSU could never have built that out on its own. Likewise, Sparrow doesn't have the capacity. So we put two pieces together and have them work in a coordinated way for the benefit of the patients."

Souza of Michigan Medicine agrees that partnerships between hospitals and educational institutions in Greater Lansing are among the region's greatest virtues.

"I like to think of healthcare as a team sport. So while we're competing with other hospitals or physician groups, we also have to look for ways to collaborate with them because ultimately we have a shared responsibility to our communities," Souza. "There's no shortage of challenges for us to be to be focused on, but it's certainly a mission worth pursuing." 

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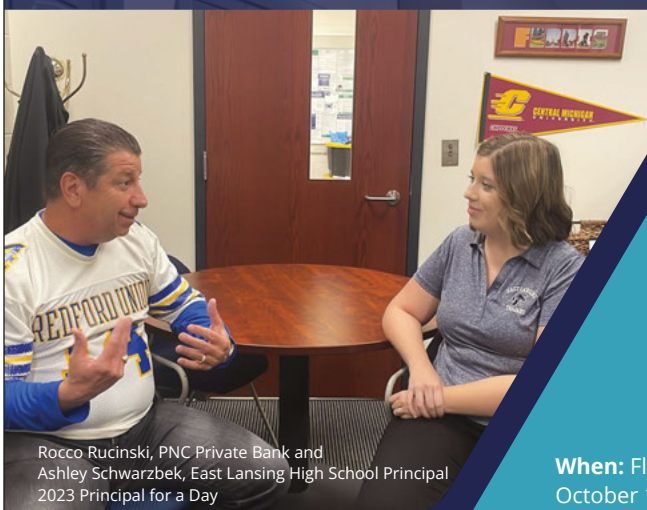
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Michigan Supreme Court Rules to Increase State's Minimum Wage and Mandated Sick Leave

CHANGES TAKE EFFECT FEBRUARY 21, 2025

On July 31, 2024, the Michigan Supreme Court (Court) ruled that two 2018 ballot initiatives to increase the state's minimum wage and mandate paid sick leave requirements for employers should be put into effect. Despite never being voted on by the people, the Court determined that the strategy the Michigan Legislature used to adopt alternative legislation violated the Michigan Constitution.

Changes to the Earned Sick Time Act state that beginning February 21, 2025, all employees — full-time, part-time, and seasonal — must receive one hour of paid sick leave for every 30 hours worked, up to 72 hours per year. Small businesses with fewer than 10 employees have a separate mandate. All employers, including those with existing paid time off (PTO) policies, need to reassess their approach to leave time. This includes striking policies requiring advanced notice, rethinking whether to require documentation, offering a single bank of PTO, and being vigilant against new avenues for potential litigation.

In addition, changes to minimum wage will also take place. The Court ruled that The Improved Workforce Opportunity Wage Act (minimum wage provisions) will take effect on February 21, 2025, but with a revised schedule. This schedule links the gradual phase-in of minimum-wage increases to the original annual schedule, set into the future and adjusted for inflation.

The Lansing Regional Chamber of Commerce (LRCC) and Choose Lansing are calling on the Michigan Legislature,

specifically the Capitol Caucus members representing the Greater Lansing region, to address the recent Michigan Supreme Court ruling regarding minimum wage and earned sick time and have sent a joint letter urging the legislature to develop viable legislative solutions that safeguard both workers' rights and the economic health of local.

"As advocates for our business community, we understand the vital role that employees play in driving economic success, but we must also be mindful of the impact this ruling may have on our small businesses," said Tim Daman, President & CEO of the LRCC. "We believe there is a path forward that can balance the needs of both employers and employees, and we're calling on our legislators to take action."

The LRCC encourages you to reach out to your lawmakers to express your concerns and advocate for change and its public affairs team is also available to assist with arranging meetings for you to discuss these important issues with your lawmakers. The LRCC will continue to monitor these critical issues and will host information sessions this fall as part of our LRCC Policy & Regulatory Education Series. These sessions will provide further opportunities for you to stay informed and involved in the legislative process.


For the most up-to-date information on these issues, please visit www.lansingchamber.org/advocacy-priorities. ●

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PROMOTIONS



Campbell

Lansing's **Capitol National** has named **Joseph Campbell** as its bank president and newest member of its board of directors. Campbell has served the

bank since 2020 as vice president of commercial lending. Retiring president Ed Harden will continue to serve as a member of the bank's board of directors. Campbell is the bank's fifth president in its 42-year history. He has 22 years of experience in commercial lending. Prior to his banking career, he owned and operated Campbell Catering for 19 years. Campbell is an MSU graduate.

APPOINTMENTS



Batchelor

PNC has appointed **Leslie Batchelor** as vice president, client, and community relations director for the Mid-Michigan region. In this role, Batchelor

will direct the local PNC Foundation grant process and manage PNC's sponsorships in the region. Before coming to PNC, Batchelor held leadership positions at Sparrow Health System, most recently serving as director of health equity and community partnerships. Batchelor's board memberships include the ATHENA Women's Interest Network and the Capital Area Health Alliance.



Goswami

Mason-based **Dart Bank** has appointed **Sahil Goswami** as senior vice president and head of fintech. He will expand Dart Bank's presence across all fintech

verticals, including digital assets, gaming, banking-as-a-service, and payments platforms. Goswami brings to Dart Bank a decade of fintech experience and a bachelor's degree in economics from Emory University. He is currently pursuing his Executive M.B.A. at Columbia University. Goswami started his career as a mortgage analyst, where his responsibilities included merging fintech and crypto initiatives. He has worked for TIAA, New York Life Investments, New York Life Ventures, and MVB Bank.

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AWARDS

Foster Swift Collins & Smith, PC's

Lansing office had 22 attorneys selected by their peers for inclusion in The Best Lawyers in America 2025 list. Firmwide, 41 attorneys were included in the list. The local Foster Swift attorneys on the Best Lawyers list were: **James F. Anderton, Charles E. Barbieri, Scott A. Chernich, Anna K. Gibson, Brian G. Goodenough, Matt G. Hrebec, Charles A. Janssen, Michael R. Kluck, Mark T. Koerner, Scott L. Mandel, Paula K. Manis, Thomas R. Meagher, Douglas A. Mielock, James R. Neal, Michael G. Oliva, Michael H. Rhodes, Kevin J. Roragen, David R. Russell, Michael D. Sanders, Deanna Swisher, Jeffrey S. Theuer, and Brent A. Titus.** Meanwhile, several of those local Foster Swift attorneys — Goodenough, Mandel, Mielock, and Neal — also received Lawyer of the Year honors. The Lawyer of the Year award goes to attorneys with the highest overall peer feedback for a specific practice area and geographical location. Foster Swift's Jaquelyn Dupler was named a Best Lawyers 2025 One to Watch in family law. That award is for excellent U.S. private practice attorneys early in their careers.



McLaren Greater Lansing nurse **Charles (Chad) Heberer** 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. The nomination, submitted by a patient, read as follows: "This is my first time at this McLaren. This is also my second time getting COVID-19. Chad is an awesome nurse. He took excellent care of me. He answered every question I had. Chad did all he could do to make me feel better."

Public accounting and business consulting firm **Maner Costerisan** announced it has been recognized

by **INSIDE Public Accounting** as one of the Best of the Best CPA Firms for 2024, marking the second consecutive year the firm has earned this prestigious distinction in the "over \$10 million" category. Maner Costerisan has also been ranked among the top 500 public accounting firms in the United States by IPA, at the #127 spot for 2024 versus its 2023 ranking of #140. IPA's Best of the Best recognition is based on metrics including net revenue growth, governance policies, long-range planning efforts, professional development, outsourcing, compensation, and process improvement.



Meyer



Zeineh

Vital Care of Lansing infusion therapy services congratulates its pharmacist in charge, **Theresa Meyer**, for receiving her certification as an Immunoglobulin-Certified Pharmacist, and director of

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operations **Wisam Robert Zeineh** for receiving his certification as an Immunoglobulin-Certified Nurse.

COMPANY NEWS

Origami Rehabilitation announced it will open its third location, Origami Greenlawn, in early 2025. Origami Greenlawn will be on McLaren Hospital's legacy campus at the Child and Family Charities Nonprofit Hub, a four-story professional building at 405 Greenlawn in Lansing. The expansion aims to address the growing demand for specialized rehabilitative services for children and adults eligible for Medicaid and other funding sources across the tri-county area. The clinic will offer a comprehensive range of services, including occupational, physical, speech, and mental health therapy for children and adults with neurological, developmental, mental health, and orthopedic conditions.



The traveling exhibit “Barbie You Can Be Anything” is on view at **Impression 5 Science Center** in Lansing through January 19, 2025. The interactive exhibit invites visitors to explore 15 different STEM professions through the lens of Barbie's iconic dolls, such

as archaeologist, pilot, doctor, and engineer. “Barbie You Can Be Anything” is supported by the Dart Foundation, MSU Health Care, MSUFCU Desk Drawer Foundation, Choose Lansing, and the Capital Area Transportation Authority. The Children’s Museum of Indianapolis produced the exhibit in partnership with Mattel. Impression 5 Science Center is open to the public Tuesday through Sunday. Admission is \$12 for adults and children over two years old, and \$10.50 for seniors, military members, and their immediate family. Admission is free for all Science Center members and children under 2.

McLaren Greater Lansing, part of statewide McLaren Health Care, has become the first Mid-Michigan hospital to perform robotically an Ivor Lewis esophagectomy, a specialized procedure in the treatment of cancer and potentially cancerous tumors

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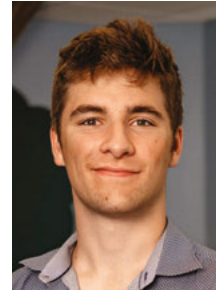
of the esophagus. Though the most common procedure in the condition's treatment, the capability to perform it robotically allows for enhanced precision and a less invasive approach for the complex procedure, resulting in less risk for complications, a quicker recovery, and patients can begin subsequent cancer therapies sooner if needed.

Environmental consulting firm **Triterra** has been included on the Inc. 5000 list for the fourth consecutive year. The national recognition highlights Triterra as one of the fastest-growing private companies in the United States, ranking 31st in Michigan, 10th in environmental services, and second in the mid-Michigan region. The Inc. 5000 focuses on successful independent small businesses. Companies on the 2024 list are ranked according to the percentage of revenue growth over the last three years. To qualify, companies must be privately held, for profit, and not a subsidiary or a division of another company.

Fraser Trebilcock Davis Dunlap & Cavanaugh P.C. has announced a strategic alliance with **Cheltenham Law PLLC**. As both firms have a strong presence in the Greater Lansing and Detroit regions, this collaboration brings together two prominent law firms seeking to strengthen their opportunities in Michigan. Cheltenham Law offers clients legal representation and guidance in matters such as divorce, custody, criminal defense, and estate planning. The arrangement allows Fraser Trebilcock to use its knowledge and expertise in the areas of family law, criminal defense, and estate planning to enhance its presence in the Greater Lansing and Detroit regions.

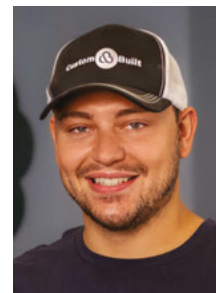
Mahabir Wellness is adding solution-focused therapy to its counseling services, for mental health issues such as depression, anxiety, and interpersonal relationships. The health practice is also offering new skincare products, including proprietary autumn-inspired firming facials.

NEW HIRES



Spedoske

Custom Built is excited to welcome **Josh Spedoske** to its team as a Design & Production Intern. A current MSU student, Spedoske will assist the design team with as-built, material check-in and storage, and provide backup labor on job sites.



Simms

Custom Built is pleased to introduce **Thomas Simms** as a new carpenter on its team. With a strong background in carpentry, Simms is ready to contribute his skills to help deliver top-quality results on every project. ●

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