

FOCUS

BUSINESS NEWS MAGAZINE OF THE
REGIONAL CHAMBER OF COMMERCE
DECEMBER 2022

Dorothy E. Maxwell

2022 ATHENA LEADERSHIP
AWARD RECIPIENT

ATHENA Lansing Celebrates 40 Years



IN THIS ISSUE

THE STORY BEHIND THE ATHENA AWARD STATUE
LORIN CUMBERBATCH NAMED 2023 ATHENA POWERLINK RECIPIENT
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FOCUS

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JOIN THE LEADERSHIP CIRCLE

Leadership Circle investors are proven business and community leaders. We value their commitment and applaud their efforts to strengthen our region with their leadership and appreciate the important role they play in advancing our organization.

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twitter.com/LansingChamber

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

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



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AWARD RECIPIENT
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Celebrating the Past and Looking Ahead to 2023

The holiday season is filled with meaningful traditions. It is also a time when we reflect on the past year's accomplishments and look forward to the promise of an exciting new year. I think one of the most rewarding traditions of our region is the opportunity to celebrate the ATHENA Leadership Awards each December. Congratulations to this year's ATHENA recipient, Dorothy E. Maxwell, who embodies all that ATHENA is about as a business leader and a dedicated community servant.

We are pleased also to recognize our ATHENA PowerLink (APL) recipients, women business owners who have the privilege of working with an outstanding panel of consultants over the course of a full year to help them guide and grow their businesses. Congratulations to Lorin Cumberbatch of Studio 211, the 2023 APL recipient. We applaud Tobi Lyon of Ngage Management for completing a highly successful year of working with her advisory panel.

This is a landmark year for ATHENA as we celebrate the 40th anniversary of this prestigious award, which originated here in Lansing, Michigan and is now presented in communities around the world. We hope you will take the time to enjoy some of our special ATHENA coverage in this month's edition.

The end of the year is also when we shape our plans and goals for the coming year. For more than 120 years, the Lansing Regional Chamber of Commerce (LRCC) has been proud to support the growth and prosperity of the tri-county region by providing businesses the tools, resources, and relationships to connect, grow, and thrive. We can't thank you enough for your investment of time, membership, and continued support.

As we look forward to next year, the LRCC will continue to provide the high level of services and business solutions that our members have come to expect from our organization. With more than 50 events a year in which to engage, proven marketing and branding strategies, and impactful advocacy work, an LRCC investment brings great value to your business.

Like so many others, we have not been immune to business cost increases. Starting in January 2023, we will be implementing a small increase in membership dues and event sponsorships to ensure that we can meet the evolving needs of our business community.

Each dollar invested in the LRCC is leveraged to provide resources and relationships, to foster connections, community growth, and strengthen our region. Should you have any questions, please contact me or Michelle Rahl, vice president of membership and marketing.

We thank you in advance for your continued investment and engagement. It is our honor to represent, support, and advocate for the Lansing region's business community. On behalf of the Chamber team, we extend our best wishes to you for a happy and healthy holiday season and an outstanding year in 2023. ●



TIM DAMAN
PRESIDENT AND CEO
LANSING REGIONAL
CHAMBER OF COMMERCE



For more than 120 years, the Lansing Regional Chamber of Commerce (LRCC) has been proud to support the growth and prosperity of the tri-county region by providing businesses the tools, resources, and relationships to connect, grow, and thrive. We can't thank you enough for your investment of time, membership, and continued support.

12/1

Business Education Series: Business Planning for the Future.**Thursday, Dec. 1 from 10:00 – 11:30 a.m.**
Lansing Regional Chamber of Commerce,
500 E Michigan Ave., Suite 200, Lansing

A lot of small-to-medium size businesses devote time and focus on their near-term future but may not think of what 5-10 years will bring. The value of a business can often be in the ability to transition it to a new owner, but how does a business owners set themselves up to be successful in this arena? Topics covered include business succession planning; tax considerations, both capital gains and estate tax; and financial planning.

Cost: No charge for current members, \$25 for future members

12/6

ATHENA Lansing Awards**Tuesday, Dec. 6 from 11:30 a.m. – 1:30 p.m.**
Kellogg Hotel and Conference Center,
S. Harrison Road, East Lansing

Celebrating its 40th anniversary in 2022, the ATHENA Leadership Awards is presented annually in over 500 communities international. It recognizes individuals for professional excellence, providing valuable service to the community and actively assisting women in attaining professional excellence and leadership skills. Dorothy E. Maxwell, president and CEO of the Max Weingar, has been named the 2022 ATHENA Leadership Award recipient. In addition, Lorin Cumberbatch, owner and CEO of Skin Studio 211, has been selected as the 2023 ATHENA PowerLink (APL) recipient.

Cost: Tickets starting at \$55

12/8

Chamber 360**Thursday, Dec. 8 from 8:30 – 10:00 a.m.**
Lansing Regional Chamber of Commerce,
500 E Michigan Ave., Suite 200, Lansing

The Chamber 360 program provides an intimate venue for you to connect with other members, provide brief remarks, meet the LRCC team and take a deeper dive into a LRCC membership. The goal of the program is to acclimate you with your investment and put together a plan of action for membership engagement and strong ROI.

Cost: No charge to attend.

12/13

Economic Club**Tuesday, Dec. 13 from 11:30 a.m. – 1:30 p.m.**
Kellogg Hotel and Conference Center,
S. Harrison Road, East Lansing

Mayhem in the Capital Markets. Stocks and bonds are

down together year-to-date, for likely the longest stretch ever. There has been no place to hide for investors in 2022. What does this experience portend for investors looking forward? We will look through the economy, each asset class, and how investor portfolios might respond, both to what just happened and the expectations for the future. Jay V. Kloefer is an executive vice president and the director of Capital Markets Research group, and is the author of the Callan Periodic Table of Investment Returns.

Cost: \$55 for current members, \$75 for future members

12/13

Member Mixer**Tuesday, Dec. 13 from 4:30 – 6:30 p.m.**
Orthopaedic Rehab Specialists Physical
Therapy West Lansing, 8741 W. Saginaw
Hwy., Lansing

It will be a festive time to make some connections for the new year and to celebrate the holiday season with your Chamber pals! They are pleased to have Taylor Taylor as the musical guest providing holiday songs.

Cost: No charge to attend.

12/14

Diverse Hiring Strategies**Wednesday, Dec. 14 from 9:00 – 10:30 a.m.**
Lansing Regional Chamber of Commerce,
500 E Michigan Ave., Suite 200, Lansing

Presented by Deann Crosby, MBA, professional facilitator at Davenport University IPEX, this program will explore hiring practices that support diversity such as unbiased job descriptions, assessments, and interviewing rating systems. Attendees will explore the role business plays in creating a high-performance talent pipeline in communities and how to recognize the benefits of a diverse workforce for your business and community.

Cost: \$115

Virtual Business Roundtables

Virtual roundtables allow community and government leaders an opportunity to share what is going on in the community and determine ways to advise the tri-county region. For more information please visit www.lansingchamber.org calendar of events.

Delta Township — Eaton County

Wednesday, Dec. 7 from 9 to 10 a.m.

Lansing — Delhi Township

Wednesday, Dec. 14 from 9 to 10 a.m.

East Lansing — Meridian Township

Wednesday, Dec. 21 from 9 to 10 a.m.

Thank You Renewing Members

A.J. Boggs & Company
 American Cancer Society
 Bazonzoos
 Brady's Home and Garden
 Communities In Schools Michigan
 (CIS Michigan)
 Courtyard by Marriott Lansing
 Downtown
 David Chapman Agency, Inc.
 Dusty's Cellar
 Edge Insurance Group
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 Ellison Brewery & Spirits
 Hair United
 Kellie's Consignments
 Madeira Networks
 Maloney Carpet Company
 Meat Southern BBQ Carnivore Cuisine
 Michigan Credit Union League
 Needham Solutions LLC
 North Winds Heating & Cooling, Inc.
 Petra Flowers
 Riverfront Business Center
 SINICA-US
 Skymint - East Lansing
 State of Fitness
 Sylvan Learning Center
 Therapy Today Counseling and
 Consulting LLC
 tinkrLAB STEAM Learning Centers
 Town and Country Auto Service
 Center LLC
 White Law PLLC

Welcome New Members

Stonehedge Apartments

2224 Stonehedge Dr.
 East Lansing, MI 48823
 (517) 706-6836
www.stonehedgeapartments.net

Liberty Title Agency

2501 Coolidge Suite 205
 East Lansing, MI 48823
 (517) 977-9509
www.libertytitle.com

Shrontz Trucking LLC

22105 T Drive N
 Olivet, MI 49076
 (517) 323-1200
www.facebook.com/shrontztrucking

The Joyful Juniper Co. (Junie Box)

Mason, MI 48854
 (910) 650-1321
www.juniebox.com

The Jefferson

415 South Jefferson
 Mason, MI 48854
 (910) 650-1321
www.thejeffersonmason.com

Timber Lake Apartments

1501 N.Shore Drive
 East Lansing, MI 48823
 (517) 706-6887
www.timberlakeapartments.net

Ghamut Corporation

East Lansing, MI 48823
 (617) 925-6489
www.ghamut.com

Forster Woods Adult Day Center

4656 Meridian Road
 Williamston, MI 48895
 (517) 349-3101
www.forsterwoods.org

Life Christian Church

2560 Eaton Rapids Rd
 Lansing, MI 48911
 (517) 394-5433
www.lifchristianchurch.org

Raising Cane's Chicken Fingers

301 E. Grand River Ave.
 East Lansing, MI 48837
 (517) 318-1420
www.raisingcanes.com/locations/c859

Starbucks Coffee Company

637 E. Michigan Ave.
 Lansing, MI 48912
 (517) 730-0060
www.starbucks.com

Key Bank

4000 Town Center, Suite 1260
 Southfield, MI 48075
 1-800-KEY2YOU
www.key.com

Cornerstone Legal PLLC

P.O. Box 9
 Dimondale, MI 48821
 (517) 708-2222
www.cornerstonelegalpllc.com

Chamber Milestones

Great Lakes Christian Homes

30 Years

Agate Software, Inc.

25 Years

Boji Group

20 Years

JMH MGT LLC

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!

Info Hub

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.



Government Day at Leadership Lansing

The second of seven monthly sessions for this year's Leadership Lansing cohort was held the day after the General Election. Fittingly, the theme for the program was government day, and there was certainly plenty to discuss. The venue for the program was Heritage Hall -- the Capitol's new visitor center, which opened earlier this year. Participants enjoyed the opportunity to see Heritage Hall for the first time, as well as a tour of the historic Capitol building.

The group was joined by State Budget Director Chris Harkins, a Leadership Lansing alumnus who shared his leadership journey and philosophy. Later in the day, a panel of local elected officials discussed the rewards and challenges of serving as elected officials. It provided perspective on what their local government units do for the public.

Many thanks to our distinguished panel, which included Delta Township Trustee Fonda Brewer and Clinton County Commissioner Robert Showers, and moderator Steve Japinga, senior vice president, Lansing Regional Chamber of Commerce. ●

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- Keyless Entry**
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Corporate Transparency Act: Big Brother Is Now Watching Small Businesses

Enacted by Congress on January 1, 2021, the Corporate Transparency Act (CTA) is set to dramatically change reporting requirements for many small- and medium-sized businesses. Unlike similar reporting laws, the CTA will mandate that qualifying businesses self-report information about the people who created, own, lead, or have influence over them, as well as information about the business itself. All the information will be added to a federally managed database for law enforcement purposes.



Hamor

Unless an exception applies, a “reporting company” under the CTA is any company that is: (i) created by the filing of a document with a secretary of state or a similar office under the law of a state or Indian tribe, or (ii) is a foreign company registered to do business in the U.S. The most common exemption to the CTA will likely be the “large business” exemption: a company with more than 20 full-time employees, a U.S. physical office, and at least \$5 million in gross receipts on the prior year’s tax return.

Reporting companies will have to upload information on the company “applicant,” the company itself, and its “beneficial owners.” Beneficial owners are not only owners of the company but those who meet certain

“substantial control” tests, including senior officers. Individuals will have to report their name, date of birth, and address, and submit a copy of their state ID, driver’s license, or foreign passport. The information must be updated on an ongoing basis and, usually, within 30 days of any change.

Unfortunately, the CTA has both civil and criminal penalties, including fines of \$500 per day up to \$10,000 and criminal penalties of up to two years in prison. How these penalties will be enforced remains uncertain at this time and is the subject of future rulemaking.

For more information on the Corporate Transparency Act, Foster Swift will conduct educational programs with LRCC in January and March of 2023. In the interim, if you have questions, contact Robert Hamor at rhamor@fosterswift.com or visit www.fosterswift.com/f-corporate-transparency-act-resources.html. ●

Robert A. Hamor is an attorney at Foster Swift Collins & Smith, PC, where he advises clients in the formation, governance, and development of business entities, contract negotiation and review, commercial real estate, and related litigation matters.

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W007955



It was a blustery fall day Tuesday, October 18th, as college students and the public came out to support the very first Michigan location of **Raising Cane's** near MSU's campus at 301 East Grand River Ave., East Lansing. Founder Todd Graves opened the first Raising Cane's in Baton Rouge, Louisiana, in 1996. With a menu consisting of only five items, Raising Cane's can maintain a level of quality and speed that is unmatched in the industry. Today, Raising Cane's has over 600 restaurants all around the nation. The Lansing Regional Chamber and the Mayor of East Lansing were all on hand to celebrate the new location, and 20 lucky winners received food for a year.



Aqua Body Lab has moved to 1219 E. Saginaw St. in Lansing. The Lansing Regional Chamber of Commerce helped celebrate the new location with a ribbon cutting on Wednesday, November 9th. The new location allows room for growth as Aqua Body Lab has grown quickly since opening two years ago. Aqua Body Lab combines the atmosphere of a day spa with the services and expertise of medical professionals, through the latest innovative techniques and products for facial and body rejuvenation. Improve your wellness and boost your confidence today. Schedule your visit today at www.aquabodylab.com.



The Lansing Regional Chamber of Commerce was proud to host a ribbon-cutting ceremony on October 11th for Rock the Block Studio, also called **Dancing with the Nordé**, Tiffany Nordé. She created this business out of her compassion for people's health and wellness and her passion for dance. She and her husband, David Nordé, met while dancing over 11 years ago, and it has remained core to the fabric of their relationship. David and their three little girls help with the studio as it is a family business with classes such as Urban Style Line Dancing, Detroit Style Ballroom, Chicago Stepping, Twerk-Fit, and Hip-Hop Cycling. Rock the Block Studio is a place where you can join a community, have fun, make mistakes, release your stress, and "Exercise By Accident," the company slogan!



The **Michigan Humanities** Board of Directors gathered at the organization's new office in Okemos on October 20th for a Lansing Regional Chamber of Commerce ribbon cutting. The Michigan Humanities Council, the state affiliate of the National Endowment for the Humanities, opened its doors in 1974 to begin public humanities programming. Throughout its life, the Michigan Humanities Council has understood that the humanities teach us what it means to be human. They illuminate the lessons of the past, the ideas that motivate us, the principles that guide us, and the questions that perplex us.



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Lansing Regional Chamber of Commerce Endorsed Candidates Celebrate Election Night Success

The Lansing Regional Chamber of Commerce Political Action Committee (LRC-PAC) endorsed candidates who were overwhelmingly successful during the Nov. 8 general election. The LRC-PAC had a 96 percent success rate, with 30 out of the 31 candidates endorsed winning their election during the 2022 cycle.



“It was clear from the outcome of this election that voters want good government and elected officials who are willing to work together for the good of our region and state,” said Kevin Shaw, Chairman, LRC-PAC. “We congratulate all of the winners and look forward to working with these individuals over the next couple of years.”

“This is a critical time in our region, making the experience and ability to make thoughtful decisions about difficult issues particularly important,” said Steve Japinga, senior vice president of public affairs, Lansing Regional Chamber of Commerce. “We are ready to go to work with our elected officials and jointly support strategies that encourage investment, growth, and jobs in our region.”

The bipartisan list of LRC-PAC endorsed candidates who won their race on Nov. 8 includes:

Congress

- 2nd Congressional District: John Moolenaar (R)
- 7th Congressional District: Elissa Slotkin (D)

State Senate

- 21st District: Sarah Anthony (D)
- 28th District: Sam Singh (D)

State House of Representatives

- 71st District: Brian BeGole (R)
- 73rd District: Julie Brixie (D)
- 74th District: Kara Hope (D)
- 76th District: Angela Witwer (D)
- 93rd District: Graham Filler (R)

Clinton County Board of Commissioners

- 1st District: Val Vail-Shirey (R)
- 2nd District: David Pohl (R)
- 3rd District: Bruce DeLong (R)
- 4th District: Ken Mitchell (R)
- 5th District: Bob Showers (R)

Eaton County Board of Commissioners

- 1st District: Tim Barnes (R)
- 2nd District: Blake Mulder (R)
- 3rd District: Terrance Augustine (D)
- 4th District: Brandon Haskell (D)
- 13th District: Jim Mott (R)

Ingham County Board of Commissioners

- 1st District: Randy Maiville (R)
- 2nd District: Karla Ruest (R)
- 3rd District: Chris Trubac (D)
- 5th District: Myles Johnson (D)
- 6th District: Vic Celentino (D)
- 7th District: Thomas Morgan (D)
- 10th District: Gabrielle Lawrence (D)
- 11th District: Mark Grebner (D)
- 12th District: Irene Cahill (D)
- 14th District: Mark Polsdofer (D)
- 15th District: Monica Schafer (R)

The LRC-PAC’s endorsement process includes a review of a candidate’s past performance, a written questionnaire, and, in some cases, an in-person interview. Only after this process is completed and a vote of the LRC-PAC Board is taken can a candidate be endorsed and be considered for financial support.

Learn more about the LRC-PAC here: www.lansingchamber.org/lrc-pac. ●

Tell Congress to support small business by:

<p style="font-size: small;">No overly burdensome regulations</p>	<p style="font-size: small;">Foster policies that strengthen the workforce and help address the labor shortage</p>	<p style="font-size: small;">Create an environment where entrepreneurship can thrive</p>
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#Fight4SmallBiz

#Fight4SmallBiz

The Lansing Regional Chamber advocates for you at every level of government. We will continue to #Fight4SmallBiz in 2023 and to tell Congress to support small businesses!

Capital City Improvement Support Package

Our region is asking the governor and state legislature to fund the Capital City Improvement Support Package during the lame-duck session as well as the new state legislative session starting in 2023.

As the state capital, Lansing serves as the symbol of the state, a place for its democratic processes, and a venue to educate citizens and visitors about our state's rich history. Downtown Lansing, where the Capitol building and state government offices are located, is also home to thousands of residents living throughout the downtown neighborhoods and hundreds of small businesses in the central business district.

A strong and healthy downtown makes our region somewhere people want to live, work, and thrive. It provides a culture and lifestyle that retains people and is a gathering place where people can support each other. Our region is asking the governor and state legislature to fund the Capital City Improvement Support package. The package* contains requests for ongoing state aid as well as one-time funding to ensure we have a strong and healthy capital city.

Ongoing state aid:

- Payment in lieu of taxes (PILT)-type payment - \$4.67M

One-time funding:

- Overall Funding Request - \$170.5M
- Capital Outlay Facilities Fund - \$40M
- The Ovation Performing Arts Venue - \$20M
- Tourism, Entertainment, & Convention Center Infrastructure Enhancements - \$30M
- Revolving Development Fund - \$60M
- STEM Foot Bridge - \$500K
- Social Services - \$3-5M
- MI Joint Training Innovation Center - \$15M

CAPITAL CITY IMPROVEMENT SUPPORT PACKAGE

BRIEF DESCRIPTION

As the state capital, Lansing serves as the symbol of the state, a place for its democratic processes, and a venue to educate citizens and visitors about our state's rich history. Downtown Lansing, where the Capitol building and state governmental offices are located, is also home to thousands of residents living throughout the downtown neighborhoods and hundreds of small businesses in the central business district.

CHALLENGES

- Due to the massive shift of state employees working hybrid schedules, this has impacted the city and small businesses significantly.
- State buildings as well as surface parking lots are empty after 5 p.m. during the weekdays and deserted during the weekends.
- The state government is the largest tenant of the city of Lansing and the city incurs costs for hosting the state seat of government.
- The state does aid the city for fire services. In 2022, that amount was \$2.62 million.
- The state does NOT aid the city with a payment of lieu of taxes (PILT)-type payment for lost property taxes and other revenues. A loss to the city of approximately \$4.67 million annually.

SOLUTIONS

A strong and healthy downtown makes our region somewhere people want to live, work, and thrive. It provides culture and lifestyles that retain people and is a gathering place where people can support each other. Our region is asking the Governor and State Legislature to fund the Capital City Improvement Support package. The package contains requests for on-going state aid as well as one-time funding to ensure we have a strong and healthy capital city.

- On-going state aid
 - Payment in lieu of taxes (PILT)-type payment: \$4.67M
- One-time funding
 - Overall Funding Request: \$170.5M
 - Capital Outlay Facilities Fund - \$40M
 - The Ovation Performing Arts Venue - \$20M
 - Tourism, Entertainment, & Convention Center Infrastructure Enhancements - \$30M
 - Revolving Development Fund - \$60M
 - STEM Foot Bridge - \$500K
 - Social Services - \$3-5M
 - MI Joint Training Innovation Center - \$15M

REGIONAL PARTNERS

For more information on the Capital City Improvement Support Package, contact LRCC SVP Steve Japinga at sjapinga@lansingchamber.org.

** Updates may be made to the final version of the support package based on needs identified in the future.*

#LOVELANSING

Eaton/Clinton Joint Economic Crime Unit: Here For You

It's the holiday season, and unfortunately, there is an uptick in crimes such as shoplifting and fraud. To assist our businesses, the Eaton County and Ingham County prosecutors have a joint economic crime unit to help when these issues arise.

Contact the Eaton and Ingham counties joint economic crime unit for assistance at the following website www.eatoncounty.org/164/Economic-Crimes-Unit OR pa.ingham.org/courts_and_sheriff/prosecuting_attorney/bad_checks.php



A Proud Member of the Community

Our Lansing location is a locally owned and operated express tunnel car wash. We're thrilled to be part of the Lansing community. Our recent haunted car wash, Tunnel of Terror® raised \$3,525 for Boots on the Playground, an organization that provides free boots to children in need at local elementary schools. Together with our community members, we were able to donate 141 pairs of boots and shoes. For Veterans Day, we offered a free wash to all active and retired military members. We also offer discounts to businesses for fleet programs and helps groups with fundraising programs.

Download the Tommy's Express app today, and you can get your first month of washing for free. Use the TommyClub app to create an account, manage your wash plan, payment preferences and sign up for deals and discounts. It's no-hassle washing! Visit us at 3715 W Saginaw St. seven days a week, from 7 am. to 9 p.m. ●

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 X U Q E V T T B C R E D I B I L I T Y V
 O Q J U U E R O J P U T M S J I Q C C X
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Dorothy E. Maxwell

2022 ATHENA LEADERSHIP
AWARD RECIPIENT

*ATHENA Lansing Celebrates
40 Years*

Of all the important influences in her life, it has been the women around Dorothy Maxwell who have done the most to shape her character and her viewpoints. They have nurtured her foundational values, which have served as her guiding light in family, business, and community endeavors. She cites her wonderful mother, whom she describes as caring, loving, and smart, as a great role model as a mother and a woman of dignity. Her older sister set a great example for Maxwell in her professional career as an educator. She also cites a number of professional women influencers for their demeanor and for demonstrating what women can accomplish.

"It is also important to note that my daughters, who are now mothers and professionals, continuously contribute so much to my knowledge base," said Maxwell. "Their experiences are so different than mine because everything and every institution has changed so much."

Maxwell applies life lessons in every aspect of her endeavors. In recognition of her outstanding business career, her unrelenting commitment to making a

difference in the community, and her role in supporting other women leaders, the Lansing Regional Chamber of Commerce (LRCC) selected Dorothy E. Maxwell as the 2022 ATHENA Leadership Award recipient. Maxwell reacted to the news in her typical humble manner.

"My immediate reaction was surprise followed by a bit of excitement," said Maxwell. "Anybody who knows me knows that I don't get very excited. It was an honor to be supported by so many who considered me worthy of this award."

The award comes on the 40th anniversary of the creation of the ATHENA Award, which was started in Lansing in 1982 and has grown to a globally recognized honor celebrating the contributions of women leaders. Business and community leaders agreed that Dorothy Maxwell is an outstanding ATHENA honoree.

"We are excited to celebrate the 40th anniversary of the ATHENA Leadership Award, started right here in Lansing, Michigan, in 1982 by Martha Mertz and now presented by hundreds of communities around the world," said Tim Daman, president and CEO, LRCC. "I have known Dorothy for many years and have the privilege of working alongside her in supporting the ATHENA PowerLink program. Dorothy's commitment



Dorothy Maxwell led the creation of Delta Township's annual Community Awards Program, now in its 16th year.

to serving our community and supporting other women leaders during her career makes her the ideal selection for this year's ATHENA award. "

"Dorothy Maxwell is the consummate business and community leader," said Kellie Dean, CEO, Dean Transportation. "She has given so much of herself on behalf of the community. She is a true representative of the ATHENA Award, especially in the way she gives of her time and leadership to make our community better. She is a beautiful person with a great soul and is always giving. "

As Maxwell entered her professional career, she found it necessary to adopt values that she says were tougher than the ones she learned growing up. She added and applied a self-test, particularly when decisions were tough. She asked herself if what she was considering was legal, moral, and ethical, and if she could stand behind the decision with a good conscience.

"In addition, if you are going to have a well-lived life, there has to be balance in it," said Maxwell. "I believe in balancing the time given to those we love, with our day-to-day work, with spiritual life, and with that thing which brings joy to the soul. "

Maxwell's professional career included 30 years working in the executive branch of state government. She retired from the Michigan Department of Civil Service. She then became President and CEO of Max Weingar Group, a Lansing-based management consulting firm focused on talent development and workforce competence.

Maxwell's strong background in public service also includes experience as an appointed and elected official in local government. In addition to serving on the Eaton County Board of Road Commissioners, Tri-County Regional Planning Commission, and as a Trustee of the Michigan County Road Association Self-Insurance Fund, she has served as a Delta Township Planning Commissioner and Delta Township Trustee. During her time on the Delta Township Board, she was the organizer of the first initiative to expand public transportation options in the Township; was co-developer of Greener Delta Day, which educated students and citizens

ATHENA Award Recipients Since 1982

Lansing, Michigan is the proud home of the ATHENA Award, founded 40 years ago. The finest community leaders in our region have been ATHENA Honorees over the past four decades. The Lansing Regional Chamber of Commerce is proud to have recognized these outstanding ATHENA Leadership Award Winners:

- 1982 Dr. MaryLee Davis
- 1983 Lucille E. Belen
- 1984 Sister Mary Janice Belen
- 1985 Alyson W. Steele
- 1986 Martha Mertz
- 1987 Marcia Jensen Spencer
- 1988 Hortense G. Canady, Ph.D.
- 1989 Mildred Erickson
- 1990 Sen. Debbie Stabenow
- 1991 Eva Evans, Ph.D.
- 1992 Patrick D. Hanes
- 1993 Dawn E. Springer
- 1994 Helen Pratt Mickens
- 1995 Priscilla J. Peterson
- 1996 Joan E. Bauer
- 1997 Marianne E. Samper
- 1998 Sandra Draggoo
- 1999 Suzanne Beekman Mills
- 2000 Virginia Hilbert
- 2001 Mary Ellen Sheets
- 2002 Carol Conn
- 2003 Theda Rudd
- 2004 Lou Anna K. Simon
- 2005 Paula Cunningham
- 2006 Sheri Jones
- 2007 Paula Blanchard-Stone
- 2008 Rachelle Neal
- 2009 Tiffany Dowling
- 2010 Nell Kuhnmuensch
- 2011 Nancy McKeague
- 2012 Stella Cash
- 2013 Kelly Rossman-McKinney
- 2014 Dr. June Pierce Youatt
- 2015 Sarah Jennings
- 2016 Joan Jackson Johnson
- 2017 April Globes
- 2018 Suzie Merchant
- 2019 Karen Grannemann
- 2020 Elaine Hardy
- 2021 Michelle Massey
- 2022 Dorothy E. Maxwell

Dorothy E. Maxwell: 2022 ATHENA Leadership Award Recipient

about convenient, innovative, and greener choices; and was founder and sponsor of Delta Township's annual Community Awards Program, which recognizes local excellence of residents and businesses.

"Dorothy Maxwell has contributed so much to our community," said Ken Fletcher, Delta Township Supervisor. "The Community Awards Program is a great example of Dorothy's leadership and commitment. I give her great credit for creating it and putting together the committee to plan the whole thing out. Sixteen years later, the event is still going strong, and I thank Dorothy for stepping up and making the whole thing possible."

"I've also been privileged in my adult life to have worked beside people who have kindred interests all toward improving the lives of others," said Maxwell.

Maxwell's leadership skills have also been evident in her deep commitment to community service. Her resume of organizations she has served is vast. Maxwell traces her willingness to be so deeply involved in the community to growing up in a household where her parents were heavily involved in service, including fostering children and taking in older people who needed support.

"I have had experiences and opportunities that go way beyond my modest aspirations," said Maxwell. "I am proud to have been a force for good."

Most notably, Maxwell was a founding board director of Sparrow Specialty Hospital, where she has also served as a two-term board chair, vice chair, and quality and safety committee member. Kira M. Carter-Robertson was the Chief Operating Officer and President/CEO of the hospital during that time.

"Be clear with yourself who you are and what you really want. Then, be prepared to pursue your dream. Go after opportunities as they come, and be willing to seek opportunities that aren't necessarily easy for you. Do not be discouraged easily."

—Dorothy E. Maxwell





Dorothy Maxwell has the opportunity to lead a delegation of YMCA youth to Russia for a cultural exchange experience.

“Ms. Maxwell aided the Board in setting the tone and direction that helped build the foundation that drives the continued success of the organization,” said Carter-Robertson, who now serves as Senior Vice President, Regional Hospitals, Sparrow Health Systems. “Furthermore, she is compassionate, approachable, and has remarkably good judgment in matters of business. The hallmark of a great leader is often not in what they say but in how they go about leading. Ms. Maxwell taught me how to walk in grace under fire, to not shy away from new opportunities, and to find ways to give back in the community. As a new leader starting out, I was blessed to have such a great example before me that helped pave the way.”

Numerous other organizations have benefitted from Maxwell's dedicated service and wisdom over the years. She has been Board Chair, Vice Chair, and Secretary of the Capital Area United Way, and has been involved in board leadership positions with Greater Lansing Clean Cities, Eaton Community Palliative Care, Metropolitan YMCA of Lansing, and the Capital Region Community Foundation. She is a past board member of the Lansing Regional Chamber of Commerce and a founding and current member of the local governing body of the ATHENA PowerLink program. She is a current Board Director and former two-term Board Chair for the Greater Lansing Convention and Visitors Bureau and a long-time member and leader at her church, Trinity AME Church in Lansing. Maxwell is also a Life Member of Delta Sigma Theta Sorority, Inc. and is co-founder of a Michigan graduate chapter.

“Dorothy's ability to connect throughout the community stems from her passion to volunteer and give back,” said Julie Pingston, president and CEO, Greater Lansing Convention and Visitors Bureau. “She serves without hesitation and is generally the first to raise her hand when help is needed.”

ATHENA PowerLink Recipients

Since 2006, a select group of female business owners in the region has had the privilege of working with a skilled advisory panel comprised of mentors best suited to the recipients' needs. The complimentary business consultation services are provided for one year, at a value of over \$25,000. The panel will consult to help the business owner achieve networking, capital, operational and strategic goals and to enhance the business owner's leadership and management skills for future business endeavors.

- 2006 Kathy Valentine, The Plant Professionals
- 2007 Dr. Sue Maurer, Care Connections and Dr. Marcy Street, Doctor's Approach
- 2008 Angelia McGarry, Carolan & McGarry
- 2009 Linda Hundt, Sweetie-licious Bakery Cafe
- 2010 Rochelle Rizzi, Rizzi Designs
- 2011 Heidi Brumbach, Technisch Creative
- 2012 Jane Mitchell, Jungle Jane Promotions
- 2013 Jill Marlan, Peak Performance Physical Therapy
- 2016 Barb Krejcik, North Winds Heating & Cooling, Inc.
- 2017 Courtney Maki, Glow Social Media
- 2018 Kellie Johnson, Kellie's Consignments
- 2019 Leslie Auld, Therapy Today Counseling & Consulting
- 2020 Lauren Palmer, Curvaceous Lingerie
- 2021 Jenny Quinn, Trista Parisian, FLEXCity Fitness
- 2022 Tobi Lyon, Ngage Management
- 2023 Lorin Cumberbatch

“Dorothy Maxwell is the consummate business and community leader. She has given so much of herself on behalf of the community. She is a true representative of the ATHENA Award especially in the way she gives of her time and leadership to make our community better. She is a beautiful person with a great soul and is always giving.”

Maxwell's service, dedication, and commitment have been recognized by; Trinity AME Church with the 2013 Shield of Allen Church and Community Service Award from the Sons of Allen; the 2008 Sojourner Truth Award from the Lansing Area Negro Business and Professional Women's Club; the 2005 C. Colton Carr Exemplary Volunteer of the Year Award from the YMCA of Metropolitan Lansing ;and the 2000 Certificate of

Dorothy E. Maxwell: 2022 ATHENA Leadership Award Recipient

Distinction from the American Society for Talent Development. Maxwell is among the rare triple-awardees of the Lansing Regional Chamber of Commerce, having been recognized with the 2003 Outstanding Small Business Award, 2006 Community Service Award, and now the 2022 ATHENA Leadership Award.

Maxwell is very proud of her role as a mother and wife. She says many of her most noteworthy community endeavors happened after her daughters, Terrion and Kier, were in college. She proudly notes that her daughters are women who have achieved well in their respective educational, professional, and family lives. Maxwell and her husband, Bob, have enjoyed their personal and professional lives together. The couple were long-time owners of Robert's Elegant Attire and Gems & Jewels Fine Jewelry, for which they received the Outstanding Small Business recognition from the Chamber.

Maxwell continues enjoying the opportunity to mentor numerous women throughout her career. Her advice



Nat Lentz/Tandem Studios/FirstLast Media

to young women is to get prepared for whatever they seek in life.

"Be clear with yourself who you are and what you really want," said Maxwell. "Then, be prepared to pursue your dream. Go after opportunities as they come, and be willing to seek opportunities that aren't necessarily easy for you. Do not be discouraged easily." ✨



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Martha Mayhood Mertz' Latest Book Explores the Challenges Faced by Women Leaders

In her first book, "Becoming ATHENA: Eight Principles for Enlightened Leadership," published in 2009, Martha Mayhood Mertz described the ways women lead and the ATHENA Leadership Model. Mertz has authored a new book, "Living ATHENA," which will be out in February 2023. "Living ATHENA" explores whether the intervening years have changed challenges for women regardless of their age, station in life, or ethnicity.

"I started talking with younger women professionals and seeing that they were finished with the effort to achieve a balance and that they were dealing with things that were too subtle to be noticed in earlier years," said Mertz. "Issues like, who shows up and who is at the table and what kind of regard and respect are people who have talent given. The question that came to my mind is, how are these women doing, and what are they searching for now?"

Mertz and her two writing partners interviewed more than 100 women leaders for the book. The following is an excerpt from the beginning of Living ATHENA:

We didn't know.

We thought achieving a balance in the voices of leadership would be a short-term aspiration. That when enough women proved aptitude in high-level positions, all aspiring women would be worthy of leadership consideration.

We didn't know of the many barriers, existing or created, we'd encounter before any kind of power would be shared.

This struggle has never been about ego. Women have simply wanted to have a voice at the table where decisions are made that affect all of us.

One thing we did know...

That women have employed the tools for effective leadership from time immemorial.

Women bring the multitude of talents we've always utilized as partners, mothers, homemakers, and caretakers, balancing the demands of others in our lives, often unpaid and unappreciated, into the professional realm.



We are supremely prepared for the stresses imposed by leadership at every level. We know how to exercise leadership by implementing the competencies we have always used, preferring our more relational approaches over the traditional "command and control" hierarchically based structures prevalent throughout the centuries.

But these are transformational times. In a slow-motion shift, the culture has evolved to the point where women aren't clumped together in a single category but are perceived and judged as individuals with strengths and faults alike. This is a huge leap forward and will impact every place where women step into positions of power and influence. As our numbers in these posts of importance increase, so will the recognition of their value.

Research shows that the attributes women possess certainly make them qualified to serve in positions of leadership. In a 2011 study published in the Harvard Business Review, consultants Jack Zenger and Joseph Folkman analyzed the leadership-effectiveness evaluations submitted by more than 7,280 executives. Their analysis revealed that at every management level, women were rated higher than the men—and the higher the level, the wider the gap.

"It is really all about times that we've been living in, what we've learned, what we still need to learn, and what we can do together," said Mertz. "It is a very positive, hopeful book." ✨

ATHENA PowerLink Recipient Lorin Cumberbatch: Her Commitment to Beauty and Lansing

By Hailey Kenward, Kolt Communications, Inc.

Lorin Cumberbatch, the founder of Skin Studio 211, has been named the ATHENA PowerLink Recipient for 2023. ATHENA PowerLink is a business mentoring program that supports women entrepreneurs and business owners. Cumberbatch's leadership includes a strong commitment to the growth of her business and goals to serve the community through her business.



Cumberbatch

Skin Studio 211 is a group of estheticians who want to make getting ready easier. Skin Studio 211 currently has locations in East Lansing and West Lansing. The business is the result of Cumberbatch noticing a gap in the market. After moving to Lansing from New York, the pandemic hit. Nobody was hiring at the time, but she had her certification as an esthetician that she could use.

Prior to officially moving to Lansing and opening the business, she worked as an esthetician out of her mother's house when visiting. Through this experience, she found that there were no Black estheticians operating in the area, but there was a high demand for them.

Since cornering the market as a Black esthetician, she has been consistently striving to grow her business. Along with the ATHENA PowerLink award, Cumberbatch was named one of Lansing Region's "10 Over the Next Ten" young professionals, a recognition of all the incredible things she does for the community. Between fundraisers, back-to-school drives, community sports teams, and the Black Book Drive, she is committed to the entirety of the Lansing community, not just her business.

"I have just been consistently applying to things to see what I am able to achieve with my business," said Cumberbatch. "Every time I win something, it comes as its own shock to me. It means a lot to be recognized with the ATHENA PowerLink award and have the support of entrepreneurs who will be able to help me build my business."

As the recipient of this prestigious award, she has the opportunity to work with an advisory panel of consultants from regional businesses who will guide her in achieving established goals.

"I was a part of the LEAP Elevate program, which was an amazing opportunity, but I have since graduated from it, so they now have other entrepreneurs to mentor," said Cumberbatch. "Having this panel will be a great help

because now I am able to gain the mentorship that I might not fully get since graduating from the LEAP program."

The panelists selected for Cumberbatch include Melissa Terry of Lotus Beauty Lounge, Adil Daudi of Daudi & Kroll P.C., Liz Winowiecki of United Hair, Adrian Joseph of Goodfellas Bagel Deli, Angelique Duphene of Inverve Marketing, Inc., and Lauren Palmer of Curvaceous Lingerie.

"We are excited to announce the 2023 advisory panelists who have come together to support Lorin," said Lisa Fisher, owner of Lisa Fisher Associates. She will serve as Cumberbatch's coach and liaison between her panelists.

Cumberbatch hopes to use the panel's advice to assist her in reaching her goal to open a third company location in Kalamazoo.

For more information about Skin Studio 211, visit www.skinstudio211.com.



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ATHENA PowerLink Panel Helps Tobi Lyon/Ngage Team Manage Record-Breaking Growth

Five years ago, the Ngage Management team was one person: founder and CEO Tobi Lyon. Today, with annual sales increasing between 45 and 137 percent, the Ngage team has grown to 48 people, with team members in 10 states. To put it mildly, business for Michigan's largest full-service association and event management company is booming!



Lyon



Lyon has remained well-grounded and humble in the face of her company's incredible growth. She is quick to credit her amazing team with their diverse skills, background, and ages, ranging from 22 years old to near retirement.

Managing explosive growth can be an overwhelming challenge, which is why Tobi Lyon's selection as the 2022 ATHENA PowerLink (APL) couldn't have come at a better time. Lyon had the privilege of working with an advisory panel of people with wide-ranging skills. Her panel helped Lyon articulate her vision related to her succession plan.

"I am so shocked and blown away by the talented, passionate, and caring team we have," said Lyon. "They are loyal to each other. They push and respect each other. Most importantly, they have taken this company to someplace I couldn't have imagined in my wildest dreams."

The foundation for future growth at Ngage Management is solid thanks to a great team and helped along through the encouragement, wisdom, and commitment of an outstanding group of business leaders serving as Lyon's APL panel for the past year.

"ATHENA PowerLink is grateful for the subject matter experts that have stepped up to support our recipients," said Lisa Fisher, owner of Lisa Fisher Associates, who served as Lyon's coach and a liaison between her panelists. "This amazing team collaborated on several topics and provided insight to assist Tobi in moving closer to her goals for the panel. It is wonderful to see the community come together to move women in our area forward." ✨

"They made me drill down to what I want to do beyond Ngage and how Ngage goes forward when I'm not in the driver's seat," said Lyon. "This grew my self-awareness to a new heightened level."

Lyon's panel challenged her thinking and brought a new perspective regarding untapped opportunities and innovative solutions that helped propel Ngage's profitability.

"With the overwhelming and record-breaking business growth we have had, they held my feet down, which assisted me in redefining our ideal client by filling in knowledge gaps and providing sound advice regarding some challenges we have had with demanding clients," said Lyon.

"Tobi is a unique individual with incredible people and organizational skills," said Ray Tadgerson, CEO of Tadgerson Consulting and one of Lyon's advisory panel consultants. "The things she has put together for her company are amazing. She has all the right experience and acumen to be very successful."

"Tobi Lyon has proven herself as a successful visionary and exceptional entrepreneur," said Paula Cunningham, state director, AARP, and one of Lyon's advisory panel consultants. "What Tobi has created is more than just a premiere association and event management company. She has created a new standard of excellence in customer service. The success of Ngage is directly related to her leadership, vision, and hard work."

2022 APL recipient Tobi Lyon was fortunate to have an outstanding group of business leaders serving as her volunteer advisory panel:

- Ray Tadgerson, Tadgerson Consulting
- Ken Misiewicz, Pleune Service Company
- Paula Cunningham, AARP Michigan
- Pat Gillespie, Gillespie Group
- Adil Daudi, Daudi & Kroll, P.C.

The Story Behind the Athena Award

Martha Mayhood Mertz enjoyed a distinguished career as a business and community leader. It was not without challenges, particularly as a determined woman leader in a male-dominated world. Mertz felt compelled to name her company Mayhood Mertz to create the perception there was a male partner, when in fact there was no separate Mayhood – that’s her maiden name.

When she accepted a position on the Lansing Regional Chamber of Commerce board, she was chagrined to walk into her first meeting to find she was the only woman in the room. These and similar challenges fueled her mission 40-plus years ago to create an award recognizing women leaders’ work.

“When I was the only woman on a board, I decided that it was important there be a balance in the voices of leadership on that board,” said Mertz. “That was the catalyst that gave rise to this ATHENA project.”

Despite initial resistance, several business and community leaders eventually joined her in an effort to develop what would become the ATHENA award. The group decided to create an award to be presented to a leader within the community to highlight their professional excellence, commitment to the community, and a sustained pattern of helping women achieve their full potential. It was also determined to present the award at the Lansing Regional Chamber of Commerce (LRCC) Annual Dinner.

Local attorney Patrick Hanes was part of the planning process. Hanes — a former LRCC Board of Directors chair and one of fewer than a dozen men internationally to receive the ATHENA Leadership Award — recalls those early discussions.

“There was clear recognition that we had to recognize the people that helped create women leaders and assist women in business,” said Hanes. “We started identifying people we felt we could bring into this group. It became something that just continued to grow and grow.”

The next step was to develop the actual award and determine its name. Martha Mertz volunteered to find someone to design the award. She hired MSU graduate art student Linda Ackley. After showing Mertz a couple of renditions, the two zeroed in on how they saw the product coming together. As they appeared to close in on a concept, Mertz thrust her arms in the air, which Ackley picked up on. The next rendition Ackley developed was a winner.



Hanes



Ackley-Eaker

“I was blown away,” wrote Mertz in her book “Becoming ATHENA.” “She had drawn an abstract shape subtly suggesting a woman’s form with arms uplifted in a graceful and celebratory pose. Where the head would be, a crystal prism rested. She proposed casting the design in bronze and setting it in a wooden base.”

“The elements and design of the ATHENA Sculpture are meant to align with the qualities of the recipient,” said Linda Ackley-Eaker. “The cast bronze is a timeless material. The raised arms signify power and celebration. The crystal prism reflects the light and complexity of the multifaceted person. The pure marble base is the foundation for success.”

Ackley-Eaker, who now lives in northern Michigan, not only created the original ATHENA but has since created 6,000 more ATHENA sculptures.



The next step was to determine the name. Ackley volunteered to do some research and spent library time researching goddess figures. Within a week or two, she came back with a one-word recommendation: Athena. It was the name that Ackley and Mertz agreed was most in line with the sculptural image and meaning.

No one dreamed that the ATHENA award, born in Lansing, Michigan, would go on to become a prestigious global brand.

“As we continued on and formed the foundation for ATHENA International, we were constantly talking to other chambers around the world. It just continued to grow,” said Hanes. “As ATHENA grew in the United States, we thought, this really is something special. There is nothing similar to it.”

Since its beginnings in Lansing in 1982, ATHENA has expanded to more than 7,500 awards in over 500 communities worldwide. Thousands of exceptional women and some remarkable men have received local ATHENA awards. Though much progress has been made, Mertz says that gains have been mixed.

“Many of the original issues are fairly well resolved, but then other things that were underneath those issues came to light,” said Mertz. “Younger women of today are working on the second and third levels of achieving a balance in the voices of leadership.”



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NEW HIRES



McCord

Capital Area Housing Partnership is pleased to announce **Terry McCord Jr.** as its new marketing and fundraising specialist. McCord joined CAHP in February 2021 as a housing resource specialist delivering pandemic assistance to Ingham County residents at risk of losing their homes. He is pursuing a degree in business management.



Remy

Convergence Networks announced that **Chris Remy** has joined the company as its CEO. Remy succeeds Mat Lafrance, who will continue as a board member

and focus on employee development and engagement. Remy joins Convergence Networks with over 25 years of technology management experience. Most recently, he was CEO of Mobile Technologies (MTI), where he led an organization that provided 24/7 technical support to some of the largest retailers and OEMs across North America.



Nugent

Comerica Bank has announced the recent addition of **Chris Nugent** as commercial relationship manager for the Greater Lansing Region. A native of Lansing and

Michigan State graduate, Nugent has over 30 years of commercial banking experience and community involvement.

Origami Rehabilitation is pleased



Nowak

to announce the addition of **Corine Nowak** to its team as the quality assurance manager. Nowak is a certified project management professional and brings over seven years of experience in patient safety and quality, along with a passion for improving people's lives, to the Origami team.



Carlson

Michelle Carlson has been selected to serve as the new executive director for **Lansing Art Gallery & Education Center**. Carlson has over 20 years of experience in arts administration and event planning.



Unger

The Greater Lansing Convention and Visitors Bureau welcomes **Elaine Unger** as the newest sales manager. Unger joins the growing sales team with recent experience in event planning and regional sales management. She has a Bachelor of Arts degree from Central Michigan University.

The Law Office Of Reid Felsing is pleased to announce the hiring of their newest associate attorney, **Jack Rucker**. He has recently passed the bar exam and has been sworn in as an attorney.

The Greater Lansing Convention and Visitors Bureau welcomes **Jenn Morden, CMP, CTA**, as the new convention services and events manager. Morden brings extensive



Morden

meeting planning, operations, project management, and hospitality experience to the GLCVB sales and services team. She is currently the president-elect of the MPI Michigan Chapter and has a Bachelor of Business Administration degree from Northwood University.



Jackson

Needham Solutions LLC, the veteran-spouse and women-owned/operated design and marketing technology solutions company in Mason, is excited to announce the addition of **Angel Jackson** as COO. Jackson brings over ten years of creative and marketing experience to the small but mighty team. With Jackson's strategic planning, creative thinking, and tech-savvy skill set, she is ready to assist founder and CEO Cameron Marie Needham in growing their client base locally and nationally.



Coyer

Thatch Computer Consulting is pleased to welcome **Jim Coyer** to the team as director of operations. He brings 30 years of management experience and will handle daily operations, facilities, logistics, personnel, systems, and inventory management. As TCC continues to expand, Coyer hopes to keep growing pains to a minimum.

AWARDS

A registered nurse at **E.W. Sparrow Hospital's** Emergency Department



Ridenour

who recently helped a new mom receive life-saving care has been honored with the Sparrow Speak Up Award for advocating on behalf of patient and caregiver safety. **Rebecca**

Ridenour was treating a newborn at the hospital when she noticed the baby's mother did not look well. The nurse checked the mom's blood pressure, which was extremely high. Ridenour immediately contacted other caregivers and worked quickly to arrange the mother's admission to the hospital. Mom was later diagnosed with preeclampsia, a high blood pressure disorder that can lead to serious health problems during pregnancy or soon after childbirth.

Delta Township hosted the 16th Annual Delta Township Community

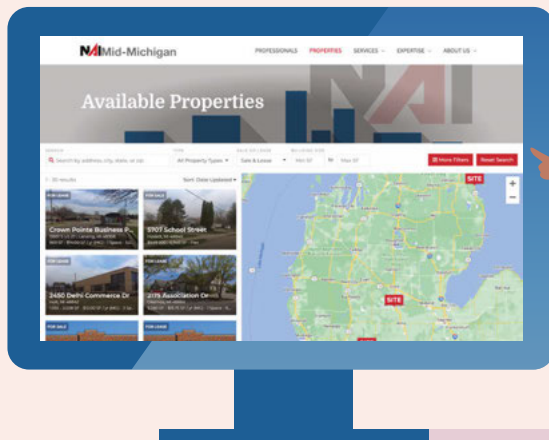


Awards Event on October 27th at the Crowne Plaza Lansing West. The Township presented four awards this year: Citizen of the Year, Young Person of the Year, Business of the Year, and Community Organization of the Year. The Young Person of the Year recipient was also presented with a \$2,000 scholarship sponsored by the Delta Side Business Association. The winners were Citizen of the Year: **Rita LaMoreaux**; Young Person of the Year: **Brian Magaswaran**, Lansing Catholic High School; Business of the Year: **The Smoke N' Pig BBQ**; Community Organization of the Year: **The Delta Community Choir**.

Dev Ganguly, EVP and chief operating officer at **Jackson National Life Insurance Company** (Jackson®), the main operating subsidiary of Jackson Financial Inc. (NYSE: JXN), was named the ORBIE CIO of the Year by the Michigan Chapter of the Inspire CIO Leadership Network. Ganguly received the prestigious award for technology leadership and innovation in the Large Enterprise category, which spotlights companies with more than \$3 billion in annual revenue.

Sparrow was one of only 104 health systems in the U.S to earn top honors for meeting federal requirements on publishing their negotiated rates with private insurers, according to Turquoise Health's Price Transparency report. Sparrow was the only health system in Mid-Michigan and among only four in Michigan to average a perfect score for transparency. Some of the top health systems in the country achieved the highest rating,

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such as the Mayo Clinic and the University of Michigan Health.

The **Arts Council of Greater Lansing** is pleased to announce its FY2023 fall grantees. Greater Lansing area artists and arts organizations will receive funding totaling \$30,500 to conduct community arts projects, engage area youth, and receive professional development that will support the work of the organizations they serve. MACC POD Minigrants awarded to the following recipients: **Maria Luz Arambula** of Ballet Maria Luz; **Amber Sheerin** of Michigan Library Association. MACC Arts Project Minigrants were awarded to the following recipients: **Meridian Community Band; Pure Winds; REO Town Commercial Association.** Young Creatives Grant was awarded to the following recipients: **All-Of-Us-Express Children's Theatre; Ballet Maria Luz; Lansing Art Gallery; Lansing Symphony Orchestra; MSU Community Music School; Pass-It-On Community Center; REACH Studio Art Center.** Artist in the Community was awarded to the following recipients: **Jacqueline Carroll; Tracie Davis; Debbie Fehrenbach; Rosalie Petrouske.**

McLaren Greater Lansing is proud to announce that the new hospital project won a National Award of Merit in the Healthcare Facilities category from the Design-Build Institute of America (DBIA). The McLaren Greater Lansing hospital project was one of three healthcare projects from across the country to win this award.

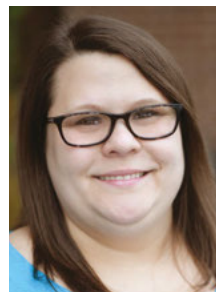
DISTINCTIONS

Physicians Health Plan (PHP) announced it has earned a Medicare quality rating of 4.5 Stars (out of 5) from the Centers for Medicare & Medicaid Services. The rating means members enrolled in PHP Medicare Advantage plans — PHP Advantage, Sparrow Advantage, Covenant Advantage, and University of Michigan Health Advantage — have access to high-quality Medicare Advantage plans offered by a locally-

owned, community-based health plan.

Loomis, Ewert, Parsley, Davis & Gotting, PC, trusted advisors to Michigan businesses of all sizes, has been recognized in the 2023 edition of U.S. News – Best Lawyers® “Best Law Firms” as a Tier 1 firm for five practice areas, Tier 2 for five practice areas and Tier 3 for two practice areas in Lansing.

Sparrow has once again achieved a national benchmark in quality care for mothers and babies after being recognized as Mid-Michigan's only Baby-Friendly® Hospital. The designation means Sparrow's leading-edge medicine and highly skilled physicians and caregivers are improving health outcomes for mothers and babies. E.W. Sparrow Hospital is one of only 13 hospitals in Michigan and among 598 in the entire country to hold the Baby-Friendly designation. Sparrow first received the honor in 2015.



Oboza

association Certified Executive (RCE) designation, which recognizes exceptional efforts made by REALTOR® association executives. Oboza is one of over 548 REALTOR® association executives, 19 in the State of Michigan, who have achieved this mark of excellence. Local and state association executives who hold the RCE designation represent REALTORS® in 49 states/territories.

The law firm of **Foster Swift Collins & Smith, PC** is included in the 2023 U.S. News – Best Lawyers® “Best Law Firms” list. The firm is rated a Tier 1 law firm in 16 practice areas, with the Lansing office receiving 13 Tier 1

ranked practice areas, with three more for their Grand Rapids office. Overall, Foster Swift is regionally ranked in 41 practice areas.

PROMOTIONS



Hagen

Origami Rehabilitation is pleased to announce the promotion of **Michael Hagen** from care coordinator supervisor to outpatient program

manager. In his 20 years at Origami, he's served in many capacities, including direct support professional, care coordinator, care coordinator supervisor, and his current role, outpatient program manager. Hagen is a Certified Case Manager (CCM), Certified Brain Injury Specialists (CBIS), and a Certified Scrum Master (CSM). In his new role, he will oversee Outpatient Program effectiveness and more.

BOARDS OF DIRECTORS

Katrina N. Hofstetter, Attorney at Law and owner of **Cornerstone Legal PLLC**, was appointed as a new board member for TWIGS (To Work In Grateful Service), a local nonprofit that offers valuable personal services to cancer patients.

PEOPLE NEWS

Dalina A. Perdomo Álvarez, curatorial assistant at the **MSU Broad Art Museum**, is the new Association of Academic Museums and Galleries' (AAMG) Michigan state representative.

COMPANY NEWS

MSU Federal Credit Union (MSUFUCU) announced an innovative new partnership with Flow Networks, creator of the Flow Platform that enables market-leading financial institutions to grow their customers' point of purchase activity and solve



**MICHIGAN
PREMIER EVENTS**

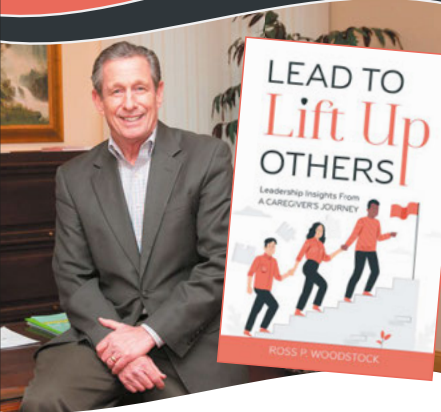
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portfolio challenges across the customer lifecycle. MSUFCU will use the Flow Networks platform to power a series of member-engagement campaigns from the MSUFCU Mobile app. The initial Game Day campaign launches in conjunction with Michigan State Football home games. This will be followed by Game Day campaigns for MSU women's basketball, men's basketball, and men's hockey.



Origami Rehabilitation hosted its Unfolding Potential Breakfast on Wednesday, October 5th, at the Kellogg Center. Three hundred attendees — including **Tom Izzo**, Michigan State University's head men's basketball coach and co-founder of the Izzo Legacy — joined together to support Origami's mission of creating opportunities and transforming lives. All funds raised went towards helping those Origami has the honor of serving to maximize their recovery and restore their health, ability, and independence.

The **Capital Area Transportation Authority** announced the approval of a three-year contract with the Amalgamated Transit Union Local No. 1039, which represents CATA's bus operators, mechanics, and utilities employees. Following the expiration of the previous contract in November 2019, CATA and its union negotiated for three years in an effort to reach an accord that met with reasonable adjustments to their wages, benefits, and work requirements.

Shaheen Cadillac of Lansing had its official grand opening and Cadillac Lyriq reveal on October 19th. The



Lansing dealership employs around 40 people and sits on 4 acres located at 650 American Road next to Shaheen Chevrolet. Ralph, Jim, and Dan Shaheen invited their VIP guests, GM executives, and staff to enjoy a festive evening to celebrate the official debut of their state-of-the-art Cadillac facility that opened in 2020.



Maner Costerisan, a full-service public accounting, technology, and business consulting firm, volunteered at eight nonprofits throughout Lansing and Grand Rapids on November 3rd as part of its fifth annual Maner Costerisan Cares Day of Impact. Maner staff donated their time and resources to the Greater Lansing Food Bank, Junior Achievement, Tri-County Office on Aging, Habitat for Humanity Capital Region, and Mid-Michigan Recovery Services in Lansing, as well as Junior Achievement, Senior Neighbors and the Habitat for Humanity ReStore in Grand Rapids and surrounding areas.

The Karmanos Cancer Institute, the world-renowned cancer center based in Detroit, for the first time since joining **McLaren Health Care** in 2014, has become the preferred cancer treatment provider in Michigan. A subsidiary of McLaren, the three-state, 14-hospital health system, the Karmanos Cancer Network of treatment facilities stretches across the state, from Petoskey to Detroit, and recently expanded into Ohio. ●



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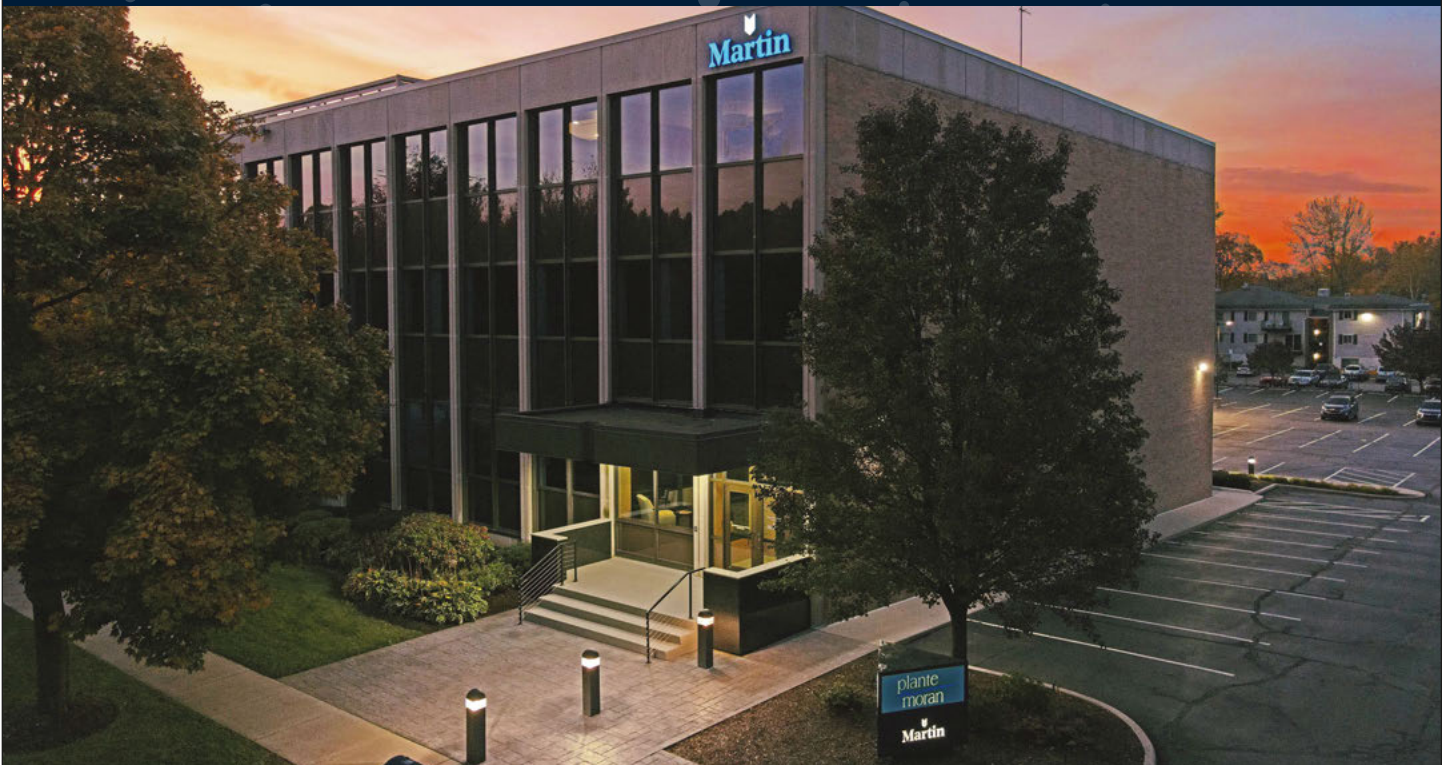


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