

Lakeshore Business Update

News & Events from Lakeshore Advantage



Going PRO Fund Applications Open

Formerly the Skilled Trades Training Fund, the Going PRO Fund provides training funds to upskill employees. This year, West Michigan employers received nearly \$10 million in training grants. A few important items of note for this fund:

All applications must be submitted online this year. Online applications will open September 12 and close October 2. [Learn More](#)

West Michigan Works! will be hosting workshops for those interested in learning more about how to complete online applications during the week of September 23. (Dates/time of workshops have not yet been announced.) Employers interested in applying for the Going Pro Talent Fund should contact [Mandy Cooper](#) as soon as possible to set up a time to meet prior to submitting their application.

Local Area Company Announces Growth

[BizStream](#) is expanding! This Allendale-based software and web development company is investing more than \$500,000 in their current location and plans to add 12 jobs over the next three years. BizStream is one of the first in the state to use the Micro Michigan Business Development Program grant to support its expansion. [Read More](#)



Exterior of BizStream



Interior of BizStream

Now for the Next Fund Created for Economic Opportunity

Last week, the Now for the Next Advisory Committee held their inaugural meeting

for the \$1.7 million economic development fund oversight. [Read our press release](#)

[Read Beth Blanton's Blog](#) about why this fund is necessary.

NOW
FOR THE
next →



Eric Ellis, President and CEO of Integrity Development Corp., is the keynote speaker at this interactive breakfast discussion designed to assist in learning how to build an effective and sustainable supplier diversity programming.

[Learn More and Register](#)

Investor Spotlight

- John Parker, Vice President of



Project Development for [Elzinga & Volkers Construction Professionals](#), wrote a blog in the Grand Rapids Business Journal on his outlook for the construction industry. [Read the Blog](#)

- Congratulations to Jack Marquis and Jaron Nyhof of [Smith Haughey Rice & Roegge's](#) Holland office. They were recently named among the "Best Lawyers in America" which is the oldest peer review in the legal profession. [Read the Press Release](#)
 - Congratulations to two more of our investors, [BizStream](#) and [Worksighted](#) who made *Inc's* "The Most Successful Companies in America" list. [Learn More](#)
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Tap into High Schooler Potential Today

Ryan Lindberg, our Business Solutions Intern, recently wrote about his experience working full time this summer at Lakeshore Advantage as an upcoming senior in high school. His insight speaks to the untapped potential

for connections between high schoolers and local businesses. [Read his Blog](#)

Zeeland is putting in its first roundabout. This feature is becoming more common as communities continually improve infrastructure. Here is information produced by the City of Zeeland on tips for safely using a roundabout.

HOW TO USE A ROUNDABOUT:**STEP 1**

Slow down as you approach the roundabout.

**STEP 2**

Look for pedestrians and bicyclists as you approach the crosswalk. Yield to those intending to cross.

**STEP 3**

Slow down as you approach the yield sign. Look left to see if other vehicles are traveling within the roundabout.

**STEP 4**

Once there is an adequate gap in traffic, enter the roundabout. Do not stop once you are in the roundabout.

**STEP 5**

As you approach the intended destination, signal your intent to exit. Look for pedestrians and bicyclists as you exit.

ROUNDABOUTS AND...

PEDESTRIANS: Roundabouts make it safer for pedestrians to cross by slowing vehicles and dividing the crossing into two stages using splitter islands. When crossing the roadway, pedestrians should look for oncoming vehicles and bicyclists. Even though pedestrians have the right of way, they should be aware of vehicles and make sure drivers see them and are going to yield. When there is a sufficient gap in traffic or vehicles have yielded, the pedestrian should cross to the splitter island. Then the process is repeated to finish the crossing. The pedestrian should not try to cross both directions of traffic in one attempt.

BICYCLISTS: Bicyclists can use the roundabout as a pedestrian or in the same way as a vehicle. When crossing as a pedestrian, dismount the bicycle and cross when safe to do so. When using the roundabout like a motor vehicle, cyclists should center themselves in the lane so they are more visible to motorists and to prevent motorists from trying to pass or overtake them. They should then follow the same process as a vehicle.

EMERGENCY VEHICLES: If you have not yet entered the roundabout when you see an emergency vehicle approaching, pull over to the right and allow the emergency vehicle to go by. If you are already traveling in the roundabout, take the nearest exit and pull over to allow the emergency vehicle to clear the roundabout. Do not stop within the roundabout.

TRUCKS: Roundabouts are designed to accommodate commercial and other large vehicles. Trucks require more room to turn and may use the truck apron - the raised pavement around the central island - for additional space. Drivers should be aware of large vehicles on the approach and within the roundabout. Do not drive next to a truck or try to pass a truck on the approach while traveling in a roundabout.

Other News and Events

- [Metal Flow](#) recently celebrated 40 years of family legacy in Holland. [Learn More](#)
- **The Detroit News** published an article highlighting Holland, Michigan as a pleasant place to head to in the summer. [Learn More](#)
- What exactly is an industry talent council? **West Michigan Works!** addresses this question and explains how they convened multiple industry talent councils to address employers' workforce challenges. [Learn More](#)
- Automotive News recently conducted a Q & A with Steve Downing, CEO of **Gentex**, discussing how technology is advancing Gentex's growth. [Learn More](#)
- Rock on **GRCC Welding Graduates!** The first students whose education was sponsored by **Metallica** graduated GRCC recently. [Learn More](#)
- **West Michigan Works!** is taking nominations for their Essential Service Awards which recognizing front-line staff within the service industry. [Learn More](#)
- **Mercantile Bank** is partnering with **Davenport University** to create educational scholarships for employees and their dependants. [Learn More](#)
- **September 25:** The **Van Andel Global Trade Center** is putting on an event to inform attendees of best practices for doing business in Mexico and Canada. Register [Here](#)

Thank you to the [City of Allegan](#), [Classic Warehousing & Transportation](#)
and [Salem Township](#) for becoming new investors.

Thank you to [Hope College](#) for increasing their investment.

**Lakeshore Advantage investor support positively impacts the region's
economic growth.**

This news and events update was sent to you as a service of Lakeshore Advantage. We send communications on a regular basis to keep you up-to-date on information that may be helpful to you as a West Michigan primary employer. Please direct questions, comments and future submissions to Kelsey Sivertson at kelsey.sivertson@lakeshoreadvantage.com.



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West Michigan's Business Advantage



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