

517

BUSINESS AND LIFE

Walking Worthy

RETAILER AONDRAJ WORTHY
WEAVES CIVILITY, STYLE
AND COMMUNITY INTO HIS BRAND

CARING FOR THE CAREGIVERS

Even in the fight of her life,
selflessness wins out

December 2022

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Community Connections from Shopping Local



I'll admit that I'm not immune from big-box retailers when necessary or leaning into the convenience of online shopping from the confines of my home.

It's likely few of us are.

Yet this time of year always give me pause to mull over just how much I value shopping at small, independent, local stores throughout the year.

I've used this space previously to voice a few thoughts about the importance of shopping local because there seems to be no better time to raise the issue than December, when everyone is out and about making purchases for family and friends during the holiday season. In past years I've listed facts and figures about the percentage of funds from independent businesses that go directly back into the local economy, the creation of local jobs and the overall community boost local businesses provide.

While those statistics are important to understand in order to truly appreciate the significance of independent business owners, what I wanted touch upon this year is centered more around what shopping local means to me on a personal level.

Online shopping may be an ideal solution for the most extreme introverts among us — of which I am not — but opening a package on your doorstep to find wrong sizes, products that don't quite live up to the website descriptions and the hassle that comes with returns can be a bigger headache than it's worth.

With large retailers, you can get the tactile and tangible aspects you might seek, but overall it can be an indifferent and emotionless experience because you're just a total at the bottom of the receipt. The literal sum of the parts of whatever you're carting out to your vehicle.

I am a woman who thrives on making connections with people. I've built a successful business upon that need, and that's what shopping local provides to me personally. It's a feeling of making true, authentic and genuine interactions with people on a level of mutual understanding. I appreciate what these entrepreneurs are doing to build my community as much as they appreciate my commitment to their continued success.

It's a feeling of pride as well as a commonality of values and principles that give Greater Lansing its uniqueness that no other area can claim as its own.

There's a lot to do before 2022 ends. Shop smart, shop often and don't forget to shop locally.

Have a safe and civil holiday season.

Tiffany Dowling
Publisher

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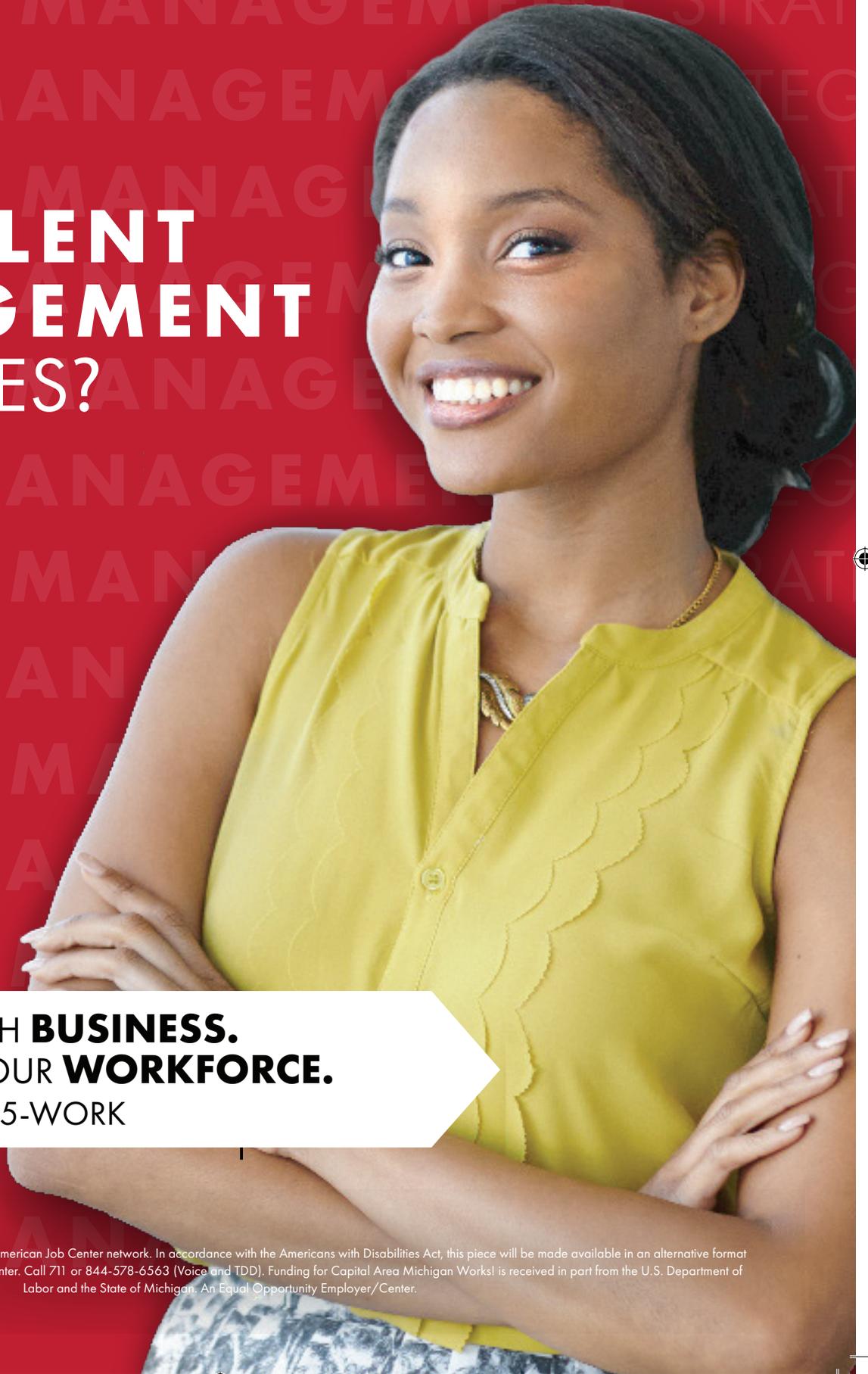
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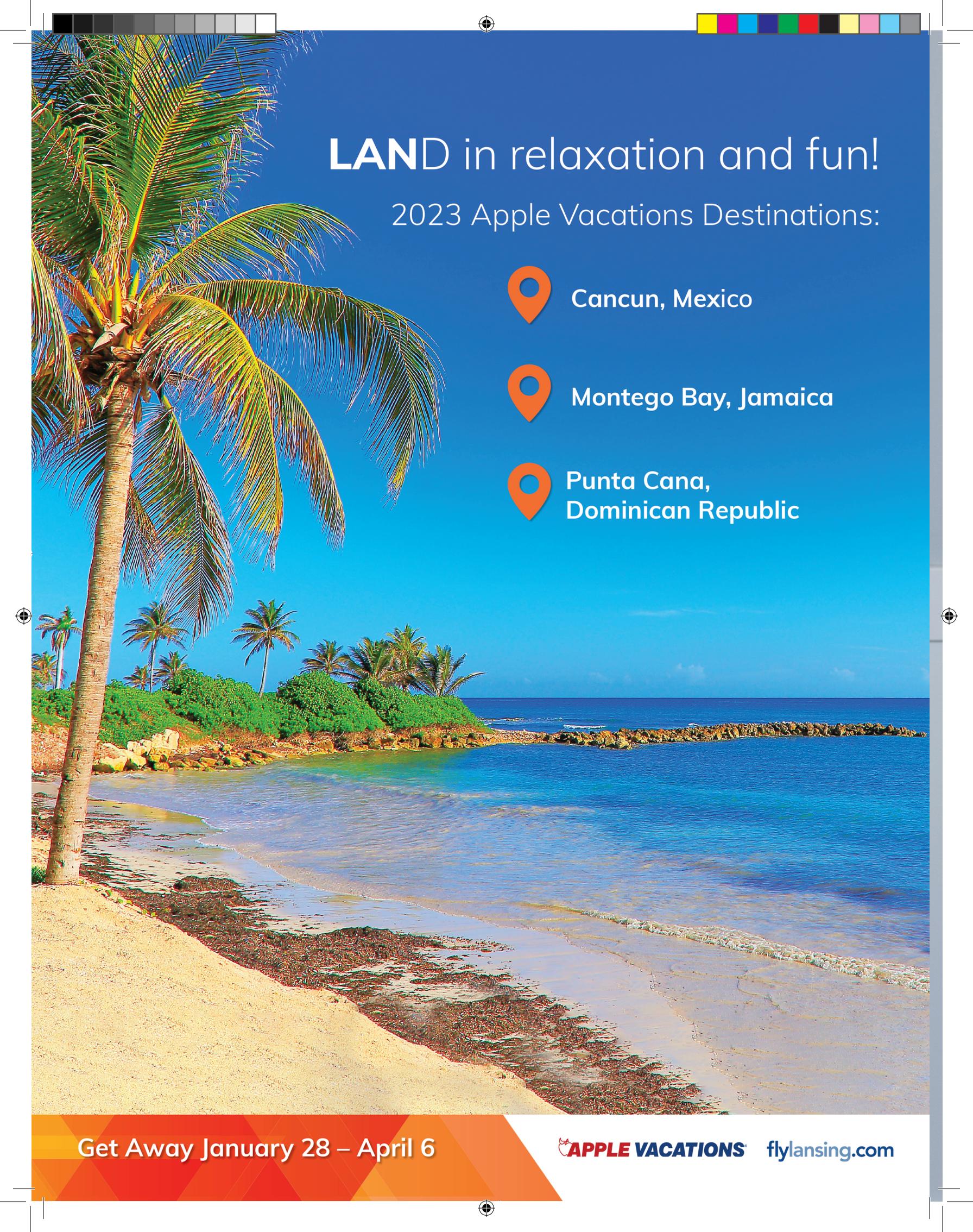
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SQUEEZE AND SUCK?

How No-mess Baby Food Pouches Hinder Facial and Airway Development.



Have you noticed that food manufacturers have switched from jars of baby food to pouches that allow the pureed food to be squeezed directly into the mouth? This reinforces the baby's already acquired ability to suck (from a breast or bottle) but fails to develop the 27 oral *chewing* muscles, especially those that help the sideways motions of the tongue.

The development of these muscles is not only critical for speech, but they single-handedly shape the inside of the mouth and throat. Bigger, stronger muscles grow a more generous "tongue box" and inner nose space, which significantly helps prevent obstructive sleep apnea and other sleep-related breathing disorders.

You might wonder if pureed foods are good for babies at all. The truth is that after a baby can sit and hold their head independently, they are ready to be introduced to solid foods. Start with small quantities of finger food, one at a time, beginning with softer foods like bananas and avocado. They will use their fingers to pinch and then their chewing muscles to mash the foods between their gums. This is called baby-led weaning (BLW).

Beyond oral muscle health, BLW helps with speech development and hand strength/dexterity. The bonus is it's easy for YOU because within months your baby will be able to eat the very same foods you are. Is it messy? Yes! That's part of the magic of exploration. Repetitive exposure to a variety of textures, smells and tastes helps build better relationships with foods. The brain needs to register these sensations, repeatedly, for kids to develop a broad spectrum of likes and preferences. The diversity of our food choices ultimately dictates a healthier gut "microbiome"

that, in return, reduces allergies, bolsters our natural immunity, reduces autoimmune disorders and results in better GI function.

In response to pouches, nutritionists are warning parents that pouches allow babies to suck their nutrition right past their lips and down the hatch. This means the food doesn't have the chance to reach their smelling receptors or their taste buds before it's swallowed.

Next, there's the potential contribution to overweightness. Like adults sucking down a great big smoothie on their way out the door (rather than taking the time to chew and swallow the bulky ingredients), babies with pouches can easily end up with a calorie glut. Condensing foods into purees and consuming them quickly simply doesn't allow enough feedback time for the stomach to switch off the appetite signal. Lastly, by using a blender, we break down the quality of *insoluble fiber*, which is so critical for gastrointestinal health.

So, the next time you're in the grocery store, pass by the baby food pouches aisle on your way to shop for whole foods.

For more parenting tips, tune in to Dr. Susan's "Brave Parent" podcast.



Dr. Susan Maples is a dentist in Holt. She is also a speaker, health educator, and author of "BlabberMouth! 77 Secrets Only Your Mouth Can Tell You to Live a Healthier, Happier, Sexier Life" and "Brave Parent: Raising Healthy, Happy Kids (Against All Odds) in Today's World." Reach her at Susan@DrSusanMaples.com



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BUDGETING FOR 2023

By Deidre Davis, MSU Federal Credit Union's Chief Marketing Officer

Setting a budget and sticking to it can be challenging. Here are some money management basics to consider as you work toward your 2023 financial goals.

Your budget should be a tool that assists you in making smarter spending choices and accomplishing what is most important to you financially. To create your budget, first make a list of your monthly spending including needs and wants. For example, paying your mortgage (or rent), utility, and food bills are necessary needs, but dining out every week, weekend getaways, and nights out (wants) are not.

Next, subtract those expenses from your net income – your income after taxes – starting with the needs. Then, identify your financial goals and add them into your budget. These might include saving for a down payment for a car or home, or an upcoming vacation. This is also the step where you include the wants you identified in the first step.

Now it's time to open subsaver accounts – separate accounts within your main savings account – for each goal. To make saving easier, set up automatic transfers to those subsavers each month or every time you receive a paycheck.

Another good way to maintain your budget is to create an emergency fund for unexpected expenses such as car repairs or medical costs. You can use these funds instead of money allocated

for other purposes or a credit card, which can add to your debt.

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business

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SUPPORTING SMALL BUSINESS

There are countless ways to support small businesses in the Greater Lansing region this holiday season.

Obviously, first and foremost, spending your holiday dollars locally makes a big impact. But did you know there are a few ways you can show your support without spending a dime?

Among them: reviews. More often than not, you'll see more people posting online about negative experiences. How many take the time out to post a glowing review? If you've had a great experience with a local business, be sure to take the time to give them a positive review on Yelp, Facebook and anywhere else you can think of posting. It can make all the difference.

Share their posts on social media. Social accounts are the lifeblood of some businesses. See a video you love? A sale from which you think friends could benefit? Help boost those posts by sharing. You may think your "share" doesn't mean anything, but a little social media love can actually go a long way in helping a business get the word out.

Also, referrals. Much like reviews and sharing, your in-person referral can help validate a purchase decision a friend or acquaintance may be considering. Referrals are the lifeblood of many a small business.

These simple acts can mean big things to a business.

A snapshot of local business news affecting the 517



ENTERTAINMENT HUB PLANNED AT FORMER SEARS SITE

BY RICH KEENER

Growing up in Lansing, Pat Gillespie would look forward to visiting the nearby Sears, Roebuck & Co. store on Sundays with his family.

“Sears was a staple. We would go and shop for clothes and appliances. I remember going there multiple times and being excited to leave with candy,” said Gillespie, founder and president of the Lansing-based, full-service commercial real estate firm Gillespie Group. “This location carries history that many of us have had as a part of our own upbringing.”

Sears occupied the building on the corner of East Michigan Avenue and North Clippert Street for 66 years before closing in 2019. Gillespie Group has owned the building for 15 years.

Gillespie’s vision is that the 14-acre, 200,000-square-foot space, now being marketed as ROECO — a name chosen to honor the history of Sears, Roebuck and Co. — will become a regional mixed-use entertainment destination fueling a

transformation in the Michigan Avenue corridor and Lansing’s Eastside neighborhood.

Rachel Michaud, vice president of Gillespie Group, said the company worked with Sears to take the space to market and explore the opportunities for development.

“This is a pivotal corner with high visibility from the highway, very accessible, down the street from both a Big Ten university as well as the Capitol,” Michaud said. “There is a lot of potential and reasons for businesses and corporations to be present here.”

The ROECO development timeline and final product are subject to change as Gillespie Group finds new partners and adjusts the plan along the way.

“We are putting in the time, effort and work to ensure the space has an impact in the community now and for the future,” Gillespie said.

VISION PLANNED FOR FUTURE OF MICHIGAN AVENUE CORRIDOR

BY CHRISTINE MACINTYRE

The future plans of Lansing's welcome mat — or perhaps red carpet — are being closely scrutinized.

A single, unified study aims to transform the Michigan Avenue corridor and improve walking ease, ease of driving, bicycling safety, transit access, placemaking, and development desires such as access to businesses and emergency services.

The Tri-County Regional Planning Commission, in partnership with the city of Lansing, rolled out "The Vision for Michigan's Avenue" and is making headway as a foundation for a vivid future is forged.

"The Vision for Michigan's Avenue will serve as a concept plan that all asset owners along the corridor — including the cities of Lansing and East Lansing, Capital Area Transportation Authority, and Michigan Department of Transportation — and community members and stakeholders can agree on and work together to implement," according to a recent Tri-County news release.

The planning commission gleans off previous studies performed with the assistance of architectural design and engineering firms. Technical work and traffic analysis have been ongoing, and the commission anticipates the study to be finalized in early 2023. These studies provide insight into how the area will best benefit regarding attraction, safety and accessibility. Additionally, community engagement is essential — the community is encouraged to participate in the conversation.

Recommendations resulting from studies and public input will be integrated into the vision, informing design work for road construction projects planned as soon as 2023 and 2024. While the result is planned to benefit everyone, significant compromises are expected. Realities such as limited space for transportation and placemaking options are obstacles the commission acknowledged and is prepared to tackle while keeping the core mission at the forefront.

"Michigan Avenue is at the heart of our region and state, connecting global talent from Michigan State University to the state Capitol, where decisions are made every day for the people of Michigan," said Tri-County Executive Director Jim Snell.

Lansing Mayor Andy Schor noted that Michigan Avenue is "the historic gateway to Lansing" and that the future of the critical corridor is important for the entire region, which is why the effort requires collaboration and integration of several stakeholders, business and people.

"The city of Lansing can better plan for the future of Michigan Avenue by taking a regional approach," Schor said. "We can work with local businesses and job providers along the Michigan Ave. corridor, as well as nearby residents and other interested parties, to develop sensible long-term goals that connect communities and recognize our potential for future growth along this corridor."



VEGAN DINER FEEDS DOWNTOWN HEALTHY, TASTY FARE

BY RICH ADAMS

A downtown Lansing vegan restaurant is the newest addition to the local cuisine scene, with chef Kari Magee creating flavorful dishes she said everyone will enjoy.

"Veg Head is a place where anyone can come in and find something they like," Magee said. "Meat-eaters, flexitarians, vegetarians, vegans — it's all-inclusive."

Magee was an executive chef at Michigan State University — only one of two females to achieve that position — and became a vegan in 2019. She saw more students were interested in meatless dishes on campus and began creating new options.

"As I adapted that lifestyle, I began developing recipes for campus, and the need for plant-based options was growing and growing," Magee explained.

Her plan to open a restaurant was germinated when she joined a local Facebook group, Vegan2Vegan, where she discussed the lack of substantial vegan offerings at many restaurants with some of the 800 members of the private group.

"They post about vegan options they find at different restaurants," Magee said. "Part of seeing something you want to change means going and changing it. Be the change. Being trained as a chef and having different flavor profiles, I was able to take plants and incorporate them into some exciting dishes."

Specialties include vegan tacos with a spicy red pepper sauce, Nashville tofu, and jalapeno popper macaroni and cheese.

"Everything on our menu has flavors," she said.

Veg Head is at 208 S. Washington Square. The business is open from 11 a.m. to 4 p.m. Mondays through Saturdays.

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Walking Worthy

RETAILER AONDRAY WORTHY
WEAVES CIVILITY, STYLE AND
COMMUNITY INTO HIS BRAND

BY OMAR SOFRADZIJA

FEATURE

WALK WORTHY



Ondray A. Worthy doesn't consider his Lansing business as simply a men's clothing retailer; rather, WalkWorthy

Menswear is a "haberdashery," with custom tuxedos down to off-the-rack socks and everything in between. Likewise, his products go way beyond outfits. His main offering? Civility.

"Someone could have on the most expensive type of suit or the most expensive type of shoes, but if they have a nasty attitude or if they're mean, it totally does nothing," he said. "We believe WalkWorthy is a lifestyle that is a reflection of what's inside and radiates what's outside. The clothing is nothing more than the packaging."

While his product line has grown over the years, the core of his shop has always been custom outfits with a personal touch. To that end, consultations with clients are

"more than just providing clothing. ... I like to find out more about who it is that I'm meeting with," said Worthy, who also goes by the "Mr. WalkWorthy" nickname. "What do you do for a living? Are you married? What is the nature of the event? What season is it? I really get a chance to get to know the individual, and I'm big on affirmation. I'm big on encouragement. I'm big on uplifting.

"Whenever I work with a client, they're getting more than just a suit. They're getting clothed with something more than material," Worthy continued. "I'm clothing them, whether that's a word of encouragement. I'm clothing them, whether it's just acknowledging them. It's the whole package. When they walk out of there, I want them to remember the experience they had with me. I want them to be able to go back and tell their friends, their co-workers that, 'What I felt, I want you to feel. He's not a salesman. He's more than a salesman. He truly cares.'"

Worthy started in 2013 with a catalog business before evolving into a concierge

service a year later. In August this year, Worthy opened his first physical location at the Lansing Mall. Yet he's always known that retail isn't about places but people.

"It's all about relationships," he said. "I often tell people: You can't have relationships if you cannot relate. So, I think we need to find something that we have familiar with that client who walks in, because that leaves a lasting impression. They always say word of mouth is the best form of advertising. In order for that to be the best form of advertising, you had better be sure that you are doing something right, because it can make or break your company or your brand."

Beyond business, Worthy works to give back to the community. He recently held a fashion show at Everett High School, where he sponsored clothing for students, some of whom couldn't afford to buy dress outfits on their own. He also runs Dress for Success workshops, teaching young adults how to present themselves for interviews and other formal occasions.

In staying true to his emphasis



I OFTEN TELL PEOPLE: YOU CAN'T HAVE RELATIONSHIPS IF YOU CANNOT RELATE. SO, I THINK WE NEED TO FIND SOMETHING THAT WE HAVE FAMILIAR WITH THAT CLIENT WHO WALKS IN, BECAUSE THAT LEAVES A LASTING IMPRESSION.

on lifestyle, Worthy also co-hosts two podcasts: “The Right MENTality,” which has a focus on men’s issues ranging from mental health and marriage to business and entrepreneurship, and “The Haberdasher,” which offers men’s fashion tips.

As a Black businessman in mid-Michigan, he also has lessons he’s happy to share with fellow entrepreneurs.

“It’s unique because not a lot of African Americans in this particular region are doing what I do,” he said. “However, I think that (doing something others are not) is something that a lot of people should look for. Look for a demand, and then find how to be able to supply the demand. It takes thinking outside of the box and not being afraid to do that. That’s one of the things that I love about what it is that I do; and I

think for anybody that’s looking to do this, understand that it’s not going to be easy. I started with this back in 2013, and to be honest with you, I didn’t see the fruit of it until the last four years.”

First and foremost, Worthy said, you have to pick something, and you have to stick to it.

“If you remain consistent and you remain persistent, it’s only a matter of time before you get that opportunity. ... If you’re inconsistent and you’re not persistent, you’ll find yourself becoming discouraged,” Worthy said.

Plus, you have to have a bigger vision than those around you.

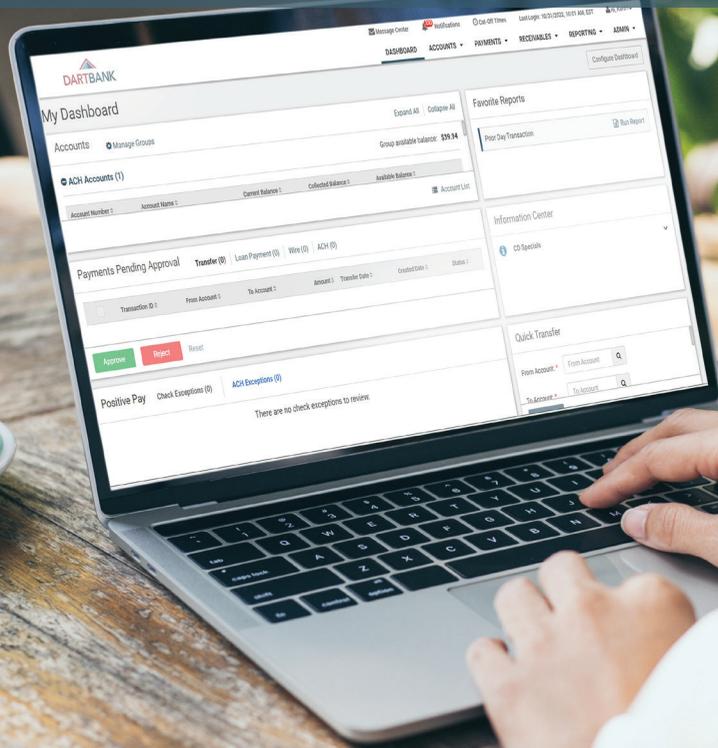
“If I waited for my friends and family to support me, I probably would not be where I am at this moment,” he said.

Along the way, “you have to nurture it. You have to understand there is going to be late nights and early mornings. You have to understand that you’re going to have to sacrifice. You have to understand not everybody is going to support you, and you have to be OK with that ... and not be offended by that.”

So, where is Mr. WalkWorthy stepping to next?

“With the opening of our first regional store, we are really in a place of just fine-tuning it,” he said. “Once we have tightened up and fined-tuned this business to the point where it is running like a well-oiled machine, we’re going to look at duplicating it.”

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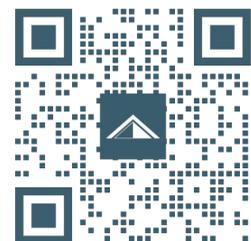
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GOOD WILL IS GOOD BUSINESS

WHY CORPORATE PHILANTHROPY IS IMPORTANT

BY 517 STAFF

While small business is often hailed as the backbone of American economics, big business — at times — can have a bit of an image issue, often being viewed as cold, unfeeling monoliths whose only concern is the bottom line. Regardless of reputation, businesses large or small can spread some good cheer with the public by investing in philanthropic initiatives with the community. Here's five reasons why good will is good for business.

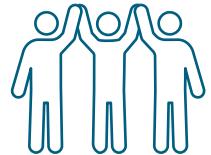


IT IMPROVES IMAGE

Doing good, whether it's through financial contributions or donations of time, tends to be viewed positively, which reflects directly on the business itself. That renewed image can encourage consumers to choose one business over a competitor when making purchasing decisions. Yet, as noted by the *Houston Chronicle*, it's important that philanthropic activities benefit the recipients over simply driving more customers through the door.

IT BOOSTS MORALE

As noted by the employee engagement platform Vantage Circle, many workers today strive to feel like they are part of something bigger and take pride in their company when they see it doing something that enriches society. Corporate philanthropy can position a business as a desirable place to work when that sense of shared social values is felt in the workforce. It can also help with employee retention when workers view the company as having a common objective.



IT ATTRACTS TALENT

The same way it can increase morale among current employees, charitable giving can help transition a company from the kiddie splash pad to the deep end of the talent pool. If a company becomes recognized within an industry for its charitable efforts and positive culture, it may attract a larger pool of talented candidates when positions become available, according to *indeed.com*. Qualified candidates typically prefer to become a part of organizations with strong reputations.

IT BUILDS LOYALTY

While we already noted that giving back doesn't hurt when it comes to attracting new clients, it can also build stronger brand loyalty with the client base you already have in place. As stated in an article in *Forbes*, "Loyalty is a powerful tool that sells while you sleep. When customers feel good shopping with you, they'll continue to do so." Not just that, it also helps mold more brand ambassadors who will advocate on your behalf through word of mouth and social platforms. It's the least expensive and most effective form of advertising.



IT'S GOOD FOR THE COMMUNITY

Sure, we've talked about a few of the reasons philanthropy is good for business, but — like all things in life — it's not always just about you. Giving back improves the community where you're doing business. These are the people who are constantly supporting your business. That support should always be a two-way street. Individuals and organizations are working hard to make the local community a better place. Supporting those efforts can be highly rewarding on a personal level as well as professional level.

PROFESSIONAL HIGHLIGHTS FROM THE 517 REGION

MSUFCU Gifts \$5.5M to Michigan State University

Michigan State University Federal Credit Union announced a \$5.5 million donation to Michigan State University that will advance three MSU arts programs over five years and bolster the university's arts strategy.

The gift from MSUFCU includes \$2.5 million for the MSUFCU Arts Power Up Endowment, which will fund two pilot programs: the Power Up arts residencies at the STEAMpower Project and the Power Up to Start-Up program. An additional \$2 million will support the MSU Museum CoLab Studio, which evolved from the museum's partnership with Science Gallery International. Another \$1 million will support the College of Music's MSUFCU DREAM Fund, or Detroit Regional Engagement and Access Music Fund.

"As MSUFCU celebrates 85 years of partnership with MSU, we're proud of all we have accomplished together on behalf of campus and community," said MSUFCU President and CEO April Clobes.

Direct Primary Care Practice Opens in Okemos

Dr. Amy Blaising Wallace announced the opening of her new Lansing-area practice, Healthy Values Direct Primary Care, in temporary office



Dr. Amy Blaising Wallace

space at 2289 Sower Blvd., Suite B, in Okemos. The location is the current office of Dr. Adriana Raus of Family Doc Direct. Healthy Values will move into its own office space in East Lansing in early 2023.

Healthy Values DPC adds to the growing direct primary care movement in the mid-Michigan area. Direct primary care practices generally do not bill insurance for patient visits, but rather charge a monthly membership fee that covers all visits and contacts for patients with their physician. The model cuts out the administrative burdens of billing insurance on the physician side, which allows for more one-on-one time available for patient care.

Le Promoted at Martin Commercial Properties

Martin Commercial Properties announced that Samantha Le has transitioned from marketing and communications manager to the brokerage retail team. Le brings more than five years of retail brokerage experience and is partnering with fellow retail associate Carson Patten to address commercial real estate needs for business owners and landlords.



Samantha Le

"I am ecstatic to remain with Martin in this new role" Le said. "I believe I can make an impact on my community and continue my mission to foster economic development

in mid-Michigan, making it a thriving region for new business."

Sports Authority Welcomes New Sports Coordinator

The Greater Lansing Sports Authority has hired Aaron Lomax as sports coordinator.

As part of the GLSA team, he will be responsible for administrative support, creating client presentations, helping draft proposals for local hotels and sport facilities, managing the client database, and other administrative tasks.

"Aaron's passion for Greater Lansing and his impressive work experience will make him a great asset to the team," said Mike Price, executive director for the GLSA.



Aaron Lomax

Lansing Chamber Promotes Executives

The Lansing Regional Chamber of Commerce promoted several executives as a result of a new organizational structure to better serve the needs of chamber membership and the region.



Michelle Rahl



Marcy Rzepka



Daniel Rials



Mandy Schmitz

Michelle Rahl has been named vice president of membership and marketing.

Marcy Rzepka and Daniel Rials have been promoted to senior member relations managers, where they will provide strategic sales solutions in new business development, business retention and non-dues revenue.

Mandy Schmitz has been named director of administrative operations.

Nugent Joins Comerica Bank

Comerica Bank has announced the recent addition of Chris Nugent as commercial relationship manager for the Greater Lansing region. Nugent is located at 101 N. Washington Square in downtown Lansing. A native of Lansing and a Michigan State University graduate, Nugent has more than 30 years of commercial banking experience and community involvement.



Chris Nugent

Organizations Honored at Regional Growth Awards

Five organizations were honored for their commitment to the Lansing region at the 17th annual Celebration of Regional Growth Awards at the Kellogg Hotel and Conference Center in Lansing.

This year's CORG honorees included Farm Bureau Insurance of Michigan, Ferguson Development, McKesson, Moneyball Sportswear and TechSmith. All five organizations were recognized for investments that are making a transformational impact in the community.

"This year's group of CORG recipients reflect the wonderful diversity of our

economic base in the Greater Lansing region," said Tim Daman, president and CEO of the Lansing Regional Chamber of Commerce. "They are not only creating millions of dollars in new investment and jobs, they are literally helping transform our region and our quality of life."

GLCVB Welcomes New Marketing Staff

The Greater Lansing Convention and Visitors Bureau hired two new marketing team members, Emily Hedglen, graphic design manager, and Adrienne Cooley, social media and communications manager.

Hedglen previously was a marketing intern at the organization.

Cooley brings more than five years of public relations agency experience to the marketing team.

"Emily and Adrienne bring new energy and experience to the marcom department," said Tracy Padot, vice president of marketing communications. "I'm eager to incorporate their fresh insights and skills to help produce amazing materials to promote the region."



Emily Hedglen



Adrienne Cooley

Brown Joins Warner for Government Advocacy and Affairs

Warner Norcross + Judd LLP welcomed lobbyist and consultant Berton "Bert" Brown to the firm.

In his new role with the government advocacy and affairs practice, Brown will help connect public interest groups, associations, corporations, nonprofits and others with legislators and resources to turn ideas into action. Brown is



Berton Brown

based in Lansing and will support Warner clients throughout the firm's footprint.

Prior to joining Warner, Brown was the principal and owner of Brown Consulting Group, a full-service bipartisan firm focused on state government relations, public affairs, medical marijuana consulting and strategic communications.

Origami Rehabilitation Makes Updates

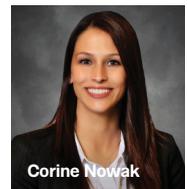
Origami Rehabilitation announced several recent developments at the business.

Michael Hagen was promoted from care coordinator supervisor to outpatient program manager. Hagen has been a member of the Origami team since 2002.

Corine Nowak joined the Origami team as the quality assurance manager. Nowak earned her master's degree in health care administration from Ferris State University and is a certified project management professional.



Michael Hagen



Corine Nowak



Tammy Hannah and Tom Izzo

Origami Rehabilitation hosted its Unfolding Potential Breakfast in October at the Kellogg Center. Three hundred attendees, including Michigan State University men's basketball coach Tom Izzo, attended. Funds raised went toward helping those Origami serves to maximize their recovery and restore their health, ability and independence.

LEARNING TOGETHER:

TEXTBOOK SCHOLARSHIP OPENS DOORS AT LANSING'S COLLEGE

BY ANDY BRENT

College students in the U.S. spend more than \$14 billion on textbooks each year. That's an enormous figure inflated even larger when considering how much textbooks cost relative to the purchasing power of the country's most financially pressed students – those studying at community colleges.

Community college students are more likely to be parents than are students at colleges and universities. They are 80% more likely to work full-time than their four-year counterparts, and many face housing and food insecurities on top of full academic and work schedules. Fourteen percent of undergraduate students at four-year colleges and universities sometimes receive federal work-study aid – at community colleges, that number drops to just two percent.

As of fall 2022, the average college student spends between \$600 and \$1400 annually on textbooks and required course materials. Most books cost between \$80 and \$150, but hard copy books can cost as much as \$400 in some courses.

According to a 2019 study commissioned by the Midwestern Higher Education Compact, the cost of textbooks for undergraduate students increased 190% between 2006 and 2018. The same study determined that community college students, low-income students in particular, are hardest hit by the inflated cost of course materials, with many forced to put as much as 80% of non-tuition college expenditures toward textbooks. The rate of inflation is alarming – for more perspective, between 1977 and 2015, that rate of increase was 1,041%, outpacing national inflation during that time by a staggering 238%.

Locally, Lansing Community College (LCC) is developing solutions for student success. The LCC Foundation has established the Student Textbook Support Scholarship fund to support students who experiencing difficulty paying for textbooks at LCC. Textbook support is available to any LCC student enrolled in at least six credit hours per semester who maintains a minimum 2.0 GPA and who demonstrates financial need.

Through the program, textbook support of up to \$300 will be available each academic year through referral by academic success coach. To create the textbook program, the LCC Foundation collaborated with former Trustee Larry Meyer. With Meyer's support, the Foundation is fundraising to grow the fund.

Cathy Zell, executive director of the LCC Foundation, knows the Student Textbook Support Scholarship will immediately affect students in financial need.

"Students tell us that textbooks can be their most expensive cost outside of tuition," Zell said. "Many of our students are the first in their family to go to college, and the cost of textbooks can come as a shock. This new fund to help students who are struggling to purchase their books will go a long way to help them succeed in the classroom."

Former LCC Trustee Larry Meyer, a lifelong champion of local education and business, sees the cost of textbooks as a needless barrier to student success. Speaking about the cost of textbooks, Trustee Meyer expressed exasperation that financial aspects outside of tuition could deter students from their chosen paths.

"The cost of textbooks should not be a barrier to students' success" Meyer said. "The idea that the simple cost of a book might deter a student from their goal of an education cannot be allowed to occur – with the Student Textbook Support Scholarship through the LCC Foundation, we can directly address this startling need."



“The idea that the simple cost of a book might deter a student from their goal of an education cannot be allowed to occur... we can directly address this startling need.”

Photography by Kevin Fowler

A full 82% of college instructors and professors believe textbooks cost too much. That is because the cost of books can force students to try and find the material for free online, or simply to try and do their work without the required reading materials. A 2014 student by the Public Interest Research Groups found that two thirds of undergraduate students skipped buying or renting required materials because they could not afford to do so. The logic of the situation is not lost on students, many of whom withdraw from college or avoid enrolling altogether because they cannot afford their course materials.

The Student Textbook Support Scholarship is not LCC’s only work toward reducing textbook costs for students. For several years, LCC has offered financial awards to faculty who create, adopt or adapt Open Educational Resources, or OERs, for their students. OER are textbooks and other learning materials that reside in the public domain or

have been released under an intellectual property license that allows their free use and repurposing by others.

LCC student reactions to the OER initiative have been overwhelmingly positive, which further indicates the financial burden textbooks place on students. A student responding to a college wide OER survey said, “I’m so thankful we didn’t have to buy a textbook for this class, considering textbooks break the bank. I think this is a great option for students. Everybody should have access to education, and this really helps level that playing field.”

In working to provide a pathway to ease the financial insecurities textbook costs can raise, LCC opens doors to success for many in Greater Lansing. To learn more, or to donate toward the Student Textbook Support Scholarship, visit lcc.edu/bookscholarship.



BUTTRESSING CULTURE COLLAPSE

Hybrid workers feel a connection with organizations

BY SUSAN COMBS

With the shift to remote and hybrid work, there is a nagging worry among leaders about culture collapse in their organizations. However, a new Gallup poll provides some hope. The poll found that hybrid workers (among all workers) are doing the best when it comes to feeling connected to their organization's culture.

The poll found that when employees say they strongly agree with feeling connected to their culture, they are:

- **3.7 times more likely to be engaged at work.**
- **37% more likely to be thriving.**
- **68% less likely to be feel burned out.**
- **55% less likely to be looking for a job.**

Hybrid workplaces have been forced to make in-office experiences more meaningful and substantial. A great book that can help with being intentional about thriving in the remote and hybrid world is by Toronto-based prolific author and coach Jennifer J. Britton. She was actually offering podcasts on this topic two years before COVID-19 hit.

Her *"90-Day Guide for Success: Pathways to Thrive in the Virtual, Remote and Hybrid World"* is a guide for anyone on-boarding new employees or individuals in a new role. Britton provides the road map to success by giving specific areas to focus on each day. For instance, the first week includes topics around trust: areas of focus, getting clear on your role, vision, setting up your office, building trust and relationships.

The second week is a focus on connection: goals, relationship-building with your boss, relationships with your peers, strengths, communication. Week No. 3 has a focus on clarity: time management, personal branding, systems for remote work, motivation, etc. Each chapter has exercises, short assessments, tools and tips.

In the Gallup poll, it found that when it comes to hybrid workers, managers need extra support. They need the community of other managers. They need to be conscious of employee well-being. They need training on how to have authentic, one-on-one coaching conversations. With the help of resources like polls, books and podcasts, let's set our intention to have 2023 be a thriving year of workplace connection, support and results.





TAKE YOUR EMPLOYEES TO HAVE FUN!

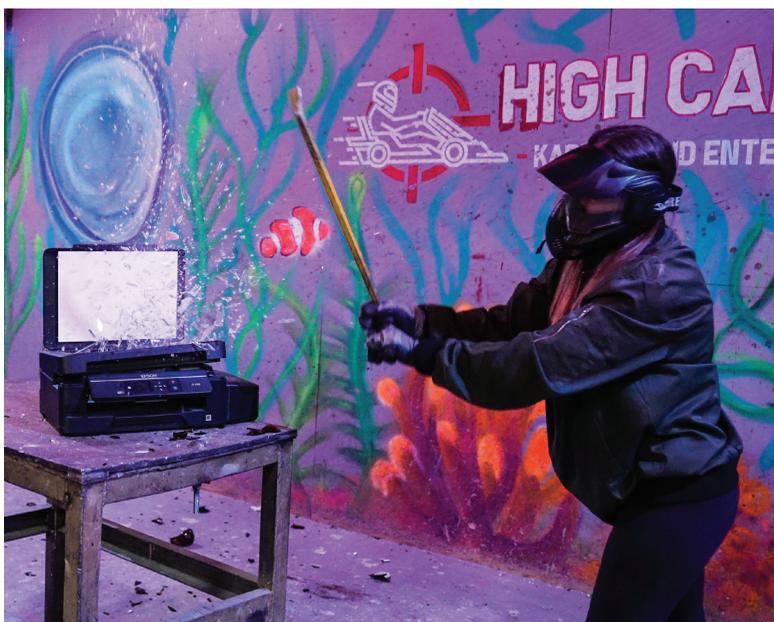
Create More than Just High Morale,
Make Life-Long Memories

Stop! Were you going to host your holiday party at the office? Maybe at a restaurant that you hold all your company events at? Well, it is time to LEVEL UP! Your employees want to blow off some steam and have a good time. Let loose a little and throw some axes, race some go-karts, and maybe dance to some live music. You might want to sit down for this... Because we've got *just the place for you.*

High Caliber Karting & Entertainment is THE place to host your holiday event, even if it's after the holidays and hosted in January! It's got everything; catering options, two full bars, live holiday music nearly every Friday night in December, and VIP rooms to host all your extraordinary employees.

The events team will make all your happy, holiday dreams come true! From hosting parties as small as 10 to over a thousand, we do 'em all! We offer full facility rentals, too, if that's what your heart truly desires. You'll have an on-hand concierge to help you through the night's activities. Best of all, High Caliber does all the planning. By far the easiest way to enjoy the holiday party that will be talked about for years to come.

So what are you waiting for? A personal invitation? Well, here it is. You're invited to host your holiday event at High Caliber Karting & Entertainment, email events@highcaliberkarting.com or visit us at highcaliberkarting.com/parties-events/ to learn more. Quit dawdling.



A BRIEF LOOK AT STATE AND NATIONAL NEWS AFFECTING OUR REGION



WORKER SHORTAGE MAY MUTE CHRISTMAS CHEER

BY RICH ADAMS

Businesses across the board have had hiring challenges since the COVID-19 pandemic shutdowns sent millions of workers home.

In 2021, employers added an unprecedented 3.8 million jobs, according to the U.S. Chamber of Commerce. That number is offset by more than 3 million fewer Americans in the labor force compared to February 2020.

Many businesses, however, continue to face labor shortages. That could make the holidays less happy for retailers hoping for strong Christmas sales.

Executive coaching firm Challenger, Gray & Christmas Inc. predicted retailers will add 680,000 workers during the 2022 holiday season, down from the 700,000 the firm predicted last year.

Bronner's Christmas Wonderland in Frankenmuth has endured significant worker shortages since the pandemic began.

"Bronner's has struggled over the last few years to find enough staff to fill our seasonal positions," said Crissy L. Dutcher, personnel manager for the company. "The last two seasons we did not hit our goals and were running a 100-plus staff member deficit throughout our complex each year, but we made it through."

Dutcher said Bronner's is starting the 2022 season in a better position in staffing and more people are applying for jobs there.

"However, the reality is that we will probably still be running in a staffing deficit compared to the pre-2020 years," she explained. "I do not anticipate our deficit will be as high as it was the past two seasons."

Dutcher said Bronner's gives its staffers an opportunity to advance within the company before making outsider hires.

"When we start looking to fill seasonal positions, we start to hire outside of the store in April or May," Dutcher said. "The first positions we are looking to fill are seasonal ornament artists, penners and receiving staff. We hire ornament artists and penners that early because of the amount of time it takes to get them trained before their work is able to be sold to customers."

Retail giant Amazon is creating more than 150,000 permanent and seasonal roles in the U.S. to maintain delivery demands, according to an Amazon spokesperson.

"Amazon is a dynamic business, and we're constantly adjusting and evaluating hiring needs ... updating our hiring process to make finding jobs at Amazon as quick and easy as possible," the spokesperson said. "Every year we see a significant amount of people who come back to work for Amazon around the holidays as seasonal employees."



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THE IMPORTANCE OF CORPORATE GIVING

BY CHRISTINE MCINTYRE

Research demonstrates that corporations infusing philanthropy in their core values yield optimal outcomes.

Fostering excellence in philanthropy through corporate giving, in many forms, is an admirable trait found in hundreds of major corporations. From donations to nonprofit organizations and charities, matching gift programs, volunteer grants and support initiatives, community grants, and employee grant stipends, communities are strengthened and lives are improved through meaningful corporate giving.

Investments and actions voluntarily offered on behalf of a corporation are its way of giving back, promoting social well-being and taking responsibility a leader in the communities where it does business. In addition, philanthropy, volunteerism and charity go a long way in both long-term and strategic plans to meet the needs of others, as well as providing immediate relief to people with specific needs or in the face of disaster or other challenges.

Large corporations known for their initiatives in giving back include Johnson & Johnson, whose efforts focus on improving the health of mothers, infants and children; Citigroup, which works to promote economic progress and improve the lives of people in low-income communities; Samsung, which focuses on education, health care and environmental sustainability; PepsiCo Inc., which has invested more than \$60 million globally and catalyzed an additional \$59 million in funding from others to bring food and resources to communities; Shell, by way of monetary grants to nonprofit organizations; General Motors, by investing in STEM education, vehicle road safety and community development; Levi Strauss, which works to pioneer social change for underserved and highly vulnerable populations; and Microsoft, whose employees donated \$221 million (inclusive of company match) to nonprofits and volunteered hundreds of thousands of hours.

Companies such as these and others whose values are deeply rooted in giving back believe that a corporate culture that supports charitable giving in some form improves employee engagement and fosters an overall positive attitude.

According to a spokesperson on behalf of the Home Depot Foundation, the “nonprofit arm of the Home Depot works to improve the homes and lives of U.S. veterans, support communities impacted by natural disasters and train skilled tradespeople to fill the labor gap.”

The foundation has invested more than \$400 million in veteran causes and improved more than 50,000 veteran homes and facilities since 2011.

“The foundation has pledged to invest half a billion dollars in veteran causes by 2025 and \$50 million in training the next generation of skilled tradespeople through the Path to Pro program,” the spokesperson said.



Montgomery Consulting Inc. issued a report that tracks Michigan’s fundraising climate. The results showed that fundraising within the state relies heavily on corporate donors.

“Corporate giving proves to be much more important for Michigan organizations than you would think based on what some national studies say,” said Montgomery Consulting’s owner and principal consultant, Michael Montgomery.

The reason lies in the fact that Michigan is home to many large corporations such as the Detroit Three automakers, Whirlpool and Dow.

“Some of America’s biggest corporate givers are headquartered here — and companies generally give more at, in and near their home community than in other places,” Montgomery said.

Whether through cash donations and grants, in-kind gifts, sponsorships, cause-related marketing or employee gift matching, corporate giving demonstrates the companies’ willingness to take an active interest in the environment and society.

WHERE COMMUNITY IS FIRST

GIVING BACK IS PART OF THE CULTURE AT DTN MANAGEMENT

BY PENNY SPEHAR

You may recognize the name DTN Management from the many apartment communities and student apartments the company manages in the mid-Michigan area; however, you may not know that for the last 50 years DTN has been one of the area's largest giving programs.

"While people know us as the apartment people, our giving efforts are fueled by the generous hearts of DTN's owners," said Anna Platte, longtime DTN team member and asset management expert. "Giving and helping people is deeply embedded within the DTN culture, keeping the needs of our surrounding community top of mind and year-round."

In the last decade, DTN has donated more than \$250,000 to local charities and programs in mid-Michigan.

Whether it's a monetary donation or a residential food drive, DTN has contributed to groups such as the Boys and Girls Club, Greater Lansing Food Bank, American Cancer Society, American Red Cross, Sparrow Foundation, American Heart Association, Listening Ear, Special Olympics, Junior League of Lansing, Max's Race, United Way and many more local charities.

Every year around the holidays, a food drive is initiated across more than 115 Greater Lansing communities, giving more than 10,000 residents the opportunity to donate nonperishable items that go to the Greater Lansing Food Bank.

"I enjoy working with the Greater Lansing Food Bank to fulfill a need right here in our own community," added Platte. "I love seeing food items that would have been thrown away when someone moved donated and used to help people."



For its communities near Michigan State University, DTN has hosted several campaigns supporting the donation and match of application fees to local charities. These charities include MSU's Relay for Life, the Greater Lansing Food Bank, East Lansing's Haven House, the American Red Cross and the Capital Area United Way.

"We also offer DTN employees paid time off to volunteer for these worthy organizations, so they know they are supported in their volunteering efforts," said Platte. "This also helps us in recruiting new talent and aids in retaining quality, committed employees."

DTN'S CORE VALUES

-  CAN-DO ATTITUDE
-  INTEGRITY AND RESPECT
-  GROWTH AND INNOVATION
-  QUALITY AND RESULTS DRIVEN
-  COLLABORATION

SHOP LOCAL SPOTLIGHT: WHERE VINTAGE MEETS MODERN

A Q&A WITH LISA GNASS,
OWNER OF WREN IN DIMONDALÉ

BY MARY GAJDA



Tell us about Wren

I've wanted to own a home decor store and have loved interior design for as long as I can remember. During the pandemic, my husband and I would wander around open-air antique shows and huge, empty vintage shops. While on our outings, I'd often see items I thought would fit beautifully in a modern home, bringing it warmth and a sense of history. I hated leaving them behind. Around the same time, I came across vintage resellers on Instagram and thought I should try that out. That led me to look for a space to rent or buy to house, photograph and package the items for delivery. I found one right down the street, then realized I could just set it up as a store and be open when I was there,

which led me to the decision to find and carry new items as well.

What do you sell at Wren and what makes your store unique?

We sell vintage and new home decor, as well as new jewelry, body products and gift items. We're really thoughtful about what we bring into the shop. It's time-consuming but a true labor of love, and I enjoy every second of the search. I really believe mixing old decor with new is the key to a home that feels personalized, warm and well styled. That's why we also carry as many or more new items to create that balance. We try to bring in products that check at least a few of these boxes: American made, small batch/handmade, women- or minority-owned, not on Amazon, have a sustainability or social justice story. That doesn't mean these are "crafts" — they're beautiful pieces made by artists and makers who have great taste and produce an elevated product.

You have a full-time job in the corporate world, how do you manage juggling a business and corporate life?

I'm lucky to work with the most supportive and wonderful people at Dart Container in Mason, where I manage corporate branding. Dart truly believes in a healthy work-life balance, so I have the mental, emotional and physical energy

needed to have a full life outside of the office. Not all jobs are like that. It really is special.

How supportive has the Dimondale community been to your endeavor?

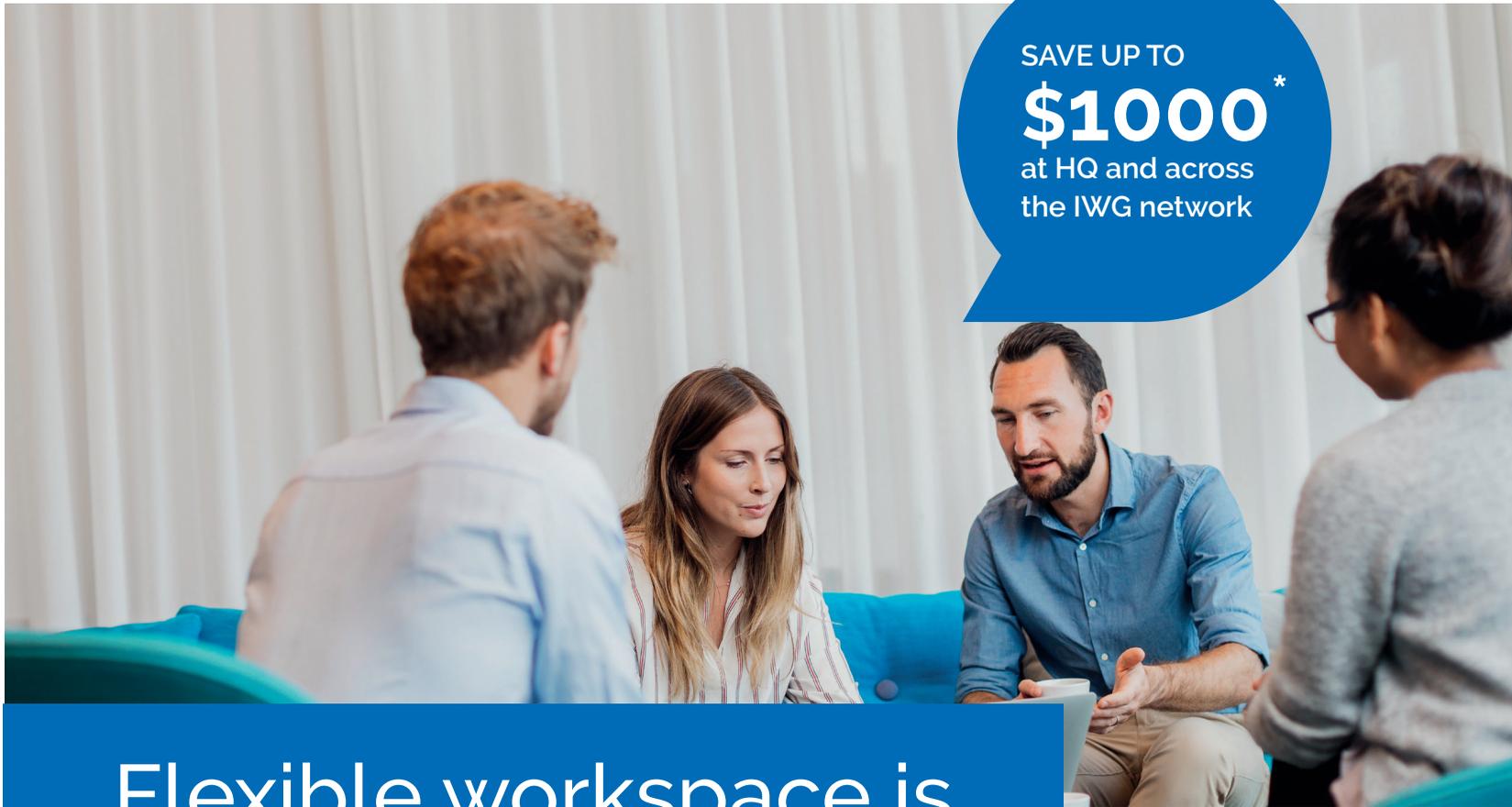
I think the community is just as invested in our success as I am. I couldn't be more appreciative of their support and energy and passion for our little shop.

Why do you feel it is important to shop local?

To start, there's the time savings. When you shop local, someone else has done the work of vetting and curating great items for you. And the Lansing area has a lot of excellent local retailers, whether you're looking for home decor or clothes or bicycles or books. Get to know your local shop owners, make it a priority to shop with them year-round. It's not just good for the local economy, it's good for creating community.

Where are you located, and do you have any special hours?

Wren is located at 140 N. Bridge St. in Dimondale, right across from Dime's Brewhouse, Gigi's Gathered Roots and MorningLory Cafe & Bakery. We're open Wednesday through Friday evenings and all day Saturdays. We're hoping to expand our hours soon. Find Wren on Instagram and Facebook @WrenFinds.



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HOW TO HOLIDAY: INCLUSIVE GREETINGS EVERYONE WILL APPRECIATE

“Merry Christmas” is not a one-stop holiday greeting — and while we’re becoming more and more aware that those around us celebrate the season differently, sometimes it can feel awkward to ask. So, what do you say to make sure you are offering a more inclusive holiday greeting to those around you if you aren’t sure how — or what — they celebrate? “Happy holidays” is probably the most widely used phrase during the month of December. You’ll find it’s appropriate for nearly everyone, albeit a little vanilla.

What you will find, though, is it’s not impolite to simply ask co-workers or acquaintances how they celebrate. You’ll actually be surprised at just how many holidays there are in the season, from Diwali in November and Bodhi Day to Hanukkah, Christmas and Kwanzaa, just to name a few.

Consider it a learning opportunity and a chance to get to know more about those you surround yourself with.

Have a joyful and happy holiday season, everyone!



GIFTS WITH A PERSONALIZED TOUCH

BOARD & BRUSH PROVIDES HANDS-ON PROJECT INSTRUCTION

ARTICLE AND PHOTOS BY METRO MELIK

Over 100 paint colors to select.

Wouldn't it be nice to give someone special in your life a custom wooden item that fits their style and personality as well as having form and function? Think of the extra points you would win for handcrafting a gift with a rustic/vintage and farmhouse-classic style that would complement most any decor.

However, you might not have the essential tools and are nowhere close to the knowhow to actually complete the task.

Board & Brush Creative Studio Lansing has made the investment for you to arrive, pick out a project, receive expert instruction and go home with a perfect gift.

Board & Brush, located in the Brookside Plaza on Brookside Drive off Saginaw Highway in Lansing, is primarily a wood decor do-it-yourself project facilitator.

Owners Rachel and Bob Seidel choose to live in the Lansing area with their two children and are proud to members of the business community.

Rachel Seidel, who likes to create, was looking for an outlet to complement her job as a quality engineer. She started making do-it-yourself projects with her family at home; but as her projects began to blossom, she researched how she could share her craft and

zest for creating with others.

When you book a creative project with Board & Brush, you get to choose a project that fits your style and skill level. You'll receive personalized hands-on instruction.

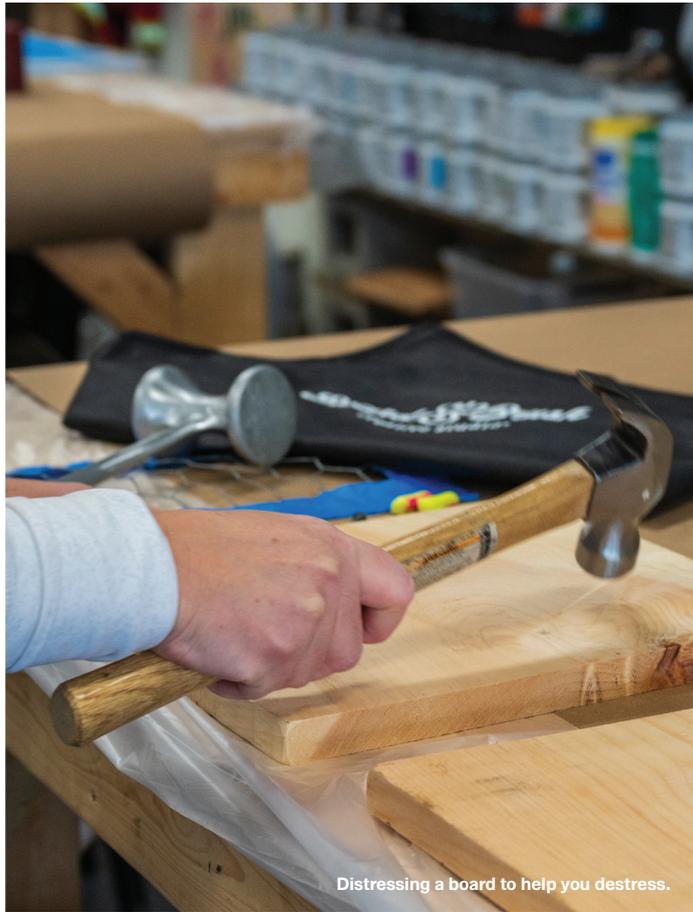
"There's a lot of fun and encouragement that happens at Board & Brush," Rachel Seidel said.

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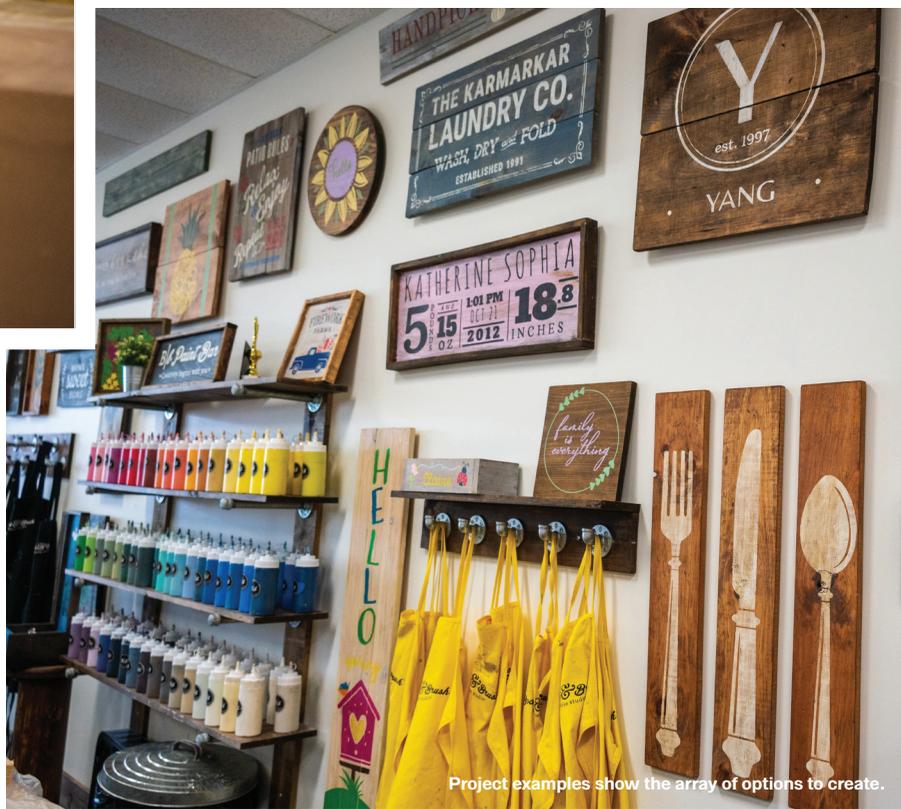
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Project examples show the array of options to create.



Board & Brush holiday corner sample items.





PAGE-TURNERS TO PASS TIME

Five fireside reads for the holidays

BY 517 STAFF

You may find some extra time in your schedule for a little reading this holiday season. Whether you are traveling, finally using some paid time off with no place to go, or are lucky enough to end up on a cruise or a beach on your holiday break, here are five good reads to consider while you have some extra time on your hands. Books also make great gifts!

“Dreamland”

It’s been said that great love doesn’t come without great risk, and Nicholas Sparks is back with a romance novel that relies on the dreams of a better life and the weight of the past. A *New York Times* bestseller, fans of Sparks will fall for characters Colby and Morgan, while a third character is drawn in as fate collides with potentially life-altering results.

“Black Cake”

Another *New York Times* bestseller, “*Black Cake*” by Charmaine Wilkerson is an immersive family saga about two siblings who dig into their mother’s past, which somehow connects to her traditional Caribbean black cake. The book is multigenerational read that travels through decades and all around the world. National Public Radio called it one of the best books of the year, and it’s also in development as a Hulu original series.

“The Boys from Biloxi”

If John Grisham is more your style, his book “*The Boys from Biloxi*” has recently been on the *New York Times* bestsellers list. The legal thriller takes the reader to back to Grisham’s beloved

Mississippi, where two sons of immigrant families who started as friends in youth eventually grow to find themselves on very different sides of life. The book, which is part courtroom drama, has been called riveting and intriguing as it manages to work its way around a life that literally hangs in the balance.

“My Travels with Mrs. Kennedy”

Nonfiction may be your cup of tea, and “*My Travels with Mrs. Kennedy*” by Clint Hill and Lisa McCubbin Hill takes the reader on a journey through what it was like to travel alongside Jacqueline Kennedy as the rest of the world was getting to know her. As a Secret Service agent, Clint Hill gives his perspective and shares never-before told tales of life guarding the iconic first lady, and who he met along the way.

“Verity”

Filled with twists and turns, “*Verity*” has had readers talking about this psychological-romantic thriller by Colleen Hoover. The novel tells the tale of a struggling writer who accepts a job offer that seems almost too good to be true ... until it isn’t. The book’s main character, Lowen Ashleigh, is asked to help finish a famous book series. As she begins her research into the original author to step into her shoes, she also finds bone-chilling secrets that could change everything. “*Verity*” is a binge read that you could potentially finish on a long plane ride or in the course of a weekend.

All of the above books can be found on [amazon.com](https://www.amazon.com) or your favorite local bookstore.

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CINNAMON ROLL APPLE BAKE

BY 517 STAFF

WANT SOMETHING SUPER SIMPLE YET TASTY TO TAKE TO A HOLIDAY BRUNCH GATHERING? WE TRIED THIS DISH FOR THE FIRST TIME LAST YEAR, AND IT WAS A HUGE OFFICE HIT.

WHAT YOU NEED:

- 6 count of canned cinnamon rolls with icing, refrigerated
- 1/2 cup of brown sugar
- 2 tablespoons of salted butter, melted
- 1 can of apple pie filling
- 1/2 teaspoon of cinnamon
- Pecans, small bag

TIPS:

You can pre-make the night before as long as you cover this tightly with plastic wrap and refrigerate.

Add vanilla ice cream for some extra yum.

You can swap out the pecans for walnuts and bake right in the mixture instead of just topping the dish.

WHAT TO DO:

Preheat oven to 350 degrees.

Open cinnamon rolls and set icing aside.

Cut your cinnamon rolls into small bites or cubes, set aside.

In a large bowl, whisk together sugar and cinnamon.

Add cut cinnamon rolls to cinnamon/sugar mix to coat evenly.

Pour the melted butter over the ingredients and mix again.

Stir apple pie filling into your mixture.

Pour mixture into greased casserole dish.

Sprinkle lightly crushed pecans over the top.

Bake for about 45 minutes.

Warm the icing and drizzle over top.

Serve warm.

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Cookies from Coco's Confections

Caring for the Caregivers

EVEN IN THE FIGHT OF HER LIFE, SELFLESSNESS WINS OUT

BY CHRISTOPHER NAGY

FEATURE



Husband Wayne Hutchison, daughter Haiden and Jaimie

Those who know her have always recognized Jaimie Hutchison as a giving person. The kind soul who continuously thought of others and would never put herself first in line.

So, for those who know her best, husband Wayne and daughter Haiden, it didn't come as a surprise when Jaimie's selflessness could not be suppressed even as she battled for her life.

"During the pandemic, I did not get a mammogram. I put off a lot of my doctor's appointments, like a lot of people did," said Jaimie, who works as the director of the WorkLife Office at Michigan State University. "In March I started to get caught back up on all my appointments. They called me May 3 and said, 'You've tested positive for breast cancer.' Ever since it's been a bit of a whirlwind."

After completing chemotherapy and undergoing surgery in October, Jaimie's post-surgery pathology came back as

cancer-free. However, before her surgery in the fall, Jaimie and her family wanted to thank the ranks of medical personnel who were working every day to bring her back to health.

"These are the people that are standing by me as I fight for my life. They see me not at my best and still treat me kindly with compassion and empathy," Jaimie said. "They've been there when I've had a panic attack, when I've had huge anxiety. There was one time I was sobbing for three hours through my infusion. They are steady and strong. You get to know the lab techs, the check-in folks — it's like my second home because I'm there all the time."

The Hutchisons began organizing a baking event with the help of members of Haiden's Girl Scout troop, which Jaimie leads. Over the course of a day, the group baked over 100 cookies to deliver to the health care team overseeing Jaimie's care at the Karmanos Cancer Center on the McLaren Greater Lansing health care campus.

"Health care workers are some of the most caring, hardworking people — and they go underappreciated constantly," Haiden said. "What we wanted to do was give them something to brighten their day, because work like that is hard and it takes a toll on mental health. We wanted to give them just a little pick-me-up."

Wayne Hutchison took on the role of delivery driver, making the rounds at Karmanos to drop the cookies off to workers.

"The staff really doesn't focus on their own emotions in front of patients; but when I dropped off the provisions, you could see that they were so taken that some of them actually let themselves give a little cry, a little emotion," Wayne said. "They all mentioned their interactions with Jaimie and how fond they are of her. Every single individual on that team, to a person, tries to meet somebody where they are and engage them and try to help them. It's just remarkable — and that goes for everyone, whether it's a volunteer who's unpaid or the senior oncology doctor."

“Even now, as she fights to be healthy, she still makes time every single day to try to make a difference in the lives of other people.”



Wayne Hutchison delivering cookies to Karmanos Cancer Center

The reaction to a gesture of kindness and thanks was so impactful that the Hutchisons now plan on doing something special every quarter throughout Jaimie’s ongoing treatment. They’ve already held a GoFundMe campaign and garage sale to help raise funds for something in the works this month.

“They see us when we’re not at our best,” Jaimie said. “The one Monday I was in there, they said they had 50 people that day. That’s 50 people all fighting for their lives with different types of cancer. The workers don’t have an opportunity to have a bad day. They have to be on all day, every day with their patients. They have to be very accurate. They have to deliver life-saving medication.

“They have to understand and ride the waves of the emotions we go through, from panic attacks to hours of sobbing to elation that it’s coming to an end,” she continued. “How I’ve seen them work together when I’ve had those bad moments

— and how they’ll help each other and help their patients — is just truly admirable. We learned through COVID that it’s not a job where you can work from home. It’s something where you have to be in-person.”

Although the Hutchisons never intentionally sought out attention or praise for their actions, there are two takeaways that Jaimie said she hopes people understand from their story. The first: Take care of yourself.

“Get those checkups. Thank God, I went and got it done,” she said. “I wish I had gone in earlier, but you can’t have any regrets. At least I did go in and caught it early. But there’s a lot of people like me that didn’t go get things taken care of during the pandemic, so I just want to remind people that those things are important.”

The second takeaway is: Take care of others.

“Health care workers have been there for all of us in this community. It’s really hard work, and the journey isn’t

over for them. They’re having to continue that really hard work while things are still kind of a mess,” Jaimie said. “It’s not just them. There are so many other groups, like teachers or other people who may be in the background of other people’s lives, but they make such a big difference and continue to be empathetic and good at their jobs.”

For Wayne, that concept of planting seeds of compassion and being a community contributor is not an unfamiliar sentiment coming from his wife.

“One thing about caregiving and service that I think maybe some folks find intimidating is they think, ‘Well, my effort may not be good enough.’ There’s no such thing,” Wayne said. “If you take the time to try to help someone, there’s nothing you should censor yourself on with regards to that. Even now, as she fights to be healthy, she still makes time every single day to try to make a difference in the lives of other people. I know no one who is more selfless.”



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CHEERLEADER FOR THE CHARITIES

MICHIGAN NONPROFIT ASSOCIATION ADVOCATES FOR COMMUNITY DIFFERENCE-MAKERS

BY CHRISTOPHER NAGY

The holidays are a season of giving and gratitude — a reminder of the importance of recognizing the needs of the community.

However, as any nonprofit organization knows, the needs of the community are not seasonal, said Kelley Kuhn, president and CEO of Michigan Nonprofit Association.

“Nonprofits understand and work tirelessly every day at helping our most vulnerable, and the organizations MNA serves and represents rely on the generosity of individuals, corporations and other donors to make donations so they can continue to carry out their missions,” Kuhn said. “Nonprofits would not exist if it weren’t for the gifts of time, talent and treasure from caring individuals who recognize and appreciate their programs and services. There is no better time of the year to bring together a generous heart to help fill a pressing need, and nonprofits are the natural connectors for making this happen. During giving season, I strongly encourage people to support nonprofits across Michigan.”

Michigan Nonprofit Association serves 750 members — primarily small to midsize 501(c)3 charities in the state — but reaches over 16,000 nonprofits through social media platforms, email lists and other communication outlets. The organization serves as a champion for nonprofits in its advocacy and public policy efforts; builds capacity through efforts such as ensuring optimal operating environments for nonprofits with tools, resources and technology services or by leading large-scale projects and initiatives; and acts as a connector by assembling stakeholders, collecting data and building relationships to strengthen nonprofits and the communities they serve.

Kuhn assumed her leadership role at MNA in January after being with the organization for 15 years.



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Michigan Nonprofit Association

“When I was a young nonprofit leader over 15 years ago, I knew I wanted to work for MNA; and I feel very honored to be serving as president and CEO,” Kuhn said. “In my role, I am first and foremost the loudest and most enthusiastic cheerleader for nonprofits and the great work they do in communities all over Michigan.”

In fact, Kuhn’s entire career has been spent working for nonprofits, and her past played a large role in why she holds the work they do in such high regard.

“My love for the work of nonprofits stems from my own experience growing up,” Kuhn said. “I am a product of programs and services provided by several nonprofits throughout my life. First, as a young child who came from a family with little means and experienced some turbulent times following my parents’ divorce. Then, as a young adult who spent time in college learning about and volunteering for nonprofits.”

At both points, Kuhn learned important life lessons, developed skills around resiliency and building self-confidence, and realized that giving back and supporting others in need is the greatest gift of all.

“Nonprofits make a difference every day and are essential to the fabric of every community. Trust me when I say any major issue in the community is being dealt with head-on by a nonprofit,” Kuhn added. “This is true throughout our history as a country and was never more evident than the last almost three years of serving our most vulnerable and more through the pandemic.”

For more information on Michigan Nonprofit Association, visit mnaonline.org.

Christmas Comes Alive at the Zoo

more content at
517MAG.COM

WONDERLAND OF LIGHTS

Through Dec. 26

Take your family to the Potter Park Zoo to see thousands of lights create an extraordinary holiday display. Stroll around the zoo while you enjoy holiday music in the fresh air with family and friends. Admission is \$9 for adults, and \$5 for kids 3-12, seniors 60-plus and military. The event is free for kids under 3. To reserve your tickets, visit eventbrite.com/e/wonderland-of-lights-reservation-tickets-206258152687.

THIS MONTH'S EVENTS

Editor's note: Please call event venues directly to make sure times and dates haven't changed due to cancellations and postponements related to COVID-19.



Follow our friends at 517living.com for other upcoming events in the region.

Lansing Holiday Light Show Through Dec. 31

The Lansing Holiday Light Show at Cottonwood Campground is offering a fantastic drive-thru light show in Lansing featuring dozens of dazzling, larger-than-life holiday-themed displays to delight the entire family. Visitors are invited to drive through and tune their radio to enjoy the synced light performance as they travel the half-mile route. Get more information and tickets at holidaylightshow.com/lansing1.

Winter Fest Dec. 10

Winter Fest will take place at the East Lansing Hannah Community Center, 819 Abbot Road, from 11 a.m. to 2 p.m. Stop by for free entertainment and craft activities as well as the popular winter farmers market. Get more details at cityofeastlansing.com/464/Winter-Fest.

Holiday Pops: Season's Greetings Dec. 11

Feel the joy of the season with your favorite holiday tunes and traditional carols in the Great Cobb Hall at the Wharton Center. The afternoon features LaKisha Jones. The Flint native and "American Idol" finalist joins the Lansing Symphony for an encore performance. Bring your friends and family to be part of this community tradition. Get details at whartoncenter.com/events/detail/holiday-pops-5.

A Jazzy Little Christmas Dec. 17

This performance and celebration presented by Michigan State University Federal Credit Union and the Michigan State University College of Music features guest jazz vocalists Tyreek McDole and Rockelle Fortin. Tickets are \$22 for adults, \$20 for seniors and \$12 for students. Get more information at facebook.com/events/839222577492228.

Still I Run Lansing Group Run Dec. 21

This group is a chapter affiliate of Still I Run, Runners for Mental Health Awareness with a goal of creating a safe and supportive running community of mental health advocates who are passionate about raising awareness and breaking the stigma that surrounds mental health issues. Runners meet every Wednesday at 6:30 p.m. at the Brenke Fish Ladder in Old Town. For information, visit stillirun.org.

New Year's Eve with the Sea Cruisers Aboard the Michigan Princess Dec. 31

This evening of entertainment aboard the Michigan Princess features a cash bar, party favors and music from the Sea Cruisers. Tickets are \$95 per person and include a full-buffet dinner of prime rib, vegetarian lasagna, mashed potatoes, sweet-potato casserole, stuffing, green beans, corn, tossed salad, dinner rolls and chef's choice of dessert. For more details, visit michiganprincess.com/Events/Purchase-Tickets/2094.

WRAP UP



SOMETHING FOR EVERYONE

Make buying easier with our 2022 gift guide

BY KYLE DOWLING

Sometimes the world gets overly commercialized. There are many types of gifts you can create on your own that will provide that “wow” gift that’s extra special. Printing a photo you’ve taken of loved ones and framing it is a nice gesture, or you can take a class with someone and experience learning a new craft together like making a chunky blanket at Twiggies in Old Town. These types of gifts are extra special because it reflects your relationship.

— TIFFANY DOWLING

I have a lot of relatives who are focused on “*de-cumulation*,” so the last thing they want at the holidays is more stuff cluttering up their homes — or at least permanent stuff. I’ve found a fix in giving temporary stuff, and one of the best places locally to find some pretty unique temporary stuff is Horrocks Farm Market. From gourmet popcorn and chocolates to specialty coffees and wines, Horrocks has everything anyone would want that they can eventually eat their way through. And isn’t that what the holidays are all about?

— CHRISTOPHER NAGY

I feel like people really want to get back out in the world, so I’m giving experiences and supporting small businesses this season for my gifts. From pedicures to concert tickets and dinners out, my giftees are getting out of the house!

— MARY GAJDA

There are so many people in need. Instead of giving a gift to go unused, donate to a nonprofit in someone’s name or support a local nonprofit like the Impression 5 Science Center, Potter Park Zoo, Woldumar Nature Center and others to allow for ongoing support, while also giving perks to the recipient.

— MEGAN FLEMING

’Tis the season ... for murder! True-crime shows, podcasts and documentaries are more popular than ever. So, this holiday season, I’m going to be sleighing with gift cards to the Deadtime Stories: True Crime and Other Books store in REO Town. The gift of literature and murder for the whole family!

— KYLE DOWLING

When I struggle to find a gift for someone, I think of what they are passionate about. Luckily, many people I know are big MSU fans. My go-to gift for a Spartan fan is apparel so they have a fresh look each new sports season — from sweatshirts for football season to lucky socks to wear during March Madness. I like to find these great options at Rally House, the Spartan Spirit Shop or Alumni Hall.

— KATHRYN ASPIN

While being a dreaded gift for most children, socks remain one of the best ways to gift comfort to someone you love with a functional yet thoughtful present. I would suggest a pair or two of merino wool socks to ensure the highest quality due to their durability, antimicrobial material and general comfort. Nothing beats a gift that will bring comfort and healthy feet for years to come.

— DEVON KIRBY

Twiggies in Old Town is my go-to for unique gifts. The owner, Beth, puts love and attention into each item she carries, and the store features many Michigan-based vendors and products. A charcuterie set is great for someone on your list who loves to entertain and would make a great host gift for any gathering you are invited to attend. After your recipient enjoys the delectable treats, they will have a beautiful Michigan cutting board to remember your generosity for years to come.

— SHELLEY DAVIS BOYD

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