



ROGUE Review

REVIEW FALL 2026

www.rockfordmichamber.com

AT A GLANCE



"GRANTING" WISHES

Local nonprofit organizations and community groups serving the Rockford community are encouraged to apply for future funding opportunities through Rockford Area Community Foundation's bi-annual grant cycle.

See Page 9

A SEAT AT THE TABLE

This summer, North Kent Connect is launching Fresh Connect, their new mobile food initiative designed to bring fresh food directly into communities across northern Kent County.

See Article on Page 7

125 YEARS

This year marks 125 years of specialty coffee roasting for The Coffee Ranch,

See Article on Page 5

THANK YOU TO GOLD CHAMBER CHAMPIONS



A Vibrant Fall & Winter Ahead

As the crisp autumn breeze rolls through West Michigan and the leaves begin their vibrant transformation, the Rockford Chamber of Commerce is preparing for one of the most exciting and eventful times of the year in Rockford. The upcoming fall and winter seasons are packed with opportunities for families, visitors, non-profit organizations, and local business owners to come together and celebrate what makes Rockford such a special place to live, work, and shop.

Harvest Fest: Celebrating Autumn & Supporting Our Non-Profits (Sept 25-27)

We kick off our autumn celebrations with Rockford's beloved annual Harvest Fest on September 25-27. Beyond the tractor pull, chili cook-off, and fall-themed fun, Harvest Fest serves a vital community purpose: providing a powerful platform for our local non-profit organizations.

Bringing community-wide activities like Harvest Fest to the Rockford area reinforces our town's rich heritage and strong community bond. It transforms our downtown streets with a bustling Classic Car show to support K9 Camo Companion, BBQ chicken dinners supporting the Rockford Rotary, a beer tent supporting Rockford Lions Club, and an outdoor marketplace where several other local non-profits can highlight their initiatives, recruit volunteers, raise funds, and spread awareness for their vital missions alongside family-friendly entertainment.

Trunk or Treat: Giving Exposure to Local Businesses (Oct 23)

As spooky season reaches its peak, the Chamber is proud to present our annual Trunk or Treat on October 23. This event provides a safe, fun, and memorable environment for neighborhood families to trick-or-treat, but it also delivers an incredible opportunity



for Chamber businesses.

Trunk or Treat gives Rockford businesses direct exposure to hundreds of area families. By participating, businesses show off their decorated vehicle trunks while welcoming trick-or-treaters for some pre-Halloween treats! Participating businesses build lasting goodwill and foster strong customer connections that keep our local economy thriving well into the holiday season.

Bringing Holiday Magic to Rockford (Starting in November!)

Once October fades, the spirit of the holidays rapidly takes center stage. Starting in November, the Chamber will light up the town with a series of magical holiday events designed to capture the warmth and nostalgia of a classic West Michigan winter.

From shiny holiday light displays to special shopping nights that encourage everyone to "Shop Small," November and December in Rockford promise unforgettable moments for all ages. Bringing holiday magic to our town isn't just about decoration—it's about creating memories, fostering community pride, and supporting our local shop owners during their most critical retail season.

Mark Your Calendars: Key Fall & Winter Dates

- September 25-27: Rockford Harvest Fest (Downtown Rockford)
- October 23: Annual Trunk or Treat



• November 8: Downtown Rockford Train Event – A magical day filled with painting, storytelling, and a train ride in downtown Rockford.

• November 12-14: The Holiday Walk – Kickstart your holiday shopping with a shopping event showcasing this year's best winter finds, gifts, and decorations. Stores will be open to help you work through your shopping list for the season.

• November 20: Annual Holiday Lighting Ceremony

– Countdown until the lights are turned on in downtown Rockford! A magical night filled with Christmas carols and memories.

• November 28: Small Business Saturday – Show your support at the local businesses!

• December 5: Santa Parade – Bundle up and come out for a parade to welcome the big man in red to Downtown Rockford for the holiday season!

• December 9 & 16: Santa & Mrs. Claus visits at the Rotary Pavilion

• December 12 & 13: Christmas Character Brunch – Come enjoy brunch at Corner Bar while visiting with some of your favorite Christmas Characters.

• December 15: Sensory Santa Visits at the Rotary Pavilion

• December 18: Live Nativity in Garden Club Park

Interested in sponsoring an event, volunteering, or just want more info? Visit the Rockford Chamber website or call our office today to get connected!

REVIEW FALL 2026



Two locations, same great service, and a passion for providing the best eyecare

At Rockford Family Eyecare and Belding Family Eyecare, we firmly believe that everyone deserves to see and feel their absolute best.

Our dedicated team, including Dr. Theodore Sees, Dr. Carrie, Dr. Emily, and Dr. Kelly, is thrilled to announce the launch of our new dry eye treatments of IPL and LLLT.

These therapies are specifically designed to provide lasting relief to those struggling with chronic dry, itchy, or tired eyes. By incorporating these comfortable therapies into

our practice, we aim to help you feel refreshed and regain your enjoyment of daily activities without constant eye irritation.

Our passion for providing the best care possible extends beyond our exam rooms. We genuinely care about the families and students who reside in our Michigan communities. To support the bright start that every child deserves, our doctors and staff recently made a generous donation of over 100 free pairs of eyeglasses and provided complimentary com-

prehensive eye exams to students in need.

We firmly believe that every child deserves to see the chalkboard clearly and experience the joy of learning without limitations. Partnering with our community to support these students is one of our favorite ways to give back. Whether it's through advanced eye comfort treatments or supporting our local schools, Rockford and Belding Family Eyecare are committed to serving you and your family with open arms and a warm smile.



Rockford Self Storage continues growth

This summer at Rockford Self Storage we have been hard at work continuing to increase our available unit sizes and options for our customers and neighbors in the Rockford and Cedar Springs area. While this season tends to be busier as the nicer weather frees our team up to tackle many different jobs, our excitement this year has been around the continued development of our 8905 Belding Rd location near Bostwick Lake. This

site was the first location purchased by Rockford Self Storage back in the early 90's and we here at RSS have all been chomping at the bit to get to work on it!

At this site we have added an additional two new storage buildings to continue to help meet the growing needs of our friends within our community. These new buildings offer safe and secure drive-up access for our tenants. Allowing them some peace of mind when it comes to

storing their precious items. We are very excited to be able to update this site and are looking forward to more projects over there in the future!

Along with these new construction projects we have continued to stay busy with lots of maintenance tasks and upkeep at all of our locations so that we can continue to offer the best possible services to our community!

Thank you for your continued loyalty and support!

rcc standing committees

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VICE PRESIDENT – Kim Neveau – Macatawa Bank

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OFFICE INFORMATION

For your convenience, summer office hours are:
9 a.m.-4 p.m. Monday-Friday
Phone: (616) 866-2000
e-mail: info@rockfordmichamber.com
website: rockfordmichamber.com



Equest Center Brings the Fun

Equest Center for Therapeutic Riding's 2026 Summer Horsemanship Day Camp was a blast! Campers had so much fun riding horses, making friends, and doing lots of exciting crafts and activities. They had the opportunity to learn about different massage techniques for the horses, meet puppies, enjoy home-made cotton candy from one of our staff members, take one of our miniature horses out to drive a pony cart, learn more from Deputy Tyler Tilson about the Kent County Sheriff's Office, and much more!

Registration for our 2027 Summer Horsemanship Day Camp is NOW OPEN! If you would like to sign a camper up for Equest's Summer 2027 Camps, please reach out to KellyAlcock@equestcenter.org or visit our website to learn more.

Upcoming Events - Equest Center for Therapeutic Riding is SO excited to continue to connect

with the community to get the word out about all of the amazing opportunities at Equest. Here are a few events to look forward to THIS YEAR!

Trailblazers Luncheon - <https://equestcenter.org/events/trailblazers/>

What: The Trailblazers Luncheon is an annual event that helps spread awareness about Equest and what we do. It is our chance to provide more information to our friends throughout the community - new and established. Guests will have the chance to hear from some of our riders and learn more about who we are, what we do, and who we serve while enjoying a delicious lunch with friends, family, coworkers, and others seeking to make a difference in the community around them. **THIS EVENT IS COMPLETELY FREE TO ATTEND.** Any businesses or individuals that might be interested in learning more or in com-

ing out to the luncheon, please reach out to saramulder@equestcenter.org.

When: Tuesday, October 13th from 11:45am - 1:00pm

Where: Cascade Country Club (3725 Cascade Rd SE, Grand Rapids MI 49546)

Holiday Horse Show - <https://equestcenter.org/events/holiday-horse-show/>

What: Equest's annual Holiday Horse Show gives our riders a chance to show their family, friends, and community all of the hard work and AMAZING skills that they have learned with their therapy horse, volunteers, and Instructors throughout the year!

When: Saturday, December 12th from 11:00am - 7:00pm

Where: Equest Center for Therapeutic Riding (3777 Rector Ave NE, Rockford MI 49341)

Stay tuned for more exciting news on more upcoming events at <https://equestcenter.org/>!



TRAILBLAZERS LUNCHEON

TUESDAY, OCTOBER 13, 2026

11:45AM - 1:00PM

**CASCADE HILLS COUNTRY CLUB
3725 CASCADE RD SE, GRAND RAPIDS MI**

Riding a horse has the power to transport individuals living with disabilities into a world that lets them escape their crutches, braces, wheelchairs, and worries. You can do an incredible amount of good by simply sitting down for lunch and learning about Equest Center and the life-changing benefits of our equine-assisted therapy programs. Think of it as the **ULTIMATE POWER LUNCH!**

Match \$ Challenge



www.EquestCenter.org
info@equestcenter.org
616-866-3066

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Consumers Credit Union Celebrates Ribbon Cutting

Consumers celebrated the ribbon cutting of its Rockford office, located at 503 E. Division St. SE, on June 17, marking the credit union's continued expansion in the West Michigan market. The event drew community members and local leaders, with refreshments provided by business members Ice Box Brand ice cream bars and Cedar Springs root beer, plus a special appearance by Brewster, Consumers' root beer mascot.

Megan Randall, executive director of the Rockford Area Chamber of Commerce, welcomed guests before remarks from Rockford Office Manager Matt Bachicha and Consumers Chief Operations Officer Lindsay McCall, who led the ceremonial ribbon cutting. Don Mendham, former owner of Jody's Restaurant—which operated on the property before Consumers purchased the site—also shared remarks, noting the significance of



the location continuing to serve the Rockford community. Vice President of the Grand Rapids Market Stephanie Stacey closed the program before guests gathered for networking and refreshments.

"Rockford has a tight-knit community, and that's exactly the kind of place we love putting down roots," said Consumers President and CEO Scott Sylvester. "This office is about being close to the people we serve, not just as a financial institution, but as a real part of the neighborhood."

Bachicha added, "Our team here is genuinely

excited to come to work every day. We're not just opening a new office, we're getting the chance to build real relationships with members right here in Rockford, and that's what this job is all about."

The 1,185-square-foot Rockford office offers the full range of Consumers' financial services, including personal checking and savings, lending, business banking, mortgages, TellerPlus+ technology and dedicated spaces for loan and member services.

Partners on the project included Bosch Architecture and WIELAND.



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Inspired by nature and refined by lifestyle. We design cohesive landscapes that bridge the gap between our client's natural environment and lifestyle.



Finding Paradise

That ONE Team Brings Robotics Opportunities to Students of All Ages



That ONE Team is a local robotics team that gives students the opportunity to learn engineering, programming, teamwork, and leadership skills through hands-on competitions.

Since 2004, our parent organization, Paradise Teams Inc, has been bringing in students from 6 different counties and 9 school districts and homeschools. Students work throughout the year to design, program, and compete with robots all while developing essential life skills that go far beyond the competition field.

That ONE Team allows students to grow their own interests and take robotics where they want it to go while still competing at a very high competitive level. Over our 22 years of existence we have qualified for Worlds 12 times.

If you have a student anywhere from kindergarten- high school we have a program for you. In addition to robotics teams we offer brick build parties and other special events throughout the year. Recently we've doubled our space at That STEAM Space, 3516 Plainfield Ave NE, Grand Rapids, MI 49525.

If your child is interested in growing their passions and skills, learning new ones, working in a welcoming team environment, and competing at a high level, pay us a visit! If you have any questions email us at info@thatoneteam.org.



Payton's Pink Rainbow Project Carries a Little Girl's Legacy Forward

If Payton Polmateer painted a rainbow, it wasn't quite like everyone else's. She knew the colors. She knew exactly what order they belonged in. But to Payton, something was missing.

Pink.

So at the bottom of her rainbows, she added one more stripe, a bright pink one.

It was a small detail, but one that captured something much bigger about Payton. She saw the world in her own way, and wherever she went, she seemed determined to add a little more joy to it. Today, her rainbow with that pink stripe has become the symbol of an organization created to make sure the love of a five-year-old girl continues reaching people far beyond those who had the privilege of knowing her.

Payton's Pink Rainbow Project was created by Payton's family following her death in November 2025. Rooted in faith and inspired by the way she lived, the Project has a simple mission: spread love, kindness and joy while supporting children and families through some of life's hardest moments.

Those who knew Payton remember a little girl with a remarkable ability to notice people. She loved boldly and without hesitation. She was the kind of child who would walk up to someone she had never met, say hello and offer a hug.

She loved helping others, celebrated the people around her and gave freely, sometimes even giving away her own toys simply because she thought someone else would enjoy them.

When her family began thinking about how to honor her life, they knew that anything carrying Payton's name needed to reflect the way she actually lived.

The pink rainbow gave them the symbol. Payton gave them the mission.

Spreading Love, One Rainbow at a Time

Today, Payton's Pink Rainbow Project carries that mission forward in several ways, each centered on finding opportunities to make someone else's day a little brighter.

Random acts of kindness cards encourage people



to do something kind for another person and then pass the card along, allowing one act of kindness to lead to another. The Project also provides gifts and support to children's hospitals, nonprofit organizations and families in need, guided by the belief that every child deserves to feel seen, celebrated and loved.

Another part of the mission is especially personal to Payton's family, supporting parents who have experienced the death of a child. They understand firsthand that there are no words, gifts or financial contributions capable of fixing that kind of loss.

Grief cannot be taken away, but some of the burdens surrounding it can be made a little lighter.

Through the Project, Payton's family hopes to help grieving parents with needs such as funeral expenses or opportunities to step away together and find a peaceful place to simply be a family. The goal is not to take away the grief, but to make sure families do not have to carry every part of it alone.

A Community Shows Up for Payton

That desire to help others was on display August 7, when 46 teams gathered at Scott Lake Golf & Practice Center for the inaugural Payton's Pink Rainbow Project Golf Outing.

What began as an idea to bring people together in

Payton's memory grew into a day filled with golfers, local businesses, sponsors, volunteers, friends and family members, all there to remember Payton and support the work being done in her name. By the end of the day, the event had raised \$28,500 for Payton's Pink Rainbow Project.

For Payton's family, every team that registered, business that sponsored, person who donated and volunteer who gave their time helped turn the love surrounding Payton into something that could be shared with another child or family.

The money raised will allow the Project to continue providing support to families in need and when facing the unimaginable loss of a child. The turnout also showed just how many people are willing to be part of carrying Payton's legacy forward.

What started with one little girl adding a pink stripe to the bottom of her rainbows has grown into a community of people choosing to live a little more like she did: noticing others, giving freely and finding ways to bring joy wherever they can.

Payton believed every rainbow needed a little more pink. Through every act of kindness, every family helped and every person who chooses to carry her love forward, her pink rainbow continues to grow.



A Seamless Fit: Father-Daughter Duo Launches Helmsman Stitch Co

Helmsman Stitch Co., a bulk embroidery company, emerged after the father-daughter duo Chris Musil and Kayla Snyder shared similar frustrations with the abundance of cheap clothing and time-intensive ordering processes for corporate apparel.

Chris has decades of experience running a business. While ordering apparel for another company, he found that most options were low quality and wore out quickly.

He realized that if he wouldn't wear it himself, he shouldn't expect his team to wear it either.

Kayla's expertise lies in strategic planning, program management, and sustainability. When she tried to organize company apparel for her workplace, she found the process unnecessarily complicated and time-consuming.

Together, they set out to solve two problems: poor-

quality apparel and frustrating ordering systems. Apparel shouldn't be hard. Everyone deserves to wear something they're proud of, and deserves a process that respects their time.

Helmsman was built around the simple idea of handling the parts you shouldn't have to. Helmsman Stitch Co. will:

- Digitize your logo
- Match your brand colors
- Curate the right garments for your team
- Collect sizes
- Prepare the paperwork your boss needs to sign off on
- Deliver the finished apparel pre-sorted and ready to hand out

You stay in the driver's seat on the decisions that matter and Helmsman will take everything else off your plate. The result is apparel that makes your team look the way you always im-

agined, and a process that actually fits into your week.

Helmsman Stitch Co. understands what is at stake for their clients: team comfort, brand representation, and overall peace of mind.

Getting custom gear should never feel like a gamble. By holding themselves to a strict standard of craftsmanship, the founders promise total candor—if a project falls outside their core capabilities, they will be honest about it rather than compromise on quality.

To make testing their services hassle-free, Helmsman Stitch Co. offers a complimentary logo review. Businesses can submit their logo in any format to receive an honest assessment within one business day—with no required sales call or follow-up pressure. Visit their website at <https://helmsmanstitch.com/> or contact them directly at support@helmsmanstitch.com.

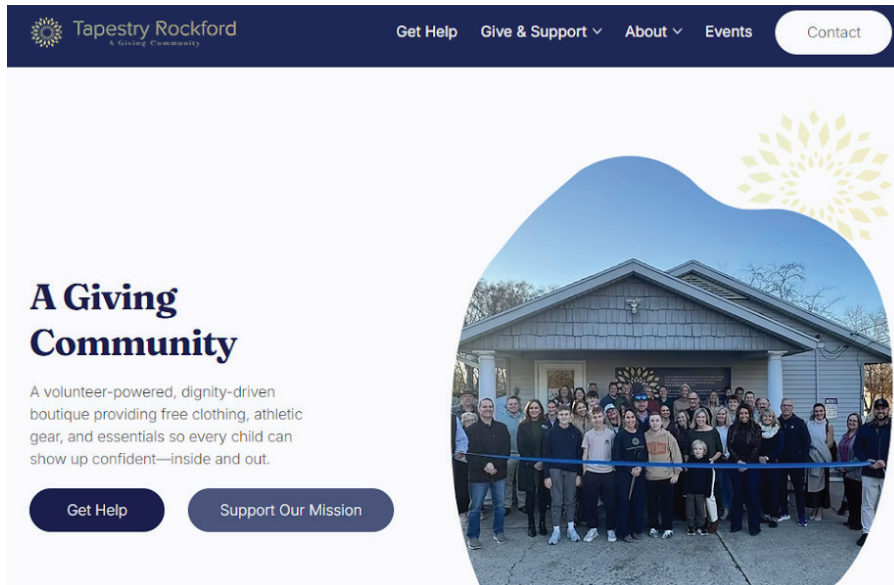
Join Herman's Boy in celebrating 125 years of The Coffee Ranch

The Coffee Ranch, which was founded in 1901 in downtown Grand Rapids, was acquired by Herman's Boy in 1982. This year marks 125 years of specialty coffee roasting for The Coffee Ranch, and we'll be celebrating with an anniversary party on September 25 and 26. Come join for limited-edition coffee tastings, delicious food specials, live music, and more.

Sustaining a business for 125 years wouldn't be possible without the support of our amazing customers. Thank you for helping us to achieve this milestone!

Photo at right: Zac Pawloski, third generation owner of Herman's Boy, showing off some freshly roasted coffee beans from Costa Rica.





Tapestry Rockford Launches New Website Design

Tapestry Rockford is celebrating an exciting year of growth and improvement, highlighted by the launch of a new website designed to make it easier than ever for families to access services and for community members to support the organization's mission.

The new website provides streamlined access for individuals seeking assistance as well as those looking to donate, volunteer, or learn more about Tapestry's work.

One standout feature is the Latest Updates section on the homepage, which connects directly to Tapestry Rockford's Facebook feed.

Since many public announcements and updates

are shared through social media, visitors can now stay informed without leaving the website.

Supporting Tapestry's mission are simple through an integrated GiveButter donation platform. Supporters can contribute using credit or debit cards, PayPal, Venmo, Cash App, or direct bank transfers, all without creating an additional account.

Every donation is tax-deductible and directly supports Tapestry Rockford's mission of providing free essentials for school-aged children and teens. Community members interested in supporting the organization in other ways are encouraged to reach out and share their ideas.

Behind the scenes, Tapestry Rockford has also made improvements to its physical space. New shelving and upgraded access control systems now allow approved volunteers greater flexibility in helping students meet their clothing needs for school and sports. These enhancements were made possible through the generosity of local donors and community supporters.

The website was designed, built, and sponsored by fellow Rockford Chamber member Grand Rapids Tech, demonstrating the power of local partnerships in strengthening community resources.

To explore this exciting new website, please go to www.tapestryrockford.com.

Leadership Expert Tara Colvin Turns a Common Leadership Struggle Into a New Book

"I can't keep leading like this."

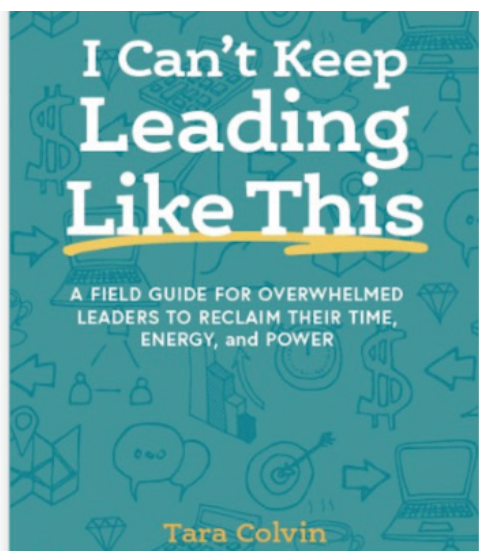
It's a sentence Tara Colvin kept hearing from leaders. Eventually, it became the title of her new book.

Colvin, co-owner of Rockford-based Thought Design, has published *I Can't Keep Leading Like This*, a book for leaders who are finding that leadership has become heavier than it should be.

The book looks beyond workload and time management to the hidden patterns that shape how leaders carry responsibility, spend their time, and respond under pressure. Through practical tools and real stories, Colvin helps leaders recognize those patterns and consider a different way forward.

Not balance. Harmony. Not doing more. Leading differently.

The book grew from



Colvin's work with leaders, along with lessons learned through hard conversations, mistakes, and experiences along the way. Her goal is to help leaders reclaim time, build stronger ownership across their teams, and create a more sustainable way of leading.

I Can't Keep Leading Like This is available now on Amazon.

Organizations interested in using the book as a starting point for group training or leadership development can contact Tara Colvin at tara@thought-design.com to explore opportunities.

Grand Rapids Tech Helps Nonprofits Maximize Their Impact Through Technology

Nonprofit organizations face unique challenges when it comes to technology. Limited budgets, growing cybersecurity threats, and the need to serve their communities efficiently can make it difficult to keep up with rapidly changing technology. That's where Grand Rapids Tech comes in.

Grand Rapids Tech is committed to helping nonprofit organizations make the most of their technology investments. Through its Tech for Impact initiative, eligible nonprofits can receive significant discounts on technology services, helping organizations allocate more of their resources toward their mission while still benefiting from enterprise-level technology support. Grand Rapids Tech also helps nonprofits navigate the many technology grants, discounted software programs, and nonprofit benefits available through leading technology providers.

Locally, Grand Rapids Tech works with a variety of churches and nonprofit

organizations throughout Michigan, helping them stay secure both physically and digitally. Services include managed IT support, cybersecurity, security cameras, access control systems, network infrastructure, website development, and technology consulting. The goal is simple: help organizations protect their people, data, facilities, and reputation so they can focus on serving their communities.

Whether your organiza-

tion is looking to strengthen cybersecurity, modernize technology, improve physical security, or explore ways to reduce technology costs, Grand Rapids Tech would welcome the opportunity to connect. Every nonprofit has a mission worth protecting, and the right technology partner can make a meaningful difference.

Learn more about Grand Rapids Tech's nonprofit programs and services at the QR Code in the graphic.



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Nonprofit Solutions

From cybersecurity and managed IT to security cameras and access control, to websites and marketing, Grand Rapids Tech helps nonprofits maximize impact while minimizing technology challenges.

Community-Focused Technology That Powers Your Mission

Nonprofit Industry Solutions Information:



Take a Seat at the Table with North Kent Connect

North Kent Connect invites the community to A Seat at the Table, our 2026 Fall Fundraiser for an inspiring evening of connection, conversation, and community impact.

This year's event will feature keynote speaker Dr. Donna Beegle, an internationally recognized expert on poverty and founder of Communication Across Barriers. Drawing from her own experience of overcoming generational poverty, Dr. Beegle brings powerful insight into the realities of poverty and how communities can work together to create meaningful, lasting change.

Guests will also have the opportunity to step into the real-life experiences of North Kent Connect clients and learn how challenges involving food, housing, transportation, and financial stability can quickly impact a household, and how the right support at the right time can make all the difference.

A Seat at the Table is an invitation to better understand our neighbors, celebrate the strength of our community, and discover the role each of us can play in helping north-



ern Kent County thrive.

2026 North Kent Connect Fall Fundraiser:
A Seat at the Table

For tickets or sponsorship information, visit nkconnect.org, or contact Scott Christie at (616) 866-3478, ext. 356 or scott.christie@nkconnect.org.

christie@nkconnect.org

DATE: Thursday,
October 8, 2026

LOCATION: Fred-
erik Meijer Gardens
and Sculpture Park
5:30 Cocktail Hour
6:30 Dinner
7:15 Program



Gordon Water Systems celebrates growth

Gordon Water Systems purchased Hart Water in early 2011. We had known Don Hart for many years as Don Hart and Gordon Duisterhof were both Kinetico Dealers way back in the 1970s, representing Hart Water and Gordon Water Systems, respectively. When Don was ready to retire we were fortunate to purchase his company. Don was well established in the greater Rockford area and as such we rented a small space in a building right behind the Ada hardware store to serve all of our clients in the Rockford and North Kent area.

PFAS hit the area in 2017 and we became involved. We jumped in to help families and businesses gain confidence in their water. With the surge in customers in the area we decided to purchase a building on 14 Mile that is next to Ed Koehn Chevy. It was built as a Get'm & Go 26 years ago, became Tommy's Tacos and was a Pawn Shop when we purchased it in 2020. It was a unique building to say the least but we made it work. Our Rockford customers appreciated the easy access to get the salt, filters, bottled water and additives to maintain

cleaner, safer water in their homes & businesses.

This spring we contracted with Jason Verhey at DV Construction of Rockford to build our warehouse. It is so nice to have great space for our team to supply our clients with salt, bottled water and all things Gordon Water from our location at 4680 14 Mile NE.

Come see us Monday and Wednesday afternoons and Saturday mornings to view the new warehouse and take advantage of our monthly salt sale every 2nd Saturday of every month and utilize our U-Fil water station!

REVIEW FALL 2026



ROCKFORD'S HOME FOR OUTDOOR LIVING – FAMILY OWNED SINCE DAY ONE



FAMILY-OWNED & LOCALLY OPERATED IN ROCKFORD

REGION'S LARGEST OUTDOOR KITCHEN SHOWROOM

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FAMILY-OWNED. LOCALLY ROOTED. VISIT OUR ROCKFORD SHOWROOM FOR THE AREA'S BEST SELECTION OF OUTDOOR KITCHENS, FIRE PITS, AND FIREPLACES—AND LET'S BUILD YOUR BACKYARD TOGETHER.

SEE IT. FEEL IT. BUILD IT — AT FIREPLACE GALLERY ROCKFORD
WWW.FIREPLACEGALLERYMI.COM



North Arrow ABA Celebrates Cedar Springs Grand Opening

On July 30, North Arrow ABA celebrated the grand opening of its Cedar Springs clinical center with an open house and ribbon-cutting ceremony in partnership with the Rockford Chamber of Commerce.

The event brought together local families, community partners, and community leaders to celebrate North Arrow's continued growth and its commitment to expanding access to high-quality, individualized ABA therapy throughout the Cedar Springs community and surrounding areas.

A special thank you to the Rockford Chamber of Commerce and everyone who joined North Arrow in celebrating this exciting milestone! Guests enjoyed face painting, a bounce house, and, of course, a kids' dance



party—making it a fun-filled celebration for all!

Did You Hear the News? Earlier this summer, North Arrow ABA became a 100% employee-owned organization through an Employee Stock Ownership Plan (ESOP), making

it one of the few employee-owned ABA organizations in the nation.

Learn more about North Arrow's transition to employee ownership, career opportunities, and ABA services at www.NorthArrowABA.com.

Why You Should Choose a Medicare Insurance Broker

Medicare has so many components that it can be difficult for seniors to understand them all: Original Medicare, Medicare Advantage, Medicare Supplements, Parts A, B, C, and D, and Plans A, C, F, G, and N. Each option has different rules, costs, and coverage details. One small misunderstanding can lead to missing coverage and even lifelong penalties. For example, people who do not enroll in Medicare Part B when first eligible may face a late enrollment penalty that is added to their monthly premium for as long as they have Part B. Medicare Part D also has a monthly late enrollment penalty for people who go without creditable prescription drug coverage for too long.

Working with a licensed Medicare insurance broker gives you someone who understands how the pieces work together, can explain your options in plain language, compare plans based on your real-life needs, help you make informed enrollment decisions, and assist you throughout the year. Even if you like your current insurance plan, but do not have an agent, you are allowed to ask an agent to help you, and Annual Enrollment is the perfect time!

Every year, insurance agents and brokers are required to complete training and certification offered by national and local health insurance carriers before they can sell those carriers' Medicare plans.

They are also expected to be knowledgeable about new rules, regulations, and laws. Legislative changes can affect who qualifies for certain plans, and changes such as Social Security cost-of-living adjustments can affect other programs seniors use. With all this at stake, why would anyone risk going it alone when there is no additional cost for the consumer to use an agent or broker?

In many cases, Medicare agents and brokers are compensated by the insurance carrier when a client enrolls in a plan. At no time should a client be charged a separate fee by the insurance carrier or the agent. Because compensation rules vary by product and carrier, it is reasonable to ask an agent or broker



how they are paid and whether they represent more than one company.

Some insurance agents are called captive agents. This means that they train on and represent one insurance company's plans. Health insurance brokers train on multiple plans through multiple local and national carriers. Brokers typically compare quotes from multiple carriers and recommend coverage that best fits the client's needs.

Once you decide to use an agent or broker, how do you choose the right one? Since you will be sharing confidential information, you will want to choose someone who honors your communication preferences and earns your trust. Below are a few considerations that may be helpful when deciding whom to trust with your business.

- **Experience Matters:** Insurance regulations and laws change frequently, and professionals with many years in business often have experience with changes and a deeper understanding of how to adapt to those changes.

- **Look for Local Expertise:** Choosing a local agent gives you the opportunity to meet face-to-face, which can be especially valuable when discussing complex insurance issues. Local agents are often more familiar with area provider networks, hospitals, and healthcare resources than call centers or online sales representatives. In Michigan, provider networks can vary significantly by county and by plan. A plan that includes a preferred doctor, hospital, or pharmacy in one area may not include the same providers in

another, which is why local knowledge can be especially important when comparing Medicare Advantage or prescription drug options.

- **Review the Reputation:** Read Google reviews to hear from actual clients and visit any agents' website and social media pages to see whether they share helpful information and have developed relationships with your local senior community. Also, look for agencies that have been accredited by the Better Business Bureau or other respected consumer organizations.

- **Time Tells:** All people show what is important to them by where they spend their time. Many agents and brokers can make a living by paying for leads through insurance companies; however, finding an agent who shows up at local community events, hosts activities for seniors, and volunteers in your community shows that clients mean more than just a paycheck.

In closing, a health insurance broker can be your personal expert to help you understand the many aspects of Medicare, compare multiple carrier plans to find the best benefits available in your area, and serve as a resource if you experience billing or other problems. There are many great insurance agents and brokers out there; it just takes a bit of research to find the right one for you.

Boichot Insurance Agency invites you to review our website at boichotinsurance.com, our Google Business profile and reviews, and our social media pages. If you like what you see, consider reaching out to us at (616) 258-9182 or info@boichotinsurance.com.

after hours



New Growth Project



Reeds Realty Begins a New Chapter as Realiant Realty

After more than 30 years serving West Michigan, one of the area's longest-standing family-owned real estate brokerages is entering an exciting new chapter.

Reeds Realty, founded by Randy Reeds, has transitioned ownership to his niece and nephew, Nate and Brandi Harr of Harr Homes. The transition marks a significant milestone for the family-owned brokerage while continuing a legacy built on relationships, local expertise, and a commitment to the West Michigan community.

With the change in ownership comes a new name. The brokerage has officially rebranded as Realiant Realty, reflecting its vision for the future while honoring

the foundation established over the past three decades.

A New Home in Grand Rapids

As Realiant Realty looks ahead, the company is also preparing to open a new office this October in Grand Rapids at 3950 Plainfield Ave NE. The new location will provide a home base for the team as the brokerage continues to grow and serve buyers, sellers, and families throughout West Michigan.

While the name and ownership may be changing, the commitment to serving the community remains at the heart of the business. The transition from Randy Reeds to Nate and Brandi Harr represents a passing of the

torch from one generation of the family to the next.

Looking Toward the Future

After more than three decades of helping people navigate the West Michigan real estate market, Reeds Realty has built a lasting presence in the community.

Now, under the Realiant Realty name and new leadership, that legacy is moving forward.

The team is excited to begin this next chapter and looks forward to welcoming clients, friends, fellow professionals, and community members to its new Grand Rapids office this October.

A new name. A new home. The same family legacy—now moving forward.

Rockford Area Community Foundation Grant Opportunities Available

Local nonprofit organizations and community groups serving the Rockford community are encouraged to apply for future funding opportunities through RACF's bi-annual grant cycle:

- January 1 – May 31 (awarded in July)
- July 1 – October 31 (awarded in December)

Applications are reviewed during the Foundation's June and November board meetings, with the next round of applications to be reviewed in November 2026.

Supporting the Foundation

Community members can support RACF's mission through



several initiatives:

- "Buy a Brick" Recognition Plaza Program

Leave a lasting legacy by honoring a family, business, or organization with a personalized engraved brick. Bricks are installed in the plaza patio area and cost \$150 each. Proceeds support ongoing maintenance and growth of Foun-

dation initiatives.

Purchase and learn more: <https://rockfordacf.org/recognition-plaza/>

- Rockford's Got Talent

Mark your calendar for this exciting community showcase on Saturday, January 23, 2027 at the Rockford High School Auditorium.

Performance entries must be received by 11:59 pm December 13, 2026. Finalists will be announced no later than January 2, 2027.

For more information about grants, programs, or how to get involved in this organization, please contact the Rockford Area Community Foundation at contact@rockfordacf.org.



The Gift of A Brick is Worth 1,000 Words

(but it actually has to be said in 42 characters or less)

Bricks are only \$150 for a lasting legacy in Rockford's Recognition Plaza!

The sale of engraved bricks funds the maintenance of the project and helps grow the Rockford Area Community Foundation.

www.rockfordacf.org/recognition-plaza/

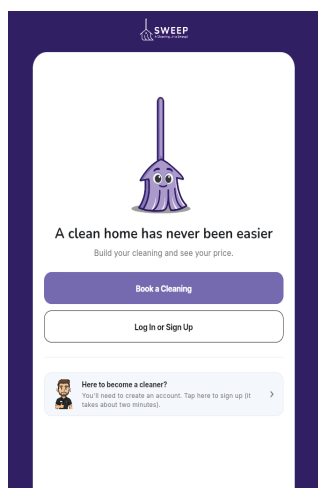
Sweep Launches Guest Mode: Explore Before You Commit

At Sweep, we believe booking a house cleaning should be simple, transparent, and pressure-free. That is why we are excited to announce our latest release: Guest Mode, now live on both the Sweep app and our website.

Here is what makes it different. Until now, exploring a cleaning service usually meant creating an account before you could see how anything worked or what it might cost. We wanted to flip that around. With Guest Mode, you can start building your cleaning order right away, no account required.

You can walk through the entire experience on your own terms. Pick the rooms you want cleaned and skip the ones you do not. See the price for each room as you go. Explore "extras" like cleaning the inside of your fridge, and get a feel for how the whole process flows. It is a no-commitment way to see exactly what Sweep offers and what it would cost for your home.

When you reach the end and decide Sweep is



the right fit, that is when you create your account and place your order. And if it turns out we are not the right match for you right now, you have not spent time signing up for something you did not end up using. Your time is valuable, and Guest Mode respects that.

This release reflects how we like to do business here at Sweep: transparent pricing, no pressure, and an experience built around what works for you. We think the best way to earn your trust is to let



you look before you leap.

Sweep is a room-by-room cleaning service platform proudly serving West Michigan, including Grand Rapids, Rockford, Holland, Kalamazoo, Muskegon, and the surrounding communities. Whether you need a single room refreshed or your whole home taken care of, our background checked and certified independent Sweepers are ready to help you come home to clean.

Ready to explore? Visit us and start building your cleaning in a sweep. No account needed to look around.

Keep in the know!
For more information on Chamber events,
go to rockfordmichamber.com

Game Day Starts at The Score

Football is back, and that means it's time to bring your crew, grab a seat, and get loud. Whether you're watching your favorite team battle it out or gearing up for another fantasy football season, The Score is your game-day headquarters. Bring the Party. We'll Bring the Game.

Planning a football watch party? Skip the hassle of hosting at home and bring your crew to The Score.

Our Game Day Party Pack is built for football fans who want great food, cold drinks, big screens, and an atmosphere that makes every touchdown worth celebrating. Round up your friends, pick your game, and let us take care of the rest.

Because football is better when you're watching it with your people.

THE SCORE RESTAURANT & SPORTS BAR

Draft Day Just Got Better

Fantasy football draft coming up? Bring your league to The Score and make draft day an event.

We're making it easy to get the whole squad together with:

- Waived reservation fees
- Plenty of space for your league
- A \$50 Score Gift Card for the league commissioner

Set your lineup, talk a little trash, and make those draft-day deci-

sions over great food and drinks. Whether you're the reigning champ, the perennial last-place finisher, or the person who somehow auto-drafts and still wins, there's a seat waiting for you.

Your Season. Your Crew. Your Score.

From kickoff to the final whistle, The Score is where football fans come to watch, eat, drink, and celebrate.

Get your crew together, claim your spot, and make this football season one to remember.

COMMISSIONERS SCORE \$50!

BOOK YOUR FANTASY DRAFT AT THE SCORE, AND THE LEAGUE COMMISSIONER GETS A \$50 SCORE GIFT CARD.

8+ GUESTS • FANTASY DRAFT RESERVATION REQUIRED. GIFT CARD MAY BE USED TOWARD FUTURE VISIT.

DRAFT PARTIES ARE HERE.

SCAN ME



ribbon cuttings



KGuard- 6/24/2026



North Kent Connect - 7/22/2026



Phoenix Training - 7/7/2026

anniversaries

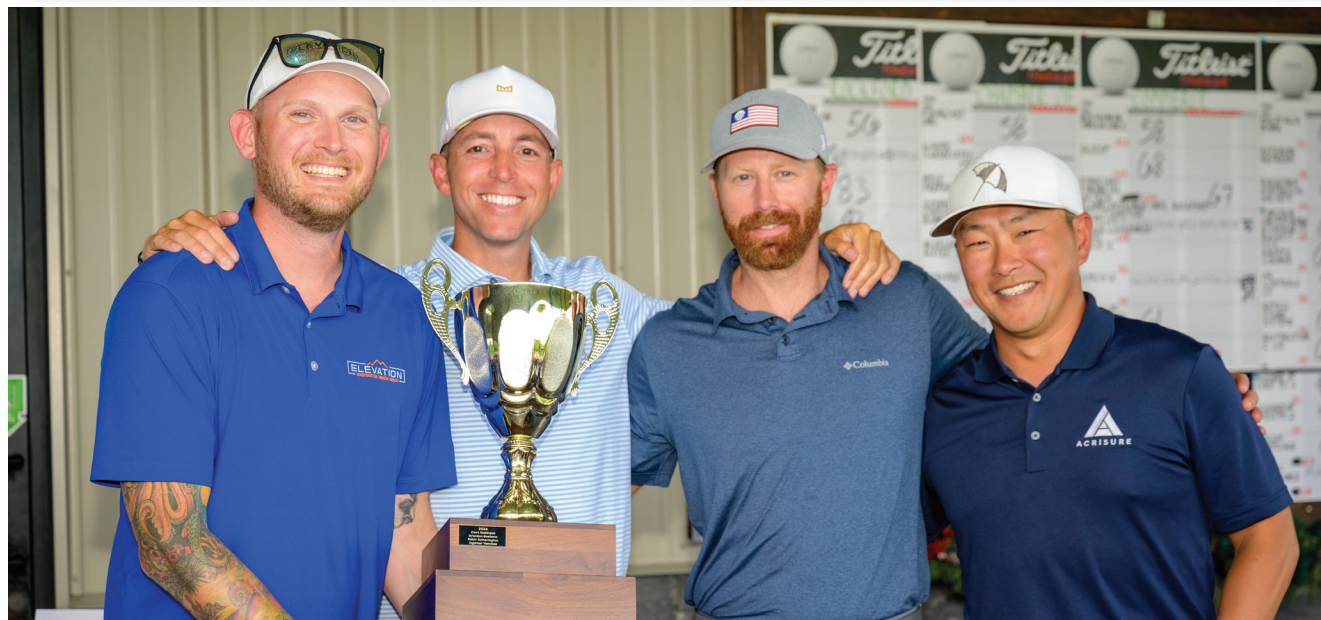


Herrington Excavating Drilling & Plumbing - 50 Years



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new members

ADA VILLAGE PHARMACY

Andrew Cloutier

616-320-4001

shelley.nutrition@gmail.com

Joined: 6-23-26

PAYTON'S PINK RAINBOW PROJECT

Holly Polmateer

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Joined: 7-2-26

THE DRIFT ROOM

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Joined: 7-16-26

PRO FENCE

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ray@profencegrandrapids.com

Joined: 7-21-26

GET SOCIAL DONE

Jason Schemmel

616-516-7562

Jason@GetSocialDone.com

Joined: 7-25-26

TRINITY HEALTH MEDICAL CENTER - ROCKFORD

Brittany Baar

brittany.baar@trinity-health.org

Joined: 8-14-26

HELMSMAN STITCH CO.

Chris Musil

616-699-6110

chris@helmsmanstitch.com

Joined: 6-14-26

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