



## Congressman Bill Huizenga March Luncheon Speaker

Our next GVMC Quarterly Luncheon will be held on March 11th at the Calvin College Prince Center. U.S. Congressman Bill Huizenga will be our featured speaker. The event is being sponsored in part by Lake Michigan Credit Union.

Bill serves on the powerful House Financial Services Committee that regulates the Federal Reserve, the banking industry, federal monetary policy, the FDIC and Securities and Exchange Commission and the Treasury. He also serves on three critical sub-committees dealing with our national economy.

Bill got his start in both business and politics as a child at the dinner table, where the family was encouraged to discuss both - even if they didn't always agree. He attended Holland Christian High School, and received his bachelor's degree in Political Science from Calvin College.

A true advocate for our region, Congressman Huizenga will bring us an inside view of Congress and the "behind the scenes" viewpoint of the critical issues making the news.

Please register as soon as possible for this exciting event. Reserve your tickets or table by contacting Gayle McCrath at [mccrathg@gvmc.org](mailto:mccrathg@gvmc.org)

### GVMC TO HOST FREE COMMUNICATIONS SEMINAR

As part of our Strategic Initiatives, GVMC will be host a free Educational Seminar on Communications on March 14th. The topic will be **Strategic and Crisis Communications**. This seminar is open to GVMC members who are elected or appointed officials or other staff (police, fire, DPW) that may be required to communicate with the media and the public.

This highly entertaining and real-world workshop will provide attendees with practical tips, tools and tactics for strategic communication planning and implementation. Designed to maximize understanding, awareness and ability to generate positive media coverage

AND maximize confidence and commitment when responding quickly and positively in less-than-ideal situations like crisis communications.

#### **Topics will include:**

**Strategic Communications**—including message and messenger credibility; developing and delivering key messages; recognizing the role of semantics in messaging.

**Media Relations**- the tools and tactics needed to deliver the message, including: recognizing the value of earned vs. paid media; proactive vs reactive media and strategies for impacting and influencing both; identifying and understanding the value of and differences between all media tools including digital media.

**Crisis Communication Strategies**—understanding, embracing and utilizing strategies to minimize the long-term impact of crisis situations.

The Seminar will be conducted by Kelly Rossman-McKinney of the communications firm Truscott-Rossman. The firm is considered the premier bi-partisan strategic communications firm in Michigan. The firm was founded by Kelly Rossman and Governor Engler's former Press Secretary John Truscott.

The Seminar will be held from 10:00-1:30 on March 14th at the East Grand Rapids City Hall. Lunch will be provided. Please reserve your seat by contacting Gayle at [mccrathg@gvmc.org](mailto:mccrathg@gvmc.org)  
**Reserve Soon Space is Limited!**