

For Immediate Release

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Gaasch Announces Retirement from The Chamber

Joy Gaasch, President of The Chamber of Commerce Grand Haven, Spring Lake, Ferrysburg, has announced her retirement, effective on or before September 30, 2023. Gaasch has been with the business organization since May of 2000. She began her career in Chamber work as Executive Director of the Bay County Growth Alliance in 1987 with the Bay Area Chamber of Commerce in Bay City, Michigan. She served as President of the Cadillac Area Chamber of Commerce from 1995 to 2000.

"I consider myself a very fortunate individual to have had an amazing career in serving three communities in the role of community and economic development with membership organizations that have truly made a difference in the communities they serve. I have enjoyed and thrived due to the many wonderful people and staff members that I have worked with over the years. They have all given me unique opportunities, experiences, and connections that I treasure," Gaasch said.

Gaasch has served on numerous boards in the community, including Ottawa County's Workforce Development Board, Leadership West Michigan, West Michigan Strategic Alliance, Grand Haven Coast Guard Festival, Michigan Association of Chamber Professionals, NOCHS Board of Trustees to name a few. She currently serves on the Grand Haven Lighthouse Conservancy, Housing Next Advisory Council, Harbor Island Task Force, Grand Haven EDC/BRA and Trinity Health-Muskegon Board of Directors.

"This was a decision that was not an easy one to make as my passion is the economic and civic vitality of Northwest Ottawa County, but I know this is the right time," Gaasch added. "I am passionate and optimistic about the future of The Chamber and this wonderful community, and I know I will find my voice as I settle into some new adventure."

Sharon Behm, Chair of The Chamber's Board of Directors, said "During her time as president, Joy has led us through the good times and the hard times with energy, enthusiasm, optimism and confidence in our

Northwest Ottawa County business community. She has been a connector, cheerleader, and good friend to businesses and organizations both large and small."

"Gaasch will be greatly missed and difficult to replace but The Chamber will begin the search process for a new president this month" stated Dave Jerovsek, Vice Chair of The Chamber's Board.

About The Chamber:

The Chamber of Commerce Grand Haven, Spring Lake, Ferrysburg has been "the go to place" for businesses in Northwest Ottawa County since 1899 and continues to be the leading voice for business. The Chamber provides tools, connections, and solutions for businesses, communities, and people in Northwest Ottawa County.