Our Four Pillars:

Philanthropy

Education

Social Networking

Community Involvement

FALL 2026

Leading Ladies

Connect. Create. Change. Celebrate!

Igniting Connection and Community at "She Means Business"

There is an undeniable electric energy when West Michigan's most passionate women leaders come together under one roof. On **November 17th**, that vibrant spirit of entrepreneurship, philanthropy, and mutual support will take center stage at our signature fall gathering, She Means Business, held at St. Nicholas Cultural Center from 5:30 – 7:30.

The venue will transform into a curated holiday marketplace featuring may outstanding women-owned local businesses. It's the perfect chance to discover unique artisan goods, jump-start your holiday shopping, and directly support local female entrepreneurs. Guests will also have the opportunity to meet representatives from eight incredible, local non-profit organizations vying for our annual Leading Ladies Grant.

Whether you come to be inspired by our community partners, find a unique treasure, or simply share a glass and a laugh with fellow members, She Means Business is a celebration of what we can achieve when we lift each other up. Bring a guest, join the excitement, and come ready to make an impact!



Member Spotlight: Beth Kelly ATHENA Award Nominee!

We are immensely proud to celebrate our very own Leading Lady, Beth Kelly, founder of HR Collaborative, who was recently honored as a nominee for the prestigious ATHENA Leadership Award! This Award recognizes extraordinary leaders who demonstrate professional excellence, give back generously to their communities, and actively empower women to reach their full leadership potential.

Beth brings more than 40 years of experience in HR, business leadership, and mentorship. As founder of HR Collaborative, she built a people-first business that achieved 300% revenue growth, earned two spots on the Inc. 5000 list, and received multiple "Great Place to Work" awards. Throughout her career, Beth has championed women in business, mentored emerging leaders, and helped organizations build supportive workplace cultures.



Today, she continues to advise family-owned businesses and develop future leaders. Beth was nominated for the ATHENA Award in recognition of her commitment to advancing women, fostering leadership, and creating opportunities for others—qualities that embody the spirit of a Leading Lady.



Member Profile: Joan Hansen

Living, Leading, and Inspiring at Keller Lake

As one of the very first Clark residents to join Leading Ladies, Joan Hansen brings a unique, heartwarming perspective and a trailblazing spirit to our organization. We sat down with Joan to talk about her passion for Clark, her experience as a resident at Keller Lake, and why she loves inspiring others to join our mission.

Q: As one of the first Clark residents to join Leading Ladies, what inspired you to take that step, and what has it been like watching the group grow?

A: "I thoroughly believe in the concept of Leading Ladies. In the past, I spent a summer visiting school systems because our Alumni President wanted to start something on a smaller scale to raise money for yearly multi-grade high school class reunions—so the power of grassroots connection was familiar to me! It has been wonderful to watch our membership increase with women of all ages involved. The philanthropy we provide is especially meaningful for local non-profits and small businesses."

Q: You've been such a wonderful advocate for us! What do you tell fellow Keller Lake residents or friends when encouraging them to join?

A: "I always emphasize how vital it is to work toward maintaining a strong base fund so that we can support those who need help through Benevolent Care."

Q: What does being a Leading Lady mean to you personally, and what aspect of our mission touches your heart the most?

A: "Personally, it is deeply important to help those who have outlived their financial resources so they can continue to live here at Clark with peace of mind. It's hard to break our mission down to just one area—we are multi-generational women committed to supporting the Clark Promise through philanthropy, education, and community partnerships. I truly enjoy our time together with other ladies and being exposed to different community projects."

Q: Outside of your involvement in the community, what are a few hobbies or favorite ways you love to spend your time?

A: "I enjoy working on my family genealogy, and I now have two Patriots in the Daughters of the American Revolution (DAR)! My husband, Dave, and I also loved to travel extensively, always planning our trips around the question: 'Where is the next golf course?'"



The Power and Fun of Leading Ladies

Leading with Purpose, Heart, and People-Centered Excellence

Being a Leading Lady isn't just about making an impact—it's also about building community and having a great time together! This season featured two wonderful events that highlighted the energy and spirit of our group:

The John Wert Classic at Blythefield Country Club:
Formerly our annual golf outing, this event has officially been renamed in honor and memory of John Wert, a steadfast and beloved supporter of Clark. The day was filled with fantastic camaraderie, highlighted by the Leading Ladies–sponsored Putting Challenge on a notoriously tough green. Despite the high difficulty, two skilled golfers sank a hole-in-one!

Huge congratulations to The Arie Nol Family Team, who captured the tournament win for the second time! We were also thrilled to award the prestigious Masters Green Jacket to Derek Damstra, President of CareLink. Derek and his dad Mike Damstra have sponsored our golf outing every year. Mark Custer, last year's recipient presented the Green Jacket to Derek.





A Night of Play at the Grand Rapids Children's Museum:
Leading Ladies gathered for a memorable evening of connection, networking, and playful creativity. A special highlight of the evening was exploring the newly dedicated Michael Abraham Lego Room—a heartwarming space created in loving memory of Michael. It stands as a place where all can build, create, and play, holding a special significance for Michael's sons, Tag and Riven.



The Arie Nol Team celebrating their 1st place win!



Save the Dates:

Tuesday
NOV. 17 2026

She Means Business:
5:30 – 7:30 PM
St. Nicholas Cultural Center

Monday
DEC. 7 2026

Mingle and Jingle:
5:30 – 7:30 PM
Clark at Keller Lake

Philanthropy in Action: The Power of the Clark Promise

At the heart of our mission is a steadfast commitment to care. The Clark Promise Benevolent Care Fund ensures that residents who have outlived their financial resources through no fault of their own will always have a loving, secure place to call home at Clark.

This year alone, Clark has provided over $350,000 in benevolent care to ensure no resident faces uncertainty in their golden years.

When you participate in Leading Ladies events, your engagement directly strengthens this safety net. Together, we ensure dignity, peace of mind, and compassionate support for every member of our Clark family.

Welcome to Our New Members!

A warm welcome to all the incredible women who have recently joined our network since our last newsletter:

Laurie Forte
Dr. Meghaan Hansen
Leslie Hooker
Tanya Irving
Julie Parker
Cheri Reid
Roxy Scholly

Thanks to your enthusiasm and advocacy, our vibrant community has expanded to 137 members strong. With your help, we can reach our next goal of 150 members!

Scan here to view the full directory of our 137 Leading Ladies members!