

INSIDE: MENTAL HEALTH

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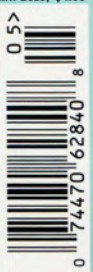
Facing mental health head on

OUR TOP 5 PLACES
FOR **JUICES AND
SMOOTHIES**

GR COMMUNITY TACKLES
SUICIDE PREVENTION

MOD BETTIE
EMPOWERING WOMEN

MAY 2019, \$4.95





Don't forget 'me time'

S **STRESS, ANXIETY, DEPRESSION**, we've all experienced these things to different degrees. In this month's issue, we take a look at the ways in which mental health practitioners in West Michigan are working to improve care and meet people where they are, using technology and increased local resources.

Find out how Pine Rest has become a leader in mental health care on page 26. The organization added a psychiatric residency program five years ago to increase care in the area, along with the hope of keeping psychiatrists in West Michigan after they complete the program. Pine Rest also opened its

Psychiatric Urgent Care Center in April, which offers walk-in and same-day appointments.

A popular phrase right now is "self-care." For me, that means taking time for myself by doing things that I enjoy — indulging in an hour of reading on a Saturday afternoon, getting a pedicure or massage, taking time to connect with friends IRL and getting into the restorative outdoors.

There are a lot of businesses in Grand Rapids focused on helping people manage the pressure of a high-tech, fast-paced world. Mod Bettie is one of those businesses. Elise Kutt opened the portrait studio to help women see their individual beauty through inspiring photo shoots and stunning photographs. She added a lingerie shop, Naughty Bettie, last year, also focused on helping women feel good about themselves and their different shapes and sizes. You can read all about her mission in "Empowering women" on page 16.

Ferné Naigow also wants to help her clients feel good and express themselves. At Apsara Spa, guests are met with a calming atmosphere and practitioners who want to help them along their individual journey. Naigow even created her own vegan skin care line, Mé by Ferné, so people can feel good about what they're putting on their skin.

However you prefer to practice self-care, take some "me time" this month and focus on your mental health.

Charlsie Dewey
Managing Editor, Grand Rapids Magazine

Q&A:

This month, we asked some of our contributors, "How do you practice self-care?"



Megan Sarnacki
WRITER
"EMPOWERING WOMEN" PAGE 16

"I enjoy doing something active each day. It helps me de-stress and recharge."



Jerry Soverinsky
WRITER
"PERK CITY" PAGE 18

"I exercise regularly, stay away from social media and spend time with my family."



Kara McNabb
COLUMNIST
"PHLÖT AWAY" PAGE 15

"Dance and stretch to move my body. Explore the roots of my emotional and mental patterns with an unbiased practitioner."



Rowster Coffee

turned me down, saying they weren't excited about it." Madcap would be one of more than 10 places within a few blocks selling coffee, hardly an alluring prospect for a landlord in search of a long-term tenant.

More than a decade later and despite the ominous financial forecast, Madcap has not just survived but thrived, establishing itself as not just a local coffee powerhouse but one garnering national attention for delivering best-in-class performance. In the process, it has helped transform Grand Rapids; aka Furniture City, aka Beer City, USA; into Perk City, USA, a rich collection of independent shops roasting, brewing and crafting artisanal espressos, coffees and other specialty drinks.



"We try to be like the craft brewers."

- KURT STAUFFER

Perk City, USA

Grand Rapids is developing a national reputation for coffee excellence.

HEADING EAST from the Amway Grand Hotel, a small line of people snakes around Ottawa Avenue at Monroe. I take my place at the end of the line, a solemn gathering of men and women, young and old, most checking their smartphones, intermittently peering inside to gauge the wait time. A few minutes later, I'm inside the store, embraced by the fragrant aroma of fresh pastries and ground coffee.

It's a typical Monday at Madcap Cof-

fee, the company's flagship location that opened in fall 2008. Teasing the company's arrival to Grand Rapids earlier that summer, a local media outlet cynically asked its followers whether Grand Rapids needs another coffee shop.

"Most of the storefronts at that time were empty and the economy was bad," said Trevor Corlett, co-founder of Madcap. "The space had been empty just over a year, and when I reached out to the owner, they

No fewer than 50 independent shops and cafés blanket the Grand Rapids region, highly personal, customized foodie destinations that reflect the individual tastes and sensitivities of their owners. And with a steady stream of regulars, they present a collective testament that while Grand Rapids may not need additional coffee shops, it certainly wants them.

Let's take a closer look at a few.

Rowster Coffee

"We try to be like the craft brewers," said Kurt Stauffer, owner of Rowster Coffee, Michigan's Best Coffee Shop, according to Business Insider, and "Espresso Shop of the Year" winner, as chosen by Food Network's ubiquitous star Alton Brown. In its Uptown and West Side locations, Rowster eschews the haughty indie coffee shop vibe, instead creating a refreshingly humble atmosphere for coffee lovers of all stripes, wherever they fall

on the java knowledge spectrum. "We want to be approachable and meet people where they are while overdelivering on quality and excellence." Mission accomplished.

Schuil and Ferris

As two of the city's oldest roasters, Ferris Coffee and Nut Co. (1924, when it evolved from a hotel to a food manufacturer) and Schuil Coffee Co. (1981) have undergone radical transformations over the past several years. Having carved out reputations in the retail and corporate spaces with commodity-grade coffees, both have transitioned to roasting specialty coffees, a commitment to quality accompanied by dual brand refreshes.

While Schuil hasn't abandoned its flavored bean blends, it has incorporated more nuanced roasts that cater to the enthusiastic, at-home brewer. Meanwhile, Ferris has expanded its retail presence, first with a redesigned café on Winter Street and then with additional locations in the Michigan Trust Building and in downtown Holland. Additionally, it offers hands-on training classes for new hires that explain the bean-to-cup process, educational opportunities that it extends to its wholesale customers.

Outside Coffee Company

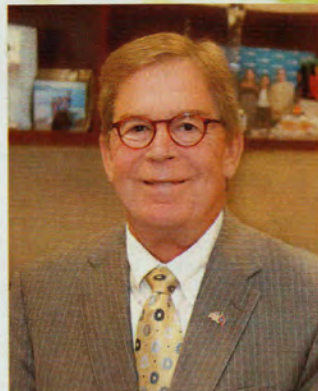
"Taking time to enjoy the outdoors is essential to one's happiness," said Erica Lang, co-owner of Easttown's Outside Coffee Co., a year-round, open-air, garden café operating out of a converted 1956 Dalton Travel Trailer. And whether it's working from a communal table or lounging in hammocks spring through fall or cozying up inside a heated, translucent igloo-like dome in winter, OCC customers draw inspiration from the neighboring Woosah Outfitters, Lang's shop that offers hand-crafted woodcut prints and apparel.

Squibb

With its revolving menu of craft roasts from indie coffee shops around the country, Squibb Coffee & Wine Bar is casting an ever-expanding community net for Wealthy Street young professionals and college students. But it's not just caffeinated fixes that are on tap here. A liquor license allows it to serve craft beers and wines that pair expertly with its hand-selected assortment of artisanal cheeses and pastries, ensuring an appropriate buzz for any time of day or evening. And a partnership with Rise Bakery helped launch Rise and Squibb Bakehouse and Coffee Bar this winter, an intimate West Side space that highlights both companies' food and drink strengths.

— JERRY SOVERINSKY

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