

JW & Co Hair Studio Celebrates 20 Years of Beauty and Confidence

by Jessica Whitlow



JW & Co Hair Studio is celebrating its 20th anniversary on May 15, 2026, marking two decades of exceptional hair and an elevated guest experience.

Founded in 2006 by Fruitport High School graduate (Class of 1997)

Jessica Whitlow, the salon has grown into a trusted space known for quality services, strong relationships, and a welcoming atmosphere. Located on Harvey Street on the edge of Fruitport, JW & Co continues to serve the Fruitport and Norton Shores communities and surrounding areas with a focus on both artistry and experience.

Known for everything from bold transformations to soft, lived-in color, the team stays current with trends while maintaining a strong foundation in education and technique.

A signature part of the salon is its Wash House experience—a dimly lit space with soothing music designed to help guests relax and unwind during their service.

As a long-standing Paul Mitchell salon, JW & Co is proud to partner with a fellow family-owned company that shares its values of quality, education, and supporting independent businesses.

“Building this business has been one of the most rewarding journeys of my life,” says Whitlow. “It’s about helping people feel confident and creating an experience they look forward to. I couldn’t have done this without the support of my family and friends—especially my husband, Brad.”

The salon has also stayed committed to giving back. The team provided hair and makeup services for several years with Dancing with the Local Stars, and most recently, during their Sip & Style event, clients purchased shampoo and conditioner to donate to the pantry at Love INC.

As JW & Co celebrates this milestone, the focus remains on continued growth, team development, and elevating the guest experience.

Contact Information: JW & Co Hair Studio 4851 Harvey Street, Suite D (next to Maggie’s Gourmet Foods and Gifts) Norton Shores, MI Phone: 231-789-501 Website: www.jwandco.com

Muskegon’s Parties in the Park Returns for 2026 with Expanded Experiences and Fan-Favorite Lineup

by Pete June

Muskegon, MI — One of West Michigan’s most beloved summer traditions is back. Parties in the Park returns to downtown Muskegon’s Hackley Park for the 2026 season, bringing eight Friday nights of live music, local flavor, and community celebration.

Running from May 29 through August 21, this year’s series continues its legacy of blending high-energy entertainment with a mission that matters—supporting local nonprofits while creating a vibrant gathering space for residents and visitors alike.

The season opens with Katmandu on May 29 and features a mix of returning crowd favorites and new acts, including Magic Bus, Westside Soul Surfers, Let There Be Rock, and more. Each event runs from 5:00 p.m. to 9:00 p.m. and offers a full evening experience in the heart of the city.

“We’re excited to bring the community together again for another incredible summer,” said Jamie Hekker, President of Parties in the Park. “From the music lineup to the food vendors and expanded Kids Zone, we’ve built each Friday night to be more than just a concert—it’s a place to connect, unwind, and enjoy everything Muskegon has to offer.”

2026 Schedule & Featured Nonprofits:

May 29 – Katmandu (Muskegon Rotary Club)

June 5 – TBA (Noah Project)

June 19 – Magic Bus (AgeWell Services of West Michigan)

July 10 – Westside Soul Surfers (Lakeshore Youth Hockey Organization)

July 24 – The Journey Tribute (United Way of the Lakeshore)

July 31 – The Insiders (Tom Petty Tribute) (Muskegon Civic Theatre)

August 14 – Let There Be Rock with Psychotic Paradise (Muskegon Sports Council)

August 21 – Rockstar (JCI Greater Muskegon)

A special moment this season will feature Muskegon native Sophie Saylor, recently seen on Star Search, opening on July 10—adding a hometown spotlight to an already standout night.

Beyond the stage, attendees can expect a rotating lineup of local food vendors, refreshing beverages, and an enhanced Kids Zone designed to make the event more accessible and enjoyable for families.

Now entering its fourth decade, Parties in the Park continues to be a cornerstone of Muskegon summers. Since 1984, the series has raised more than \$2 million for local nonprofits, reinforcing its role as both an entertainment staple and a force for community impact.

Whether it’s your first visit or a yearly tradition, Parties in the Park remains a can’t-miss summer experience.

About Parties in the Park

Founded in 1984, Parties in the Park is a free summer concert series dedicated to supporting local nonprofits while fostering community connection through live music and shared experiences. Over the past 40+ years, the organization has contributed more than \$2 million to Muskegon-area causes.

Muskegon Surgery Center One of Ten in Nation to Receive Advanced Certification

Muskegon Surgery Center (MSC), the leading outpatient surgery center on the West Michigan lakeshore, is pleased to announce it has received Advanced Orthopaedic Certification from the Accreditation Association for Ambulatory Health Care (AAAHC) for total joint replacement and complex spine. MSC is one of only ten ambulatory surgery centers in the country to hold this advanced orthopedic certification.

This three-year accreditation demonstrates MSC’s commitment to high quality care and patient safety and provides assurance that the center has a team of clinicians with expertise in orthopedics and orthopaedic-certified nurses in place. It also demonstrates their dedication to evidence-based clinical practice, performance improvement, and an infrastructure that promotes excellence.

“We are proud of the recognition this high-level certification brings to our organization, and we’re honored to provide our community with a surgical option that is centered on excellence, safety, and patient-focused care,” said Muskegon Surgery Center CEO Lisa Rose. “Achieving AAAHC’s Advanced Orthopaedic Certification reflects our commitment to exceeding expectations and delivering the highest level of care. This accomplishment is a testament to the dedication and hard work of our entire team.”

About Muskegon Surgery Center

Muskegon Surgery Center is a nationally accredited, multi-specialty outpatient surgery center with specialists in orthopedics, urology, ear/nose/throat (ENT), plastic surgery (hand and cosmetic), general surgery, pain and ophthalmology. MSC offers an innovative recovery care program for all types of surgery and levels of post-surgery care. MSC also works with mayors and insurance networks across the U.S. to develop programs that can reduce the overall cost of care for patients and their employers. For more information, visit www.muskegonsurgerycenter.com.

Revel Marketing is Named a ‘Best and Brightest Company to Work For’ for the 10th Time

by Amber Vlietstra

Muskegon, MI – Revel has been named one of West Michigan’s Best and Brightest Companies to Work For in 2026. This marks the 10th year the company has received this honor.

“This milestone says a lot about who we are,” says Revel partner Andy Maciejewski. “We’ve built a team that genuinely loves the work and each other, and that shows up in everything we deliver for our clients. Ten years of this special recognition is proof that when you invest in people first, everything else follows.”

Revel is an employer branding agency that helps companies attract and retain top talent through smart strategy and standout storytelling. With more than 20 years of experience, Revel partners with organizations to define their employer value proposition, build strong internal cultures, and communicate what makes them a great place to work. From recruitment marketing to employee engagement, Revel creates brands people want to work for.

Learn more about the Best and Brightest award at thebestandbrightest.com. To explore Revel’s work, visit revelmarketing.com.

National Second Amendment Day

by Tim Schmidt

Suzanna Gratia Hupp was sitting in cozy Luby’s Cafeteria in Kileen, Texas, with her parents.

A pleasant day. Until a man drove his truck through the front window... stepped out... and opened fire. Her parents were killed. Along with more than 20 others. All the while, Suzanna huddled under the table as the shots rang out, thinking of the .38 revolver she left in the car – because Texas law in 1991 forbade her carrying it on her person.

April 17 is National 2nd Amendment Day. It’s a day about what happens when good people are prepared:

- Crimes are less likely to happen when there’s a chance of resistance

- Attacks are stopped faster when someone on scene can act

- Violence is cut short when it’s met with swift opposition

- Criminals avoid places where intended victims might fight back

Safety stops being something we wait for... and becomes something we create.

But most of this never makes the news. Because the greatest impact of concealed carry is what doesn’t happen. You see, the 2nd Amendment isn’t just a right. It’s a duty:

- We believe the right to defend life comes with the duty to protect it

- We don’t carry because we want conflict... we carry so we’re not helpless in it

- We understand that when seconds count, we may be the only one there

- We know that preparedness doesn’t escalate danger... it prevents it

- We believe evil exists – and ignoring it doesn’t make it go away

- We avoid danger whenever possible... and end it when we must

- We don’t carry for ourselves – we carry for the people who depend on us

- And we believe the freedoms we enjoy as Americans survive when ordinary people accept this extraordinary responsibility

Suzanna Gratia Hupp refused to let her parents’ murder end there. She went on to fight for the right to carry in Texas – and helped change the law so others wouldn’t be left defenseless like she was.

Tim Schmidt

USCCA Chairman & Co-Founder

1-855-388-4075

Jocelyn Nungaray was 12 years old. Laken Riley was 22. Both were brutally murdered by illegal aliens who never should’ve been here.

And now, families were forced to bury their daughters while Democrats’ sanctuary policies shield the monsters who killed them.

~Sen. John Cornyn