

B2 Outlet Stores

Company Directory

March 2022

VET Members (Vision Empowerment Team)

Duane Smith - Co-Owner, CIO (Chief Investment Officer) VET member who specializes in Spiritual development. Handles all decision along with the Co-Owner for the development of the Company with emphasis on investments and community connections.

Email: Duane@b2outlets.com

Matthew Smith - Co-Owner, CEO (Chief Executive Officer), VET member who specializes in Operations of the company. Handles all decision along with the Co-Owner for the development of the Company with emphasis on all operations inside the company.

Email: Matt@b2outlets.com

Kraig Zwak - CPO (Chief Purchasing Officer) VET member who specializes in the purchasing of all products for the company. Handles decision along with the Co-Owners for the development of the Company with emphasis on Purchasing.

Email: Kraig@b2outlets.com

Ruth Dilka - CHRO (Chief Human Resource Officer) VET Member who specializes in Human Resources and any employee involvement. Handles decision along with the Co-Owners for the development of the Company with emphasis on Human Resources.

Email: Ruth@b2outlets.com

Nick Smith - CFO (Chief Financial Officer) VET Member who specializes in Finance and Accounting. Handles decision along with the Co-Owners for the development of the Company with emphasis on Finances.

Email: Nick@b2outlets.com

Kurt Zwak - Project Lead/Manager VET Member who specializes in New Store Projects and Maintenance Projects of current locations. Handles decision along with the Co-Owners for the development of the Company with emphasis on new and current store projects and maintenance.

Email: Kurtz@b2outlets.com

Kathy Riedl - CSLO (Chief Store Launch Officer) VET Member who specializes in Store Launches and Relocations. Handles decision along with the Co-Owners for the development of the Company with emphasis on store launches, relocations, and leases.

Email: Kathy@b2outlets.com

Diane White - District Lead Coach VET Member who specializes in District Lead Training and Development. Handles decision along with Co-Owners for the development of the Company with emphasis on District Leads and operations of stores.

Email: Diane@b2outlets.com

Robin Jung - Administration Specialist VET Member who specializes in Administrative & Financial management strategies. Handles decision along with the Co-Owners for the development of the Company with emphasis on Administrative and Financial Management strategies within all departments.

Email: Robinj@b2outlets.com

Rick Smith - CSCO (Chief Supply Chain Officer) VET Member who specializes in central support operations and distribution systems. Handles decision along with the Co-Owners for the development of the Company with emphasis on distribution systems.

Email: Ricks@b2outlets.com

Mike Heyboer - Director of IT Infrastructure VET Member who specializes in IT Infrastructures and Systems. Handles decision along with the Co-Owners for the development of the Company with emphasis on IT infrastructures and systems.

Email: Mikeh@b2outlets.com

District Leads:

District Lead: Diane White
Phone #: 269-823-2587
Email: Diane@b2outlets.com

Stores: Alpine
Plainfield
Holland
Kalamazoo
Standale
Kentwood
Wyoming

District Lead: Jessica Stage
Phone #: 517-227-8466
Email: Jessicas@b2outlets.com

Stores: Hastings
Battle Creek
Coldwater
Mount Pleasant
Canton
Rochester Hills
Lansing

District Lead: Kellie Shilander
Phone #: 231-690-8525
Email: Kellies@b2outlets.com

Stores: Ludington
Muskegon
Big Rapids
Cadillac
Traverse City
Gaylord

District Lead: Susan Hellenberg
Phone #: 989-614-7543
Email: Susanh@b2outlets.com

Stores: On FMLA Leave Currently

B2 Outlet Store Locations

28th Street SE, MI

Ministry Partner: Destinies' Hope
Store Address: 2035 28th St SE
Grand Rapids, MI 49508
Store Phone #: 616-288-9147
Shipment Day: Tuesday

Operations Lead: Amanda Driesenga
Email: Amandad@b2outlets.com

Area Supervisor: Laurie Driesenga
Email: Lauried@b2outlets.com

Area Supervisor:
Email:

Area Supervisor:
Email:

Alpine Ave

Ministry Partner:

Store Address: 3343 Alpine Ave NW
Walker, MI 49544

Store Phone #: 616-265-5962

Shipment Day: Friday

Operations Lead: Sylvia Ledesma

Email: Sylvia@b2outlets.com

Area Supervisor:

Email:

Battle Creek, MI

Ministry Partner:

Store Address: 5420 Beckley Rd, Ste H
Battle Creek, MI 49015

Store Phone #: 269-224-6945

Shipment Day: Tuesday

Operations Lead: Kelly Keckler

Email: Kellyc@b2outlets.com

Area Supervisor:

Email:

Big Rapids, MI

Ministry Partner:

Store Address: Cran Hill/Quest Ministries
1290 Perry Ave
Big Rapids, MI 49307

Store Phone #: 231-287-5594

Shipment Day: Wednesday

Operations Lead: Alicia Langworthy

Email: Alicial@b2outlets.com

Area Supervisor:

Email: Makenzieg@b2outlets.com

Cadillac, MI

Ministry Partner: Gun Lake Community Church
Store Address: 8795 East 34 Rd.
Cadillac, MI 49601
Store Phone #: 231-444-6440
Shipment Day: Thursday

Operations Lead: Ashley Peirson
Email: Ashleyp@b2outlets.com

Area Supervisor:
Email:

Canton, MI

Ministry Partner: Gospel Ventures/Crossroads Church
Store Address: 1731 N Canton Center Rd
Canton, MI 48187
Store Phone #: 734-404-6451
Shipment Day: Monday

Operations Lead: Angela (Angel) Moran
Email: Canton@b2outlets.com

Area Supervisor:
Email:

Coldwater, MI

Ministry Partner:
Store Address: 835 E Chicago Street. Ste D
Coldwater, MI 49036
Store Phone #: 517-781-6512
Shipment Day: Tuesday

Operations Lead: Ashley Caddell
Email: Ashleyc@b2outlets.com

Area Supervisor: Michelle Stout
Email: Michelles@b2outlets.com

Gaylord, MI

Ministry Partner:
Store Address: 802 Edelweiss Village Pkwy
Gaylord, MI 49735
Store Phone #: 989-448-2013
Shipment Day: Thursday

Operations Lead: Lacey Purgiel
Email: Laceyp@b2outlets.com

Area Supervisor: Abigail Kassuba
Email: Abigailk@b2outlets.com

Hastings, MI

Ministry Partner: Gun Lake Community Church
Store Address: 820 W State St.
Hastings, MI 49058
Store Phone #: 269-948-8953
Shipment Day: Tuesday

Operations Lead: Ashley Brown
Email: Ashleyb@b2outlets.com

Area Supervisor:
Email:

Holland, MI (James Street)

Ministry Partner: Paradise Bound Ministries
Store Address: 12330 James St.
Holland, MI 49424
Store Phone #: 616-377-7700
Shipment Day: Friday

Operations Lead: Terri Boer
Email: Holland@b2outlets.com

Area Supervisor: Nicole Vanden Heuvel
Email: Nicolev@b2outlets.com

Holland, MI (Washington)

Ministry Partner:

Store Address: 1111 Washington Ave, Unit 70/80
Holland, MI 49423

Store Phone #: 616-848-7474

Shipment Day: Friday

Operations Lead: Elene Lynd-Campos
Email: Elene@b2outlets.com

Area Supervisor:
Email:

Hudsonville, MI

Ministry Partner: Paradise Bound Ministries/Christianity
Outdoor/Sportsperson International

Store Address: 5221 Cherry Ave
Hudsonville, MI 49426

Store Phone #: 616-669-5600

Shipment Day:

Operations Lead: Barb Koetje
Email: Hudsonville@b2outlets.com

Area Supervisor-Cashier: Cassie Steenwyk
Email: Cassies@b2outlets.com

Area Supervisor-GM: Nicole Navis
Email: Nicolen@b2outlets.com

Area Supervisor-Clothing: Marie Stroven
Email: Mariej@b2outlets.com

Area Supervisor-Furniture: Marie Stroven
Email: Mariej@b2outlets.com

Area Supervisor-Backroom: Andrew Brandson
Email:

Kalamazoo

Ministry Partner: Urban Apostolic Network
Store Address: 5027 West Main St.
Kalamazoo, MI 49009
Store Phone #: 269-775-1501
Shipment Day: Tuesday

Operations Lead: Kristy Aukeman
Email: Kristya@b2outlets.com

Area Supervisor:
Email:

Lansing, MI

Ministry Partner: Gun Lake Community Church
Store Address: 438 E Edgewood Blvd. Ste B114
Lansing, MI 48911
Store Phone #: 517-993-6631
Shipment Day: Monday
Operations Lead: Theresa Sowders
Email: Lansing@b2outlets.com

Area Supervisor:
Email:

Ludington, MI

Ministry Partner:

Store Address: 4550 W. US-10
Ludington, MI 49431

Store Phone #: 231-425-3780

Shipment Day: Wednesday

Operations Lead: Janis Jourden

Email: Janisj@b2outlets.com

Area Supervisor: David Welch

Email: Davidw@b2outlets.com

Mt. Pleasant, MI

Ministry Partner:

Store Address: 1412 South Mission St
Mt Pleasant, MI 48858

Store Phone #: 989-317-0528

Shipment Day:

Operations Lead: Alicia Brown

Email: Aliciab@b2outlets.com

Area Supervisor-Cashier: Kristen Dudley

Email: Kristend@b2outlets.com

Area Supervisor-GM/Furn:

Email:

Area Supervisor-Clothing:

Email:

Area Supervisor-Backroom:

Email:

Muskegon

Ministry Partner: West Michigan Christian Schools
Store Address: 1638 East Apple Ave. Ste 2
Muskegon, MI 49442
Store Phone #: 231-760-4128
Shipment Day: Wednesday

Operations Lead: Marie Conroy
Email: Mariec@b2outlets.com

Area Supervisor: Hannah Holm
Email: Hannahh@b2outlets.com

Plainfield Ave

Ministry Partner: Activation International Ministries
Store Address: 3150 Plainfield Ave. NE Ste B2
Grand Rapids, MI 49525
Store Phone #: 616-288-5980
Shipment Day: Friday

Operations Lead: Teague Jackson
Email: Plainfield@b2outlets.com

Area Supervisor: Christina Horrisberger
Email: Christinah@b2outlets.com

Rochester Hills, MI

Ministry Partner:
Store Address: 325 S Livernois Rd
Rochester Hills, MI 48307
Store Phone #: 248-759-4221
Shipment Day: Monday

Operations Lead: Susan Kozlowski
Email: Susank@b2outlets.com

Area Supervisor: Amy Ferkel

Email:

Standale, MI

Ministry Partner: Paradise Bound Ministries
Store Address: 3880 Lake Michigan Drive, NW
Walker, MI 49534
Store Phone #: 616-805-3236
Shipment Day: Wednesday

Operations Lead: Shellee Behrend
Email: Standale@b2outlets.com

Area Supervisor:
Email:

Traverse City, MI

Ministry Partner:
Store Address: 1792 S. Garfield Ave Unit A-100
Traverse City, MI 49686
Store Phone #: 231-252-4649
Shipment Day: Thursday

Operations Lead: (Temp) Elizabeth Bacon-Maas
Email: Elizabethbm@b2outlets.com

Area Supervisor:
Email:

Wyoming, MI

Ministry Partner: Lifeline Church
Store Address: 962 28th St. SW
Wyoming, MI 49509
Store Phone #: 616-551-1055
Shipment Day: Wednesday

Operations Lead: Austin Dara

Email: Austind@b2outlets.com

Area Supervisor-Front End: April Starr

Email: Aprils@b2outlets.com

Area Supervisor-GM:

Email:

Area Supervisor-Clothing:

Email:

Area Supervisor-Furn/Back:

Email:

Zeeland Distribution Center (ZDC)

Address: 8141 Logistic Dr. Ste A
Zeeland, MI 49464

Phone#: 616-772-1967

CSCO: Rick Smith

Email: Ricks@b2outlets.com

Area Supervisor-Clothing: Brenda Juarez

Email:

Area Supervisor-Shoes: Cassandra Baron

Email:

Area Supervisor-GM: Heather Kok

Email: Heatherk@b2outlets.com

Area Supervisor-Pick Area Linda Perry

Email:

28th St Distribution Center (GRDC)

Address: 350 28th St SE
Grand Rapids, MI 49548

Phone #:

Operations Lead: Jarret Hower
Email: Jarreth@b2outlets.com

Area Supervisor-Build: David Ophoff
Email: David@b2outlets.com

Area Supervisor-Sorting: Ashley McCabe
Email:

Hudsonville Bargain Bins

Address: 5790 Balsam Drive
Hudsonville, MI 49426

Phone#:

Operations Lead: Alayna Forgette
Email: Alaynaf@b2outlets.com

28th Street Bargain Bins

Address: 348 28th Street SE
Grand Rapids, MI 49548

Phone#:

Operations Lead: Katherine Newman
Email: Katherinen@b2outlets.com

Zeeland Corporate Office

Address: 8141 Logistic Drive, Suite A
Zeeland, MI 49464

Phone #: 616-772-1967

Accounting: Nick Smith
Email: Nick@b2outlets.com

Accounting: Mike Schaner
Email: Mikes@b2outlets.com

Human Resources: Ruth Dilka
Email: HR@b2outlets.com

Human Resources: Hannah Medendorp
Email: HR@b2outlets.com

Purchasing: Kraig Zwak
Email: Kraigz@b2outlets.com

Purchasing: Kara Kendal
Email: Karak@b2outlets.com

Front Office: Stephanie Schillaci
Email: Stephanies@b2outlets.com

E-Commerce: Brittany Adkins
Email: Brittanya@b2outlets.com

E-Commerce: Noelle Smith
Email: Noelles@b2outlets.com

Hudsonville Corporate Office

Address: 5221 Cherry Ave
Hudsonville, MI 49426

Phone#: 616-669-5600

Marketing: Rebecca Smith

Email: Marketing@b2outlets.com

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Email: Marketing@b2outlets.com

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Email: Marketing@b2outlets.com

Data & Technology
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Store Launch Team
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Robinj@b2outlets.com](mailto:Robinj@b2outlets.com)