

## welcome new members

- Edward Jones Investments, Luck Peck
- Grand Valley State University  
Battle Creek Regional Outreach Center
- HomeTown Inn
- Jonathon Hallberg
- Once Upon a Child
- Strategic Aligned Solutions
- The Botanist
- Trisha Elliot

## our vision

The Battle Creek Area Chamber of Commerce is the premier business association whose influence, solutions, and networks drive economic growth in the Battle Creek area, enabling businesses, community and people to prosper in an ever-changing economy.

## our mission

The Battle Creek Area Chamber of Commerce will provide the best in member services and aggressive business advocacy to create a climate for employer growth and a prosperous community for all.



BATTLE CREEK AREA  
CHAMBER

UNITED STATES CHAMBER OF COMMERCE

ACCREDITED



## PRESIDENT'S CORNER

By Kara Beer, IOM, MPA

Social distancing, while good for public health, is bad for small businesses. Foot traffic has dropped steeply since the coronavirus outbreak as more and more customers stay home and self-quarantine. Many business owners are worried that the impact of COVID-19 will be deeper and more long-lasting than anticipated. As a result, merchants in every industry are looking for ways to keep their customers during the coronavirus lockdown. Here are some tips to keep your employees and customers engaged from a distance.

### Communicate Proactively with Your Customers: Utilize the Chamber Network

The situation is evolving rapidly, and no one is quite sure what news each day will bring. Customers can empathize with merchants facing a crisis, as long as you communicate with them properly. Let your customers know if you're closing your doors, changing your hours and what steps you're taking to keep your employees and work environment safe and clean. If your store is closing, notify your customers on your social media channels, through email and on your website. If your store is staying open, describe the steps you're taking to mitigate risk. Beyond letting customers know the logistics of your approach, give them a way to stay connected. Customers spending more time at home will still need to shop for things. Direct consumers to your e-commerce store, take orders over social media and be prepared for more people to view your website than in previous months.

### Promote Your Gift Cards: Advertise within Your Chamber Network

Gift cards provide you with an immediate infusion of cash and guarantee that a customer will return to your business in the future. At restaurants, where margins are already notoriously thin, gift cards can help you stay afloat until the crisis passes. Recognize that most consumers are craving entertainment while being quarantined at home.

### Stream or Video Chat Your Services: Attend Virtual Networking Opportunities

Go digital with your services to continue to provide access to your customers who are sitting at home, wishing they could support your business. Tutors, personal trainers and even therapists are making themselves available virtually. Use a free tool like Google Hangouts, Skype or Zoom to offer your services remotely.

If you're in a service vertical that doesn't lend itself to live videos, consider starting a Vimeo channel that allows customers to pay for videos with commonly requested information. Vimeo uses a paywall to give customers access to your content for a fee. For instance, an accountant can post a video detailing how to start a tax return (using a free tool like Loom to record their screen) and share it to their email list. A salon owner can post a video showing how to do in-home root touch-ups for customers that dye their hair. You may not be able to charge as much as your regular services, but it at least helps with cash flow in the meantime.

*continued on pg.5*



## member anniversaries

### 60 Year Anniversary

- EPI Printers, Inc.

### 35 Year Anniversary

- WMU – Kendall Center

### 30 Year Anniversary

- Battle Creek Eye Clinic
- K Drive Greenhouse Company
- Oak Hill Cemetery - Crematory

### 25 Year Anniversary

- Goodwill Industries of Central Michigan's Heartland
- Trivalent Group | Rehmann

### 20 Year Anniversary

- Humanergy, Inc.
- Newman Construction
- The Planning Group
- TM Hughes – Perry Mortuary, LLC

### 15 Year Anniversary

- Art Center of Battle Creek
- West Michigan Financial Group, LLC

### 10 Year Anniversary

- Shafer Redi – Mix, Inc.
- Silver Star Apartments
- Springfield Machine & Tool, Inc.
- Springfield Plumbing & Supply, Inc.

### 5 Year Anniversary

- Gull Lake View Golf Club, Inc.
- Michigan Works! Southwest
- Quality Nursing Services, LLC

### 1 Year Anniversary

- Heritage Leasing & Property Management
- The Leonard Group powered by eXp Realty
- Disability Network of Southwest MI
- Herbology of Battle Creek
- Stanton Interiors
- Kume Hibachi & Steakhouse
- Markos Excavating LLC
- Superior Cadillac
- The Milton Apartments
- Substance Abuse Council
- Steensma Lawn & Power Equipment
- Vantage Pointe Benefits
- Cereal City Escape

## ASK MEMBERS TO DO BUSINESS WITH YOU

### M2M Discount Program

Did you know that the Chamber has a FREE opportunity to promote your products and services with other members and their employees? Did you know that it's as simple as offering a discount through the Chamber's Member 2 Member (M2M) Discount program? Ask other Chamber members to do business with you when making their purchasing decisions by offering them an opportunity to save. The M2M Discount program is one of our chances to promote your products and services within the network through word of mouth, online at [battlecreek.org](http://battlecreek.org), Tuesday's Tidbits eNewsletter, and the Chamber's Insight newsletter.

The 2020 M2M Discount cards are ready for pick up so that you can include these savings within your employee's benefits package. All your employees have to do is show their M2M Discount cards to participating member businesses to utilize the discount. Stop into our office to pick up cards for your employees today! If you're not able to pick up cards for your employees, simply cutout the M2M Discount card below. New and updated discounts are available 24/7 at [battlecreek.org](http://battlecreek.org).

Also, if you're interested in offering a new discount, download the Member 2 Member (M2M) Discount Program Application at [battlecreek.org](http://battlecreek.org).



## BOARD OF DIRECTORS

### John Banks

Chair, Motor Shop Electrical Construction Co.

### Denise Jones

Immediate Past Chair, Graphix 2 Go

### Dr. Emily Bandeen

Secretary, Bandeen Orthodontics

### Joey Vernon

Treasurer, CTS Telecom, Inc.

### Jim Lance

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### Debi Southworth

OMNI Community Credit Union

### Bud Dunn

Atlas Sales, Inc.

### Leah Ortiz

The Arc of Calhoun County

### Michael Miller

Culver's Battle Creek

### Jeremy Wilson

DENSO Manufacturing

**Elishae S. Johnson, PhD, LPC, CAADA**

HelpNet Bronson Healthcare Group

### John Gayda

Kellogg Company, Lyft Driver

### Shawn Holtz

110th Wing Commander

## BATTLE CREEK AREA CHAMBER OF COMMERCE STAFF

**Kara E. Beer** – President

**Billy Beers** – Director of Marketing & Communications

**Jennifer Blank** – Director of Finance

**Beth Pung** – Operation Specialist

**Konner Damerow** – Graphics Design Intern





## CORONAVIRUS AND PROGRAMMING

The Battle Creek Area Chamber of Commerce is committed to the health and well-being of its employees, volunteers, members and the communities in which it serves. Due to the Coronavirus (COVID-19) pandemic, the Chamber is following the CDC guidelines to cancel, postpone or restructure programming until restrictions from the CDC and State of Michigan are lifted. **Visit the Chamber's Facebook page to stay connected and up-to-date on all programming or call 269.962.4076.**

visit [battlecreek.org](https://battlecreek.org) or the Chamber's  page for the latest and up-to-date event details.

### APRIL

- 9 THURSDAY** Leadership Battle Creek | Canceled
- 14 TUESDAY** Eye Opener Breakfast & Business Expo | Webinar
- 17 FRIDAY** Java & Beer Coffee Hour | Facebook Live
- 30 THURSDAY** Walter Bond Seminar featuring Team Building Postponed

### MAY

- 1 FRIDAY** Rap with Your Reps | 7:30 – 9 a.m. sponsored by Comcast
- 8 FRIDAY** Women in Business Luncheon | Noon – 1 p.m.
- 12 TUESDAY** Eye Opener Breakfast & Business Expo | 7:30 – 9 a.m. Kool Family Community Center, Lew Boyd Room
- 14 THURSDAY** Leadership Battle Creek
- 15 FRIDAY** Spring into the Arts, artwalk | 3 – 9 p.m.
- 20 WEDNES.** Business Excellence Awards | 5 – 8 p.m.

### JUNE

- 5 FRIDAY** Rap with Your Reps | 7:30 – 9 a.m. sponsored by Comcast
- 9 TUESDAY** Eye Opener Breakfast | 7:30 – 9 a.m. Kool Family Community Center, Lew Boyd Room
- 11 THURSDAY** Ribbon Cutting Celebration | LynnIvan Salon 9 a.m. 89 W. Michigan Ave., Battle Creek, Michigan
- 12 FRIDAY** Women in Business Luncheon | Noon – 1 p.m.
- 17 WEDNES.** Java & Beer Coffee Hour | 7:30 – 8:30 a.m.
- 19 FRIDAY** Annual Chamber Golf Outing | 8 a.m. – 4:30 p.m. Cedar Creek Golf Course

**Will you be joining us? Let us know you're planning to attend by calling 269.962.4076.**

#### Chamber Refund & Cancellation Policy

Please visit [battlecreek.org](https://battlecreek.org) for our complete policy details. Editorial Policy: Articles written by outside authors do not necessarily reflect the views or positions of the Battle Creek Area Chamber of Commerce. The position of the Chamber will be clearly stated where applicable. The Chamber reserves the right to reject advertising based on content and does not accept advertising that conflicts with the mission or position of the Chamber. The advertising of products or services in the Insight does not necessarily represent endorsement by the Battle Creek Area Chamber of Commerce. The Insight is published quarterly by the Battle Creek Area Chamber of Commerce. Editor: Kara Beer, President

## THE HEART OF OUR CHAMBER

### Volunteer Committees

The Battle Creek Area Chamber of Commerce values the impact that our volunteer committees have on our organization, network, and community. With that being said, we're reaching out with the request for you, or one of your employees, to join a committee that impacts the success of our Chamber and its network. The Chamber offers six different committees that fit the needs of our members which include:

- Ambassadors Committee
- Silent Observer Committee
- Military Affairs Committee
- Government Affairs, Advocacy & Development Committee
- Marketing & Communications Committee
- Membership & Events Committee

If you're interested, please contact the Chamber at 269.962.4076 for committee dates and times.

Can one card bring  
you peace of mind?  
**Count on it.**



Count on Blue Cross Blue Shield of Michigan and Blue Care Network to give you the peace of mind that comes with knowing you'll have access to health care that's right for you. For over 80 years, Blue Cross has been doing more to bring you the choices, access and expertise that allow you to move forward with confidence. Learn more at [mibluesperspectives.com/confidence](https://mibluesperspectives.com/confidence).

Blue Cross Blue Shield of Michigan and Blue Care Network are nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association.

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## MULTIPLE EMPLOYER 401(K) PLAN

### Employee Retirement Plan for Small Businesses

Through our partnership with the Michigan Chamber of Commerce, members of the Battle Creek Area Chamber of Commerce with 2-150 employees can now participate in the Michigan Chamber Multiple Employer 401(k) Plan (MiMEP), administered by Tri-Star Trust. As a small business owner who's looking to attract and retain quality employees, you look for resources that'll give you a competitive advantage and allow you to provide financial stability for your workforce. The Michigan Chamber is dedicated to providing business solutions for its members.



By participating in this program, small businesses can offer all the benefits a large company can at a competitive price. With new regulations set by the Department of Labor, employers with commonalities can now band together and have their 401(k) plans be treated as a single retirement plan.

The MiMEP Benefits include:

- **Competitive Advantage** | Businesses can utilize this program to enhance their benefits package to attract and retain quality employees.
- **Save Money** | The MiMEP can negotiate lower fees from service providers based on large participant numbers and account balances.
- **Save Time** | Our team of financial experts will complete necessary paperwork and handle all the administrative details.
- **Create Efficiencies** | Operational, transactional, and reporting functions are transferred to a third-party, thereby reducing fiduciary and financial risk.

Learn more about MiMEP, contact Michigan Chamber of Commerce's Sales Associate Abigail Williamson at 517.371.7675 or [awilliamson@michamber.com](mailto:awilliamson@michamber.com).



The Michigan Chamber Multiple Employer 401 (k) Plan is powered by Tri-Star Trust, a long-time Chamber member and administrator of the MiMEP. Tri-Star is a valued wealth management partner.

Tri-Star focuses on building caring, genuine relationships that strengthen families and transform the communities which it serves. Tri-Star specializes in full-service wealth management, business 401 (k) solutions, financial planning, and charity and foundation wealth management.

## SPRINT PERKS

### Battle Creek Area Chamber of Commerce Member Employees

The Battle Creek Area Chamber of Commerce member employees get Unlimited Premium for the price of Unlimited Plus! That's a \$10/line savings with a \$875 yearly value. Unlimited Premium includes:



- Amazon Prime
- Lookout
- Hulu
- 100 GB Hotspot
- Tidal
- Unlimited Roaming in Canada & Mexico

This is for New and Existing Sprint Customers. Requires validation at [sprint.com/verify](http://sprint.com/verify). Battle Creek Area Chamber of Commerce Discount Code: **MCBMA\_BAC\_ZZM**. New Sprint Customers can shop online at [chambersave.com/sprint](http://chambersave.com/sprint), or contact our local Sprint Store at 269.979.0635 located at **5745 Beckley Road, Suite 120, Battle Creek, Michigan**.

together, we can save lives & provide

# SAVINGS FOR YOUR EMPLOYEES

**ATTENTION: Employers & HR Professionals—**

LifeCare Ambulance is proud to partner with you in providing your company employees with **a great benefit at a reduced price!** Health insurance plans often don't cover the full cost of ambulance service when required for emergency medical needs. Member Plus through LifeCare Ambulance—normally offered to individuals and families for \$42 per year—is being made available at a discounted **Business-to-Business Rate of \$30 per year!**

Call **888.463.7587** today to learn more.

Member Plus

(previously MemberCare)

[www.lifecareems.org](http://www.lifecareems.org)





## DIVERSITY UNLOCKS BUSINESS POTENTIAL

Minority-owned enterprises have powered productivity and economic growth, expanding jobs and opportunity for all Americans. Today, we recognize the men and women who built these businesses from the ground up. Their invaluable contributions to our society remind us that promoting greater inclusion and diversity is not just a moral imperative but an economic necessity.

Our history holds countless examples of African-American innovators who overcame formidable odds to build successful companies. Take Madam C.J. Walker, who faced sexism and racial prejudice at every turn but still managed to launch a highly profitable cosmetics line, becoming the country's first female self-made millionaire. Or consider Garrett Morgan, a visionary businessman who surmounted tremendous obstacles at the peak of segregation to create the modern traffic light, an invention that alone has saved millions of lives.

From George Washington Carver to George Foreman, our country has a powerful legacy of African-American entrepreneurship. Building on that legacy is essential to ushering in a new era of innovation and opportunity. That's why the Battle Creek Area Chamber of Commerce is committed to fostering diversity in the workplace and championing policies that support minority-owned businesses.

A more inclusive economy means more ideas, more talent, and more opportunity for everyone. According to a groundbreaking study from the W.K. Kellogg Foundation, the American economy stands to gain \$8 trillion by the year 2050 simply by closing the racial equity gap. To help close this gap, we're encouraging equality through several strategic partnerships and programs. Our partners at the U.S. Chamber of Commerce were awarded a \$1 million grant from the W.K. Kellogg Foundation that has helped facilitate a dialogue in the business community on the benefits of racial equity and how best to achieve it. Battle Creek area businesses were represented in a number of these dialogues across the state as we partnered with the Michigan Chamber of Commerce on recruitment efforts.

Building diversity is the right thing to do, and it is smart for business. To honor Americans of every color, class, and creed, we will continue to champion the inclusive policies that extend freedom and economic opportunity to all.

## Spectacular Ambassador



**Maryanne Eddy**  
Community Outreach Representative  
Battle Creek Family Chiropractic

Battle Creek Family Chiropractic encompasses natural healing and wellness that maximizes health, prosperity, and happiness. Our passion is supporting individuals, building lasting relationships, and practicing healthy living. Dr. Justin Casey is the chiropractor at Battle Creek Family Chiropractic. As soon as you walk in the door, the warm and welcoming environment makes you feel right at home. As a Community Outreach Representative at Battle Creek Family Chiropractic, I educate the community about the importance of chiropractic care. It is with great honor to serve the community of Battle Creek as a Chamber Ambassador. This position allows me to promote a community that I proudly call home. It is my hope to continue to spread wellness and to support our community for years to come.

*President's Corner ...continued*

### Hold an Event Online: Ask Us to Partner with You to Increase Your Reach

For some merchants, the biggest pain point has come from canceled events. Recognize that most consumers are craving entertainment while being quarantined at home. This is where Facebook Live or Instagram Live can come in handy. If you had a store opening, product launch or anniversary celebration planned, move it to one of the live streaming social media channels. It's a great way to keep your customers engaged and build goodwill, as well as to sell your products. Offer a special discount code to the first 100 people who stream your live event, or create an "exclusive" behind the scenes look at a new product to customers on your email list. Get creative with how you can make customers still feel invested in your brand and engaged with your content from a distance.

### Use Discounts to Your Advantage: Try our Member 2 Member Benefit

Now is a good time to entice long-term purchases with discounts. If it aligns with your business model, encourage customers to lock in a one-year membership now at a cheaper rate. Gyms can offer a discount for memberships starting after the virus has passed. If you have a retail store, consider offering free or discounted shipping for online orders. Help other small businesses in your area by offering a 10% discount if a customer brings in a recent receipt from another small merchant (other than your competitors).

*Kara Beer*



## Business Partners

Switch & Get \$250\*

HONOR

CREDIT UNION

Call Jenni Cordova at 269.209.0784 to join!

\*New memberships only. \$250 paid when new business member opens a business checking account with a minimum deposit of \$25 and has at least (1) incoming or outgoing ACH and (2) online bill pay transaction paid to account per month. Initial ACH and online bill pay transaction must be made within 60 days of account opening. Bonus will be paid within 30 days of qualifying transactions posting to new account. New account must remain open and maintain a positive balance for at least 90 days. If criteria is not met, \$250 bonus will be withdrawn from account. Limit one \$250 bonus per new business member. Must be enrolled in online banking and eStatements. Honor employees and immediate family members ineligible. Offer subject to change without notice. Must visit Honor Credit Union member center to receive offer. This is a gift, please consult your tax advisor. Not valid with any other offer. Limited time offer. Invoiced By NCMA.

# members business spotlight



Remember Chamber Night FREE at the ballpark? Well, it's back! The Battle Creek Area Chamber of Commerce and **Battle Creek Bombers** are excited to announce that Chamber Night is BACK and better than ever. 2020 Chamber Night will be held on Friday, June 12

at 6:35 p.m. All Chamber members will receive 10 tickets to the game, **FREE OF CHARGE**, as a perk of being a Battle Creek Area Chamber member. We'll be sending these tickets out about a month prior to the game. All beer will be ½ off at the ballpark that night as well, courtesy of Battle Creek Area Chamber.



**Envision Advertising Design & Video Production, Inc.** may seem like a new company,

but we have over 40 years of experience in the graphics and video arena. Our secret to success is a quick turn-around time, while maintaining low costs, excellent service and on-time delivery of superb projects and astounding videos. Envision has the experience and capabilities to take your video project to the next level. Our editors, animators, and videographers excel at developing testimonial, promotional, training/instructional, and internal communication videos. We have solutions for all your marketing projects, whether it's a sales presentation, developing graphics or promotional material. Envision Advertising Design & Video Production, Inc. is proud to be a certified WBENC company. We are focused on your business!



**FireKeepers Casino Hotel** has been designated a Four Diamond Hotel by AAA for the fifth consecutive year. The 243-room hotel, one of an exclusive group in Michigan, was first awarded with the designation in 2015. "This

award is a direct reflection of the hard work our Team Members put in on a daily basis to ensure that every guest has a rewarding, vibrant experience," stated Mike Criswell, VP of Hotel Operations at FireKeepers Casino Hotel. "We stand by, ready to exceed our goal of providing better service for every visit." **For more details, visit [firekeeperscasino.com/press](http://firekeeperscasino.com/press).**



The **Nottawaseppi Huron Band of the Potawatomi (NHBP)** and **FireKeepers Casino Hotel** achieve fifth straight year of record contributions with \$24.7 million to the State of Michigan and the Local Revenue Sharing Board. On February 26, 2020, The NHBP, owners of FireKeepers Casino Hotel in Battle

Creek, announced that combined lifetime revenue sharing payments to the State of Michigan and the Local Revenue Sharing Board have exceeded \$217 million! Two checks were presented from NHBP; the first for \$18,922,234 presented by Matt Hall, who represents the 63rd District in Michigan House of Representatives, a region which includes FireKeepers Casino Hotel. The second check for \$5,855,558 was presented to FireKeepers Local Revenue Sharing Board Secretary Derek King, who's also a Calhoun County Commissioner. **For more details, visit [firekeeperscasino.com/press](http://firekeeperscasino.com/press).**



**Honor Credit Union** focuses on delivering solutions tailored to fit each and every member, knowing that finances are personal and dreams need a plan. From our mobile app to our member centers, we strive to meet each member with a hospitality mindset and a mission to make the small part of their day they spend with us as seamless and easy as possible. Community Assistant Vice President Jenni Cordova would love the opportunity to partner with you to help you achieve your financial goals through a full range of Mortgage, Consumer and Business products and services, along with competitive rates and easy ways to access your money. **If you need anything, contact Jenni at 269.209.0784 or [jcordova@honorcu.com](mailto:jcordova@honorcu.com).**



Established in 1985, **K Drive Greenhouse** began as a wholesale bedding plant grower serving customers in the Detroit and Chicago areas. The original owners would invite friends and neighbors in to purchase plants straight from the production facility. As their reputation for quality and service grew, so did their retail business. Today K Drive Greenhouse grows over 750 varieties of annuals, perennials, and flowering shrubs providing customers with the best selection in the area. With a mix of old and new production techniques, K Drive Greenhouse strives to give its customers the quality and service they have come to depend on for the last 35 years.



**KCC Welcomes Dr. Adrien Bennings as Sixth President.** Dr. Adrien L. Bennings is the new president of Kellogg Community College. Since starting Jan. 6, Dr. Bennings has initiated a framework for advancing success at KCC. "I am dedicated to the mission of KCC because the mission of KCC aligns with the mission of Adrien Bennings," she said. Dr. Bennings previously was Vice President for Finance

and Administration at Clovis Community College in Clovis, New Mexico. She earned a Ph.D. in Higher Education Administration from Texas Tech University, a Master of Business Administration from Wayland Baptist University and a Bachelor of Science in Agricultural Development from Texas A&M University. Dr. Bennings lives in Battle Creek with her husband, Jonathan.



In 2008, a small group of dedicated Latinos and other community partners established **Voces**, a non-profit organization, to improve the health, quality of life, and leadership of Latinx / Hispanic families in Battle Creek, MI. Today, Voces is an inviting space where the Latinx / Hispanic community of the greater Battle Creek area and Southwest Michigan can come together and receive support in different ways. In pursuit of continuing with Voces' impact on the community, they selected **Jose Luis Orozco Jr.** as their new Executive Director. Jose looks forward to working alongside the community to promote Voces' mission of promoting an inclusive society by providing Latino / Hispanic families with opportunities and resources that lead to individual and community transformation.

*continued on pg.7*



# ribbon cuttings & grand openings

## MILESTONE ANNIVERSARIES AND GRAND OPENING CELEBRATIONS

The Battle Creek Area Chamber of Commerce is best at recognizing and sharing member's milestones through membership benefits like Ribbon Cutting Celebrations. "It's always an honor when we have the opportunity to share our member's successes and milestones," said Battle Creek Area Chamber of Commerce President Kara Beer. "It's a sign of community progress, successful business strategies, along with the creation of jobs and wealth."



### January 16, 2020 – Grand Valley State University's Battle Creek Regional Outreach Center

Chamber Staff, Ambassadors, and members of the community celebrated the opening of the Grand Valley State University Battle Creek Regional Outreach Center, located downtown at 8 Michigan Ave. West, with a Ribbon Cutting celebration during their Community Open House on January 16, 2020. GVSU staff members at the center supports the educational goals of K-12 students, transfer students, and adults in the community, while providing resources to assist Battle Creek Public Schools in their district transformation. **For more information, please visit <http://www.gvsu.edu/battlecreek>.**



### February 19, 2020 – Lighthouse Title Group

Chamber Staff, Ambassadors and Members of the community celebrated the Grand Opening of Lighthouse Title Group with Ribbon. As part of the celebration, Lighthouse Title Group hosted an Open House from 4 – 6 p.m. to celebrate their new Battle Creek office. Attendees enjoyed wine, cheese, beer, pop, water and finger foods during the Open House. **1346 W. Columbia Ave., Suite 204, Battle Creek, MI 49015**



### Saturday, February 29, 2020 – Café Rica

Chamber Staff, Ambassadors and Members of the community celebrated the Grand Opening of Café Rica's new permanent downtown location with Ribbon. Café Rica has found their forever home and we were excited to share in their joyous occasion. Attendees were encouraged to stay for a cup, or twenty, of their delicious coffee and Grand Opening festivities. **62 Michigan Ave. E., Battle Creek, MI 49017**

## CHAMBER'S PILLARS OF STORYTELLING AND COMMUNITY ADVOCACY

In 2020, the Chamber announced four Pillars within its strategic direction which include:

1. Be a Center of Excellence
2. Storytelling
3. Community Advocacy
4. Organization Excellence



Ribbon Cutting Celebrations fall within the Chamber's Pillars of Storytelling and Community Advocacy. Within these Pillars, the Chamber helps members craft their narratives, and serve as a platform and megaphone for member success stories; and provide the information, connections, and services that'll help members deal with the greatest challenges within our community so they can best promote, serve and improve our region.

Has your business grown? Have you recently expanded your footprint or enhanced your portfolio of products and services? If so, contact the Battle Creek Area Chamber of Commerce, or visit [battlecreek.org](http://battlecreek.org), to obtain a Ribbon Cutting Celebration form allowing us to help share your story and successes. Contact us at 269.962.4076 to learn more about this membership benefit which highlights a significant part of your businesses history.

## MEMBER'S BUSINESS SPOTLIGHT ...continued



**Servpro of North Calhoun County** is excited to announce that we have moved into our new location. As business continued to grow through new partnerships in the community and the expansion of our internal team, Servpro decided that a move to a permanent location, central to the City of Battle Creek and surrounding areas, was the right decision. As we grow into our new location, we strive to bring more jobs to Springfield, as well as strengthen our presence within the community we call home. We want to thank all of our loyal clients and community members for making this exciting milestone a reality for our team, and we look forward to many more years of being a community staple to come! Please visit us in our new home, 223 North 30th Street, Battle Creek, MI 49037!



# You're Invited

## ANNUAL BUSINESS EXCELLENCE AWARDS

Wednesday, May 20, 2020

Kellogg Community College, Binder Performing Arts Center  
5 – 8 p.m

Cost: \$10 per person (\$25 at-the-door).



Business is Roarin' in the 20's which is why the Battle Creek Area Chamber of Commerce and its partnering agencies of **Southwestern Michigan Urban League**, **Choose Health Calhoun**, and **Silent Observer** are excited to invite you and your business to this year's Business Excellence Awards. This premier business event is an evening affair to recognize the achievements, and the contributions they make to the growth and prosperity of the local economy, of successful businesses, nonprofits, organizations, and industry people in the Greater Battle Creek Area. This is a special evening when our entrepreneurs, businesses, nonprofits, and organizations are honored by their peers with extraordinary exposure and prestige.

In March, you sent in your nominations for the Chamber's annual Businesses of the Year awards. "You've recognized businesses and industry professionals whose leadership and contributions have created impact within our community and shown business excellence within their scope of work," said Battle Creek Area Chamber of Commerce President Kara Beer. The evening of Business Excellence Awards is your opportunity to show your support and congratulate all nominees and award recipients.

Awards to be announced for 2020 include:

- Announced on behalf of our partnering agencies:
  - Choose Health Calhoun Workplace Wellness Recognition Award  
*Presented by Regional Health Alliance | Choose Health*
  - Randall Brock Memorial Award  
*Presented by Southwestern Michigan Urban League*
  - 2020 Harley Simmons Award  
*Presented by Battle Creek Area Chamber Foundation's Silent Observer Committee*
- Announced on behalf of the Battle Creek Area Chamber of Commerce:
  - Star Ambassador Award(s)
  - Start-Up Business of the Year
  - Small Business of the Year
  - Mid-Size Business of the Year
  - Large Business of the Year
  - 2020 Footprint Award
  - 2020 Woman of the Year & Women in Business Nominations



**Interested in gaining prestige and visibility among award recipients and attendees?** Businesses have the opportunity to associate their name with the Chamber's Business Excellence Awards which include:

- **Award Presenting Sponsor** (includes 10 tickets): \$2,500  
Associate your name with one of the Chamber's Businesses of the Year Awards, and present the award recipient onstage.
- **Business Excellence Award Sponsors:**
  - Platinum Sponsor (includes 15 tickets): \$750
  - Gold Sponsor (includes 10 tickets): \$500
  - Silver Sponsor (includes 5 tickets): \$400
  - Bronze Sponsor (includes 2 tickets): \$250
- **Award Program Magazine:**  
Full color, glossy magazine-style publication featuring all 2020 nominees with option to purchase a standalone advertisement, or add it to your sponsorship for a reduced rate:
  - **Full page:** 8 in. x 10 in.  
Standalone Rate: \$500  
Additional with Sponsorship Rate: \$350
  - **½ page:** 4 in. x 10 in.  
Standalone Rate: \$350  
Additional with Sponsorship Rate: \$250
  - **¼ page:** 4 in. x 5 in.  
Standalone Rate: \$250  
Additional with Sponsorship Rate: \$150

With expecting 300 in attendance, purchase your tickets in advance to pay tribute to all of this year's award recipients by calling 269.962.4076.

Advertisements designed by business and/or sponsor. Email completed advertisements in a JPEG or PDF format to Director of Marketing & Communications Billy Beers at [bbeers@battlecreek.org](mailto:bbeers@battlecreek.org). Advertisements are due by Friday, May 1, 2020.





## BUILDING RELATIONSHIPS & MAKING CONNECTIONS

### Annual Chamber Golf Outing

We've sent in our request for Chamber of Commerce weather, 70s with full sun, at the Chamber's annual Golf Outing on Friday, June 19, 2020 at Cedar Creek Golf Club. The Chamber's Golf Outing is your opportunity to invite your board of directors, volunteers, clients and employees to join you for an afternoon of building relationships and making connections while out on the course. Cedar Creek Golf Club is a beautiful player friendly course offering five par 5's and five par 3's. Opening in 1974, Cedar Creek has a rich history here in the Greater Battle Creek Area. Whether you're a pro, beginner or not even a golfer at all, the Chamber has an opportunity for you within this year's Team & Sponsorship opportunities which include:

- Individual Golfer: \$100
- 4-Golfers Package: \$375
- 4-Golfers & Hole Sponsor: \$500
- Lunch & Award Sponsor (2): \$1,000
- Sign Sponsor: \$500
- Cart Sponsor (4): \$300
- Hole Sponsor: \$250
- Specialty Game Sponsor: \$250
- First Impression & Welcome Sponsor: \$150
- Men's & Women's Longest Drive Sponsor (1): \$150
- Men's & Women's Closest to the Pin Sponsor (1): \$150
- Marshmallow Drive Sponsor: \$150

Now's the time to mark your calendars and request time away from the office to spend a day out on the course with your Chamber. **Lock-in your 2020 Team and/or Sponsorship by calling 269.962.4076 or email [office@battlecreek.org](mailto:office@battlecreek.org).**



## BE THE SOLUTION TO PROVIDING A SAFE COMMUNITY FOR ALL

### 2020 Silent Observer Golf Outing

The Battle Creek Area Chamber Foundation's Silent Observer Committee is asking for your help in being a part of the solution to providing a safe community for all by participating in the 2020 Silent Observer Golf Outing on Friday, June 5, 2020 at Riverside Golf Club & Banquet Center. The Silent Observer Committee aids in the development of a positive economic environment and quality of life in our community by involving citizens and businesses in crime prevention and deterrence, aiding in crime detection, and assisting in the successful prosecution of those persons engaged in criminal activity within our community. The Chamber Foundation's Silent Observer Golf Outing is the community's opportunity to support the efforts and vision of Silent Observer, along with building relationships and supporting our local law enforcement.

The 2020 Team & Sponsorship opportunities include:

- Individual Golfer: \$75
- 4-Golfers Package: \$300
- 4-Golfers & Hole Sponsor: \$500
- Lunch & Award Sponsor (1): \$800
- Sign Sponsor: \$500
- Hole Sponsor: \$200
- Specialty Game Sponsor: \$200
- Tunnel & Welcome Line Sponsor: \$150
- Men's & Women's Longest Drive Sponsor (1): \$100
- Men's & Women's Closest to the Pin Sponsor (1): \$100
- Longest Marshmallow Drive Sponsor: \$100
- Silent Observer Supporter: \$50

**Lock-in your 2020 Team and/or Sponsorship by calling the Chamber Foundation at 269.962.4076 or emailing [office@battlecreek.org](mailto:office@battlecreek.org).**



## SEEKING ARTISTS & BUSINESSES

### Spring into the Arts, artwalk

The Battle Creek Area Chamber Foundation is currently seeking artists and businesses interested in participating in its bi-annual artwalk, Spring into the Arts. Spring into the Arts provides businesses, artists, and art organizations the opportunity to create meaningful partnerships that support a healthy, creative and artistic community. Located along the Linear Path alongside the Battle Creek River, the artwalk introduces new ways for both artists and businesses to gain a competitive advantage showcasing all that our community has to offer.



"We're seeking artist and business entry forms for the upcoming artwalk until Friday, April 17, 2020," said Battle Creek Area Chamber of Commerce President Kara Beer. "Whether you're an artist looking for an opportunity to showcase and sell your art or a business looking to connect with the art community, Spring into the Arts is an event that you won't want to miss."

Artist and Business Entry Forms are available at [battlecreek.org](http://battlecreek.org). Please help the Battle Creek Area Chamber Foundation line the Battle Creek River with creativity and commerce during Spring into the Arts on Friday, May 15, 2020, by spreading the word. The Chamber Foundation has also partnered with Food Truck Fridays located at Festival Market Square to fill the downtown. The artwalk hours are from 3 – 9 p.m. "In 2019, over 80 artists and businesses lined the beautiful Linear Path and Battle Creek River during Fall and Spring into the Arts," said Beer.

Artist and Business Entry Forms are due on Friday, April 17, 2020. Entry Forms can be emailed to [office@battlecreek.org](mailto:office@battlecreek.org) or mailed to:

Battle Creek Area Chamber Foundation  
34 W. Jackson St., Suite 3A  
Battle Creek, MI 49017



## WE ARE ALL WOMEN *We are All Taking the Lead*



The goals of the Chamber's Women in Business luncheons are to provide a platform to showcase top talent, help women leaders create and strengthen a network of allies to champion their work, and provide opportunities for professional growth and development. **We are all women and we are all taking the lead.** The luncheons are

designed to allow us to learn from each other and to celebrate our accomplishments and the impacts that we have had on business and community. We inspire and empower each other by sharing experiences and lessons we have learned along the way. We talk about how we have found the courage to take risks, and to not only sit at the table, but to speak while sitting at the table - with a strong voice.

There's such value in not only acknowledging the power in our network – but truly celebrating, building and working to strengthen it. Curating a powerful network deepens our personal friendships. It's these valuable connections that will help us to grow and succeed professionally. The stronger our connections, the easier it becomes for us to work together to find solutions to the most chal-

lenging problems. So, as you set your priorities for 2020, be sure to put Women in Business Luncheons at the top of your list.

The room that is full of remarkable women is - without a doubt - time well spent! It's also an important reminder that we all benefit when we:

- Take the time.
- Connect on a different level.
- Listen to each other.
- Learn from each other.
- Celebrate each other.
- Build exclusive relationships.
- Take down the silos.
- And, look for what we have in common.

*when women  
support each  
other, they  
grow*

We are all women and we are all taking the lead. **To learn more about the Women in Business Luncheons or how you may attend please contact President Kara Beer at the Battle Creek Area Chamber of Commerce office today at 269.962.4076.**



TIME TO **TURN UP** THE VOLUME



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THURSDAY, MAY 7  
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**TYLER HENRY**  
HOLLYWOOD MEDIUM  
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**PATTI LABELLE**  
FRIDAY, JUNE 19  
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FRIDAY, JULY 10  
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