



insight



a publication of the Battle Creek Area Chamber of Commerce

July – August 2016

welcome new members

Fort Custer Historical Society
Jennifer Hicks
TriMedia Environmental & Engineering
Advanced Business Advisors, LLC
Modern Woodman of America
NCG Cinema
Standard Printing & Office Supply
Energy Pathways
Jersey Giant Subs
Arthur W. Crooks Plumbing & Heating Inc.
Cherry Pointe Offices & Suites
Greater Battle Creek Ice Hockey Association
Biggby Coffee Store #476
OfficeMax

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 and people to prosper in an ever-changing economy.

mission statement

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.

Friday, July 29, 2016

Chamber Night at the Battle Creek Bombers

Post-Game Fireworks • Food provided by Schlotzsky's • Little Caesars Friends and Family Night

If you have visited the C.O. Brown Stadium for a Bombers game in 2016 you will have noticed all of the major changes to the stadium since last year including new food areas, champions club and other cosmetic enhancements. In addition the Battle Creek Bombers organization has adopted a new business model and strategy this year and with that comes big changes to the annual Chamber night. We will no longer be providing complimentary tickets to our members but we encourage you to be a part of the Friends & Family Deal that they put together on our special Chamber Night.

Ticket Options:

Family or Group of Four: \$29.99 Includes Four Reserved Bleacher Tickets, Four Bombers Hats, One Large DEEP!DEEP! Dish Pizza, Crazy Bread, and a 2-L Pop from Little Caesars!

Pair: \$14.00 Includes Two Reserved Bleacher Tickets, Two Bombers Hats, and One Large HOT-N-READY Classic Pepperoni Pizza from Little Caesars!

Individual: \$7.50 Includes One Reserved Bleacher Tickets, One Bombers Hat, and Half of a DEEP!DEEP! Dish Pizza from Little Caesars!

To get your tickets, call the Bombers at 269.962.0735 or stop by 189 Bridge St., Battle Creek, MI 49017.



Thank you to our sponsors

Another Successful Chamber Golf Outing

We would like to thank you, our generous members, sponsors, participants and Gull Lake View East for all of your support at the June 22 Chamber Annual Golf Outing. This year, we mixed things up a bit with our NEW specialty games like the Potty Shot and Dude Hits like a Lady while connecting you with fellow Chamber members. We pride ourselves on helping you build your contact list and connecting you with the opportunities your Chamber network offers you.

Thank you to the following sponsors for making this year's Golf Outing such a success:

- Bronson Battle Creek
- Comerica Bank
- Accident Fund
- FireKeepers Casino Hotel
- CTI Mechanical
- West Columbia 7
- Republic Services
- Schweitzer, Inc.
- Starr Commonwealth
- Hinman Company
- Ganton Senior Communities
- Blue Cross Blue Shield of MI
- CL VanDeventer Insurance
- Buffalo Wild Wings
- American Office Solutions
- Atlas Sales, Inc.
- Cornerstone Technologies
- Kellogg Community College
- Walmart
- Lover's Lane
- Farley Estes Dowdle Funeral Home
- CTS Telecom
- Bachman Hebble Funeral Services
- Michigan International Speedway
- Big Brothers Big Sisters
- Omni Community Credit Union
- Lakeview Ford Lincoln
- Graphix 2 Go
- Hall of Toys

We look forward to connecting, engaging and golfing with you in 2017!

269.962.4076

Monday–Friday 9 a.m.–5p.m.

One Riverwalk Centre, Suite 3A, 34 West Jackson Street, Battle Creek, MI 49017

BattleCreek.org



calendar of *events*

July – August

Monday, July 4

Office closed for the holiday

Tuesday, July 12

Java & Beer, 7:30 a.m. – 9:00 a.m.,
Chamber Office

Wednesday, July 13

Candidate Forum District 62
House of Representatives
Bizon/Haadsma, Location: TBD

Friday, July 15

Ambassador Meeting
11:45 a.m., Invite Only

Wednesday, July 20

Silent Observer Committee
8:00 a.m., Holiday Inn, Battle Creek

Wednesday, July 27

Military Affairs Committee
3:00 p.m., Riverwalk Centre

Wednesday, July 27

Business After Hours, 4 – 6:00 p.m.,
CentraCare

Friday, July 29

Chamber Night with the Bombers
7:05 p.m., C.O. Brown Stadium

Tuesday, August 2

HR Series: Overtime Law
with Nancy Mullet, 10:00 a.m.
Kool Family Community Center

Thursday, August 11

Business Blind Date
12:00 p.m. – 1:00 p.m.,
Lone Star Steakhouse

Friday, August 19

Ambassador Meeting
11:45 a.m., Invite Only

Wednesday, August 24

Military Affairs Committee
3:00 p.m., Riverwalk Centre

Saturday, August 27

Backyard Burgers & BrewFest
6:00 p.m. – 11:30 p.m.,
Festival Market Square

member anniversaries

45 Year Anniversary

Bedford Charter Township
BlueOx Credit Union

35 Year Anniversary

Kellogg Arena

20 Year Anniversary

Battle Creek Unlimited, Inc.

15 Year Anniversary

CSE Morse, Inc.

10 Year Anniversary

Battle Creek Public Schools
Comcast Cable Communications, LLC
WMU - College of Aviation

5 Year Anniversary

The Energy Nook
Flagstar Bank F.S.B.
Great Deals Magazine
Lynnivan Salon
MIPays
National Chamber Program
Paychex
Peterson Insurance &
Financial Group
R.G. Hawkes Trucking
Sir Pizza BC, LLC
Troxel Realty Company, LLC

Chamber Refund & Cancellation Policy

Please visit battlecreek.org for our complete policy details.

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Editor: Kara Beer, President

Battle Creek Area Chamber of Commerce Staff

Kara E. Beer – President

Andrea Allen – Membership Sales Specialist

Billy Beers – Business Development Manager

Jennifer Blank – Accounting Manager

chamber corner

Why is a Strategic Plan Important and Why Our Board is Doing it?

Kara E. Beer, President



Simply put, a strategic plan is the formalized road map that describes how your company executes the chosen strategy. A plan spells out where an organization is going over the next year or more and how it's going to get there.

Typically, the plan is organization-wide or focused on a major function, such as a division or a department.

A strategic plan is a management tool that serves the purpose of helping our organization do a better job, because a plan focuses the energy, resources, and time of everyone in the organization in the same direction.

A strategic plan is a management owners who are serious about growth. It also does the following:

- Helps build your competitive advantage
- Communicates your strategy to staff
- Prioritizes your financial needs
- Provides focus and direction to move from plan to action

On July 7 the Chamber Board of Directors and advisors will be meeting to review our strategic plan and set our roadmap for the next 5-7 years. Be looking for an update and more to come at the annual meeting in October.

Kara Beer
President

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Annual Business Excellence Awards

Celebrating our business leaders

Please join us in celebrating each of the recognized nominees, as these remarkable companies and individuals, through their talent and time, work to keep Battle Creek's economy and business environment healthy and who serve others in the area through community involvement.

The following awards were distributed:

Choose Health Work Site Wellness Award (*Regional Health Alliance*)
Kellogg Community College

Randall Brock Memorial Award — Urban League of Battle Creek
Mildred Mallard, Mildred's Boutique

Emerging Leaders *presented by the Society of Emerging Local Leaders*
Karissa Lee, Kellogg Company
B.D. Alexander, StreetPriest
David Kemp, Southwest Michigan Community Development Corp.
Jacob Miller, Edward Jones Investments
Joe E. Vernon, CTS Telecom
Michael Balcom, Courtyard by Marriott
Sara Wallace, The Miller Foundation
Ben Damerow, W.E. Upjohn Institute | Michigan Works! Southwest

Harley Simmons Award *presented by The Silent Observer Committee*
Brenda Jimenez

Star Ambassadors *presented by the Chamber Ambassadors*
Sue Smith, Comerica Bank
BJ Etheridge, Berkshire Hathaway Home Services
Noris Lindsay, Realtor

Start Up Business of the Year
ASAP Solutions
***Hall of Toys**
Umami Ramen

Small Business of the Year
FUG, Inc
***Graphix 2 Go**
Heritage Cleaners

Mid-Size Business of the Year
Atlas Sales, Inc
***Battle Creek Community Foundation**
Two Men & A Truck

Large Business of the Year
City of Battle Creek
***FireKeepers Casino Hotel**
LifeCare Ambulance
Old National Bank
OMNI Community Credit Union

**award recipient*

Thursday, August 11, 2016
Business Blind Date

Lunch with a purpose

Location: Lone Star Steakhouse —
50 Knapp Drive, Battle Creek

Time: Noon to 1 p.m.

Cost: \$20 per person (Must be pre-paid to the Chamber)

RSVP: Billy Beers at bbeers@battlecreek.org or 269.962.4076



Does your business contact list have you down, feeling lonely, or in need of some dire attention? If so, enjoy a big hearted Texas-style blind date, the perfect combination to wrangle in a new connection, at the Chamber's upcoming Business Blind Date on Thursday, August 11 at Lone Star Steakhouse!

Lone Star Steakhouse is Battle Creek's trusted brand for quality dining and delivers with BIG Texas value which is perfect for tumbling across a few new business connections.

Our Blind Dates are exciting, open to our members, and daring without any complications or uncontrolled risks. We simply gather 20-30 members to be surprised and inspired by one another during their lunch hour. Plus, you don't have to waste any time creating a profile. All you need to do is contact the Chamber (see above) to reserve your spot and we'll take care of the rest. During your date, seating will be assigned to pair you with other members that you might not already know or currently do business with.



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OMNI EMPLOYEE SPOTLIGHT

With 10 years of experience in business banking relationship management and commercial lending, OMNI CCU's **Eva Tharge** is all about helping business owners reach their financial goals. Contact her today at (269) 441-1429 or etharge@omnicommunitycu.org.



NCUA Federally insured by NCUA Equal Housing Opportunity



Wednesday, July 27, 2016 Business after Hours

Learn about CentraCare



Location: CentraCare, 200 W. Michigan Ave.

Time: 4:00 p.m. – 6:00 p.m.

We all want the best for our aging loved ones, and finding that path can be challenging. If you have an aging loved one, you know how it feels performing the juggling act of balancing your life and meeting their needs. CentraCare is a PACE (Program of All Inclusive Care for the Elderly) program. In a partnership with caregivers, CentraCare provides support to fill in those gaps; meeting the needs of the older adult; and strengthening their ability to live independently in our community.

Interns and your Business

Have you ever thought of hiring an intern? Here are some things to consider if you're looking to build your business.



Interns come with a lot of energy. Interns are eager to learn.

Interns are inexpensive. They don't require benefits and most college interns are happy to make money while gaining experience.

Interns come with fresh ideas. Young people have good ideas. With minimal oversight, they can find creative ways to solve problems.

Interns can turn into your best full-time employees. Internships are a great way of attracting full-time candidates; familiar with your corporate culture.

Interns come with a lot of energy and with guidance you can make sure it's pointed in the right direction. Give interns clear objectives, and suggestions for achieving those objectives. Interns are awesome! Check out battlecreek.org for information about internships in Battle Creek!

spectacular **ambassador**



Karen Reeves began her Edward Jones career in 1994 as a branch office administrator. In 2014 she earned the Certified Financial Planner designation and currently serves as a Level 4 coach and Field Trainer.

Karen has been a Chamber Ambassador for 8 years. Her favorite part of being an ambassador is serving at Chamber Ribbon Cuttings and other special Chamber events. She loves getting out into the community and meeting new and existing business owners and employees. She also loves hanging out with the other ambassadors.

event highlights



Cherry Pointe Offices and Suites ribbon cutting on May 24 celebrated the renovated and expanded complex at 71 S. 20th St., Battle Creek featuring twenty six individual offices and suites designed to serve and encourage the growth of area businesses, particularly those that are new or business start-ups. To learn more about the complex call **269.753.9000**.



Michigan Works! Southwest Service Center located at 200 W. Van Buren Street in downtown Battle Creek celebrated their grand opening with State Senator Mike Nofs and State Representative Dr. John Bizon as well as representatives from many area community organizations. Michigan Works! Southwest specializes in talent development strategies for employers and job seekers. Additional details can be found on the Michigan Works! Southwest website michiganworkssouthwest.org.



Juicy Burger is open at 643 Capital Ave. S.W., in Battle Creek's Old Lakeview neighborhood. Battle Creek's #1 spot for Burgers, Hand-Dipped Milkshakes, Corn Dogs, Wraps, Salads, Fries, Deep Fried Pickles, Onion Rings...and more. Check our full menu at juicyburgerbc.com #eatjuicy.



Sherwin-Williams is open and ready to help you choose the perfect palette for your interior or exterior project. The store staff is also trained to help professional contractors. The new store is located at 6431 B Drive N in Battle Creek. For more information call **269.979.4820**.



NCG Cinemas is excited to announce the opening of its new theater in Battle Creek offering luxury seating, free refills on soft drinks and popcorn, and affordable prices including \$5.00 tickets to most shows on Tuesdays. For showtimes, please visit ncgmovies.com or download the free NCG Mobile app available both on Google Play and the iPhone App Store.



Battle Creek Bombers celebrated 10 years with a Ribbon Cutting on June 18. Don't miss Chamber night at the Bombers on Friday, July 29! For more information and the season schedule, visit northwoodsleague.com/battle-creek-bombers/ or call **269.962.0735**.

member's business spotlight



Biggby Coffee loves to support the Battle Creek community

Located at 1125 E. Michigan Avenue in Emmett Township on Michigan Avenue in front of the Lakeside Apartments. Biggby is in the end unit on the west side of the Lakeside Professional center complex with a Drive-Thru.

Our passion at Biggby Coffee is every customer leaves the store in a better mood with an awesome

beverage and breakfast snack!

If you are a brand to Biggby Coffee or have only been in a few times, just come in and let us help guide you to the perfect selection. Remember, it is no pressure at Biggby! Our culture at Biggby is: Be Happy, Have Fun, Make Friends, Love People, and Drink Great Coffee.

Align with Your Success: Happiness, Health, Wealth

Kathryn Regganie from Energy Pathways, is a High Vibration Leader. She specializes in helping individuals align with the success they dare to achieve: Happiness, Health, Wealth. Since 2008, Kathryn has used coaching strategies and energy balancing techniques to help her clients transform their perspectives and remove blocks, both physically and non-physically. For more information go to www.energy-pathways.com or contact Kathy at Kathy@energy-pathways.com.



paper & i joins Paint the Town Purple

Located in historic downtown Marshall and offering many unique items such as wall signs, journals, stationery, and

eclectic gifts, paper & i would love to share their happy place with you! During the week of July 22 through July 30 they are joining Relay for Life and other Marshall businesses to create windows and displays of purple. Please remember to shop with us on July 29 so we can donate 10% of our store sales to Relay for Life. Contact us via paperandi@yahoo.com, 269.781.8200, or paperandi.com.

SIP * SAVOR * STROLL - The Name Says it All!

The 2016 Sip *Savor *Stroll fundraiser event is August 13 beginning at 5:30 PM, rain or shine. This year's event will take place at homes on North Kalamazoo Avenue. A raffle will take place at 9:00 p.m. and the evening will conclude at 9:30 pm. Event tickets go on sale June 1, 2016 and only 80 tickets will be sold at \$55 each. Don't miss your opportunity to purchase a ticket by calling the Franke Center at 269.781.0001, or find out more information regarding the event online at Frankecenterforthearts.org.



RiversEdge Ice Cream and Popcorn — the deck is open!

RiversEdge Ice Cream and Popcorn located at 33 McCamly St. N, Battle Creek MI. is excited to announce that the deck is open and Mooville Ice Cream is now being served, along with Coney Dogs and Walking Taco's! We still have our Gourmet Popcorn and have added some delicious chocolate, including Fannie May Candy. Stop by and see us soon!

Standard Printing and Office Supply is Growing

Standard Printing & Office Supply is pleased to announce the addition of Tyler Howe as an Account Representative to service the greater Battle Creek business community. Tyler attended KCC and ITT and after working for six years in the metro Detroit area, he moved back to Calhoun County to raise his three year old son in the small town atmosphere that he so enjoyed growing up. Spare time activities include being outdoors with the family and golf as time allows. Standard, a Michigan Centennial business, provides business solutions in Print, Promotional Products & Apparel, Digital Marketing Technologies, Warehousing and Fulfillment Services as well as Office Supplies and Business Furniture. For more info visit: spos.com.



Tuesday, July 7 & August 23

Java & Beer!

Networking event back by popular demand!

Location: Battle Creek Area Chamber of Commerce Office

Time: 7:30 a.m. – 9:00 a.m.



The months of July and August just got a little bit perkier with the Chamber's networking program, Java& Beer. Back by popular demand, Java & Beer is about supporting local businesses, sharing talents and innovations, and building relationships.

The funds raised through its Mug Club help us continue to create opportunities for businesses to comment and stay informed in our area. Plus, the club includes a one-of-a-kind beer stein and exclusive member notifications!

So grab a cup, or stein of coffee and enjoy the company of other members at JAVA & BEER!

Wednesday, September 7, 2016

2016 Business Expo

Breaking down barriers and strengthening collaboration

Location: FireKeepers Casino Hotel



The Battle Creek Area Chamber of Commerce is excited to host its 3rd Annual Business Expo where Businesses and Locals

CONNECT! The Chamber's Business Expo Task Force has heard your feedback and is excited to announce that this year's Business Expo will take place at FireKeepers Casino Hotel this coming September.

The Expo will focus on Business 2 Business networking, and be open to the community with an open floor plan for the vendor spaces. This open floor plan is purposely designed to break down barriers and encourage collaboration among businesses in our community and attendees.

Interested in what else will be happening at this year's Business Expo? Watch for more exciting news to hit your inboxes and keep checking your mailboxes for the 2016 vendor packet within the next couple of weeks with all of the details. For more information contact Billy Beers at bbeers@battlecreek.org or 269.962.4076.



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Battle Creek Area Chamber of Commerce

One Riverwalk Centre, Suite 3A
34 West Jackson Street
Battle Creek, Michigan 49017

Save the date!

Saturday, August 27, 2016

Backyard Burgers & Brews Fest

Location: Festival Market Square

For up-to-date information, visit battlecreek.org.



LABOR & EMPLOYMENT LAW

getting the job done

Meet Nancy Mullett.

Nancy is an attorney in Kreis Enderle's Battle Creek office where she specializes in Labor & Employment Law, representing public and private employers on a variety of matters.

Nancy knows how to listen. And she knows how to get the job done. And at the end of the day, that's really what everyone wants.

Call Nancy at 269.966.3000.



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