

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, engaging businesses, community, and people to prosper in an ever-changing global economy.



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.



board members Bud Dunn, Atlas Sales, Inc., Chair

John Banks, Motor Shop Electrical Construction

Troy Estill, Wal-Mart

Ronnie Coleman, Coleman Consulting, Vice Chair

Shane McClung, Post Foods, LLC

Ronald W. Wilson, Col., MI ANG, Air National Guard – 110th AW/CC

Rebecca Fleury, City of Battle Creek

Debi Southworth, OMNI Community Credit Union, Treasurer

Emily Bandeen, DDS, Bandeen Orthodontics, Secretary

Jim McKernan, Bronson Battle Creek

Jim Lance, Kreis Enderle Battle Creek

Bryan Teff, Col., MI ANG, Air National Guard – 110th AW/CC

John Gayda, Kellogg Company

We welcome the following new board members:

Denise Jones, Graphix 2 Go Joey Vernon, CTS Telecom Michael Miller, Culver's



connect. impact. develop.

As we close the books on a fantastic 2015–2016 Chamber year and start the 2016–2017 fiscal year I can't help but think how outstanding our membership is with connecting, informing, and developing. Our success is because of our members and what they contribute to their membership.



In July, the Chamber Board of Directors, the Staff, and five truly awesome college interns came together to discuss where we wanted to take the Battle Creek Area Chamber of Commerce and I can honestly say that it is truly exciting. Over the next

3–5 years we promise to connect you with the network and community, impacting your business through business advocacy and community events all while continuing to develop you and your employees.

Through a lengthy discussion, the board reaffirmed the strategic vision and mission and reintroduced a sense of place and community development in their long term vision.

Our Strategic Priorities

- 1. Educate the general public on the economy and business roles in the greater community.
- **2.** Fight for public policy and private partnerships that are conducive to employer growth and community development.
- 3. Retain and attract members through value added programming.
- **4.** Act as a catalyst or conduit for partnering and strengthening the business climates in the communities we serve.

Ultimately, the board chose five goals to focus on through 2020:

- Goal 1: Enhancing our Business Resources
- Goal 2: Membership Growth
- Goal 3: Community Event Growth
- Goal 4: Growing the Small Business Ecosystem
- Goal 5: Increasing Business Advocacy on the local, state and federal level

Beer

President



269.962.4076 Monday–Friday 9 a.m.–5 p.m. One Riverwalk Centre, Suite 3A, 34 West Jackson Street, Battle Creek, MI 49017 BattleCreek.org



ambassadors

Stephanie Breitbach, President, Ermisch Travel

Janis Clark, Director of Business Engagement, Western Michigan University

Cameron Cutsinger, Branch Manager, Post Community Credit Union

Dawn Nichols, Employment Specialist, Summit Pointe

*** BJ Etheridge,** *Realtor, BERKSHIRE HATHAWAY* HomeServices Michigan Real Estate

Lynn Ward Gray, Development Officer, Battle Creek Community Foundation, Vice-Mayor City of Battle Creek

Karen Rial, Agent Sales Manager, Partners Insurance Agency of SW MI, Inc.

*** Noris Lindsey**, Independent Realtor

Jacob Miller, Financial Advisor, Edward Jones

Karen Reeves, CFP Financial Advisor, Edward Jones

***** Sue Smith, AVP, Banking Center Manager, Comerica Bank

Heather Vosburgh, C.S.R for Personal Lines, C.L. Van Deventer Insurance

David A. Deaton, Agency Owner, Farm Bureau Insurance

The Chamber Ambassadors are dedicated volunteers from diverse businesses through the Battle Creek area. Their mission is to welcome, nurture, and recruit new *Chamber members; act as goodwill* representatives at Chamber functions and aid in the support of Chamber members. Interested in becoming an Ambassador? *Call us to find out more!*

 $\star = Star Ambassador$

Report From the Board Chairman

Bud Dunn, Atlas Sales President

The Chamber is committed to enhancing the business climate in Battle Creek. Your Battle Creek Area Chamber is led by a dedicated staff and supported by a great board of business and community leaders working together to

make the Battle Creek Area Chamber the influential voice of business. I am honored to represent the Battle Creek Area Chamber of Commerce as Chair of the Board of Directors for 2016–2017.

2015–2016 was an amazing year for the Chamber. If I could sum your Chamber's year up in a couple words, they would be positive change. Your Chamber Staff led by Kara Beer worked tirelessly with the Chamber membership, elected officials, and community stakeholders to engage our community for positive change. This year, we engaged over 15,000 members through 126 Chamber led specific events, including a growing capstone event called Backyard Burgers & BrewsFest at the downtown Festival Market Square, Pub & Grub Fest in February and Fall into the Arts in October and Spring into the Arts in May. My hope is that if you have not attended these great events that you consider doing so in 2017. They have an amazing sense of community and really takes advantage of all the great work that has been done to improve the downtown experience.

As we look to the coming year, your Chamber Staff & Board of Directors will put into motion the 3 year strategic plan that we finalized in September of 2016. Kara has worked very hard to craft a Strategic Vision and Plan for your Chamber that will expand the Chamber's support of its members, grow the Chamber's influence, and position us to continue to advocate for positive change in our community. I welcome you to stop in and check out one of our Eye Openers, or attend one of our networking events, or play in our annual Golf Outing. We always have lots of fun, and we always aim to create opportunities to learn and network with your business community.

Thank you for being a Chamber Member and Cheers to Battle Creek.

Bud Dunn

Atlas Sales President Chair, Battle Creek Area Chamber of Commerce









Jennifer Blank, Accounting Manager



Andrea Allen, Sales Specialist

In addition to the staff we hosted five (5) interns from various high school/college and universities in Michigan.





october

11	Tuesday	Eye Opener Breakfast & Business Expo
17	Monday	Leadership Battle Creek
19	Wednesday	Seminar: Leadership Lessons to Get Mind Capture and Keep More Clients
21	Friday	Fall into the Arts

november

1 Tuesday	Business After Hours Mixer: Sam's Club
9 Wednesday	Thoughts, Resources & Food Series: Recess for Professionals
18 Friday	Military Appreciation Luncheon
21 Monday	Leadership Battle Creek
22 Tuesday	Eye Opener Breakfast & Business Expo
26 Saturday	Small Business Saturday

december

Meet-N-Eat: Speed Networking	
Java & Beer	
Thursday Women in Business Luncheon	
Leadership Battle Creek	

lanuarv

10	Tuesday	Eye Opener Breakfast & Business Expo	
16	Monday	Leadership Battle Creek	
18	Wednesday	Thoughts, Resources & Food Series: Recess for Professionals	
26	Thursday	Java & Beer: Happy Hour (4–5 p.m.)	
~			

february

9	Thursday
14	Tuesday
20	Monday
25	Saturday

Women in Business Luncheon Eye Opener Breakfast & Business Expo Leadership Battle Creek Pub & Grub Fest

march

2 Thursday	Meet-N-Eat: Speed Networking	
14 Tuesday	Eye Opener Breakfast & Business Expo	
20 Monday	Leadership Battle Creek	
22 Wednesday	Thoughts, Resources & Food Series: Recess for Professionals	

16 Mond 18 Wedn 26 Thurso

for details & updates, visit battlecreek.org

april

6	Thursday
11	Tuesday
17	Monday
20	Thursday
27	Thursday

Java & Beer: Happy Hour (4–5 p.m.) Eye Opener Breakfast & Business Expo Leadership Battle Creek Women in Business Luncheon

Meet-N-Eat: Speed Networking

may

9	Tuesday	Eye Opener Breakfast & Business Expo	
15	Monday	Leadership Battle Creek	
17	Wednesday	Business Excellence Awards & Leadership Battle Creek Graduation	
19	Friday	Spring into the Arts	
24	Wednesday	Thoughts, Resources & Food Series: Recess for Professionals	

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2	2 Friday Silent Observer Golf Outing	
13	Tuesday	Eye Opener Breakfast & Business Expo
21	Wednesday	Chamber Annual Golf Outing

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6	Thursday	Women in Business Luncheon
11	Tuesday	Java & Beer
19	Wednesday	Thoughts, Resources & Food Series:
		Recess for Professionals

august

8 Tuesday

26 Saturday

31 Thursday

Java & Beer Backyard Burgers & BrewsFest Java & Beer: Happy Hour (4–5 p.m.)

september

12	Tuesday	Eye Opener Breakfast & Business Expo	
20	Wednesday	Thoughts, Resources & Food Series: Recess for Professionals	
28	Thursday	Meet-N-Eat: Speed Networking	

For Additional Information and to Make Reservations Call Us at 269.962.4076

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August 2016

Hungry Howie's Pizza Best Western Red Roof Inn & Suites Family & Children Services Mattress Mart Hogzilla Christman Screenprint/ Ad-Wise, Inc.

September 2016

Wilson Cyber Security Group William Jones Cereal City Advertising Towne Place Suites TSYS Merchant Solutions



November 2016 45 Year Anniversarv Associated Construction

25 Year Anniversary Duncan Aviation

10 Year Anniversary Radiology Consultants -Open MRI

December 2016 90 Year Anniversarv Comerica Bank

25 Year Anniversary Varnum, Riddering, Schmidt & Howlett LLP

15 Year Anniversary Teal Run Apartments

5 Year Anniversary Alan Ivany, Sellen Repair



give them THE GIFT of FLAVOR Make your holiday reservations today. We have gift certificates in any denomination.



member ribbon cuttings



Community HealthCare Connections, home of the Nursing Clinic of Battle Creek, recently moved into its own building in the downtown district at 62 East Michigan Avenue. This building has been proudly dedicated in honor of one of the founding physicians of the Clinic, Dr. John J. Collins, who has given over 25 years of service.



The Goodwill Store, located at 15383 South Helmer Road, Battle Creek, originally opened in 1980, was re-opened on Friday, July 17! A significant portion of the funding for our programs comes from sales of donated items in our retail stores. Merchandise for our stores is provided through the generous donations of items from the community.



Calhoun County Visitors Bureau (CCVB) celebrated their Grand Opening on October 1 at 34 W. Jackson Street in Battle Creek. The new welcome center space is located on the first floor of the Riverwalk Center and includes many features to welcome visitors to the community. Gifts are also for sale including Battle Creek t-shirts, Pure Michigan, and hand crafted items made in Battle Creek.



Generation E Institute and The Center for Entrepreneurship of South Central Michigan celebrated their new location with a ribbon cutting at 34 W. Jackson St., Suite 2A. Generation E Institute offers entrepreneurship education to any community. If you are interested and would like to have entrepreneurship education in your schools, contact us today at www.genei.org or 269.441.1238.

2015–2016 highlights



CUTTINGS

The second secon

Representation at the **U.S. Chamber of Commerce Committee of 100 Meetings** (twice annually)

Representation at the U.S. Chamber of Commerce Government Affairs Conference

Representation at the Michigan Association of Chamber Professionals

Kara Beer, President graduated Institute of Organization Management from the University of Arizona



Graduated 15 from the first revamped Leadership Battle Creek class

Graduated 10 Young Entrepreneurs from the Young Entrepreneurs Academy

Attended Annual Chamber Day at the Capitol Over 320 attendees at the Annual Business Excellence Awards Staff representation on **11 different** local chamber members board of directors





Over programs of networking and professional development



community at large events

annua report

strategic planning session

bimonthly newsletters

e-newsletters



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Visiting Angels of Eaton & Calhoun Counties a network of independently owned home care agencies is the nation's leader for providing nonmedical senior care. Visiting Angels can provide in-home care, respite care, senior personal care, elder care, and companion care so that your loved ones can continue to live independently in their own homes. For more information, contact Rich Wright at **517.861.2298** or email **richw@visitingangels.com**.



Brad Gray's Auto Body celebrated their ribbon cutting December 4. Offering full collision and frame repair as well as paint, we try to make things easy for our customers, all they have to do is file their claim and we do the rest of the work so they don't have to. We offer FREE estimates and there is NO appointment necessary. Office hours are Monday–Friday 8:00 a.m. to 5:00 p.m. We do not close for lunch.



Specialized Staffing is excited to have their new Battle Creek location officially open. Our associates know the importance of finding a position that best suits life goals and we are now able to achieve this in Battle Creek! We can be reached at **269.963.9633**, 249 W. Michigan Ave, or at **www.specializedstaffing.com**.



Kool Family Community Center ribbon cutting included Chamber of Commerce Ambassadors, city dignitaries, donors and local residents designating the completion of the lobby mural created by local artist Xenia Rose. The mural and other improvements were supported by the generous donation of Norman Reister honoring his mother and the many hours she spent at the Kool Family Community Center.



Lakeview Ford Collision Center offers a wide range of services for Ford vehicles as well as all other domestic, foreign and commercial vehicles. They are the local experts in specialized aluminum repairs which meet Ford requirements. We work with all insurance companies. No appointment needed for an estimate. Customers looking for repair of damaged vehicles can stop by and ask for Kent Love, Collision Center Manager, for a free estimate.



Pro DJs opened its doors for business in 2006 offering professional MC/DJs, audio, and lighting services for wedding receptions, corporate events, school functions, and any social event. Averaging 180 events a year gives us the experience that any event deserves. Please visit our website at **www.prodjsmichigan.com**, or see us in person, by appointment only at 2775 W. Dickman Rd STE I, Battle Creek.



Biggby Coffee on Columbia Ave, next to Friends & Co., recognizes each customer as an individual, and does everything they can so customers leave in a better mood than when they arrived. Positivity and caffeine can do miraculous things, and the staff at Biggby Coffee Store #448 are really excited to make friends and inspire happiness in Battle Creek!



Urban League of Battle Creek celebrated their 50th Anniversary at a ribbon cutting event March 23. The Urban League of Battle Creek has been working to change lives; one person, one family and one neighborhood at a time, for 50 years! For more information visit their website at ULBC.ORG or call **269.962.5553**.

2016–2017 events & programs



- Business After Hours
- Meet-n-Eat: Speed Networking
- Eye Opener Breakfast & Business Expo
- Java & Beer
- Java & Beer: Happy Hour
- Ribbon Cuttings
- Pub & Grub Fest
- Military Appreciation Luncheon
- Women in Business Luncheons
- Ambassadors
- Silent Observer Golf Outing
- Chamber Annual Golf Outing
- Business Excellence Awards
- Fall/Spring into the Arts
- Backyard Burgers & BrewsFest
- Party Politics
- Small Business Saturday
- Sophomore Future Track
- Military Affairs Committee
- BC Vision Workforce Development Committee
- Board of Director Meetings
- Bigs in Business Big Brothers Big Sisters
- Leadership Battle Creek
- Seminar: Leadership Lessons to Get Mind Capture
 and Keep More Clients
- Seminar: Overtime Laws
- Society of Emerging Local Leaders
- Thoughts, Resources & Food Series: Recess for Professionals
- Military Ball



for details & updates, visit battlecreek.org

Advocacy for Business

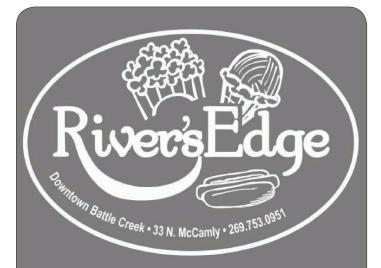
- Thoughts, Resources & Food Series: Recess for Professionals
- Business After Hours
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- Leadership Battle Creek
- Seminar: Leadership Lessons to Get Mind Capture and Keep More Clients
- Seminar: Overtime Laws
- Society of Emerging Local Leaders
- Professional Development Webinars Virtual Chamber
- Military Ball

develop Professional Development

- Thoughts, Resources & Food Series: Recess for Professionals
- Meet-n-Eat: Speed Networking
- Eye Opener Breakfast & Business Expo
- Sophomore Future Track
- Ambassadors
- Military Affairs Committee
- BC Vision Workforce Development Committee
- Women in Business Luncheons
- Board of Director Meetings
- Bigs in Business Big Brothers Big Sisters
- Leadership Battle Creek
- Seminars
- Seminar: Overtime Laws
- Society of Emerging Local Leaders
- Professional Development Webinars Virtual Chamber







Gourmet Popcorn	Now serving
Ice Cream	ICE COLD BEER
Walking Tacos	and
Coney Dogs	Frozen Cocktails!





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.



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.



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.



Biggby Coffee is open at 1125 E. Michigan Avenue! Our passion at Biggby is insuring every customer leaves the store in a better mood with an awesome beverage and breakfast snack! "We love to support the Battle Creek community and welcome anyone to contact us, about how we can help your cause!" Charles Solano, Owner/Operator.



Battle Creek Bombers hosted a 10-year anniversary celebration June 18 and announced major ballpark renovations and a slew of 10th anniversary fan giveaways! The Northwoods League affiliate also revealed a new commemorative logo for the 2016 season. Order your tickets today: http://battle-creek-bombers.northwoodsleague.tv/Ticket/Packages/. Fans can also call the team's front office at 269.962.0735 or by emailing tickets@battlecreekbombers.com.



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**.



The Deaton Agency Farm Bureau had its ribbon cutting on Thursday, June 30 and is honored to be serving the Battle Creek area. David A. Deaton, the agency owner, is new to Battle Creek and would love to have the chance to meet you. Located downtown in the historic Commerce Pointe Building at 77 Michigan Ave. E in Suite 190, they specialize in Life, Personal and Commercial insurance. Visit their Facebook page for a closer look at Facebook.com/DavidADeatonAgency.



The Green Scene Natural Living Store in Marshall is family owned and strives to provide an exceptional shopping experience of high-quality environmentally friendly consumer goods. From the moment you walk in the store you know this store is different! Visit them today at 142 W. Michigan Ave, in Marshall, MI 49068, 269.558.8080.



R & R Spa Tanning and Spa is open and invites you to treat yourself to a day of pampering with their full-service day spa and to experience all of the exceptional services and state-of-the-art equipment to enhance your well-being. Located in the Minges Creek Athletic Club, for more information call, 269.282.1634 or visit rrtanningandspa.com.



Consumers Professional Credit Union cut the ribbon on their new, state-of-the-art Battle Creek building on June 24. Located at 687 Capital Ave SW, with a drive-up ATM, two drive-through lanes and expanded lobby, they are ready to serve you! Visit www.cpcu.co or for more information contact: mdavis@cpcu.co or call 517.372.2400.



Fairfield Inn Battle Creek located at 4665 Becklev Road. celebrated their re-grand opening on July 20. The hotel was able to show off their \$1.5 million dollar renovation of the property with tours and a ribbon cutting. The beautiful hotel is ready for your group or traveler's coming to visit the Battle Creek area. To see our new renovations and for more information, please visit: www.marriott.com/btlfi or come out for a personal tour!



paper & i located in historic downtown Marshall offers many unique items such as wall signs, journals, stationery, and eclectic gifts. They would love to share their happy place with you! Please stop by Monday thru Saturday from 10 a.m. - 5:30 p.m. and Sunday 12 - 4 p.m. Contact them at paperandi@yahoo.com, 269.781.8200, or paperandi.com.

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Sprout Farmstand located at 245 Kendall St., celebrated it's grand opening and launch of its new farmer incubator program with a Ribbon Cutting! There will be 90 Kellogg volunteers doing various jobs around the farm from 12 – 5 p.m. For more information about Sprout Farmstand please call 269.962.3003.



Jersey Giant Subs is a modern-day family business; a throwback to simpler times. Their family believes the reason is pretty simple: They still take pride in the subs they make for their valued customers — and expect to be not just accountable, but personally accountable if they ever fail to deliver on that commitment. We were excited to cut ribbon with them on September 15 at their new location in Battle Creek.



110th Attack Wing marked its transition to the MQ-9 Reaper mission with a Ribbon Cutting on September 17, 2016, for its new RPA operations facility. The event was attended by a host of elected officials, distinguished visitors and local media. We are very proud to have such a fine unit in our community!



We cut ribbon at **Plumeria Botanical Boutique** on Friday, September 30 to celebrate their official grand opening! They are located at 1364 Michigan Avenue and offered food, music, door prizes, games and more at their Grand Opening celebration! Please visit Plumeria the next time you are in need of your next floral arrangement or unique gift.



Rivers Edge Popcorn & Ice Cream located at 33 N. McCamly Street celebrated with ribbon on Thursday, October 6 as they are preparing for a busy holiday season. Stop in to check out all of their holiday treats and gift ideas for your staff and loved ones. Also, Rivers Edge Popcorn & Ice Cream has been selected as this year's Warming House for the International Festival of Lights from November 19 until December 31 here in Downtown Battle Creek.

Premium Office Space and Co-Hab Workspace for Rent 1 2 I i I \$375 per month

Marketplace Office

- 1 Person Desk
- Storage/Filing Cabinet
- Furniture
- Restroom Access

Tower View Office \$300 per month

- 1 Person Desk
- Eurniture
- Restroom Access

The Loft Suite

- \$450 per month
- 2 Person Office with Table and Chairs
- Furniture
- Restroom Access

Training & Meeting Space Available

\$50 per day

- Seating up to 40
- Wi-fi Included
- Conference Call Capabilities

Located in a prime location, enjoy the convenience of walking everywhere downtown Battle Creek! Contact the Chamber at 269.962.4076 for more details.





When you need emergency care and call 911, you can rely on LifeCare Ambulance trained paramedics and EMT's to respond. We rely on your help too. Please consider giving to the LifeCare Ambulance Endowment Fund at the Battle Creek Community Foundation. Your tax-deductible donation will help provide scholarships to students and purchase advanced emergency medical equipment. Thank you.

> **AMBULANCE SERVICE** Your not-for-profit community service

Give online at lifecareems.org or call 269.969.8844



CTS has grown our fiber trunk throughout SW Michigan like a mighty oak. Rake in our services and jump into a pile of data.

If we could make our fiber taste like Pumpkin Spice,

269.746.4411 WE WOULD. CTSTELECOM.COM



We have expanded our bakery into a fabulous one stop shop where you can get a creative cake, lunch, or even catering services! Stop in to see all that we have to offer!

928 West Columbia Ave. • 269.968.7136









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 Equal Housin by NCUA Opportunity

LABOR & EMPLOYMENT LAW

getting the iob 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.



WE LISTEN | WE UNDERSTAND | WE DELIVER



Battle Creek | Grand Rapids Kalamazoo | St. Joseph kreisenderle.com





we're so proud!

Thanks to everyone for their hard work

The Battle Creek Area Chamber of Commerce is proud to be a 5-star accredited Chamber of Commerce. The U.S. Chamber of Commerce has awarded us with the 5-Star Accreditation. This prestigious honor puts us among the top 1% of chambers nationwide and distinguishes the high quality, expertise, and strong leadership displayed by Accredited state and local chambers of commerce.

Our task: demonstrate competency in 9 core areas ranging from finance to facilities. The result of our hard work is evidenced by this impressive rating. But in truth, we should all be extraordinarily proud of this milestone achievement. As the only national program recognizing chambers for their effective organizational procedures and community involvement, Accreditation allows us to renew, improve, and promote sound business practices, policies, and procedures.



2015–2016 fiscal year

Battle Creek Area Chamber of Commerce

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