



a publication of the Battle Creek Area Chamber of Commerce

January – February 2016

welcome new members

Bob Evans
Quality In Real Time, Inc
Vision Packaging & Logistics Inc.
Applebee's
Umami Ramen
Lakeview Lounge
Mancino's Pizza & Grinders
Swonk's Flower Shop
Lawson Printers Inc.
Michigan Tile & Carpet Co.
Starbucks
Mango Healthy Fruit and Food
Lighthouse Leadership
Austin Rinard
Heritage Cleaners
Brad Gray's Auto Body, LLC
Marty's Fast Express, LLC
Paper & I
Franke Center for the Arts
Graphics 3
Medler Electric Company

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.

eye opener breakfast program

Tuesday, January 12, 2016
7:30 a.m. – 9:00 a.m.

A Tale of Two Cities

Battle Creek & Springfield Mayoral addresses



Sponsored by: Comcast

Location: Kool Family Community Center



Once upon a time there were two cities . . . WAIT . . . there are many thriving cities within the southwest region of Michigan that are strengthening and growing on a continual basis. Luckily, we are able to offer you a chance to hear from two of these cities at the Chamber's January Eye Opener Breakfast & Small Business Expo as Comcast Spotlight brings to you A Tale of Two Cities—Battle Creek and Springfield. Join Comcast and us as we hear from Battle Creek's Mayor, **Dave Walters**, and Springfield's Mayor, **Harry Burdett**, as they address the tales of two amazing and thriving communities in our area.

Also, engage and connect with your Chamber network by sharing your company's story with everyone in attendance by participating as a vendor at the Small Business Expo portion of the morning. Attendance and participation during the Chamber's Eye Opener Breakfast & Small Business Expo is a great way to take advantage of one of the many benefits already included with your membership. Vendor tables are available on a first come, first served basis as spaces are limited.

Contact the Chamber today at 269.962.4076 to reserve your space today. Or, email Nadina Williams-Barrett at nwilliams@battlecreek.org. Potential members and the general public are also welcomed to join us for a minimum cost of \$10 per person.



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



calendar of *events* January – February

Friday, January 1

New Year's Day
Office Closed

Tuesday, January 12

Eye Opener Breakfast & Small
Business Expo, 7:30 a.m.,
Kool Family Community Center

Wednesday, January 20

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

Thursday, January 21

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

Wednesday, January 27

Military Affairs Committee,
3:00 p.m., Riverwalk Board Room

Wednesday, January 27

Business After Hours,
Java and Beer
4:00 p.m., Chamber Offices

Tuesday, February 9

Eye Opener Breakfast & Small
Business Expo, 7:30 a.m.,
Kool Family Community Center

Thursday, February 18

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

Saturday, February 20

Pub & Grub Fest,
11:00 a.m. – 6:00 p.m.,
Festival Market Square

Wednesday, February 24

Military Affairs Committee,
3:00 p.m., Riverwalk Board Room

Thursday, February 25

Retail Boot Camp,
9:00 a.m. – 12:00 p.m.,
Battle Creek Community Foundation
Community Room

Monday, February 29

CEO Roundtable, 3:30 p.m.
Chamber Board Room

member anniversaries*

45th Anniversary

Burr Engineering

25th Anniversary

Cedar Creek & Cedar Farms
Golf Clubs
Omni Community Credit Union
Riverside Screw Machine Products
Southern Michigan Bank & Trust

20th Anniversary

Calhoun County Visitors Bureau
Current Electric of Battle Creek

15th Anniversary

Landmark Farms
TLC Eye Care and Laser Centers

10th Anniversary

Cereal City Auto Parts
Doors Unlimited

5th Anniversary

Barista Blues Café
OTP Industrial Solutions
Region 3B Area Agency on Aging

***Member anniversaries will be recognized at the January 12
Eye Opener Breakfast.**

Chamber Refund & Cancellation Policy

Please visit battlecreek.org for our complete policy details.

Editorial Policy: Articles written by outside authors do not necessarily reflect the views or positions of 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 bi-monthly by the Battle Creek Area Chamber of Commerce.

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

Nadina Williams-Barrett – Member Relations Specialist

chamber corner

Graduated from University of Arizona Institute for Organization Management



The Institute for Organization Management, the professional development program of the U.S. Chamber of Commerce Foundation, is pleased to announce that Kara Beer, IOM, President, of the Battle Creek Area Chamber of Commerce, has graduated from the program and has received the recognition of IOM. Awarded to all graduates of the Institute program, the IOM Graduate Recognition signifies the individual's completion of 96 hours of course instruction in nonprofit management. In addition, participants can earn credit hours toward the Certified Chamber Executive (CCE) or Certified Association Executive (CAE) certifications. Nearly 1,000 individuals attend the Institute annually.

"Institute graduates are recognized across the country as leaders in their industries and organizations," said Raymond P. Towle, IOM, CAE, the U.S. Chamber Foundation's vice president of Institute for Organization Management. "These individuals have the knowledge, skills, and dedication necessary to achieve professional and organizational success in the dynamic association and chamber industries."

Since its commencement in 1921, the Institute program has been educating tens of thousands of association, chamber, and other nonprofit leaders on how to build stronger organizations, better serve their members and become strong business advocates. Institute's curriculum consists of four week-long sessions at five different university locations throughout the country. Through a combination of required courses and electives in areas such as leadership, advocacy, marketing, finance, and membership, Institute participants are able to enhance their own organizational management skills and add new fuel to their organizations, making them run more efficiently and effectively.

Institute for Organization Management is the professional development program of the U.S. Chamber of Commerce Foundation. It is the premier nonprofit professional development program for association and chamber professionals, fostering individual growth through interactive learning and networking opportunities.

Congratulations, Kara!





Thursday, March 10, 2016
4:00 p.m. – 6:00 p.m.

Bowl for Kids' Sake!

Supporting Big Brothers Big Sisters

Location: Nottke's Bowl, 775 W. Columbia Ave, Battle Creek

Bowl for Kids' Sake is a fun and easy way for you to support the life-changing work of Big Brothers Big Sisters. All you have to do is form a fundraising team, register, collect donations, and show up for your scheduled bowling party! By participating in Bowl for Kids' Sake, you will help match more children in your community with dedicated, caring mentors.

We hope you'll join us at the Battle Creek Area Chamber of Commerce members only event on Thursday, March 10 at 4:00 p.m. at Nottke's Bowl!

Contact the Chamber at **269.962.4076** or Nadina Williams-Barrett at nwilliams@battlecreek.org to reserve your lane today!



**Big Brothers
Big Sisters**
of Battle Creek

Monday, February 29, 2016
3:30 p.m. – 4:30 p.m.

CEO Roundtable

Exchange of Information, Insights and Expertise

Location: Chamber Board Room

Are you a CEO or business owner looking for a group of peers for proactive, solution seeking discussions and results? If so, join the Chamber's CEO Roundtable discussions which brings together presidents and business owners in groups of noncompeting companies to help with key upper management level issues.

The Chamber's CEO Roundtable group can enhance your leadership skills by:

- Enhancing your decision making skills
- Being a part of an exclusive top management level peer group
- Heightening your ability to predict trends and local issues
- Utilizing a CEO-level sounding board for proactive thinking and discussions

The next CEO Roundtable discussion will take place at the Battle Creek Area Chamber of Commerce's office located at 34 W. Jackson St., Suite 3A from 3:30-4:30 p.m. Seating is limited.

Contact the Chamber at **269.962.4076** to reserve your seat today.

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Phil Wrzesinski is a captivating speaker, teacher, author, and award-winning retailer as owner of Toy House and Baby Too in Jackson, MI. Toy House and Baby Too store was named "One of the 25 Best Independent Stores in America" in the book RETAIL SUPERSTARS by George Whalin (2009). His presentations are fun, engaging, and packed with tools that you can apply right away to get the same kind of success in your business.

Thursday, February 25, 2016 Raising the Bar for Your Customers

Time: 9:00 a.m. – 12:00 p.m.

Catered by: Bob Evans

Location: Battle Creek Community Foundation Community Room

Customers have become demanding. They know they hold all the cards. Their shopping options are unlimited. They are expecting more and are expecting you to be at your best. This presentation will show you how to meet the demands of today's shopper and how to exceed her expectations at every turn. You will walk away with incredible ideas of how you can surprise and delight even the pickiest customers to the point that they cannot wait to return and bring their friends with them.

SAVE THE DATES!



Thursday, March 24, 2016 Generating Word of Mouth Advertising

Thursday, April 21, 2016 Turning Your Staff into a Work of Art

Cost: \$99 for ALL THREE sessions or \$45 each

For additional information contact the Chamber at **269.962.4076** or, email Nadina Williams-Barrett at **nwilliams@battlecreek.org**.



Saturday, February 20, 2016 Pub & Grub Fest

Location: Festival Market Square in Battle Creek

Time: 11:00 a.m. – 6:00 p.m.

Flippin' hot! February is about to get a few degrees hotter than normal when some of Battle Creek's finest restaurants spice up their favorite soup and chili recipes at the Battle Creek Area Chamber of Commerce's annual Pub & Grub Fest. Add to that brews, hot chocolate and festive music as we warmly embrace the magic of the season.

Visitors will have the opportunity to vote for their favorite Battle Creek soup or chili recipe in a formal judging competition.

Attendance is free. Soup, Chili and Brews will be available for sale at the event separately. We will also have a full cash bar.

Don't miss this great opportunity to participate in one of the Battle Creek's newest, delicious and most festive events!

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*APY=Annual Percentage Yield. 4.00% APY is earned on eChecking account deposit balances up to \$15,000 per month. Rate subject to change.

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spectacular ambassador



Stephanie Breitbach, with Ermisch Travel of Battle Creek, Inc., has been a Chamber Ambassador since 2006. She has lived in Battle Creek her whole life and is a proud graduate of Battle Creek Central High School. Stephanie began her career at Ermisch Travel working on a co-op basis while still in high school, and now has a hand in all aspects of the exciting field of travel, as well as the new Ermisch Travel endeavors: Inge's Place and the Buy Local Market created by Stephanie's son, Atlee McFellin. Stephanie is also a member of the Altrusa Club of Battle Creek and is on the board of her condominium association.

Thank you Stephanie for your commitment to the Battle Creek Area Chamber of Commerce!

Tuesday, February 9, 2016

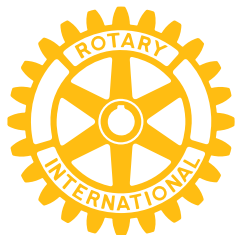
7:30 a.m. – 9:00 a.m.

Eye Opener Breakfast & Small Business Expo

Join Leaders. Exchange Ideas. Take Action.

Sponsored by: Rotary Club of Battle Creek and Cereal City Sunrise Rotary Club

Location: Kool Family Community Center



Join us at our February Eye Opener Breakfast & Small Business Expo as we learn more about the oldest service clubs in Battle Creek, beginning less than ten years after the formation of Rotary International in 1905, the Rotary Club of Battle Creek and Cereal City Sunrise Rotary Club. Did you know that the Rotary Club of Battle Creek and Cereal City Sunrise Clubs are the fastest growing service clubs in the region? No matter where you are in the world, when you're a Rotarian, there's a Rotary there to welcome you. They're here to welcome you locally, nationally, and globally.

Check out both service clubs on Tuesday, February 9, 2016 and learn more about all of the services, networking opportunities, and fellowship they provide to our community.

Also, engage and connect with your Chamber network by sharing your company's story with everyone in attendance by participating as a vendor at the Small Business Expo portion of the morning. Attendance and participation during the Chamber's Eye Opener Breakfast & Small Business Expo is a great way to take advantage of one of your many benefits already included with your membership. Vendor tables are available on a first come, first served basis as spaces are limited.

Contact the Chamber **269.962.4076** to reserve your space today. Or, email Nadina Williams-Barrett at nwilliams@battlecreek.org. Potential members and the general public are also welcomed to join us for a minimum cost of \$10 per person.

Wednesday, January 27, 2016

4:00 p.m. – 6:00 p.m.

Business After Hours Mixer

Java & Beer OR Beer & Java

Location: Battle Creek Area Chamber of Commerce

Back by popular demand, Java & Beer is returning at our January Business after Hours mixer as we kick off 2016 with networking and a focus on small business. We are expanding our services for small businesses in 2016 with the availability of four new Executive Business Suites. These suites will offer small businesses the opportunity to move into a pro-business and established office space with a focus on collaboration and growth.

Java & Beer is the Chamber's new networking program geared towards engaging members with an opportunity to share their insights and expertise. Typically held in the mornings for coffee hour, we are hosting an evening Java & Beer Business After Hours mixer to further promote the opportunity to become a part of an exclusive and elite group of peers. There's also still room to join the Java & Beer mug club for only \$20. You'll receive a one of a kind beer stein and build your contacts through this club.

Join us on Wednesday, January 27 to kick start 2016 through networking and building your contact list.

U.S. Chamber's Institute Awards Kara Beer of Michigan the Regent Scholarship

Institute for Organization Management, the professional development program of the U.S. Chamber of Commerce Foundation, is pleased to announce that Kara Beer, President, of the Battle Creek Area Chamber of Commerce, has been awarded a Regent Scholarship. Given to professionals across the country, the Regent Scholarships recognize each recipient for their involvement in industry professional organizations, community service, and professional background.

"Regent scholarships offer executives the opportunity to attend Institute and learn about emerging industry trends, expand their organizations' influence, and grow their peer network," said Raymond P. Towle, IOM, CAE, vice president of Institute for Organization Management at the U.S. Chamber of Commerce Foundation. "We are pleased to help these talented professionals advance their careers and organizations."

Since 1921, the program has been educating tens of thousands of association, chamber, and other nonprofit leaders on how to build stronger organizations, better serve their members and become strong business advocates. Through a combination of required courses and electives in areas such as leadership, advocacy, marketing, finance, and membership, Institute participants are able to enhance their own organizational management skills and add new fuel to their organizations, making them run more efficiently and effectively.

At the completion of the four-year curriculum, each of the recipients will receive the IOM graduate recognition, signifying completion of 96 hours of course instruction in nonprofit management and their commitment to the industry.

member's business spotlight

FRANKE CENTER FOR THE ARTS

Line-up Announced for the American Roots Festival on January 16

The Franke Center for the Arts in Marshall, Michigan is excited to announce the main stage lineup for their American Roots Festival, scheduled for Saturday, January 16, 2016. A new music event on the calendar, this evening of music promises to bring an eclectic mix of music and talent to The Franke Center stage.

Opening the evening will be folk singer/songwriter Joel Mabus. One of the first indie folksingers to start his own label, Fossil Records. Mabus will be followed by the Royal Garden Trio from Detroit. "Vintage Jazz" would be the best way to describe this trio's performances, reviving a 1920's/1930's jazz sound. Taking the main stage last will be Lindsay Lou and the Flatbellys. Touring nationally and internationally behind their newest record, Ionia, they exude a feeling of happiness that formerly only dusty dance-floors, the sweeping shuffle of boots, and the afterglow of moonshine could conjure up.

Tickets are \$23 advance, \$25 day of the show. Students are half price. *Make your plans now to be at The Franke for this great event!*

Chamber Board to begin strategic planning process January 2016

Our Chamber and the community are experiencing great forward momentum changes. Pervasive, rapid change affects communities, economies, politics, demographics, services, business models and the very nature of belonging to a group such as a chamber of commerce.

The Battle Creek Area Chamber of Commerce must adapt because its members must adapt. In hopes that this plan will be balanced with new strategies to move our members toward an envisioned future. The planning process will begin in January 2016 with surveying our membership.

Be a part of this process and ask how you may engage in the process.



Leadership Workshop Announced — LeaderStep7: The 7 Steps of Intentional Leadership

Experience alone is not the best teacher, and yet we continue to place people into management and leadership positions to gain "experience" without training or coaching. Most employees want to do a good or even great job, and most bosses want to be good or great leaders. The problem is we just don't know how.

This workshop is designed to give leaders a path to effective leadership. The 7 Steps are designed for all levels of leadership and management to learn, apply, practice, and create a personal leadership brand that engages employees to excellence, and builds loyal, productive teams.

Join us Friday, February 5, 8:00 a.m. to 3:00 p.m. at W.K. Kellogg Foundation, 1 Michigan Ave East, Battle Creek, MI. Offered nationally for \$199, generous event sponsors make this exceptional learning opportunity available in Battle Creek at a deeply discounted rate. Cost is only \$25 in advance and \$30 at the door. (Includes a light breakfast and lunch.)

Pre-registration required. A maximum of 10 participants per organization, with a wait list available.

To register, please contact Nonprofit Education and Training Institute at Kellogg Community College at 269.965.4134.



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event highlights



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.



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.



Fancy Nancy's Boutique celebrated their Grand Reopening on Friday, October 2 at 80 W. Michigan Avenue here in Downtown Battle Creek. Fancy Nancy's Boutique is committed to providing shoppers an upscale retail experience, so if you're looking to create or add to your own style, or support local – escape to Battle Creek's premier shopping destination in Downtown Battle Creek.



Brad Gray 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.



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.



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.



Mango Healthy Fruit and Food celebrated their ribbon cutting at 2245 W. Columbia Ave Unit 102 (Helmer & Columbia). Mango Healthy Fruit & Food is 100% natural, delicious & fresh. Change your habits, change your future! Visit us today in person or online at www.mangobc.com.



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.



Battle Creek Area Chamber of Commerce

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



This season, we wish you
icy cold **SNOW FLAKES**,
steaming hot chocolate,
ENDLESS belly laughs,
and plenty of warm hugs.

Happy New Year!

with love,

The Staff and Board of Directors at the
Battle Creek Area Chamber of Commerce

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