welcome new members

- AFLAC
 - Cliff Rensberger
- Girl Scouts Heart of Michigan
- Kalamazoo Area Christian Retirement Assoc.
- MCS Marketing
- Sprint
- Tim Harvey State Farm

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 misson

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.





PRESIDENT'S CORNER

By Kara Beer, IOM, MPA

Our Chamber has experienced a continued strong financial position, growing membership numbers and revenue, and healthy member satisfaction ratings. We want to build on this success and improve our value proposition by serving

the highest needs of our community, now and far into the future. By crystalizing our strategy, and aligning our resources to achieve that, we can enhance our membership offerings ensuring that we provide the information, counsel, resources, services, training, and other benefits needed to make membership easier and helping members to be more successful. We'll work to elevate the capabilities and brand of the Greater

Battle Creek Area and our Chamber of Commerce, so that we can best promote, serve and improve our community.

The Battle Creek Area Chamber of Commerce connects and empowers Chamber members to have the courage and confidence to be catalytic leaders addressing the communities' greatest issues. We provide catalytic leadership and uniquely engage community stakeholders to advance impactful public policy, build cross-sector partnerships, and create broad-based economic prosperity.

The Chamber has always provided great opportunities to meet community peers establishing a strong network of like-minded professionals while also growing the number of engagement opportunities to help you build and cultivate strong relationships. We're consistently providing passionate leaders from various backgrounds opportunities to share industry knowledge and expertise with other community and Chamber members.

Also, the Chamber creates opportunities to have discussions on how to make your business and organization thrive. We're stronger together, and group brainstorming along with establishing a reliable professional network are keys to improving your organization in an ever-changing global economy.

1. Be a Center of Excellence

Be the number one resource for best-practice and innovative resources and information for the community.

2. Storytelling

Help Chamber members craft their narratives, and serve as a platform and megaphone for Chamber member success stories.

3. Community Advocacy

Provide the information, connections and services that'll help Chamber members deal with the greatest challenges within our community so they can best promote, serve and improve our region.

4. Organizational Excellence

Ensure the Battle Creek Area Chamber of Commerce is the best organization it can be for staff and members.

In 2020, the Chamber's launch of a new strategic direction, goals and horizons is upon us. Listed above our the four pillars that we hope you'll join us in tackling over the next three years.

To learn more about the new strategic plan, or how you and your organization may engage with the Chamber into the future, please contact President Kara Beer.









member

65 Year Anniversary

• Plante & Moran, PLLC

50 Year Anniversary

• Lakeview Veterinary Clinic

45 Year Anniversary

• Battle Creek Shopper News

30 Year Anniversary

- OMNI Community Credit Union
- Riverside Golf Operations, LLC
- Southern Michigan Bank & Trust

25 Year Anniversary

• Calhoun County Visitors Bureau

20 Year Anniversary

- Landmark Farms, Inc.
- Specialty Eye Institute

15 Year Anniversary

- Cereal City Auto Parts
- Doors Unlimited, LLC

10 Year Anniversary

- Barista Blue's Café
- Carewell Services Southwest
- Coordinating Council
- Generations Financial Planning & Wealth Management
- Indian Trails, Inc.

5 Year Anniversary

D-K Fence Company

1 Year Anniversary

- Ambitions Health + Nutrition LLC
- Austin Rinard, CFP
- Battle Creek CSI SecondMuse
- Battle Creek Family Chiropractic
- Custer Inc.
- Express Employment Professionals
- Fifth Third Bank Battle Creek
- Hospice Care of Southwest Michigan
- Oaklawn
- Squirrel Hollow Golf Course

ANNOUNCING NEW MEMBER 2 MEMBER (M2M) DISCOUNTS!

The Chamber's Member 2 Member Discount (M2M) Program encourages Chamber member businesses, organizations, and their employees to prefer other Chamber members when making buying decisions. Also, these discounts help you and your employees save MONEY when shopping with other member businesses. We're excited to share with you four new ways to save with the following M2M Discounts:



BC Family Chiropractic

Discount: \$40 New Patient first appointment (includes: consultation, exam, x-rays).

Contact info: Maryanne Eddy, 269.966.2006



Edward Jones

Discount: As a benefit to all Chamber members, you're entitled to a free comprehensive financial wellness check.

Contact info: Jacob Miller, CFP®, 269.962.0791



Paper & i

Discount: When you shop at paper & i, receive \$3.00 off your \$20.00 purchase for first visit. May not be combined with other sales, specials, coupons, or Patron card.

Contact info: Audrey Hoffman - Owner, 269.781.8200 • paperandi.com



Pennfield Animal Hospital

Discount: Present member card for \$10 off exam fee. Discount is applied to the price of the physical exam and cannot be used for the purchase of products.

Contact info: Jennifer - Office Manager, 269.964.0966

Visit battlecreek.org to SAVE with over 25 M2M Discounts!

BOARD OF DIRECTORS

John Banks

Chair, Motor Shop Electrical Construction Co.

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Immediate Past Chair, Graphix 2 Go

Dr. Emily Bandeen

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DENSO Manufacturing

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CAADA

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Shawn Holtz

110th Wing Commander

BATTLE CREEK AREA CHAMBER OF COMMERCE STAFF

Kara E. Beer – President

Billy Beers - Director of Marketing & Communications

Jennifer Basso – Director of Finance

Beth Pung – Operation Specialist **Konner Damerow** – Graphic Design Intern



visit battlecreek.org or the Chamber's page for the latest and up-to-date event details.

JANUARY

9 THURSDAY Leadership Battle Creek

10 FRIDAY Women in Business Luncheon | Noon – 1 p.m.

13 MONDAY State of the Community Luncheon

NEW Date & Time | 11:30 a.m. – 1 p.m.

14 TUESDAY Candidate Training Academy (Non-Partisan)

(See article pg. 5)

17 FRIDAY Java & Beer Coffee Hour | 7:30 – 8:30 a.m.

22 WEDNES. Netwalking | 11 a.m. – Noon

FEBRUARY

SATURDAY Salute to the Military Ball | 6 - 10 p.m.

(See article pg. 8)

7 FRIDAY Rap with Your Reps sponsored by Comcast |7:30-9| a.m.

11 **TUESDAY** Eye Opener Breakfast | 7:30 – 9 a.m.

Business Expo sponsored by Squirrel Hollow

Golf Course

13 THURSDAY Leadership Battle Creek

21 FRIDAY Java & Beer Coffee Hour | 7:30 – 8:30 a.m.

26 WEDNES. Netwalking | 11 a.m. – Noon

28 FRIDAY Women in Business Luncheon presents Leadercast Women

8:30 a.m. – 4 p.m.

MARCH

6 FRIDAY Rap with Your Reps sponsored by Comcast |7:30-9| a.m.

10 TUESDAY Eye Opener Breakfast |7:30-9| a.m.

Business Expo sponsored by Squirrel Hollow

Golf Course

12 THURSDAY Leadership Battle Creek

13 FRIDAY Women in Business Luncheon | Noon - 1 p.m.
 20 FRIDAY Java & Beer Coffee Hour | 7:30 - 8:30 a.m.

25 WEDNES. Netwalking | 11 a.m. – Noon

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

TAKING A CLOSER LOOK AT THE NEW LOGO

Within the President's Corner article, President Kara Beer shared the Chamber's new strategic direction, goals and horizons that are upon us (see Cover). As part of our new direction, we've established a new brand that better complements our current and future goals now and far into the future. Our brand continues to be built off of the iconography of the original logo while the colors are meant to showcase different aspects of the Chamber's goals and ideals (see below). Being the Chamber, we're one of the first fronts for welcoming people to the Greater Battle Creek Area and Calhoun County. The logo itself is meant to be warm and inviting. Redesigned to be a continuation of the use of wheat abstracted into the State of Michigan. The icon is literally waving and welcoming everyone to the area. Also, part of our brand is the wheat deconstructed into a pattern meant to resemble the bristles of wheat in the wind, illustrating the flow and flexibility of the Chamber found throughout our work.

With the new brand, this is how our colors fit within our strategic direction:

- Cobalt | Classic Chamber Blue, Governance
- Teal | Storytelling, Communication & Trustworthiness
- Crimson | Community Advocacy, Red of Jackets (Ambassadors)
- Gold | Center of Excellence, Center of Attention, Energy & Excitement
- Charteuse | Organization Excellence, Growth & Deep Roots, Commerce & Economic Growth

As we welcome and celebrate the New Year, please stay tuned into the Chamber's marketing and communication channels as we continue to roll out more aspects of what's to come. We're confident that you'll find the new brand to withstand the test of time representing our mission, vision, and strategic values as we continue to serve you, our members.



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 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



U.S. CHAMBER AWARDS BATTLE CREEK AREA CHAMBER OF COMMERCE WITH 5-STAR ACCREDITATION



The United States Chamber of Commerce, at its board meeting in early November, awarded the Battle Creek Area Chamber of Commerce with 5-Star

Accreditation for its sound policies, effective organizational procedures, and positive impact on the community. The 5-Star designation places your Battle Creek Area Chamber of Commerce in the top 1% of Chambers across the nation.

"It is critical that business leaders have a voice in the debates that will shape the business climate in their communities." said Raymond P. Towle, IOM, CAE, U.S. Chamber vice president of Federation Relations and Institute for Organization Management. "Accreditation recognizes a chamber's work to foster a healthy business climate that enhances the quality of life for its members and its community."

Accreditation is the only national program that recognizes chambers for their effective organizational procedures and community involvement. In order to receive Accreditation, a chamber must meet minimum standards in their operations and programs, including areas of governance, government affairs, and technology. This extensive self-review took 9 months to complete.

The Battle Creek Area Chamber of Commerce has demonstrated a good track record of operating a successful chamber and achieving desirable results for its members and has been an accredited chamber since 1972 and a prestigious five star chamber since 2009. The U.S. Chamber of Commerce is proud to accredit the Battle Creek Area Chamber of Commerce with our Five-Star designation for a third consecutive cycle.

"As the President of the Battle Creek Area Chamber of Commerce, I am extremely honored that we have been awarded the five star accreditation for a third time," said Battle Creek Area Chamber of Commerce President Kara Beer, IOM. The Board of Directors, members, staff and volunteers of the organization make us 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."

Local chambers are rated Accredited, 3-Stars, 4-Stars, or 5-Stars. State chambers are recognized as either Accredited State Chamber or Accredited State Chamber with Distinction. The final determination is made by the Accrediting Board, a committee of U.S. Chamber board members.

The U.S. Chamber of Commerce is the world's largest business federation representing the interests of more than 3 million businesses of all sizes, sectors, and regions, as well as state and local chambers and industry associations.

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.



OUTSTANDING CHAMBER OF THE YEAR

Mid-Size | Battle Creek Area Chamber of Commerce

The Michigan Association of Chamber Professionals awarded the 2019 Outstanding Chamber of the Year awards during the 2019 Convention and Annual Dinner on Thursday, October 24, 2019.

The Battle Creek Area Chamber of Commerce is excited and proud to be able to bring this prestigious award back home to our members and the community. In our category the finalists were: Alpena Chamber of Commerce; Dearborn Chamber of Commerce and Grosse Pointe Chamber of Commerce.

Congratulations to the Bay Area Chamber of Commerce and Hudsonville Area Chamber of Commerce for being Outstanding Chamber of the Year within the Large and Small chamber categories.

PARTNER PROGRAM — MICHIGAN CHAMBER OF COMMERCE

Through our partnership with the Michigan Chamber of Commerce's Chamber Partnership Program, members of the Battle Creek Area Chamber of Commerce have access to these additional benefits:

- Educational Training
- Employment Posters & Pubs
- LED Lighting
- Shipping & Financial Services
- Unemployment Insurance Assistance
- Utilities & Telecom



Visit our Partner Program Benefits page under the Marketing Your Business heading on battlecreek.org to read more about these additional benefits in full detail. To take advantage of these discounts, use the Chamber Code of BCCC when purchasing any benefits through the Chamber Partnership Program. Mention that you were referred by the Battle Creek Area Chamber of Commerce, a valued Michigan Chamber Partner.



RAP WITH YOUR REPS

Friday, February 7, 2020

Location: Battle Creek Area Chamber of Commerce, The Loft

Time: 7:30 - 9 a.m.

Rap with Your Reps provides business owners and members of the community the opportunity to connect with lawmakers to express their questions, comments and concerns about what's happening in our community, and how it directly and indirectly affects local businesses. Start your day with us on Friday, February 7, 2020 to share your concerns and in return, lawmakers in attendance will have the opportunity to listen and hear from their community first hand.

Thank you to the 2019 - 2020 Rap with Your Reps sponsor:



Whether you're a business owner of community member, let us know that you're planning to attend by calling our office at 269.962.4076.

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W000357

FREE CANDIDATE TRAINING ACADEMY

Tuesday, January 14, 2020

Time: 9 - 4 p.m.

Location: Battle Creek Area Association of REALTORS®, 7100 Tower Road, Battle Creek, Michigan

Are you interested in running for office? Organizing and running a campaign is no easy task. Let us help you learn some basics within this non-partisan training. Anyone interested in running for office may attend. No political affiliation, background or industry affiliation is required. Here's what you'll learn by attending:

- Articulate Your Reasons for Running
- Campaign Planning & Budgeting
- Research & Targeting
- Leveraging the Internet/Social Media
- Fundraising
- Voter Contact
- Get Out the Vote

There's no cost to attend and lunch will be provided. Please RSVP by January 10, 2020 by registering at bcaar.com/candidate-training-academy/. For more information, contact the Battle Creek Area Association of Realtors at 269.962.5193.

Sponsored by:







STATE OF THE COMMUNITY LUNCHEON

Monday, January 13, 2020

Location: Lew Boyd Room, Kool Family Community Center

NEW Time: 11:30 a.m. - 1 p.m.

Cost: \$10 per person

The Chamber is excited to invite you to the 2020 State of the Community Address luncheon on Monday, January 13, 2020 at the newly renovated Lew Boyd Room within the Kool Family Community Center! All are welcome to attend as we hear from a panel of community leaders on the economy and momentum within the City of Battle Creek and Calhoun County. Join Battle Creek Area Chamber of Commerce President Kara Beer has she leads the 2020 discussion, network with others in attendance, and take part in our community advocacy efforts to help better our communities narrative.

Due to high attendance, we kindly ask that you let us know you're planning to attend the luncheon. You can RSVP by calling 269.962.4076 or email office@battlecreek.org. \$10 per person. Seating is limited.

members business spottight

Spectacular Ambassador



Savannah Hatfield REALTOR, Pearse Realty, Inc.

Selling Michigan since 1972 Pearse Realty Inc. has created generations of professionals serving our Battle Creek. Our commitment to surpassed service remains our focus

while knowledge, integrity and experience are the cornerstones of our company's success and longevity.

As a REALTOR at Pearse working throughout the community and a Chamber Ambassador I'm able to keep my hand on the pulse and boots on the ground to connect solutions to opportunities without hesitation. Having the opportunity to give back to a community that has done so much for me is an honor. I look forward to continuing the work made possible by the Ambassador program and impacting more of this community. I too believe in Battle Creek.

SHARE YOUR STORY WITH OTHER CHAMBER MEMBERS!

There are so many ways for you to share your story and the local impact your business has within the Greater Battle Creek Area by utilizing your membership benefits. Check out all of the ways that we take pride in the opportunity to share your expertise, successes, and products/services with other Chamber members:

- Ribbon Cutting Celebrations
- Member Business Spotlights
- Referrals
- · Social Media: job postings, sharing posts, promoting events, etc.
- Promoting YOUR Member 2 Member Discount
- Promoting YOUR Business through Advertising Benefits

Let's recap on those Advertising Benefits included within your membership. The Chamber provides opportunities for you to advertise your business through quarterly Insight newsletters, weekly Tuesday's Tidbits eNewsletters, weekly stand-alone eBlast communications, and annually through the Chamber's Relocation Booklet (and eBooklet). When reviewing your marketing plan, consider reaching out to Billy Beers, director of marketing and communications, to better understand how the Chamber can help grow your business and share your story through your membership Advertising Benefits.



As the City of Battle Creek's airport celebrates 95 years of operation, its new name is Battle Creek Executive Airport at Kellogg Field. The new name indicates the primary, business aviation function of the airport, with the word "Executive." Those involved in the planning also worked to bring the "Battle Creek" geographic location back to the airport's

name, and included "Kellogg Field" to recognize the airport's heritage. "The new name represents the perfect culmination of our rich heritage, and our identity as a large, general aviation airport that serves a unique business aviation niche," said Airport Director Larry Bowron. For more information, contact Airport Director Larry Bowron at 269.966.3470.



Cereal City Concert Band has been awarded a grant of \$4,500 from the State of Michigan Council for Arts and Cultural Affairs (MCACA) and the National Endowment for the Arts. Organizations receiving a MCACA grant award are required to match those funds with other public and private dollars. We've been

approached by an anonymous donor wanting to fund a 2 for 1 match and has challenged us to raise \$2,500 by May 31. This match applies to new and current donors who'd like to increase their support. This grant, if matched, will enable us to expand programming, showcase guest artists, and fund necessary operational costs for performances. To ensure a long-lasting presence in Battle Creek, we're asking for your consideration in becoming a sponsor. Visit cerealcityconcertband.org, email us at cccb@cerealcityconcertband.org, or call 269.962.2153 to become a sponsor.



A gorgeous historic theatre set in downtown Marshall, The Franke Center for the Arts has become a top regional destination for live concerts and theatre. "We believe the arts is the soul of a community," said Jacob Gates, The

Franke Center's new executive director. A Marshall native, Gates grew up performing on the Franke Center's stage before going on to a career as a professional actor and writer in Los Angeles. As a member of Marshall's city council, Gates is interested in more than just cultural benefits of the arts. "The Franke Center is a huge economic driver for Marshall's downtown," he said. "Around sixty-five percent of our audience for each show comes from outside the Marshall-Battle Creek area. That's a lot of people and a lot of revenue coming into the region."



Paper & i was established in 2013 with a mission of offering products & services that our customers love in a casual setting. In November 2019 our new website was completed; you can now shop for our exclusive and hard to find items. You can also view & preregister for our classes online. Our

newest crafting venture is creating exclusive stamp sets & dies. We just released our first Michigan sets. We are a gift and paper crafting store. We offer: greeting cards, stationery, journals, wall signs, Michigan gifts and eclectic gifts. There is an abundance of unique papers, dies, stamps, ephemera and embellishments; a paper lover's dream! We happily welcome you to 102 E. Michigan Ave, Marshall or paperandi.com.



2019 | SEPTEMBER THROUGH DECEMBER



Tuesday, September 24, 2019 – Tim & Lyn Kool Reflection Park

Chamber Staff, Ambassadors and Members of the community celebrated the Tim & Lyn Kool Reflection Park dedication with a small program, snacks, and Ribbon Cutting Celebration. The Park was named after Tim Kool and his wife Lyn as Tim was named the Battle Creek Community Foundation's 2018 Forever Fund Honorary Trustee. Tim is also a Trustee Emeriti and served as the Board Chair at BCCF and the Kool Family Community Center. Lyn has also been involved in giving to the community and supports Tim in his endeavors. The purpose of the park is passive recreation and a quite space for reflection. The landscape is made to be of native plantings that blend well with existing areas. The Kool Reflection sculpture is also to be of reflection as a connection to yourself as an individual, others that may be with you, and the surroundings. 245 W. Michigan Ave., Battle Creek, MI 49017



Thursday, October 17, 2019 - Charitable Union

Chamber Staff, Ambassadors and Members of the community celebrated Charitable Union's 132 years of serving the community with Ribbon. As part of the Celebration, Charitable Union hosted an Open House offering tours of the facility, an opportunity to meet the staff and board of directors, along with snacks and refreshments. 85 Calhoun St., Battle Creek, MI 49017



Wednesday, November 20, 2019 – Jacob Miller, CFP® practice of Edward Jones

Chamber Staff, Ambassadors and Members of the community celebrated five years of the Jacob Miller, CFP* practice of Edward Jones. The office has undergone a massive facelift to create a more welcoming experience for their clients. Also, they celebrated the addition of Justin Schaub to their team, who's training under Jacob as he builds his own practice and shares their client-centered focus that makes Edward Jones unique in the ever-changing financial services industry. **291 E. Columbia Ave., Battle Creek, MI 49015**



Tuesday, December 17, 2019 - Herbology

Chamber Staff, Ambassadors and Members of the community celebrated the Grand Opening of Herbology with Ribbon. Attendees were greeted and served by neighbors as Herbology's energetic team is mostly made up of people from Michigan. As a diverse group, they're all equally passionate about cannabis and its medical benefits. Plus, they're happy to sit with each of their patients to learn about their needs first so they can create the best possible treatment plan. They looked forward to meeting everyone in attendance and the opportunity to help answer questions in their Battle Creek provisioning center. 14501 Beadle Lake Road, Battle Creek, MI 49014





YOU'RE INVITED TO JOIN US FOR THE SALUTE TO THE MILITARY BALL

Saturday, February 1, 2020

Time: 6 p.m.

Tickets: Visit battlecreek.org

The Battle Creek Area Chamber of Commerce is honored to host this year's Salute to the Military Ball on Saturday, February 1, 2020. The Salute to the Military Ball is a black tie formal affair that's open to the community. The Chamber is enthused to provide this opportunity to its members and the community to honor their valor, hard work and dedication.

While this event will have a strong Military presence from across the State of Michigan, we want to encourage local businesses and citizens to participate by purchasing tickets, corporate tables, and program ads in the commemorative program booklet. For more information or to purchase tickets, please contact the Chamber at 269.962.4076 or visit battlecreek.org.



FREE PRESCRIPTION ASSISTANCE PROGRAM

FREE Discount Drug Card

United Networks of America is proud to partner with Battle Creek Area Chamber of Commerce and offer the Battle Creek



Chamber Rx Card to members, their employees, families and friends. They now have access to a free discount drug card compliments of the Chamber. The Battle Creek Chamber Rx Card is a free prescription assistance program that was launched to help uninsured and underinsured afford their prescription medications. The program, which is free to everyone, provides savings of up to 75% on prescription drugs.

The Battle Creek Chamber Rx Card has no restrictions to membership, no income or age limitations and there are no applications to fill out. The program can also be used by people who have health insurance coverage with no prescription benefits, which is common in many health savings accounts and high deductible health plans. Additionally, people who have prescription coverage can use this program for non-covered drugs.

United Networks of America is proud to offer you, your family, and your friends a FREE DISCOUNT DRUG CARD. Simply print the free card from the link below and receive savings of up to 75% at over 68,000 pharmacies across the country (savings average around 30 percent). This card is especially helpful if you are uninsured or underinsured. However, even if you have insurance, you can still use this card to get a discount on non-covered drugs. Since there is no name on the card, all prescriptions processed through the program are completely confidential! Please visit the link to print your card today!

Obtain the FREE DISCOUNT DRUG CARD by visiting our Member Benefits page on battlecreek.org.







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