



a publication of the Battle Creek Area Chamber of Commerce

July – August 2015

welcome new members

Boost Digital
Aerotek
Community HealthCare
Connections
Michigan Works Southwest
Gull Lake View Golf Club
and Resort

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.



ready for some baseball?

Wednesday, July 15, 2015

Chamber Night at the Battle Creek Bombers



In association with the Battle Creek Bombers, we are proud to announce "Chamber of Commerce Night" on Wednesday, July 15. The Bombers will host the La Crosse Loggers at 7:05 p.m. at C.O. Brown Stadium in Battle Creek.

During our event, the Bombers will be hosting a Family-Friendly Mixer for all Chamber members and their families from 5-7 p.m. on the Fan Deck! A complimentary hot dog and soda/water will be provided along with a bounce house from 5-6 p.m., an appearance by Moe Skeeter, and a private autograph session. The first pitch will be thrown by Chamber President Kara Beer. This will be a great event to connect with other members and grow your professional network. We encourage you to stay after the Mixer for a great night of baseball.

Every Chamber business will also be given 20 complimentary tickets for the Bombers vs. La Crosse Loggers because your business is a Chamber member. We encourage you to pass these tickets out to employees, customers, friends and family members. Last year we had over 4,500 members attend. Join the fun!

Please RSVP by Friday, July 10, 2015 to Nadina Williams at nwilliams@battlecreek.org, or by calling the Chamber office at 269.962.4076.

business leader luncheon

Thursday, July 16, 2015

Get up to Speed on the Latest Digital Marketing Trends

Location to be announced



Time: 11:30 a.m. – 1:00 p.m.

Guest Speaker: Ken Henrich, Director of Sales and Brianna Armato, Digital Marketing Specialist

Join Michigan's largest media & marketing company to learn about all things digital! Michigan.com's formula is simple — they combine the largest news and information audience in the state with the top multi-platform marketing experts to provide you with a single partner with one purpose, to help your business grow.

Learn about the latest digital marketing trends! Topics covered will include, websites, Google search (SEM & SEO), social media management, native advertising, display advertising, Facebook ads, Yahoo! Network and much more. Don't miss this luncheon!

Please RSVP to Nadina Williams at nwilliams@battlecreek.org, or by calling the Chamber office at 269.962.4076.

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*

July – August

Friday, July 3

Office closed in observance of Independence Day

Tuesday, July 14

Workplace Education Committee, 2:00 p.m., Chamber Office

Wednesday, July 15

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

Wednesday, July 15

Silent Observer Committee, 8:00 a.m., Lakeview Senior Living

Wednesday, July 15

Chamber Night at the Bombers 5-7:00 p.m., Brown Stadium

Thursday, July 16

Business Leader Luncheon Digital Marketing Trends with Michigan.com, 11:30 a.m., Binder Park Golf Course

Tuesday, July 21

Community HealthCare Connections Ribbon Cutting, 5:00 p.m., 190 E. Michigan Ave.

Wednesday, July 22

Military Affairs Committee, 3:00 p.m., BC Community Foundation Boardroom

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 – Member Relations Specialist

Friday, August 7

Government Affairs Committee, 8:00 a.m., Chamber Office

Tuesday, August 11

Business Leader Luncheon Michigan Science Standards with Nancy Karre, 11:30 a.m., McCamly Plaza Hotel

Tuesday, August 11

Workplace Education Committee, 2:00 p.m., Chamber Office

Wednesday, August 19

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

Wednesday, August 19

Silent Observer Committee, 8:00 a.m., Lakeview Senior Living

Thursday, August 20

Business After Hours 4:00 p.m., WMU Kendall Center

Wednesday, August 26

Military Affairs Committee, 3:00 p.m., BC Community Foundation Boardroom

Note: No Eye Opener in July or August. See you in September!

chamber corner



Small Business Task Force Update

Kara E. Beer, President

On May 27, 2015 the BC Vision plan was unrolled to the community and I was honored to be a part of the unveiling. The interconnectedness of the 3 pillars (Jobs, Talent and Culture of Vitality) and 5 priorities will strengthen our community in this ever changing global economy. I am happy to highlight how small businesses can contribute to a thriving Battle Creek.

The BC Vision: Small Business Task Force represents the small business in the community which represent not only an important source of entrepreneurship and jobs, but they also help create a vibrant community and a culture of vitality as this group includes businesses such as our great restaurants, bakeries, salons, small manufacturing, retail and boutiques along with a wide array of product and service providers.

The Small Business Task force has been meeting over the past few months to identify our goal and the impact we want to have on our community. Our group established a goal that speaks to all small businesses. Battle Creek will be home to a thriving small business economy characterized by an increasing number of successful small businesses and growth in jobs.

THE IMPACTS WE SEEK WITH BC VISION ARE TO...

- Grow revenues and payrolls of small businesses
- Hire more local employees
- Increase number of entrepreneurs with successful new businesses
- Grow the number of successful women and minority-owned businesses and reduce the gap in the rates of ownership and success among these target populations and
- Increase networking, training and support services for small businesses

We, the small business community, have four primary strategies to achieve the changes we seek. I have given you a high-level overview of each strategy.

STRATEGIES...

1. Create a single point of contact in government services to meet business needs: a) Create single point of contact and collaborate to streamline regulations; b) Implement training in multiple languages
2. Increase large company procurement for small businesses: a) Explore shared goal with small and large businesses; b) Evaluate local procurement incentives; c) Provide educational support
3. Create public/private partnerships to build an equitable, cohesive entrepreneurial ecosystem: a) Map current ecosystem; b) Support partnership development; c) Accelerate work of organizations successfully doing this
4. Pursue regional, state, and federal programs to accelerate progress: a) Leverage existing economic development programs and resources

If you are interested in learning more about how you may contribute to a thriving small business economy please give me a call **269.962.4076** or email **kbeer@battlecreek.org**. To learn more about the entire BC Vision plan please check out <https://www.facebook.com/BattleCreekproject>.

Kara E. Beer
President

member anniversaries

20th Anniversary

Gordon Food Service Marketplace
Humane Society of
South Central Michigan

10th Anniversary

CLYDEUNION Pumps

5th Anniversary

A Forever Recovery
J & S Tree Service
PMG/ Gage Printing
Seelye Wright Kia of Battle Creek
Trillium Staffing



the heart of the chamber—volunteers

The heart of the Chamber is the work of our volunteer committees. The committees are formed to meet the needs recognized by members for the benefit of business and the community. A thriving community depends on the strengths of its business community. The mission of each committee is listed on each committee page. If you have interest in finding out more about a committee or would like to volunteer, please contact the Chamber office.

The Battle Creek Area Chamber of Commerce Offers the Following Opportunities...

Business Expo Task Force **Chamber staff liaison: Billy Beers**

This committee will plan, develop, organize and implement the Business Expo for the Southwest Michigan region, where Michigan Business Leaders Connect.

Chamber Ambassadors **Chamber staff liaison: Nadina Williams**

The Chamber Ambassador Program is the volunteer arm of our organization. They represent the Battle Creek Area Chamber of Commerce in our community and at Chamber-sponsored events. The 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. The Chamber's goal is to help the Ambassador develop their networking opportunities while volunteering at various Chamber and community functions. Ambassadors serve in a public relations capacity and as a liaison between the Chamber staff and member businesses as our official "hosts".

Events & Promotions Committee **Chamber staff liaison: Billy Beers**

This committee will plan, develop, organize and implement the following program/special events. Business Blind Date, Business after Hours, Pub & Grub, Eye Opener Breakfast and Small Business Expo, Business Leader Luncheon series, and the Chamber golf outing.

Government Affairs Committee **Chamber staff liaison: Kara Beer**

This committee is charged with the planning, organizing, and implementing of the following programs/special events. Public Service Academy, Government Affairs Breakfasts (Quarterly), and Party Politics.

Military Affairs Committee **Chamber staff liaison: Kara Beer**

This committee recognizes the significance of the military presence in our community. Its goal is to promote and foster excellent relations between the business sector and the military.

The Art in Business Committee **Chamber staff liaison: All**

This committee will plan, develop, organize and implement the Spring & Fall into the Arts festivals for the community of Battle Creek.

Member Marketing and Awareness Committee **Chamber staff liaison: Nadina Williams**

This committee is charged with the planning, organization, and implementation of the following activities: video testimonials, eblasts, promotion and recruitment of ribbon cuttings, social media, "welcome to Battle Creek" mobile app, positivelybc.com, membership publications as well as the website.

Membership Committee **Chamber staff liaison: Andrea Allen**

This committee is charged with planning, organizing, and implementing the following programs/special events: the membership process, Member 2 Member discount program, member benefits, any and all membership drives, New Member Orientation Mixers (Quarterly), and promotion of all ribbon cuttings.

Small Business Task Force **Chamber staff liaison: Kara Beer**

Our goal is that Battle Creek will be home to a thriving small business economy characterized by an increasing number of successful small businesses and growth in jobs. The impacts we seek are to

- Grow revenues and payrolls of small businesses;
- Hire more local employees;
- Increase number of entrepreneurs with successful new businesses;
- Grow the number of successful women and minority-owned businesses and reduce the gap in the rates of ownership and success among these target populations; and
- Increase networking, training and support services for small businesses

Silent Observer Committee **Chamber staff liaison: Nadina Williams**

This committee aids in the development of a positive economic environment and quality of life in our community by involving citizens and businesses in crime prevention and deterrence, aid in crime detection, and assist in the successful prosecution of those persons engaged in criminal activity within our community.

Workplace Education Committee **Chamber staff liaison: Kara Beer and Billy Beers**

This committee is charged with the planning, organization, and implementation of the following programs/special events. Personal and professional development webinars, Sophomore Future Track, and so much more.

PLEASE NOTE: Volunteers must be from member businesses and some committees have limited openings. If you are interested in joining a Chamber committee, please contact the Chamber.



the battle creek chamber of commerce is proud to announce the 2015 annual business excellence award winners

The Battle Creek Area Chamber of Commerce and partnering agencies presented the Annual Business Excellence Awards on Wednesday, May 20, 2015 at the Elizabeth H. Binda Performing Arts Center at Kellogg Community College. An evening affair that recognized the achievements of successful businesses, nonprofits, organizations and industry people in the greater Battle Creek area and the contributions they make to the growth and prosperity of the economy.

The Chamber's Annual Business Excellence Awards brought together business, nonprofit, organizations, government and industry leaders from the area to join in celebrating the Chamber's and business community's achievements. "The intention of this event was to give extraordinary exposure and prestige to all of the nominees and awardees" stated Kara Beer, President of the Battle Creek Area Chamber of Commerce. "This was a special evening when our local entrepreneurs, businesses, nonprofits and organizations were honored by their peers" stated Beer. Nearly 300 attendees gathered to pay tribute to the award recipients.

The following awards were distributed on May 20, 2015:

Choose Health Calhoun Workplace Wellness Recognition Award This year's winner is both the City of Battle Creek and the Calhoun County Government.

Randall Brock Memorial Award This year's award winner is Dr. Steven Robinson.

2015 Emerging Leaders Awards This year's 2015 Emerging Leaders are: Clovis Bordeaux, Jason Cain, Jake Eaton, Major Daniel Guy, Megan Russell-Johnson, Samantha Neubert, Atlee McFellin, Jacob Miller, Angela Myers, Jessica Schmidt.

Harley Simmons Award, presented by the Silent Observer Committee This year's award was presented to Lyn Liebum.

Ambassador "STAR" Award (Service, Teamwork, Attitude, Reliability). This year's award went to Sue Smith, Comerica Bank; BJ Etheridge, Berkshire Hathaway HomeServices; Noris Lindsay, Harrington Real Estate Group.

Startup Business of the Year Wirtz Popcorn.

Small Business of the Year BluFish Consulting.

Mid Size Business of the Year Schlotzsky's Deli.

Large Business of the Year DENSO.

*The Battle Creek Area Chamber of Commerce would like to congratulate all of the nominees and award recipients, we are very proud of all of you and thank you for being businesses who excel in the greater Battle Creek area. Make sure you don't miss this opportunity to honor business excellence next year on **May 18, 2016**. 2016 Nomination process will begin in January 2016.*

Congratulations!

Annual Chamber Golf Outing

Thank you!

We would like to thank you, our generous members, sponsors, participants and Yarrow Golf and Conference Resort, for all of your support at the June 22, 2015 Chamber Annual Golf Outing. With your support and participation, we were able to provide a fun day of golf with fellow Chamber members. We pride ourselves on connecting you with your community and the opportunities it offers you. Thank you to the following sponsors for making this year's golf outing a success!

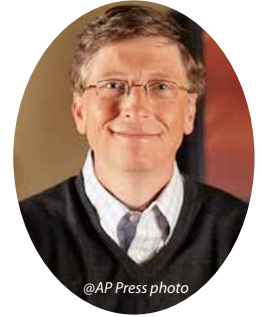
- Bronson Battle Creek
- Kellogg Community College
- Omni Community Credit Union
- Cornerstone Technologies
- Buffalo Wild Wings
- Schweitzer Construction
- MarxModa
- Blue Cross Blue Shield of MI
- C.L. VanDeventer Agency
- Farley Estes & Dowdle Funeral Home
- Old National Bank
- Atlas Sales Inc.
- FireKeepers Casino & Hotel
- Walmart
- Lakeview Ford Lincoln
- Republic Services
- Trillium Staffing
- Ganton Senior Communities
- Hinman Company
- Bachman Hebble Funeral Services

We look forward to connecting, engaging and golfing with you in 2016!



Best Practices=Rewards

Successful businesses require third party advocates, and outside sources to influence amongst community and business atmospheres. In order to acquire those I would encourage business leaders to adopt the ideal of the 3 "R's" in said order:



@AP Press photo

Responsibility | Reputation | Relationships

1. The business has a responsibility to perform a service
2. The business acquires reputation based on the integrity of said service
3. The business acquires relationships based on the reputation of how said service is conducted

A leader who possesses strong business insight recognizes that their reputation is more valuable than their service because their reputation will develop their relationships. Those relationships will establish a loyal/disloyal community or customer base that will or will not utilize their service. Influence is a very powerful tool for any business, and media is a catalyst for influence and control over perception. Third party sources allow others to willingly receive a perception about people, places, or things without persuasion from the direct source. As a result, the first time that a potential customer chooses to accept a third party perception as their own; the relationship has already begun between that potential customer and the organization regardless of a transaction being experienced.

Utilizing these best practices will allow you to forge partnerships with companies whom help you achieve the 4th "R" Reward.

"If I was down to my last dollar, I'd spend it on public relations," said Bill Gates, founder of Microsoft.





Battle Creek Area Women in Business Initiative

The Battle Creek Area Women in Business initiative, an initiative of the Battle Creek Area Chamber of Commerce, promotes and empowers women leaders to achieve their personal and professional goals by:

- Increasing opportunities for women to serve on committees, boards, elected positions, etc.
- Mentoring women at all stages of their careers
- Building a network for women entrepreneurs to encourage peer-to-peer networking, education, and professional growth

THE WOMEN IN BUSINESS INITIATIVE INSPIRES WOMEN TO SUCCEED BY:

- Learning from and networking with women in all stages of their careers
- Promoting women entrepreneurs and helping improve their business prospects
- Conducting research with leading institutions to explore women's business issues and highlight their economic potential

Working together, we can inspire, empower, and help women around Battle Creek enhance their personal, business, and career goals. The WIB initiative promotes and empowers women to achieve their personal and professional goals. We will be providing resources that are important to ensuring women are successful:

- Supporting entrepreneurs as important contributors to our economy
- Working with local chamber members to facilitate the advancement of women in business
- Mentoring for women to build strong networks and advance careers
- Supporting military spouses in planning careers and building networks
- Building formal and informal networks that are critical for career advancement

To learn more about how you may get involved please contact Kara Beer at 269.962.4076 or email at kbeer@battlecreek.org.

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business leader luncheon

Tuesday, August 11, 2015

Michigan Science Standards: what you need to know

McCamly Plaza Hotel

Time: 11:30 a.m. – 1:00 p.m.

Guest Speaker: Nancy Karre



Our August Business Leader Luncheon will provide insight into the new vision for science learning and teaching to the greater Battle Creek business community. Cereal City Science by Battle Creek Area Mathematics and Science Center has an important role in the movement to ensure that students from kindergarten through high school have high quality opportunities to learn Science.

- Cereal City Science provides science curriculum for over 300 districts across the state
- CCS has revised lessons and teaching styles to give students more opportunities to work like scientists: creating hypotheses, conducting investigations, thinking through the results, collaborating with other students, and communicating their results
- The Next Generation Science Standards provide the framework for students to learn to reason and use scientific knowledge (science) to develop projects and solve problems (engineering)

Learn how the business and industry community and the economic growth and development will benefit from when Michigan students, exiting High School with a stronger more robust science education, will provide Michigan businesses and industries with a workforce prepared to succeed in the 21st century. Join us to learn more about new science standards for Michigan.

Please RSVP to nwilliams@battlecreek.org or by calling the Chamber at 269.962.4076.

spectacular ambassador



Noris Lindsay has lived, worked and played in Battle Creek his whole life. As a community volunteer he spends his time working with the Battle Creek Area Chamber of Commerce as an Ambassador, the Battle Creek Community Foundation and Team Active. As a Realtor, Noris strives to bring new people to Battle Creek by providing them with exceptional homes, through Harrington Real Estate Group. When he is not out in the community, he is spending time with his lovely wife Renee and his two children Juliana and Reuben.

event highlights



Charitable Union \$20,000 Cash Raffle being held from May 4 through August 31. Tickets are \$50. Only 1500 tickets will be sold. On May 29, we gave away \$1000! On June 26 and July 31 we'll give away \$1000! On August 31 we will be drawing for \$20,000! All proceeds will benefit the Charitable Union.



A Taste of India is opening their very own food truck and combining its signature Indian cuisine with American-style fast food for customers with the Singh Cruisin' Cuisine food truck. Singh Cruisin' Cuisine will be bouncing between Jackson Street and Fort Custer to provide a wonderful lunch experience throughout the town! Contact A Taste of India for more information at 962.9033.



Battle Creek Books located at 51 Michigan Ave W Suite A, is a new, locally owned and operated, independent bookstore dedicated to providing quality reading material and related items to the area's residents and workforce. Battle Creek Books is immensely proud of Battle Creek's history and plans to support local authors, illustrators and artists with in-store events! For more information call 441.2665.



Festival Market Square celebrated their Grand Opening on May 15 with city officials and community members. The new space is home of the Farmer's Market and community festivals. Contact the Cereal City Development Corporation for more information.

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f celebrate the difference | kelloggfcu.org | 269.968.9251

Playing it Safe Pays ... Dividends



Congratulations to members of the Battle Creek Area Chamber of Commerce who received a workers' compensation dividend check totaling \$3,793.86 in 2014.

Promoting a WorkSafe environment can lead the way toward premium discounts, dividends, and a safer workplace. Participating members of a Group Program can expect:

- 5% upfront discount on premium
- Potential for dividends based on group's overall performance
- Valuable WorkSafe tools

Didn't get a check?

If you'd like to take advantage of this exclusive chamber member benefit, contact your Accident Fund independent agent or go to **AccidentFund.com** to learn more.



13676



Battle Creek Area Chamber of Commerce

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

Silent Observer Golf Outing Success!

Thank you to all who participated in the 2015 Silent Observer Golf Outing on Friday, May 29 at the Riverside Golf Course. This year was a great success, with 24 teams comprised of Law Enforcement and the business community. The weather was perfect, everyone had a great time! A special thank you goes out to the Silent Observer Committee for all of their hard work in planning the event and to the following sponsors:

- Schweitzer Incorp.
- Kalsee Credit Union
- Kellogg Community College
- Battle Creek Police Officers Assoc.
- Goodwill Industries of CMH
- Battle Creek Tile & Mosaic Co.
- Gun Lake Casino
- Huron Potawatomi Police
- Mark & Sheila Crawford
- Atlas Sales
- Chemical Bank
- Simmons Family
- Tri State Automotive
- Jetco Signs
- Brian Wensauer
- Walmart
- Level Park Hardware



Addressing the need of a community calendar in the city of Battle Creek!

- Events
- Family
- Cultural
- Nightlife
- Sports
- Social

We believe Battle Creek is a vibrant community deserving of a unified source of information to empower citizen involvement. This calendar will provide a space for businesses, organizations and community members to spread the word about their upcoming events, reaching the most amount of people, with the least amount of effort!