



a publication of the Battle Creek Area Chamber of Commerce

July – August 2017

welcome new members

- Break Escape
- Murphy's Educational Center
- Baymont Inn Downtown
- Consumers Credit Union
- Burma Center
- SCORE Kalamazoo
- PRP Wine International
- Thrivent Financial
- Turnkey Merchandise Programs
- Maggie LaNoue
- Clear Channel Outdoors
- Mulder's Moving & Storage
- Rock Solid Wellness Studio, LLC
- Eddy Graphic Design
- The Fire Hub

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.

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.

The Community Joined to Celebrate Our Shared History

250 community and military leaders gathered at McCamly Plaza on June 24 for this black tie event hosted by the Chamber to honor and recognize the Centennial of Fort Custer Training Center, and 70 years of the Michigan Air National Guard Base Battle Creek.

The original Camp Custer was built on 130 parcels of land, mainly small farms leased to the government by the local Chamber of Commerce which raised funds to pay the farmers their rent in advance, the organization acting as agent for the Government, but first going on record pledging itself to return to the Government any profit that might accrue from the transaction. After a two year grace period, the Army was allowed to buy the land for \$98 an acre.

Before the spring of 1917, the war in Europe was a distant conflict which Americans watched from afar, with little direct impact on their daily lives. On Friday, April 6, 1917, that all changed when President Wilson signed the joint resolution of Congress and the United States of America declared war on Germany.

Within three months, the City of Battle Creek was changed forever as construction began on Camp Custer. The government issued a call for sites for "cantonments" or training centers for recruits. Local government officials went to work to obtain one of these valuable sites for Battle Creek. Their efforts were rewarded and the community pitched in to make the dream a reality.

Construction began on July 1, 1917 and on December 5, less than six months later, the completed camp was turned over to the government.

Camp Custer was called a "national university that takes a young man from the farm, the shop and the office and in a few short months graduates Soldiers, trained and equipped, ready to fight the battles of democracy."

We were honored to take part in this notable event for our community and region.



Saturday, August 26, 2017

backyard burgers & brewsfest

join the fun!



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

Saturday, July 1

Fort Custer Training Center and Open House Ribbon Cuttings—

Museum Ribbon Cutting & Time Capsule Dedication, 9:00 a.m.

Solar Field Ribbon Cutting, 10:00 a.m.

Tuesday, July 11

Java & Beer

7:30 a.m. – 9:00 a.m.,
Battle Creek Area Chamber of Commerce, The Loft

Wednesday, July 19

Thoughts, Resources & Food

Series Luncheon

11:30 – 1:00 p.m.,

Topic: Look Great in the Inbox—

7 Don'ts of Email Design

Battle Creek Area Chamber of

Commerce, The Loft

Tuesday, August 8

Java & Beer

7:30 a.m. – 9:00 a.m.,

Battle Creek Area Chamber of

Commerce, The Loft

Saturday, August 26

Backyard Burgers & Brewsfest

6:00 p.m. – 11:00 p.m.,

Festival Market Square

Thursday, August 31

Java & Beer: Happy Hour

3:00 p.m. – 5:00 p.m.,

Battle Creek Area Chamber of

Commerce, Lobby

chamber corner

Check Out Downtown Battle Creek



Summertime in Battle Creek has people buzzing. This year we have added so many fun and exciting things to the lineup. So many individuals, businesses and community organizations are stepping up to the plate (pun intended)—Battle Creek Bombers and NAFIB to make sure Battle Creek has a strong culture of vitality.

Whether you're here for business or pleasure this summer, a stop planned or unplanned to Battle Creek is one you don't want to miss. Our city strikes the perfect balance of downtown excitement, delicious foods, rich history, natural beauty, culture, outdoor fun, shopping and accommodations. I encourage you to engage in any one of these exciting activities, you'll want to share the fun with your family, friends and coworkers.

Some of the new exciting things that are happening in and around downtown are for sure a must this summer. For example:

Thursdays DOWNTOWN KAYAK TRIPS

11:00 a.m. – 2:00 p.m., Battle Creek River

Friday, July 14 FOOD TRUCK FRIDAYS & FARMERS MARKET

5:00 p.m. – 9:00 p.m., Festival Market Square

Saturday, July 22 BATTLE CREEK CARIBBEAN FESTIVAL

4:00 p.m. – 11:00 p.m., Festival Market Square

Friday, August 11 FOOD TRUCK FRIDAYS & FARMERS MARKET

5:00 p.m. – 9:00 p.m., Festival Market Square

Saturday, August 19 SATURDAY CINEMA & SUDS

10:00 p.m., Festival Market Square, Dazed & Confused

Saturday, August 26 BACKYARD BURGERS & BREWSFEST

6:00 p.m. – 11:00 p.m., Downtown Battle Creek

Saturday, August 26 MICHIGAN METAL FEST

11:00 a.m. – 11:00 p.m., Leila Arboretum

To see more information on all of the above and existing summer activities be sure to check out the Summer guide on our Chamber website, battlecreek.org.

Kara Beer
President

Hey, We're Hiring!

The Chamber has two open positions: Membership Sales Specialist and Office & Communications Assistant. Please contact Kara Beer for more information kbeer@battlecreek.org!

Annual Business Excellence Awards

Please join us in celebrating each of the recognized winners and nominees of the Chamber's 2017 Business Excellence Awards. These remarkable companies and individuals keep Battle Creek's economy and business environment healthy.

OUTSTANDING WOMEN IN BUSINESS

Maryann Angelo, Barista Blues Cafe

Brenda Hunt, Battle Creek Community Foundation

Nancy Mullett, Kreis Enderle

Kathy Samson, GreenStreet Marketing & Design

Laura Hosler, GreenStreet Marketing & Design

Lynn Ward Gray, City of Battle Creek

Rebecca Fleury, City of Battle Creek

Dr Emily Bandeen, Bandeen Orthodontics

Martha Thawngmung, Burma Center

Cheryl Peters, Generation E

Kim Carter, Battle Creek Public Schools

Tina Kyger, CTI Mechanical

Shelly Sulser, The Shopper News

Sherii Sherban, Scene Publications

Beverly Kelley, Habitat for Humanity Battle Creek

*Denise Jones, Graphix 2 Go

THE FOOTPRINT AWARD

Pasche's Lakeside

*The Rink Battle Creek

Squirrel Hollow Golf Course

Umami Ramen

*NCG Cinema

CHOOSE HEALTH CALHOUN WORKPLACE WELLNESS RECOGNITION AWARD

Kellogg Community College

*Pennfield Schools

Bronson Battle Creek

2017 HARLEY SIMMONS AWARD

*Inspector Brad Wise, Battle Creek Police Department

2017 STAR AMBASSADOR AWARDS

BJ Etheridge

Sue Smith

Noris Lindsey

START-UP BUSINESS OF THE YEAR

Umami Ramen

*Torti Taco

Squirrel Hollow Golf Course

SMALL BUSINESS OF THE YEAR

Allen Harmon Insurance

*Bigby Coffee Store #476, Michigan Avenue

Lawson Printers

Timeless Furnishings Antiques & Consignment

MID-SIZE BUSINESS OF THE YEAR

Atlas Sales, Inc.

Continental Pastries & Delicatessen

*Integrated Health Partners

Two Men & A Truck

LARGE BUSINESS OF THE YEAR

*Bronson Battle Creek

Russell A Farrow (US) of Michigan

Blue Cross Blue Shield of Michigan

LifeCare Ambulance

RANDALL BROCK MEMORIAL AWARD

Catina Austin, Diversity HairCare

Saturday, August 26, 2017

6:00 p.m. – 11:30 p.m.

Annual Backyard Burgers & Brewsfest

Location: Festival Market Square, Downtown Battle Creek



The Battle Creek Area Chamber of Commerce is excited to host Battle Creek's 2017 Backyard Burgers & Brewsfest this August. Mark your calendars for Saturday, August 26th, 2017 as you won't want to miss this year's line-up of restaurants and organizations competing for the 2017 Best Burger/Slider, the line-up of brews available on tap throughout the evening, four live performances by local bands, street games, food vendors, and so much MORE!

Last year, over 4,000 people attended with J.W. Barleycorn's winning the 2017 Best Burger/Slider, and Umami Ramen taking home the 2017 People's Choice award.

Purchase your tickets to attend TODAY at battlecreek.org by simply clicking on the Backyard Burgers & Brewsfest web banner on our homepage.



single suites

\$199/month (INCLUDING UTILITIES)

deluxe 4 room suites

\$799/month (INCLUDING UTILITIES)

- optional two, three and four room office suites
- 26 individual offices
- conveniently located on main corridor
- just 5 minutes from I-94
- close to Ft. Custer Industrial Park
- ample parking available
- newly remodeled with updated decor
- windows in every office

CherryPointe
OFFICES & SUITES

71 S. 20th Street | Battle Creek, MI 49015 | 269.753.9000
cherrypointeoffices.com

spectacular ambassador



Kayla McCarthy has the wonderful opportunity to channel her love of Battle Creek through connecting with small to mid-sized businesses and non-profits to help provide creative solutions for their marketing and print communication needs as a Marketing Specialist at Allegra Battle Creek. She proudly serves as a Battle Creek Chamber Ambassador and represents Kingman Museum as a board member. Kayla attended Kellogg Community College where she completed an internship at Walt Disney World and obtained two associate degrees focused on photography/multimedia and the arts. If you run into her outside of Allegra Battle Creek, or without a red coat on, you're likely to catch her enjoying time with her three year old son, Maximus, or photographing a wedding. Investing time and effort into the Battle Creek Community while representing an incredible local business and two outstanding organizations has been one of her best experiences, and she looks forward to many more years of involvement!



Safety in numbers.

With workers' compensation insurance through the Battle Creek Area Chamber of Commerce, your safety efforts can lead to dollars returned in dividends. Plus, you get group pricing, excellent loss control services and — most of all — peace of mind.

AccidentFund AccidentFund.com
Insurance Company of America
Part of the AF Group

Tuesday, July 11 & Tuesday, August 8, 2017
7:30 a.m. – 9:00 a.m.

Java & Beer Summer Schedule Battle Creek Area Chamber of Commerce

We are currently BREWING up a few fun ideas for this summer's Java & Beer networking series and want to make sure that your calendar reminders are set and ready-to-go for:



As a reminder, the Chamber hosts Java & Beer during the months of July and August rather than our monthly Eye Opener Breakfast & Business Expo program. It may still be a bit of an eye opener as the Chamber's doors open at 7:30 in the morning, but don't worry as we have plenty of coffee to jump start your day! The benefits of attending include:

- Staying connected with YOUR Chamber
- Learning more about other members
- Giving members the opportunity to learn more about YOU
- And, how about getting caught up in a game of GIANT Jenga—the ULTIMATE ice breaker!

Take your early morning networking opportunities up a notch by joining the Java & Beer mug club. This exclusive Club consists of over 50 members and includes a Java & Beer 22 oz. beer stein. Purchase your mug ahead of time by calling 269.962.4076 or purchase it at the door when you arrive.

A huge thank you to our 2017 Java & Beer mug club sponsor, Atlas Sales, Inc.

Saturday, August 31, 2017
3:00 p.m. – 5:00 p.m.

Java & Beer Happy Hour!

Battle Creek Area Chamber of Commerce, Lobby

What's there to do the Thursday afternoon before a long holiday weekend? Attend the Chamber's Java & Beer Happy Hour(s) from 3:00 p.m. – 5:00 p.m. of course! Join us and other members as we kick-off the weekend with a few drinks and great conversation.

Not a drinker, no problem. We will be serving beer, wine, pop, coffee and water. There will be something for everyone. Mark your calendars, call to reserve your beverage of choice, and get ready to have some FUN!



event highlights



BBC Health Sciences Library Ribbon cutting on May 3. This educational space is for physicians and other providers, employees, and the community offering medical journals/publications, videoconferencing capabilities, physician chart review, and more. **Bronson Battle Creek Outpatient Center, Emmett Street entrance**



Honor Credit Union Ribbon cutting on May 12. With the recent partnership between Honor CU and Battle Creek Area Community Federal Credit Union (BCACFCU), the BCACFCU branch location on Helmer Road cut the red ribbon to make the transition to Honor Credit Union official. **240 N Helmer Road, Battle Creek, MI**



Edward Jones—Office of Keith Corts Ribbon cutting on May 18. Edwards Jones Investments is a full service brokerage firm and has been a Chamber member since 2008. Keith Corts and his partner Amanda Hoxie specialize in retirement planning and has relocated to a new office space. **4055 W. Dickman Road Ste. E., Springfield, MI**



Allen Harmon Ribbon cutting on June 2. Allen Harmon Insurance celebrated their 100th Anniversary as a business by offering several giveaways and "freebies" throughout the day, plus food, games and socializing. **230 Helmer Road N, Springfield, MI**



EG Workforce Solutions Ribbon cutting on June 1. EG Workforce Solutions hosted a "Grand Reopening" in celebration of their Battle Creek office's innovative remodel. This redesign promotes continued growth and an expansion of services to better serve clients in the area. **4651 W. Dickman Road, Battle Creek, MI**



Lakeview Square Mall Ribbon cutting on June 8. FunShop Extreme is next to NCG Cinema and is home to the World's Largest PACMAN game! The new, expanded arcade is full of fun, interactive games and amusements that will keep kids and kids-at-heart entertained. **5775 Beckley Road, Battle Creek, MI**

member's business spotlight



Help Biggby Coffee on Columbia Avenue Raise \$5,000 for Battle Creek Area Habitat for Humanity!

Every Sunday through August 20th, a Habitat Guest Barista will be serving from 5-8 p.m. as Biggby graciously donates \$1.00 from every Grande/Super Specialty beverages, 1/2 of all Travel Mug proceeds, and \$4.00 from every Believe in Battle Creek/Biggby t-shirt sold. All funds raised will support Habitat home rehab work in Battle Creek. Learn more and stay connected by liking both the Biggby Coffee Columbia Ave – Battle Creek and Battle Creek Area Habitat for Humanity pages on Facebook.



FUG adds to Staff

There is another Generation at FUG as we introduce Don Kujawa Sr. to the mix. He will be handling promotional products and can be reached at don.kujawa@fugonline.com. He also has years of experience in the Product Packaging Printing Industry, so feel free to check with him on your packaging print needs as he has a wealth of knowledge and connections in this industry too!

Schweitzer, Inc.

Schweitzer Incorporated is slated to relocate corporate offices to downtown Battle Creek. Renovations to the facilities formerly operated as Norman Foods at 86 South Division are scheduled to be complete in August 2017.



Progressive Residential Services Hosts FREE Stamp Out Stigma Community Awareness and Parade

On August 19th, 2017 Progressive Residential Services will be hosting a FREE Stamp Out Stigma Community Awareness and Parade, and would like to offer groups and individuals the opportunity to perform and showcase their many talents. If you've got a special talent or know someone who does and would like to share it, sign up today! Artists interested in participating must register by email: aguy@prs-inc.org. For more information call 269.966.1347 ext. 232.



Help Welcome the African Lion Exhibit at Binder Park Zoo!

Binder Park Zoo announces the opening of their African Lion exhibit with a ribbon cutting ceremony on Monday, July 17 at 4:00 p.m.. Chamber members are welcome to attend.

Pleune Service Company

In April, Pleune Service Company became the 2017 ESOP Michigan Chapter Company of the Year for the first time in the organizations 29 years of ESOP history. This award is a testament to each and every employee owner and shareholder at Pleune Service Company both current and past. The last two sentences of their Company Mission Statement sum it up best: "Our employee ownership culture allows us to push each other to succeed, not settle for second rate or second best. We are in constant pursuit of excellence, knowing this is the way to create sustainability and reap the rewards of our ESOP success for generations to come." **Great work, and Congratulations!!**

meet our interns

Erin Stafford

Name
Erin Stafford

Who are your parents
Mark and Lisa Stafford

Where did you graduate from?
Lakeview High School (2016)

What college do you attend?
Central Michigan University

What is your Major?
Information Systems/Business Communications

What do you hope to do when you graduate?
When I graduate I hope I find a job doing something I love working with people and business.

What have and will you be working on with your internship here?
So far in my internship I have been focused on social media, specifically Facebook, as well as designing a marketing plan for the Chamber to attract more members and generate a larger social media footprint.



Brad Glubke

Name
Brad Glubke

Who are your parents
Scott and Angela Glubke

Where did you graduate from?
Lakeview High School (2015)

What college do you attend?
Michigan State University

What is your Major?
Advertising Major

What do you hope to do when you graduate?
I hope to find a career in business with a large company playing the advertising or public relations role.

What have and will you be working on with your internship here?
I have been working on a marketing/advertising plan for the Chamber and the businesses the Chamber helps and represents, I have also written many press releases for different business events.



Olivia Franklin

Name
Olivia Franklin

Who are your parents
Steve and Julie Franklin

Where did you graduate from?
Lakeview High School (2016)

What college do you attend?
Central Michigan University

What is your Major?
Event Management, Marketing, and Leadership

What do you hope to do when you graduate?
My goal is to plan, implement, and coordinate major events for a corporation or venue. My passion is improving the quality of life of the people I serve and I love putting together meaningful and memorable events that have a positive impact on someone's life. Through strong leadership I will be able to successfully accomplish this goal.

What have and will you be working on with your internship here?
I have been coordinating several Chamber events this summer including the Business Excellence Award Ceremony in May, the Annual Chamber Golf Outing in June & the upcoming Backyard Burgers & Brewsfest in August.



Wednesday, July 19, 2017
11:30 p.m. – 1:00 p.m.

Thoughts, Resources & Food Series

Look Great in the Inbox, Best Practices for Email Design

Location: Battle Creek Area Chamber of Commerce, The Loft
Cost: \$10 per member

First impressions matter – how are YOU doing with your emails? At the July Thoughts, Resources & Food Series luncheon we'll help you avoid common mistakes and maximize your emails for powerful impact! You'll learn:

- **Branding beyond the logo** – how placement, pictures, even colors can make a difference for your recognition and engagement
- **Readability** – including fonts, white space and single column design
- **Images** – including sizing, placement, links and MORE
- **Shareability** – are you going social with your email? Easy tips to encourage more cross platform engagement

Join us for this info-packed session with tips, techniques and tools to help you navigate the dos and don'ts for your own email marketing.

Sign-up to participate by calling 269.962.4076.



Battle Creek Area Chamber of Commerce

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

REMINDER!

Don't forget to return
Member verification letters
and put up your
new decals in July!



MEET OMNI'S BUSINESS RELATIONSHIP TEAM

With a combined 15 years of experience,
we bring a lot to the table when it comes to
helping members build healthy businesses.

Looking to expand or grow your business?
Call us for a consultation!

EVA THARGE
Business Relationship Manager
Serving Centreville, Kalamazoo,
Three Rivers and White Pigeon
(269) 441-1429
etharge@omnicommunitycu.org

DAVID TUNK
Business Relationship Manager
Serving Battle Creek, Colon
and Sturgis
(269) 441-1412
dtunk@omnicommunitycu.org

