



a publication of the Battle Creek Area Chamber of Commerce

May – June 2017

## welcome new members

The Medalist  
Squirrel Hollow  
Torti Taco  
Russell Country Store  
PrimeLending  
First Direct Financial  
Progressive Residential Services  
Western & Southern Life  
Freedom Infinite Group, LLC

## eye opener breakfast program

Tuesday, May 9, 2017  
7:30 a.m. – 9:00 a.m.

### Believe in Battle Creek!

**Presented by:** Believe in Battle Creek  
**Location:** Kool Family Community Center  
200 W. Michigan Avenue



Believe in Battle Creek is a campaign to enlighten the spirit of the community and the revitalization of our great city by creating and acknowledging positive change. Join the Battle Creek Community Foundation during May's Eye Opener Breakfast as we discuss how you personally can make a positive impact within our community, and how community leaders can pass along the positive energy to the rest of Battle Creek.



Friday, May 19, 2017  
5-9 p.m., downtown Battle Creek

## 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.*

Tuesday, June 13, 2017  
7:30 a.m. – 9:00 a.m.



## Eye Opener Breakfast & Small Business Expo

**Presenting:** Blue Cross Blue Shield of Michigan  
**Location:** Kool Family Community Center  
200 W. Michigan Avenue

Count on Blue Cross Blue Shield of Michigan, Blue Care Network and the Battle Creek Area Chamber of Commerce to help you meet your employees' health care needs. We offer new products and services that make your employee's health care coverage more affordable for your business.

We're dedicated to wellness. Good health means a healthier bottom line. Our health plans include wellness resources that support your employees in achieving goals, such as losing weight or stopping smoking; at no additional cost to them. We also cover some preventative services with little or no cost-sharing for your employees when they receive those services in their network. The services include health exams, immunizations and mammograms.

Contact YOUR Chamber today to be connected with one of our local insurance agents who can assist you with your employee's healthcare needs through the Blue Cross Blue Shield of Michigan, Blue Care Network.



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](http://BattleCreek.org)



# calendar of *events*

## May – June

### Tuesday, May 9

Eye Opener Breakfast  
& Business Expo  
Time: 7:30 – 9:00 a.m.  
Presenter: Believe in Battle Creek  
Kool Family Community Center

### Wednesday, May 17

Annual Business Excellence Awards  
Time: 5:30 – 8:00 p.m.  
Kellogg Community College  
Binda Theatre

### Friday, May 19

Spring into the Arts  
Time: 5:00 – 9:00 p.m.  
Downtown Battle Creek

### Wednesday, May 24

Thoughts, Resources & Food  
Series Luncheon  
Time: 11:30 – 1:00 p.m.  
Presenter: National Auditing Services  
Battle Creek Area Chamber of  
Commerce, The Loft

### Friday, June 2

Silent Observer Golf Outing  
Tee Time: 12:30 p.m.  
Riverside Golf Club & Banquet Center

### Tuesday, June 13

Eye Opener Breakfast  
& Business Expo  
Presenter: Blue Cross  
Blue Shield of Michigan  
Time: 7:30 – 9:00 a.m.  
Kool Family Community Center

### Wednesday, June 21

Chamber Annual Golf Outing  
Tee-Time: 9:00 a.m.  
The Medalist Golf Club, Marshall MI

### Thursday, June 27

Meet-n-Eat: Speed Networking  
Luncheon with Magician,  
Doug Gancer  
Time: 11:30 – 1:00 p.m.  
Battle Creek Area Chamber  
of Commerce, The Loft

### Thursday, July 6

Women in Business  
Time: 11:30 – 1:00 p.m.  
Chamber Loft

### Chamber Refund & Cancellation Policy

Please visit [battlecreek.org](http://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** – Sales Specialist  
**Billy Beers** – Business Development Manager  
**Jennifer Blank** – Accounting Manager  
**Kelly Gierman** – Membership Sales Specialist

## chamber corner

## Check out Downtown Battle Creek



Whether you're here for business or pleasure this summer, a visit to downtown Battle Creek is one you don't want to miss. Downtown Battle Creek 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 in the annual downtown Battle Creek brochure that will be hitting mailboxes in May. You'll want to share the fun with your family, friends and coworkers.

Downtown Battle Creek is revitalizing and we want you to be a part of the fun! From festivals, to music, food, and art, our community has it all, just waiting for you to discover. Summer is here and so much is happening downtown (and around), it's time to come downtown and see what's going on. Be a part of the community, it belongs to YOU!

*Kara Beer*  
President



### Spring Into the Arts May 19

Join the Battle Creek Area Chamber of Commerce for a spring evening art walk downtown!  
5–9pm – Area Businesses in Downtown Battle Creek. Don't miss it!

### Centennial Military Ball June 24

Join us for a black tie affair celebrating Ft. Custer. McCamly Plaza Hotel – Ballroom in  
Downtown Battle Creek. 6–11pm \$100 per person.

### Backyard Burgers and Brewfest August 26

Backyard Burgers and Brewfest is the hottest event taking place in Festival Market Square! Join us as the best grill masters of the area compete for the top prize!  
6pm–11pm | Festival Market Square in Downtown Battle Creek

### Fall Into the Arts October 20

Join the Battle Creek Area Chamber of Commerce for a fall evening art walk downtown!  
Don't miss it! 5–9pm | Area Businesses in Downtown Battle Creek

for more info 269.962.4076 | [battlecreek.org](http://battlecreek.org)





# Annual Business Excellence Awards

## You are Invited to the Annual Business Excellence Awards

The Battle Creek Area Chamber of Commerce and partnering agencies will present the Annual Business Excellence Awards on Wednesday, May 17, 2017 at KCC's Binda Theatre.

An evening affair that recognizes 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 brings together business, nonprofit, organizations, government and industry leaders from all over the area to join in celebrating the Chamber's and business community's achievements. "The expectation set for this event is to give extraordinary exposure and prestige to all of the nominees and awardees," stated Kara Beer, President, Battle Creek Area Chamber of Commerce. "This is a special evening when our local entrepreneurs, businesses, nonprofits and organizations are honored by their peers," stated Beer. We are expecting around 325 attendees to gather and to pay tribute to the award recipients.

Advance tickets are available for individuals at \$10 per person. At the door tickets will be available for \$25 per person.

### The following awards will be announced/distributed the evening of May 17, 2017

- Choose Health Calhoun Workplace Wellness Recognition Award, presented by Regional Health Alliance/Choose Health
- The Randall Brock Memorial Award, presented by Urban League of Battle Creek
- 2017 Emerging Leaders, presented by the Battle Creek Area Chamber of Commerce
- 2017 Harley Simmons Award, presented by the Silent Observer Committee
- Star Award, presented by the Chamber Ambassador program
- Startup Business of the Year, presented by the Battle Creek Area Chamber of Commerce
- Small Business of the Year, presented by the Battle Creek Area Chamber of Commerce
- Mid-size Business of the Year, presented by the Battle Creek Area Chamber of Commerce
- Large Business of the Year, presented by the Battle Creek Area Chamber of Commerce
- 2017 Footprint Award, presented by the Battle Creek Area Chamber of Commerce
- 2017 Woman in Business Award, presented by the Battle Creek Area Chamber of Commerce



Battle Creek Area Chamber of Commerce

## Annual Golf Outing

The Medalist Golf Club - 15705 N. Drive North, Marshall, MI

Registration: 8 a.m. | Tee Time: 9 a.m. | Lunch & Awards: 2 p.m.

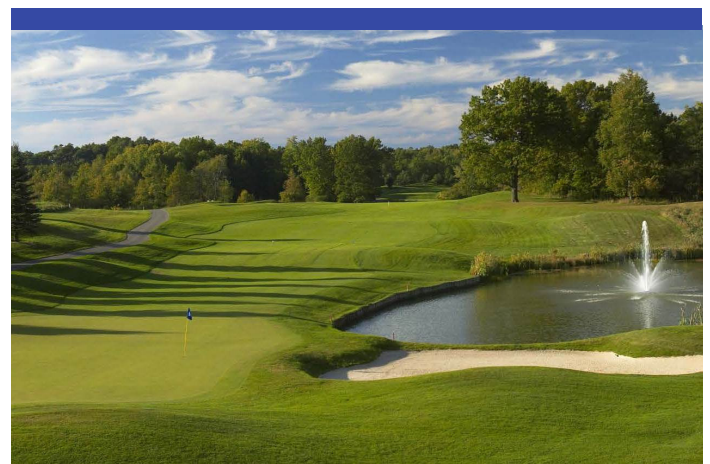
Join us for Networking, Bloody Mary Bar, Mimosa Bar, and the Chamber's popular Specialty Game Holes.

### 2017 Team & Sponsorship Opportunities:

- Individual Golfer
- 4-Golfers Package
- 4-Golfers & Hole Sponsor
- Lunch & Awards Sponsor
- Hole or Game Sponsor
- Cart Sponsor
- Sunrise Sponsor
- Longest Drive Sponsor
- Closest to the Pin Sponsor



To register your team and/or secure a sponsorship visit:  
**[battlecreek.org](http://battlecreek.org)**





# 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.



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# ARTWALK

SPRING INTO THE ARTS

Friday, May 19, 2017

**Get Ready to Spring Into the Arts!**

**Location:** Downtown Battle Creek

**Time:** 5:00 p.m. – 9:00 p.m.

**Spring Into the Arts, Battle Creek's very own art celebration is quickly approaching with 2017 marking the 11th anniversary since its inception. The event will run from 5:00 – 9:00 p.m. the evening of Friday, May 19.**

Returning this year will be the "People's Choice Award," where the public can vote for their favorite work of art. The prizes are selected according to votes received. Voting in person for the People's Choice Award will take place on Friday, May 19 from 5:00 – 9:00 p.m. Each member of the public will have the opportunity to vote ONCE for their favorite piece of art.

**For more information please call 269.962.4076.**

## spectacular ambassador



**Lynn Ward Gray** gets the distinct opportunity to represent two "spectacular" businesses while serving as a Chamber Ambassador. First, as a development officer for the Battle Creek Community Foundation (BCCF) where she helps donors create lasting community legacies in their areas of interest, such as education, health or the arts. She'd welcome your call if you want to learn more about making a community impact today and/or in the future through BCCF! Secondly, as a city commissioner for the City of Battle Creek, MI representing Ward 2 and mentoring the city's Youth Advisory Board, the youth commissioners ages 14-20 for Battle Creek. Lynn's biggest joy is family and community. You can often see Lynn all over town attending community events or being the "Oprah of Battle Creek" on her talk show Keeping You Informed on AccessVision or Horizons Radio on WFPM, 99.5FM in Battle Creek, a broadcast of the BCCF. Wherever you see her, the love for her hometown shines through. It has been wonderful representing the Chamber Ambassadors since 2006, connecting with new and existing businesses and supporting our business community as a whole.



## event highlights



**Battle Creek Pride** is pleased to announce the relocation and expansion of our Resource Center. The Resource Center is located on the second floor of First Congregational Church (FCC) located at 145 Capital Ave NE. Battle Creek Pride is an all volunteer Non-Profit Organization serving the Greater Battle Creek Area LGBTQ Community. We provide resources and referrals for various local services and support. If you would like to donate, volunteer or get involved please visit our website [battlecreekpride.org](http://battlecreekpride.org), our Facebook page at [www.facebook.com/Battle-Creek-Pride-Public-Page-249732625098534/](https://www.facebook.com/Battle-Creek-Pride-Public-Page-249732625098534/) or email us at [info@battlecreekpride.org](mailto:info@battlecreekpride.org).

Wednesday, May 24, 2017

11:30 p.m. – 1:00 p.m.

## Thoughts, Resources & Food Series

**Topic:** How Much Money is Owed to YOUR Company?

**Location:** Battle Creek Area Chamber of Commerce: The Loft

**Cost:** \$10 per member

**Presenter:** National Auditing Service

The vast majority of North American manufacturers are owed hundreds of millions of dollars in overpaid sales and use tax each year; the majority going unclaimed due to the statute of limitations. National Auditing Services (NAS) has the answer to how much of the overpaid sales and use tax belongs to YOUR company.

As an international auditing company headquartered here in Michigan, NAS specializes in an auditing procedure known as Reverse Sales and Use Tax Recovery. For more than 20 years, NAS has helped hundreds of companies across the U.S. recover tens of millions in overpaid taxes related to their manufacturing operations. Companies such as Dow Corning, Bose and Tyson Foods that have a CPA and their own tax departments have realized great benefits in the NAS review as a free second opinion. Their onsite audit process is quick and efficient, and does not require staff downtown. NAS assumes all responsibility for filing all refund claims, including any follow-up correspondence. The services are 100% contingency based, meaning there are no upfront costs.

*Save the date!*

Saturday, August 26, 2017

## Backyard Burgers & Brews Fest

**Time:** 6-11 p.m. **Location:** Festival Market Square

**Cost:** \$10 gate admission



### LABOR & EMPLOYMENT LAW

## getting the job done

### Meet Nancy Mullett.

Nancy is an attorney in Kreis Enderle's Battle Creek office where she specializes in Labor & Employment Law, representing public and private employers on a variety of matters.

Nancy knows how to listen. And she knows how to get the job done. And at the end of the day, that's really what everyone wants.

**Call Nancy at 269.966.3000.**



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# member's business spotlight

## LifeCare Ambulance Paramedic Awarded High Honor in the Nation's Capital

Bridget Dickert will be presented the Star of Life Award during the celebration at the American Ambulance Association meeting taking place June 12-14 in Washington DC. Bridget has been employed as a paramedic and dispatcher at LifeCare Ambulance Service since 2001. Bridget was nominated by her co-workers and supervisor as a result of the extra efforts she has put forth in improving LifeCare Ambulance Service dispatch operations over the past year plus her work on employee recruitment & retention. Bridget also works developing the next generation of EMS workers as an instructor for the KVCC EMS program. Please visit [lifecareems.org](http://lifecareems.org) for more info.



## Rock Out For a Cure at Sounds Of Hope

Join us at Sounds of Hope on Saturday, June 3, inside the FireKeepers Casino & Hotel Event Center in support of the American Cancer Society's Making Strides Against Breast Cancer of Calhoun County. Eight local bands will be competing along with a silent auction. Tickets are \$10 each. Email [CalhounCountyMIStrides@cancer.org](mailto:CalhounCountyMIStrides@cancer.org) or visit our "Sounds of Hope Battle of the Bands" Facebook page for information.



## Battle Creek Pride Festival Celebrates Diversity

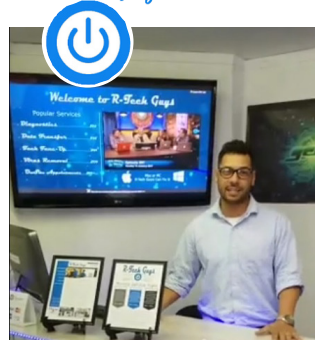


Battle Creek Pride is pleased to announce that downtown Battle Creek will serve as the gathering spot for friends, family and visitors from around the state to celebrate the diversity and unity of our community. The festival includes our 2nd annual Pride Parade, a Family Festival celebration with vendors and non-profit organizations, and concludes with a Candlelight vigil around the Sojourner Truth Memorial, July 14-16. For more information, please contact [info@battlecreekpride.org](mailto:info@battlecreekpride.org) or visit [battlecreekpride.org](http://battlecreekpride.org)

## R-Tech Guys Open Location in Battle Creek

R-Tech Guys is excited to announce a new location in Battle Creek! Owner, Ryan Dickerson (Battle Creek High 2000), knew he needed to go back to his roots and has opened a second location on 20th Street! Please call or come by with your computer and take advantage of affordable services you can trust since 2009!

R-Tech Guys



## LifeCare Hosts State Legislators



On May 19, LifeCare will host an informational meeting for our State Legislators "Ten things you should know about LifeCare" to share updates on issues important to EMS. The following week, May 21-27, LifeCare will be celebrating EMS week "Always in service, Called to care." Visit [lifecareems.org](http://lifecareems.org) for more information.

## Consumers Professional Credit Union Branch Manager

Miguel Ledesma is celebrating her 1 year anniversary as Consumers Professional Credit Union's Battle Creek Branch Supervisor. Miguel began her CPCU career in 2012 and is experienced in Operations, Cards and Lending as well as Member Service. She is passionate about helping Battle Creek business owners borrow and save.



## K-Wings Welcomes New Group Sales Manager

Kalamazoo Wings is pleased to welcome Justin Ferrell to the team as the new group sales manager. Justin is passionate about sales and sports and is excited to bring his enthusiasm to the organization and the Kalamazoo/Battle Creek area. He has an extensive background in sales and business development, from being an entrepreneur of his own lawn care company for 10 years and more recently as a real estate agent. Contact Justin today to welcome him to the area and learn more about group outings at the Kalamazoo Wings at [jferrell@kwings.com](mailto:jferrell@kwings.com) or 269.226.3109.







*You are*  
**INVITED**

TO JOIN US FOR THE

*Centennial Military Ball*

HOSTED BY THE BATTLE CREEK AREA CHAMBER OF COMMERCE

❧ SATURDAY ❧  
JUNE THE TWENTY-FOURTH  
SIX O'CLOCK IN THE EVENING

MCCAMLY PLAZA  
50 CAPITAL AVE SW  
BATTLE CREEK

BLACK TIE  
DINNER  
& DANCING

## Chamber Honored to Hosts Centennial Military Ball June 24 Open to the Community

The Battle Creek Area Chamber of Commerce is honored and enthused to host the Centennial Military Ball on June 24. This black tie formal affair is an open to the community event where as a community we can come together and celebrate the success of 100 years of service as Fort Custer Training Center.

Fort Custer was built in 1917 to train and demobilize soldiers during World War I. Fort Custer was also used heavily during World War II, and trained soldiers of the 5th Infantry Division, as well as serving as a POW camp for captured German soldiers. Fort Custer is currently one of the most heavily used training facilities in the Midwest. It is not only used by the Michigan National Guard, but also by other branches of the armed services, and by soldiers from surrounding states.

While this event will have a strong Military presence from across the state of Michigan we want to encourage the local business community and our citizens to participate by purchasing tickets, corporate tables, program ads in the commemorative program booklet to be placed in the time capsule and more.

For more information or to purchase tickets please contact Kara Beer at the Chamber **269.962.4076** or visit **battlecreek.org**

## TAKING CARE OF BUSINESS?

*We can help!*



OMNI Community Credit Union is a local business just like you. Providing the services our business members need is our goal. See what we have to offer at [www.omnicommunitycu.org](http://www.omnicommunitycu.org) and let us know if we can help.



(866)OMNI-WOW  
[www.omnicommunitycu.org](http://www.omnicommunitycu.org)



**Battle Creek Area Chamber of Commerce**

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

**SAVE THE DATE**

*for golf!*

*Friday, June 2 • Riverside Golf Course  
245 E. Columbia Ave, Battle Creek*

## 2017 Silent Observer Golf Outing

<b>11:30 a.m.</b> Registration & Hot Dogs	<b>Team Package</b> \$350
<b>12:30 p.m.</b> Tee Off	<b>Team with Hole Sponsor</b> \$500
<b>5:30 p.m.</b> Dinner & Awards	<b>Individual Golfer</b> \$70

Be a part of the solution to providing a safe community for all!

**For more information please contact Kara Beer**  
at [kbeer@battlecreek.org](mailto:kbeer@battlecreek.org) or 269.962.4076.



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