



a publication of the Battle Creek Area Chamber of Commerce

March – April 2016

welcome new members

Harvey Beatty
Two Men And A Truck Battle Creek
Visiting Angels of Eaton &
Calhoun Counties
Hampton Inn Marshall
Holiday Inn Marshall
Elavon
March of Dimes Foundation
R&R Tanning and Spa
Battle Creek Field of Flight Air
Show & Balloon Festival
AIM Asphalt
Battle Creek Pizza Department
The David Deaton Agency —
Farm Bureau

our vision

The Battle Creek Area Chamber of Commerce is the premier business association whose influence, solutions, and networks drive economic growth in the Battle Creek area, enabling businesses and people to prosper in an ever-changing economy.

mission statement

The Battle Creek Area Chamber of Commerce will provide the best in member services and aggressive business advocacy to create a climate for employer growth and a prosperous community for all.



eye opener breakfast program

Tuesday, March 8, 2016
7:30 a.m. – 9:00 a.m.

Panel Discussion on Calhoun County Water Resources

Sponsored by: Calhoun County Government

Location: Kool Family Community Center, 200 Michigan Ave. W.



Freshwater. A simple resource for us as we reside in a state surrounded by over 6 quadrillion gallons of it throughout the Great Lakes, but how often do you think of this natural resource? Are you interested in learning more about it or ways you can help protect it? Calhoun County is excited to host a panel of speakers during our March Eye Opener Breakfast & Small Business Expo to discuss water quality within the communities of our County. Join us on Tuesday, March 8, 2016 to learn more about the quality of water within your community, and the actions that are being taken to protect it. Also, Battle Creek Pizza Department will be accepting donations of bottled water in support of the Flint community.

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

Contact the Chamber today at 269.962-4076 to reserve your space today. Or, email Nadina Williams-Barrett at nwilliams@battlecreek.org.

Potential members and the general public are also welcomed to join us for a minimum cost of \$10 per person. The Eye Opener Breakfast & Small Business Expo will be held at Kool Family Community Center at 200 Michigan Ave. W., Battle Creek, MI 49017.

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*
March – April

Tuesday, March 8
Eye Opener Breakfast & Small Business Expo, 7:30 a.m., Kool Family Community Center

Thursday, March 10
Business after Hours, Big Brothers Big Sisters Bowl for Kids’ Sake, 4:00 p.m. – 6:00 p.m., Nottke’s Bowling

Wednesday, March 16
Silent Observer Committee, 8:00 a.m., Holiday Inn

Thursday, March 17
Ambassador Committee, 11:45 a.m., Invite Only

Tuesday, March 22
Sophomore Future Track Various Locations

Wednesday, March 23
Military Affairs Committee, 3:00 p.m., Battle Creek Riverwalk Centre

Thursday, March 24
Retail Boot Camp, 9:00 a.m. – 12:00 p.m., Battle Creek Community Foundation Community Room

Monday, March 28
CEO Roundtable, 3:30 p.m., Chamber Board Room

Tuesday, April 12
Eye Opener Breakfast & Small Business Expo, 7:30 a.m., Kool Family Community Center

Thursday, April 21
Retail Boot Camp, 9:00 a.m. – 12:00 p.m., Battle Creek Community Foundation Community Room

Thursday, April 21
Ambassador Committee, 11:45 a.m., Invite Only

Wednesday, April 27
Military Affairs Committee, 3:00 p.m., Battle Creek Riverwalk Centre

Please note: May EOB date will be moved due to Community Prayer Breakfast.

chamber corner

Springtime fun with our Chamber members

Kara E. Beer, President



Welcome Spring! After what I would categorize as a mild winter we at the Chamber are heating things up with a plethora of spring time fun with our members.

Be sure to spice up your chamber engagement by attending one or all of these upcoming events:

- **Eye Opener** on March 8
- **Bowl 4 Kids’ Sake** on March 10 (private chamber event)
- **Leadership Battle Creek** on March 14 (invite only)
- **Michigan Governor’s Economic Summit** in Grand Rapids on March 15
- **Sophomore Future Track** on March 22
- **Second installment of Retail Boot Camp** on March 24
- **CEO Roundtable** on March 28
- **Eye Opener** on April 12 (welcome back spring breakers)
- **Third installment of Retail Boot Camp** on April 21

See you in the spring Battle Creek! All my best!

Kara E. Beer
President

event highlights



Farleigh’s Senior Care Home located on Morgan Road in Ubndale is a full service facility currently capable of meeting the needs of six residents, with daily activities, a home atmosphere and delicious meals prepared each day. The staff at Farleigh’s is dedicated to the service of your family, and currently has an opening for a senior female. **Contact Debbie Williams at 269.339.3297 for more information.**

Annual Business Excellence Awards

2016 Annual Business Excellence Awards

Calling all Sponsors!

The Battle Creek Area Chamber of Commerce and partnering agencies present the Annual Business Excellence Awards (BEA) program. This premier business event will be an evening affair and will be recognizing 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.

This annual business event, the Chamber’s largest, 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. It has extraordinary exposure and prestige attached to it. This is a special evening when our local entrepreneurs, businesses, nonprofits and organizations are honored by their peers.

Members and guests will gather to pay tribute to the award recipients. Don’t miss this opportunity to honor business excellence. Awards will be recognized at the Battle Creek Area Chamber of Commerce’s Annual Business Excellence Awards on Wednesday, May 18, 2016 at FireKeepers Casino Hotel.

Deadline for nominations is Friday, March 18, 2016. You may self nominate or be nominated in this process. An anonymous group of judges will review and make recommendations for the winners.

Chamber Specific Awards (Start up; Small; Mid-Size; Large Businesses of the Year) will need to fill out the application’s 17 questions (see insert). Please have each nomination tell us the story of the business and why the business is one of the top businesses in Battle Creek in 2015-2016. Please answer the questions in the same passion that you conduct your business. These questions should NOT exceed 4 pages in length and no additional materials will be judged.

Award winners will be announced the evening of May 18 at the awards ceremony.

Judging Elements

- Business Growth & Performance • Sound Business Strategies & Practices
- Customer Service Strategies & Practices • Business Challenges
- Unique & Innovative Approaches • Employee Relations
- Community Involvement & Contribution

Please see the insert, in this publication, for the 2016 Business Excellence nomination form.

sponsorships

Award Presenting Sponsors

Businesses now have the opportunity to associate their name with Chamber’s Businesses of the Year. Each of the presenting sponsors will have the opportunity to be a part of the recognition process the night of the event, the company will receive 20 tickets to attend as well as recognition on all promotional printed materials.

PRESENTING SPONSOR - \$2,500

Opportunities to choose from:

- **Start up Business of the Year**
- **Small Business of the Year**
- **Mid-Size Business of the Year**
- **Large Business of the Year**
- **Emerging Leaders**

Sponsorships Available

All sponsorships include your business name and logo in all promotional print and digital materials and ticket packages to the event.

PLATINUM SPONSOR : \$750 (includes 15 tickets to the event)

GOLD SPONSOR: \$500 (includes 10 tickets to the event)

SILVER SPONSOR: \$400 (includes 5 tickets to the event)

BRONZE SPONSOR: \$250 (includes 2 tickets to the event)

Awards Program Magazine

This magazine will be a full color, glossy program for the event featuring all of the nominees. You have the option to purchase a standalone ad or add it on to your sponsorship package for a reduced rate. All ad copy needs to be created by the sponsor and sent to kbeer@battlecreek.org in either jpeg or pdf file.

Ad size	Standalone Cost	Additional with Sponsorship
Full page (8” x 10”)	\$500	\$350
1/2 Page (4” x 10”)	\$350	\$250
1/4 Page (4” x 5”)	\$250	\$150

member anniversaries

40th Anniversary
Omega Castings, Inc
Vision Services, PC
35th Anniversary
United Way of Greater Battle Creek & Kalamazoo
30th Anniversary
Jessup Group, PC

20th Anniversary
Midwest Communications, Inc
15th Anniversary
Best Way Disposal, Inc
Stewart Industries, LLC
5th Anniversary
Calhoun County
Malia Mediterranean Bistro
Ann Rosenbaum

Chamber Refund & Cancellation Policy
Please visit battlecreek.org for our complete policy details.
Editorial Policy: Articles written by outside authors do not necessarily reflect the views or positions of Battle Creek Area Chamber of Commerce. The position of the Chamber will be clearly stated where applicable. The Chamber reserves the right to reject advertising based on content and does not accept advertising that conflicts with the mission or position of the Chamber. The advertising of products or services in the Insight does not necessarily represent endorsement by the Battle Creek Area Chamber of Commerce. The Insight is published bi-monthly by the Battle Creek Area Chamber of Commerce.

Editor: Kara Beer, President

Battle Creek Area Chamber of Commerce Staff

Kara E. Beer – President
Andrea Allen – Membership Sales Specialist
Billy Beers – Business Development Manager
Jennifer Blank – Accounting Manager
Nadina Williams-Barrett – Member Relations Specialist



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.



Thursday, March 10, 2016
Business after Hours

*Battle Creek Area Chamber of Commerce
2nd Annual Bowl for Kids' Sake!*



Location: Nottke's Bowling, 775 W. Columbia Ave
Time: 4:00 p.m. – 6:00 p.m.

Looking for a fun way for you and your business/organization to help local kids change their lives for the better, forever? The money you raise for Bowl for Kids' Sake will go towards matching more kids with dedicated, caring mentors. Children who have positive role models are more likely to succeed than those who do not.

Research shows that:

- 91% of Littles are less likely to engage in activities that could limit future success.
- 96.6% of Littles have improved self-confidence.
- 90% of Littles perform better in school.

Getting involved with Bowl for Kids' Sake is easy.

1. Form your five or six member team.
2. Register online or via paper registration form (For the March 10 event).
3. Have each team member collect at least \$60 in donations.
4. Come to the March 10 Bowl for Kids' Sake event, turn in your donations, and enjoy a two hour bowling party with your team! *(Please note: We are bowling at Nottke's Bowling on Columbia this year).*

Let's get bowling, register today! Contact Nadina Williams-Barrett at nwilliams@battlecreek.org to reserve your lane.



Sue Smith! What an honored to be the spectacular Ambassador for this month. Yes, you probably see my face at almost every event, but I truly love being an Ambassador for the Battle Creek Chamber. We have an awesome leader and employees that truly care for our community and work hard for a stronger Battle Creek. The dedication and hard work that they do is outstanding and I love working with this group of volunteer's, employees and chamber members. We have fun in everything that we do and working with our small business member's and their needs is what I love best. Waking up earlier than normal for those Eye Openers is killing me but I wouldn't miss it. ...Great food, good music and something surprising every time...like watching our city manager riding a fat bike around the meeting or playing a larger than life Jenga game and watching the expression of that one member when it falls to the ground!

Thank you Sue for being an amazing volunteer and advocate for the Battle Creek Area Chamber of Commerce!



Join Us for Retail Boot Camp with Phil Wrzesinski

Phil Wrzesinski is a captivating speaker, teacher, author, and award-winning retailer as owner of Toy House and Baby Too in Jackson, MI. His presentations are fun, engaging, and packed with tools that you can apply right away to get the same kind of success in your business.

Thursday, March 24, 2016
Generating Word of Mouth Advertising

Location: Battle Creek Community Foundation
Time: 9:00 a.m. – 12:00 p.m.
Cost: \$45 each session

We all know Word of Mouth is the best form of advertising. But do you know what it takes to actually make people talk about you the right way? Great customer service is no longer the answer. Give a customer great customer service and the best you can expect is a thank you. To get them to brag to their friends, you need to go over-the-top. This presentation will show you five proven ways to consistently get your customers to be your most powerful form of advertising.

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

Location: Battle Creek Community Foundation
Time: 9:00 a.m. – 12:00 p.m.
Cost: \$45 each session

Walk into any art gallery and look at the pottery. It is beautiful. It is durable. It is strong and long lasting. Most of all, it is useful. Wouldn't you love to have your team be called useful, durable, strong, long lasting, and beautiful? This presentation will show you how to incorporate the steps of the potter into your hiring and training so that you can turn your team into a Masterpiece.

Tuesday, April 12, 2016
7:30 a.m. – 9:00 a.m.
Eye Opener Breakfast Program & Expo

BC Business Voice, the advocacy center for the Battle Creek Area Chamber of Commerce

Through aggressive business advocacy, it is the mission of the Chamber to provide our members and the Battle Creek community with the most up-to-date information about issues shaping Battle Creek and Michigan's business policy. Stay informed, active and engaged on issues that affect your business community by attending the Chamber's Eye Opener Breakfast & Small Business Expo.

Engage and connect with your Chamber network by sharing your company's story with everyone in attendance by participating as a vendor at the Small Business Expo portion of the morning. It's a great way to take advantage of one of your many benefits already included with your membership. Vendor tables available on a first come, first serve basis.

Call the Chamber at 269.962-4076 to reserve your space. Or, email Nadina Williams-Barrett at nwilliams@battlecreek.org.

Potential members and the general public are welcomed to join for a minimum cost of \$10 per person. The Expo will be held at Kool Family Community Center at 200 Michigan Ave. W., Battle Creek, MI 49017.



BC Community Cash is a local procurement gift certificate that is purchased from Battlecreek.org and can be used ONLY at participating local merchants. BC Community Cash provides you, our member merchants & retailers, a fantastic tool to grow your business and increase your customer base. Our areas large employers spend 2-3% of their payroll on holiday gifts, sales incentives and employee recognition. That's almost \$30,000,000 per year in Battle Creek! Our goal is to make BC Community Cash a reward that our large employers use instead of national brand gift cards that have no benefit for our members.

The Battle Creek Area Chamber of Commerce member benefit will:

- Bring a year-round local procurement program to our community.
- Be used as holiday gifts, thank you gifts and employee rewards.
- Connect our merchants and retailers with the areas large employers.
- Help you acquire new Customers.
- Provide FREE marketing for your business.

What does it cost? The participation fee of 10% per certificate face value covers the operational and marketing costs of the program as well as credit card fees. That's it, no upfront costs, expensive equipment or outrageous discounts. This is a WIN-WIN-WIN for our community.

If you have questions, please call Nadina Williams-Barrett at nwilliams@battlecreek.org or call 269.962.4076.

The Battle Creek Area Chamber of Commerce is going to bring new customers to your door. DO NOT MISS THIS OPPORTUNITY! Make sure you're signed up and ready to grow your business!

member's business spotlight

The 2016 Battle Creek Cereal Festival will be held on Saturday, June 11 in downtown Battle Creek

The new approach for the 2016 festival coordination will be announced in early February. In the meantime, the public can direct their questions and inquiry to the Battle Creek Community Foundation 269.962.2181 and a Foundation representative will provide further information.

BC CAN will host the 5th Annual Sophomore Future Track on March 22

Sophomore Future Track gives over 800 sophomores a hands-on work experience by partnering with area businesses that provide one or more staff members that can greet the students upon arrival and facilitate the learning experience. **For more information contact Laura Zallé laura@battlecreekcan.org or 269.719.8228.**



Master Plan for the City of Battle Creek will create a blueprint for our future

The Master Plan for the City of Battle Creek will serve as the City's official guide for land use and development over the next 10-20 years. It will be Battle Creek's "road map," detailing a long-term vision and policy agenda for important issues related to land use and development and sustainability. Ultimately, the Plan will answer two key questions: "What should Battle Creek look like in 10-20 years?" and "How do we get there?" **For more information visit: www.hlplanning.com/portals/battlecreek/about-the-plan/.**

United Educational Credit Union name change

Blue Ox Credit Union celebrated the new year with a new name and brand identity, formally known as United Educational Credit Union. **For more information contact Joan Miller at 269.965.7281.**



Linda Freybler named President of the Statewide Tourism Organization

The Michigan Association of Convention & Visitor Bureaus (MACVB) recently named its officers for the 2016 calendar year. Linda Freybler is the CEO of the Calhoun County Visitors Bureau, a position she has held for six years. "It is a pleasure to serve as President of MACVB, representing our destination marketing organizations from around the state who work collaboratively to grow the tourism industry". **Congratulations, Linda!**



Advia Foundation Scholarships

The Advia Foundation is requesting submissions to its Youth Scholarship Program. High school seniors are currently encouraged to submit their applications as the Foundation will award 25 college or trade school bound recipients with \$1,000 scholarships this Spring. Scholarship criteria includes community involvement, leadership traits, academic accomplishments, and college or trade school acceptance for the 2016 fall semester. **The application is available at www.adviacu.org; deadline to apply is March 31.**



Battle Creek gets "Edge"ier with new alternative rock station

Formerly known as lite rock station Mix 104.9 WBXX, The Edge will feature alternative rock from the 90's, 00's, and today's hits. Listeners can expect to hear artists like Twenty One Pilots, X Ambassadors, Mumford & Sons, and Cage the Elephant next to classics from Pearl Jam, Incubus, and Beastie Boys. The Edge will also be home to the nationally syndicated Free Beer & Hot Wings morning show, airing from 5:00 a.m. to 10:00 a.m. Monday through Friday.



Friday, May 20, 2016

Get Ready to Spring into the Arts!

Location: Downtown Battle Creek

Time: 5:00 p.m. – 9:00 p.m.

Join us for an evening of art in Downtown Battle Creek. From musicians and crafters to photography and oil painting, there will be something for everyone! It is Battle Creek's mini Art Prize featuring the "People's Choice Award", where the public can vote for their favorite work of art. The one night event is held in conjunction with downtown businesses to create awareness of downtown businesses, promote cultural and artistic works as well as promote local and national artists.

If you are an artisan interested in participating or want more information please call **269.962.4076**.



OMG! my car is free?

win up to \$20,000* to pay off your vehicle!

KCFCU is going to pay off one lucky winner's vehicle! If you finance a new or used car, truck, or motorcycle with us, you will automatically be entered into the Sweepstakes. And with rates as low as **1.99% APR**** everyone is a winner!

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*No purchase necessary to enter and win. Odds of winning depend on number of eligible entries received. All new and refinanced vehicle loans of \$7,500 or more will be automatically entered to win. Refinancing of existing KCFCU vehicle loans do not qualify. KCFCU will pay off Sweepstakes winner's KCFCU Vehicle loan up to \$20,000. OMG! Sweepstakes runs from March 1, 2016 – May 30, 2016. Visit us online for full details and sweepstakes rules. A 1099 may be issued for tax purposes. **APR=Annual Percentage Rate. Rate subject to change. Rate shown may not apply to every borrower; other rates and terms available. Offer is available for a limited time. Federally insured by the NCUA.

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Intern with the Chamber!

Are you or someone you know passionate about our community? Do you believe that every business and their emerging leaders need a thriving place to call home? The Battle Creek Area Chamber of Commerce is seeking enthusiastic, passionate people that positively promote the greater Battle Creek area. For 104 years the Chamber has sought innovative ways to improve local business practices, the local economy, and the quality of life by focusing on one person, one business at a time.

We are currently searching for the following interns:

Events Intern (May-August) Plan, implement, evaluate and promote chamber specific events, our community presence at signature festivals in the community and coordination of summer volunteer opportunities. *Stipend (15-20 hours per week)

Sales Intern (May-August) The planning, relationship building, the sales pitch, the closing of deals for all chamber specific sales opportunities including membership, activity sales, and all advertising, the recruiting of participants into Chamber Leadership Battle Creek. *Commission (15 hours per week)

Marketing/Social Media Intern (May-August) Develop and implement social media and overall marketing plan for the Battle Creek Area Chamber of Commerce. The creation of an evaluation mechanism for the marketing plan which will be utilized throughout the year. *Stipend (15-20 per week)

Government Affairs Intern (May-August) Develop, plan, implement, evaluate and promote all government affairs activities for a calendar year. For example: Chamber Day at the Capitol in May, Small Business Summit in June, Meet the Candidate/Party Politics in September/October. The creation of marketing tools for our members that address local, state, and federal issues. Committee work with the Government Affairs committee. Fund development opportunities.

If you are interested in learning more about these exciting opportunities please contact **Kara Beer, President, Battle Creek Area Chamber of Commerce at 269.962.4076 or email kbeer@battlecreek.org**. To apply, indicate the position for which you wish to be considered, a detailed cover letter explaining why you should be selected as the ideal candidate, your availability, and resume to kbeer@battlecreek.org.

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Battle Creek Area Chamber of Commerce

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

Friday, May 20, 2016

Get Ready to Spring into the Arts—Save the date! *see page 7*



SAVE THE DATE

for golf!

Friday, June 3, 2016

Registration 11:30 a.m. – Tee time 12:30 p.m.

Riverside Golf Course

2016 Silent Observer Golf Outing

The Silent Observer Program is a nationally recognized model for community crime fighting and was first established by the Battle Creek Area Chamber Foundation. Since that time the program has been duplicated across the world either as “Silent Observer”, or Crimestoppers.

The premise is simple. Only through citizen participation can law enforcement solve crimes. Silent Observer offers citizens the opportunity to provide police with vital information – yet remain anonymous.

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

Contact Nadina Williams-Barrett at nwilliams@battlecreek.org or 269.962.4076 to reserve your team or sponsorship today.



Wednesday, June 22, 2016

Grill Out & Registration 12:00 p.m. – Tee time 1:00 p.m.

Gull Lake View East

2016 Annual Chamber Golf Outing

Can you think of a better way other than the Chamber's annual golf outing to build relationships by networking or take advantage of a team building opportunity for your staff? Join us at Gull Lake View East as we break away from the office and enjoy quality time with members of your Chamber. Also, contact us about ways we can help build your brand exposure and awareness by becoming one of our sponsors this year.

For more information please contact Billy Beers at bbeers@battlecreek.org or 269.962.4076.

