



a publication of the Battle Creek Area Chamber of Commerce

May – June 2015

welcome new members

D-K Fence Company
Howling Delivery Service, LLC
Stanton Interiors, Inc
EconoLodge Battle Creek
Anchor Staffing
Quantum Group QC, Inc.

Save the Date!

Tuesday, May 12, 2015

*Consumers Energy: Energy
Efficiency Programs and Policies
for Small Businesses (see page 8)*

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, June 9, 2015
7:30 a.m. – 9:00 a.m.

Battle Creek's Fantasy Forest Art Competition

*With Speaker Brett Myers
Executive Director at Leila Arboretum Society*

Special Site Location: The Children's Garden at the Leila Arboretum Society, 928 Michigan Avenue W, Battle Creek, MI 49037

Have you heard about the upcoming art competition at the Leila Arboretum Society? If not, join us as Executive Director Brett Myers discusses how the Arboretum is utilizing art to transform its ash trees, which have been on the grounds since the 1920s, into whimsical pieces of art. The concept of the Fantasy Forest Art Competition was developed after emerald ash borers destroyed the ash trees. Not wanting to remove such a vital piece of the Arboretum's history, the Arboretum came up with the idea to allow a unique range of multi-disciplinary artists to bring life back into the trees.

The Chamber will also be hosting its Small Business Expo portion of the program within the Children's Garden. Take your level of NETWORKING and CONNECTING up a notch by having a vendor table within the garden as attendees enjoy the beauty that lies within the Arboretum. Attendance to the Eye Opener Breakfast and Small Business Expo is included in your membership. Potential members and the general public are also welcomed to join us for a minimum cost of \$10 per person.

Please RSVP to Nadina Williams at (269) 962-4076 or email at nwilliams@battlecreek.org. All RSVPs must be in by Friday, June 5. Booth spaces at the Small Business Expo portion of the breakfast are limited and available on a first come, first served basis.

Photos: Works of two of the featured artists participating, Jim Denkins (Gnome, above) and Bob Sadowy (Dragon, below).

(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*

May – June

Friday, May 1

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

Monday, May 4

Ribbon Cutting, 4:00 p.m.,
Charitable Union

Thursday, May 7

Business Leader Breakfast
United 4 Change, 7:30 a.m.,
Bronson Battle Creek

Tuesday, May 12

Eye Opener Breakfast
7:30 a.m., Burnham Brook

Tuesday, May 12

Chamber Capitol Day
11:00 a.m. to 4:00 p.m., Lansing MI

Friday, May 15

Armed Forces Day Luncheon,
11:30 a.m., ANG Base

Friday, May 15

Spring into the Arts,
5:00 p.m., Downtown Battle Creek

Wednesday, May 20

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

Wednesday, May 20

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

Wednesday, May 20

Annual Business Excellence Awards,
5:30 p.m., KCC – Elizabeth H. Binda
Performing Arts Center

Wednesday, May 27

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

Friday, May 29

Silent Observer Golf Outing
12:30 p.m., Riverside Golf Club
and Banquet Center

Thursday, June 4

Business After Hours
4:00 p.m., Yarrow Golf Resort

Friday, June 5

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

Tuesday, June 9

Eye Opener Breakfast
7:30 a.m., Leila Arboretum

Wednesday, June 17

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

Wednesday, June 17

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

Thursday, June 18

Business Leader Luncheon
11:30 a.m., TBD

Monday, June 22

Annual Chamber Golf Outing
12:00 p.m., Yarrow Golf Resort

Wednesday, June 24

Military Affairs Committee,
3:00 p.m., UW 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

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Jennifer Blank – Accounting Manager

Nadina Williams – Member Relations Specialist

Billy Beers – Business Development Specialist

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chamber corner

Chamber to launch Women in Business Initiative in 2015

Kara E. Beer, President



Recognizing the importance of women entrepreneurs, women business leaders, and the impact women are making on the global economy, the Battle Creek Area Chamber of Commerce is increasingly building programs that facilitate the advancement of women in business. If you are interested in learning more, sponsoring or being a part of the Chamber's Women in Business (WIB) initiative please contact myself, Kara Beer at 269.962.4076 or email kbeer@battlecreek.org today. **Mark your calendars: Thursday, May 7 from 5-6:30 p.m., social event.**

Mentoring and Networking Events

Mentoring events give participants complimentary career advice and personalized feedback from people in various industries and backgrounds. While these events are targeted to assisting mentees, mentors also find them beneficial, rewarding, and fun.

Networking events, usually scheduled in a relaxed atmosphere, provide participants with opportunities to meet and consult with other professionals.

WIB Specific Presentations, Seminars and Keynote National Speakers

We will be bringing in to Battle Creek the National Center for Women in Business through the U.S. Chamber of Commerce to do a number of topic specific presentations in the upcoming year. Below are a few of the opportunities you will see in our community.

Women-Owned Businesses: Carving a New American Business Landscape Presentation

CWB's latest research highlights the growing impact of women entrepreneurs and small business owners on the American economy. In particular, we examine the growth of women-owned micro-enterprises and the best states for women's entrepreneurship. Finally, we provide examples and best practices of programs that encourage and support women's business initiatives in communities around the United States.

Advancing Women to the Top Research Presentation

CWB's 2013 report examines the best practices of Fortune 1000 companies that are successful in promoting and developing women at the board, C-suite, and management levels. The report outlines specific steps that all organizations, large or small, can take to better incorporate and advance women.

Panel Discussions and Keynote Speakers

CWB maintains an extensive network of female and male speakers throughout the country that can be used to enhance our chamber's events. We are working to find dynamic, interesting speakers and a thought-provoking program.

Kara Beer
President

event highlights



Cereal City Pediatrics Dr. White and Dr. Allison Halonen of Cereal City Pediatrics are investing in a new building at 4520 Beckley Road. The ground breaking took place on March 30, 2015 with the staff of the pediatric office along with various community members. Completion of the project is scheduled for October 2015!



Edward Jones Karen Reeves of the financial services firm Edward Jones opened a new office at 3164 Capital Ave SW Battle Creek, MI 49015. The new office opened for business on Thursday January 22, 2015. The phone number is 269-979-7720.

spectacular ambassador

David Barrett, the Marketing Agent and Leasing Specialist for Minges Creek Village Apartments, has been engaged with the Battle Creek Chamber's Ambassador Program since 2014. In his role at Minges Creek, he puts his background in communications and marketing to use on a constant basis, and is always looking for new and exciting opportunities to grow himself and his workplace.

Recently, David was elected to fill the PR & Marketing Chair for the Battle Creek Area Young Professionals, an area organization whose goals are centered around making Battle Creek a great place to live, work and play, especially as it pertains to the "young professional" demographic.

When not engaged in work or volunteer activities in the community, David can be found honing his talents in photography, which he has been doing in a freelance capacity for several years.

Friday, May 15, 2015

59th Annual Armed Forces Day Luncheon

110th Attack Wing
Air National Guard Base



What: Armed Forces Day Luncheon

Where: Air National Guard Base

When: Friday, May 15

Time: Please arrive at 11:00 a.m. Luncheon starts at 11:30 a.m.

Cost: \$25 per person (must be pre-paid to the Chamber).

Sponsorships are available, see below.

The Battle Creek Area Chamber of Commerce and the Military Affairs Committee are preparing for the community's 59th Annual Armed Forces Day Luncheon, Friday, May 15, starting at 11:30 a.m., at the Air National Guard – 110th Attack Wing.

Besides honoring past and present members of America's armed forces, the event also recognizes the outstanding person of each of the local services, the Defense Logistics Information Service and the Defense Reutilization and Marketing Service. The Marine Corps League will present its Dewey Award to the outstanding Michigan student participating in the Marine Corps Platoon Leaders Course. The Chamber will also present a community service award.

Armed Forces Day was first announced August 31, 1949 by then Secretary of Defense Louis Johnson. The new day was created to replace separate Army, Navy and Air Force Days. The single-day celebration stemmed from the unification of the armed forces into one department. In a speech announcing the formation of the day, President Truman praised "the work of the military services at home and across the seas" and said, "it is vital to the security of the nation and to the establishment of a desirable peace."

Tickets are available at the Chamber office for \$25. The luncheon event is open to the public!

PLEASE CONSIDER BECOMING A SPONSOR FOR THIS MEMORABLE ANNUAL EVENT:

Platinum Sponsor: (\$1,000) company name and logo prominently displayed at the event, and all printed materials for the attendees to see, corporate table at the event for 8

Gold Sponsor: (\$500) company name and logo displayed at the luncheon, all promotional materials, and 2 seats to the event

Silver Sponsor: (\$250) company name and logo displayed at the luncheon, all promotional materials, and 1 seat at the event

Pre-sold tickets and an onsite security check are mandatory for this event. For additional information about the luncheon, call the Chamber at (269) 962-4076 or email Kara Beer kbeer@battlecreek.org.

Current Sponsors: Central Michigan University, Duncan Aviation and Shaw Funeral Home

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

Military Spouse Appreciation Day 2015

National Military Spouse Appreciation Day is celebrated on the Friday before Mother's Day in May. This year it will be celebrated on Friday, May 8, 2015.



On Military Spouse Appreciation Day, we celebrate military spouses' contributions to keeping our country safe. America's military spouses are the backbone of the families who support our troops during mission, deployment, reintegration and reset. They are the silent heroes who are essential to the strength of the nation and they serve our country just like their loved ones.

In celebration of Military Spouse Appreciation Day the armed forces have special events and programs to inform, honor and recognize military spouses. Events range from spouse appreciation luncheons to educational workshops to spouse employment fairs that pay tribute to military spouses.

Annual Business Excellence Awards

THEME: Rolling Out the Red Carpet

WHEN: Wednesday, May 20, 2015

TIME: 5:30 p.m. – 8:00 p.m.

LOCATION: Elizabeth H. Binda
Performing Arts Center – KCC

Heavy hors d'oeuvres and cash bar
After glow dessert bar
\$25 per person

*Please call regarding Corporate sponsorships
and advertising opportunities available.*

MAY 20, 2015

Save the Date



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YEA! Empowers Students

Young Entrepreneurs Academy (YEA!) Empowers Calhoun County High School Students to Create Jobs

High school students throughout Calhoun County will create their own businesses, including pitching ideas to investors and launching real enterprises, in Battle Creek Area Chamber of Commerce's Young Entrepreneurs Academy (YEA!) at Robert B. Miller College. Students throughout Michigan are creating jobs as the YEA! program has been established in Dearborn, Midland, and Lansing.

With the help of existing businesses and entrepreneurs, the YEA! program works with students to develop ideas, formulate a pitch plan, and start up their businesses over a 30 week period. The Battle Creek Area Chamber of Commerce is currently seeking interested businesses to serve as start-up mentors, classroom faculty, field trip experiences, and in-kind sponsors to help launch up to twenty new businesses by spring 2016.

The Battle Creek YEA! Program is taking applications for the class of 2015-2016 through Friday, May 1st, 2015. The Class of 2015-2016 will be announced at the Chamber's Business Excellence Awards on Wednesday, May 20 at Kellogg Community College.

2015-2016 Sponsorship Opportunities available:

- Investor Panel Sponsors
- Judging Panel Sponsors
- Presenting Sponsors

Sponsorships help sustain the YEA! program here in Battle Creek and the launch of the Class of 2015-2016 businesses. **For more information about sponsorship opportunities, contact Billy Beers at (269) 962-4076 or bbeers@battlecreek.org.**

Thursday, May 7, 2015 Business Leader Breakfast

United 4 Change — How Local Business is Showing Kids the Future

Location: Bronson Battle Creek

Time: 7:30 a.m. – 9:00 a.m..

Catered by: Bronson Battle Creek

United 4 Change is a corporate led partnership which brings together businesses, educators, and nonprofits across the region to make positive impacts on education through volunteer engagement. The goal of this breakfast is to provide examples of how local businesses are successfully engaging employees as volunteers to inspire students to achieve more, especially in early grade reading and career mentoring. Examples will cover the four key pillars of United 4 Change:

- Early Grade Reading
- Middle School Mentorships
- Middle School Career Day
- High School Externships

RSVP your attendance for the United 4 Change breakfast if you agree that every child should aspire to a positive future and become a part of the change within Battle Creek and Kalamazoo. RSVPs can be sent to Nadina Williams at (269) 962-4076 or nwilliams@battlecreek.org.

Thursday, June 18, 2015 Business Leader Luncheon

Main Street Marketing on a Shoestring Budget Presented by Phil Wrzesinski

Location: TBD

Time: 11:30 a.m.

You don't need a huge advertising budget to successfully market your business. You just need the proper tools that can draw customers to your business without discounting your goods or services. This presentation will give you seven proven methods of attracting new customers to your store that won't cost a ton of money, including how to generate consistent word of mouth, how to use Social Media the right way, and one simple tool that lowers your acquisition costs to an all-time low. At the end, you will have the kind of tools that get results right away without eating into your bottom line.

Phil Wrzesinski is a captivating speaker, teacher, author, and award-winning retailer as owner of Toy House and Baby Too in Jackson, MI. Toy House and Baby Too store was named "One of the 25 Best Independent Stores in America" in the book RETAIL SUPERSTARS by George Whalin (2009). 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.

member's business spotlight



The I-94 Business Loop Columbia Avenue/ Martin Luther King Bridge Replacement and Repaving Project

The Michigan Department of Transportation (MDOT) is replacing the I-94 Business Loop (BL) bridge over I-94, as well as reconstructing the ramps at Exit 92. Work also includes repaving the business loop from I-94 to Hill Brady Road and a portion of M-96 (Dickman Road) in the divided section. I-94 BL (Martin Luther King Boulevard) will be removed from Hill Brady Road to M-96 (Dickman Road). The new I-94 BL will include portions of Columbia Avenue and Helmer Road.

Work is scheduled to begin in April and be complete in November.

Traffic will be under flag control with lane shifts. A detour for I-94 BL (Columbia Avenue) will be posted while the bridge is being rebuilt. Two lanes will be open in each direction on I-94 during the day, with intermittent nighttime lane closures.

Tentative bridge closures to begin May 15:

Ramp A (EB off ramp) — May 16-June 21

Ramp B (EB on ramp) — June 03-June 15

Ramp C (WB off ramp) — May 17-May 31

Ramp C (WB on ramp) — June 27-July 30

Please plan alternate routes!



Military Appreciation Night Matching Ticket Donations



Battle Creek Bombers baseball team will be holding a military appreciation night on Saturday, July 18, 7:05 p.m. game time start @ CO Brown Stadium inside of the Bailey Park Sports Complex in Battle Creek, Michigan. The Bombers baseball organization will match each ticket donation in the attached packages for the Military appreciation game night. Each business/individual donating the ticket packages will be recognized Saturday, July 18, Bombers baseball home game night.

SAVE THE DATE! Chamber Night BC Bombers Game Wednesday, July 15, 7:05 p.m.

Please contact Dave Darkey at (269) 962-0735, or email darkey@battlecreekbombers.com to order the ticket packages. Thank you for your support of this very special game night!

member anniversaries

30th Anniversary

Franklin Iron & Metal Company

25th Anniversary

K Drive Greenhouse Company

20th Anniversary

Goodwill Industries of

Central Michigan

Trivanlent Group

Troy Huggett's Fitness Pros, LLC

15th Anniversary

The Planning Group

10th Anniversary

Art Center of Battle Creek

West Michigan Financial Group, LLC

5th Anniversary

Amerifirst Home Mortgage

Shafer Redi-Mix, Inc

Silver Star Apartments

Springfield Machine & Tool, Inc

Springfield Plumbing & Supply, Inc

Thursday, June 18, 2015
Business Blind Date

Lunch with a purpose!
Think Speed Networking

Location: H2O, West Michigan's premier lakeside dining destination

Enjoy a blind date, a Business Blind Date that is, at West Michigan's premier lakeside dining destination H2O. We are thrilled to have the opportunity to showcase some of H2O's dishes and their view of Goguac Lake during our June 18 Business Blind Date. Our Business Blind Dates are exciting, open to our members, and daring without any complication or uncontrolled risks. We are simply gathering 20-30 members at H2O to be surprised and inspired by one another. It's the perfect opportunity to grow your connections. By registering to participate, we will arrange for you to have lunch with potential new clients, friends, board members and more.

During your date, seating will be assigned to pair you with people you might not already know or currently do business with. Plus, there will be guided networking questions or discussion topics at each table to help keep the conversations flowing.

What: Business Blind Date

Where: H2O, West Michigan's premier lakeside dining destination

When: Thursday, June 18

Time: 12:00 p.m. to 1:00 p.m.

Cost: \$20 per person (Must be pre-paid to the Chamber)

RSVP today to Nadina Williams at nwilliams@battlecreek.org or (269) 962-4076.



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Battle Creek Area Chamber of Commerce

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

Tuesday, May 12, 2015

Eye Opener Breakfast

*Energy Efficient Programs and
Policies for Small Businesses*



Location: Burnham Brook Community Center

Time: 7:30 a.m. – 9:00 a.m.

Join us and Consumers Energy to learn about eligibility, incentives, and why it's important for your business to participate. Consumers Energy offers incentives that can reduce energy use and deliver significant savings for your business. Some of the Energy Saving Rebates that may be available to you include:

- *Energy Check*
- *Lighting*
- *Envelop & Insulation*
- *Kitchen & Refrigeration*
- *Mechanical*
- *Custom Energy Report*
- *Specialty Programs*
- *Laundry*

Also, take your level of NETWORKING and CONNECTING up a notch by having a vendor table at the Small Business Expo portion of the morning. Attendance to the Eye Opener Breakfast and Small Business Expo is included in your membership. Potential members and the general public are also welcomed to join us for a minimum cost of \$10 per person.

Please RSVP to Nadina Williams at **(269) 962-4076** or **nwilliams@battlecreek.org**. All RSVPs must be in by Friday, May 8, 2015. Booth spaces at the Small Business Expo portion of the Breakfast are limited and available on a first come, first served basis.

Thursday, June 4, 2015

Business after Hours

Escape to Yarrow after a long day at the office!

Location: Yarrow Golf & Conference Resort, 10499 North 48th Street

Time: 4:00 p.m. – 6:00 p.m.

Our June 4 Business after Hours is being held where the passion is golf, the scenery magnificent, and the experience is unforgettable. You've probably already guessed it, Yarrow Golf & Conference Resort within West Michigan's slice of world-class golf. Escape to Yarrow after a long day in the office and enjoy an array of drinks and hors d'oeuvres on their beautiful Cinnamon Wood Deck.

Learn why Yarrow is home to many weddings and corporate events throughout the year and how they are re-defining the term "Happy Hour" with giveaways, gift bags, and even a photo booth.

