



a publication of the Battle Creek Area Chamber of Commerce

May – June 2016

insight

welcome new members

Green Scene of Marshall
Evergreen Senior Care &
Rehab Center
Performance Plus Quick Lube
A Forever Recovery
Kalamazoo Wings Hockey Club
Phillips Custom Building
Safelite AutoGlass
Twin Valley Pharmacy, Inc
Biggby Coffee Store #448
Dan Henry Distributing Company
McNally Elevator Company Inc
Oak Forest Home Park
Heartland Health Care Center
of Battle Creek
Lone Star Steakhouse
Lover's Lane
Battle Creek Manor
Shaw Communication
Juicy Burger
Timeless Furnishings

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, May 3, 2016
7:30 a.m. – 9:00 a.m.

Infant Mortality Reduction Efforts in Calhoun County

Sponsored by: Regional Health Alliance and
the Maternal & Infant Health Commission

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



Our efforts to reduce infant mortality in Calhoun County are working! For the first time in more than 10 years, infant mortality in Calhoun County is on the decline. This positive trend is especially good news because infant mortality is an important indicator of the overall health of our community.

Since the early 2000's when Calhoun County's infant mortality began to rise, the community has responded with innovative partnerships and focused efforts to address this issue. Successfully reducing infant mortality requires a long-term focus and collaborative effort by many residents and organizations from across our County.

Join us on Tuesday, May 3 to learn more about how we have made this difference, and how you too, can become involved.

Contact the Chamber today at 269.962.4076 to reserve your space.



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269.962.4076

Monday–Friday 9 a.m.–5p.m.

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

BattleCreek.org



calendar of *events*

May – June

Tuesday, May 3

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

Wednesday, May 11

Silent Observer Meeting
8:00 a.m., Holiday Inn Battle Creek

Wednesday, May 18

Business Excellence Awards
5:00 p.m., FireKeepers Casino Hotel

Friday, May 20

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

Friday, May 20

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

Wednesday, May 25

Military Affairs Committee
3:00 p.m., Riverwalk Centre

Monday, May 30

Memorial Day – office closed

Friday, June 3

Silent Observer Golf Outing
11:30 a.m., Riverside Golf Club & Banquet Center

Tuesday, June 7

CEO Roundtable, 3:30 p.m., Chamber Boardroom

Tuesday, June 14

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

Friday, June 17

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

Wednesday, June 22

Chamber Golf Outing
7:30 a.m., Gull Lake View Golf Club & Resort

chamber corner

What Makes a Good First Impression

Kara E. Beer, President



According to Forbes magazine, our brains make a thousand computations during the first seven seconds we see someone. Are you trustworthy, confident, likeable, or competent? Within seven seconds, a decision has been made, even though you probably haven't even said hello.

First impressions are more heavily influenced by our nonverbal cues, and sometimes we become lax in our actions or appearance and send out the wrong message.

Have you ever joined a webinar and then picked up a file or turned your attention away? Your actions declare, "What you're saying isn't important to me," even though you would never turn your attention away if you were meeting in person. Is that what you meant to say?

There are three channels of communication:

Visual – Body language and facial expressions.

Verbal – The words that we actually say.

Vocal – The way we say it (inflection in our voice).

It's important that we tune into all these channels in order to effectively communicate. Keep in mind that your body language (visual) actually trumps the verbal in communication. Tuning into all three channels can help us understand circumstances and avoid misunderstandings.

We have all heard the saying, "You never get a second chance to make a first impression." Experts say:

- 55 percent of first impressions are made by what we see (visual).
- 38 percent is the way we hear your first words (vocal).
- 7 percent are the actual words you say (verbal).

Did you hear that? That means 93 percent of someone's opinion has nothing to do with what you actually say!

Here's a list of a few common mistakes we often make:

1. Slouching: This body language expresses our lack of desire to be in the situation. Lean toward your colleague to show interest.
2. Failure to make eye contact: Looking past or around someone makes you seem disengaged. Even if you're shy, look them right in the eye, even if you have to glance down and then back to their eyes/face.
3. Nodding: We do this to let people know we are listening, but it can be misinterpreted as agreement. Tilting your head from side to side is a better alternative than the "yes" nod.
4. Closed arms: Whether crossed in front or tight by your side, you are sending the message, "I'm unapproachable." Loosen up, and relax.

My challenge to you is to pay attention to your body language over the next few days. Smile more often, open up those arms, and become more approachable. Together we can make this world a friendlier place. Remember the quote by Gandhi, "You must be the change you want to see in the world."

member anniversaries

45th Anniversary

Kellogg Community College
Pennfield School

25th Anniversary

Binger Shipping Supplies, Inc
Insurance Network Agency, Inc

20th Anniversary

Berkshire Hathaway Home Services
Foundation for Behavioral Resources
Homelife, Inc
Thrun Interiors, Inc

10th Anniversary

Brookeside Surgery Center

5th Anniversary

BailTek Carpet Cleaning & Water Damage
Knödler Manufacturers, Inc

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

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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 18, 2016 at FireKeepers Casino Hotel. 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 intention of this event is to give extraordinary exposure and prestige to all of the nominees and awardees," stated Kara Beer, President of the Battle Creek Area Chamber of Commerce. "This is a special evening when our local entrepreneurs, businesses, nonprofits and organizations are honored by their peers," stated Beer. We are expecting 300 attendees to gather and to pay tribute to the award recipients. Tickets are available for individuals for \$20 per person as well as group package rates. **Call the Chamber at 269.962.4076 for more information or to purchase your ticket.**

The following awards will be distributed on May 18, 2016

- 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
- 2016 Emerging Leaders, presented by the Battle Creek Area Chamber Foundation & Society of Emerging Local Leaders
- 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

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

Tuesday, June 14, 2016
7:30 a.m. – 9:00 a.m.

Eye Opener Breakfast Small Business Expo

Sponsored by:

Western Michigan University College of Aviation and Kendall Campus

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



WESTERN MICHIGAN UNIVERSITY College of Aviation

Western Michigan University and the Battle Creek community have a long tradition of collaboration.

WMU's College of Aviation, located at the W.K. Kellogg Airport, has been consistently recognized as one of the best aviation programs in the nation and is the only comprehensive program at a public university in Michigan. Battle Creek's Kendall Campus offers a variety of undergraduate and graduate degrees, ranging from nursing to public administration. Most recently, WMU was recognized by the Battle Creek Chapter of the Military Order of the Purple Heart for its commitment to veterans and was awarded the Purple Heart University designation.

Learn more about collaborations between Western Michigan University and our community on June 14.

Interested in connecting with other members and taking advantage of one of your member benefits with us? If so, contact us today to reserve your vendor table at the Small Business Expo portion of the Eye Opener Breakfast.

Contact the Chamber at 269.962.4076 to RSVP that you're attending and secure your vendor space today!

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Equal Housing Opportunity



Tuesday, June 7, 2016

Calling All Local CEO's

*Battle Creek Area Chamber of Commerce
CEO Roundtable*

Location: Battle Creek Area Chamber of Commerce Office

Time: 3:30 p.m. – 4:30 p.m.

The Battle Creek Area Chamber of Commerce presents all local CEO's an opportunity to sit at the table with like-minded individuals to discuss local issues. CEO Roundtable members are the chief executive officers of local companies large or small. Collectively, we hope they represent every sector of the local economy and bring a unique and important perspective to bear on business issues that impact the local economy. Roundtable members are thought leaders, advocating for solutions and community change that foster our local economic growth and competitiveness.

Be sure to join us at our next CEO Roundtable at the Battle Creek Area Chamber of Commerce office.

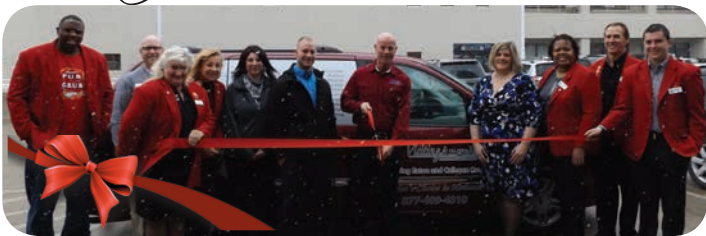
spectacular **ambassador**



B.J. Etheridge has lived and worked in the Battle Creek area for 48 years. He has a long history of involvement with the Chamber through his employment history, as well as his many years as a Chamber Ambassador. B.J. has been a full-time professional Realtor for nearly 13 years and cherishes the opportunity to provide people the American Dream of home ownership. B.J. feels being a Chamber Ambassador gives him the opportunity to meet, recognize and promote local

businesses, owners, and Chamber members. He is always excited to explain the benefits of Chamber membership and networking, and we say "thank you" to B.J. for his time and dedication!

event highlights



Visiting Angels of Eaton & Calhoun Counties a network of independently owned home care agencies is the nation's leader for providing nonmedical senior care. Visiting Angels can provide in-home care, respite care, senior personal care, elder care, and companion care so that your loved ones can continue to live independently in their own homes. For more information, contact Rich Wright at 517.861.2298 or email richw@visitingangels.com.



Lakeview Ford Collision Center offers a wide range of services for Ford vehicles as well as all other domestic, foreign and commercial vehicles. They are the local experts in specialized aluminum repairs which meet Ford requirements. We work with all insurance companies. No appointment needed for an estimate. Customers looking for repair of damaged vehicles can stop by and ask for Kent Love, Collision Center Manager, for a free estimate.



Biggby Coffee on Columbia Ave, next to Friends & Co., recognizes each customer as an individual, and does everything they can so customers leave in a better mood than when they arrived. Positivity and caffeine can do miraculous things, and the staff at Biggby Coffee Store #448 are really excited to make friends and inspire happiness in Battle Creek!



Urban League of Battle Creek celebrated their 50th Anniversary at a ribbon cutting event March 23. The Urban League of Battle Creek has been working to change lives; one person, one family and one neighborhood at a time, for 50 years! For more information visit their website at ULBC.ORG or call 269.962.5553.

Urban League of Battle Creek Celebrates 50 Years!



The Urban League of Battle Creek is celebrating 50 years of service to the Battle Creek community. Throughout 2016, several events and activities will take place. The festivities began on February 21 when representatives from the organization attended eight local churches for "Partners In the Faith," and each spoke about the Urban League's history and current direct services programs offered. The following event to occur was a history showcase coupled with a ribbon cutting ceremony. The Battle Creek Area Chamber of Commerce facilitated the ribbon cutting portion of the event.

A 50th Golden Jubilee Celebration Gala is scheduled for Friday, May 20th at the Battle Creek Country Club. The dynamic Judge Deborah A. Thomas will be the keynote speaker. Live entertainment will be provided by flutist, Brandon Marcel. The evening is promising to be a grand time. A silent auction will open at 5:30 p.m. with the dinner beginning at 6:00 p.m. Tickets are \$50.00. Awards and scholarships will also be given during the course of the evening.

For more information about programming, upcoming events and activities, call the Urban League office at 269.962.5553 or visit the website at www.ulbc.org.

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member's business spotlight

Run with the Police, Saturday, June 18

Run with the Police started as a fun and active way for the Emergency Services in Calhoun County to raise funds for area youth and as an opportunity for the community to meet, greet and run with their Police Officers. This year's funds will go toward the Boys and Girls Club of Battle Creek. If you have any questions about this race, please contact the race director at dtanis@ymcabattlecreek.org.



Preseason Media Day & Home Run Derby — Exhibition Showcase

On Monday, May 30, 2016 the Kalamazoo Growlers will host the Battle Creek Bombers for the 1st annual Home Run Derby — Exhibition Showcase at Homer Stryker Field. This event will give fans a first glimpse at stadium improvements, concessions upgrades, and more. Gates open to the public at 12:30 p.m. For questions or to order tickets call the team's front office at 269.492.9966 or by emailing tickets@growlersbaseball.com.



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

The American Ambulance Association recently presented Darrell Mahrl, a paramedic with LifeCare Ambulance Service, the Star of Life award — the highest honor an Emergency Medical Service worker can receive.

Each year the American Ambulance Association hosts the Stars of Life event in Washington, D.C. to publicly recognize and celebrate the achievements of their members. Past Stars of Life have included heroic individuals involved with the response to September 11th, Hurricanes Katrina and Sandy, and other National Disasters.



GreenStreet Marketing & Design Receives Prestigious Women's Business Enterprise National Certification

GreenStreet Marketing & Design with locations in Battle Creek and Kalamazoo, has received national certification as a Women's Business Enterprise (WBE) by the Great Lakes Women's Business Council, a regional certifying partner of the Women's Business Enterprise National Council.

"Our clients, many of whom are women in leadership roles, inspire us every day," says Kathy Samson, President and CEO of GreenStreet Marketing. "Certification by the WBE embraces our view and encourages other women's business success."



Chamber Hosting Five Summer Interns

Five outstanding, talented, hard-working local college students that are looking for real hands-on experience will be gracing the office chairs of the Battle Creek Area Chamber of Commerce this summer. They are enthusiastic, passionate people that will positively promote the greater Battle Creek area. These interns are representing the following schools: Ferris State University; Michigan Technological University; Michigan State University; and Western Michigan University.



STEWART Industries is Evolving

STEWART Metrology is prepared to be your partner in supporting your many measurement needs at super competitive rates! Whether in house or supplier focused, our turnaround time and talented team are among the best in the business. Give Stewart Industries a call and schedule a review or a visit.



ART WALK

SPRING INTO THE ARTS

Friday, May 20, 2016

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 2016 marking the tenth anniversary since its inception. The event will run from 5:00 – 9:00 p.m. the evening of Friday, May 20.

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. NEW THIS YEAR, you will be able to vote electronically via the "Welcome to Battle Creek" app on both the iTunes and Google Play Store platforms. Voting for the People's Choice Award will take place on Friday, May 20 from 5:00 p.m. – 9:00 p.m. Each member of the public will have the opportunity to vote ONCE for their favorite piece of art.

The top four artists will be announced Monday, May 23 through Facebook on the Battle Creek Chamber's page and a press release to media. The People's Choice Award will be presented at the Chamber's Eye Opener Breakfast on June 14 starting at 7:30 a.m. at the Kool Family Community Center. The top four artists will be honored at this time and all are welcome to attend.

Make your way to Downtown Battle Creek for a celebration of arts and culture! Over 35 venues will be open with more than 45 artists on display.

For more information please call 269.962.4076.

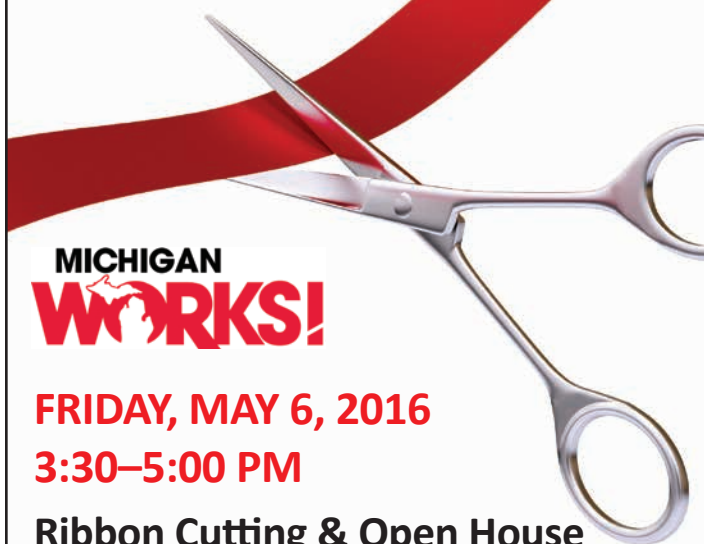
Coming Soon

Individual office suites, shared work space and training facilities available in the Chamber's Loft beginning in May.

Contact Kara Beer at 269.962.4076.



Please SAVE the DATE



Michigan Works! Southwest Service Center
200 W. Van Buren Street Battle Creek, MI 49017



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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 *see page 7*



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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