



a publication of the Battle Creek Area Chamber of Commerce

September – October 2015

## welcome new members

Quality Nursing Services, LLC  
Engineering Design Solutions PLC  
Duckworth Construction  
& Concrete  
Family V Lawn & Landscaping  
Farleigh's Senior Care Home  
Hall of Toys  
Jim Haadsma  
Glenmoor Village  
Great Lakes Grow Store  
Coachlight Clippers, Inc.  
Specialized Staffing Solutions

## 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, September 8, 2015  
7:30 a.m. – 9:00 a.m.

## Arts & Culture Groups of Calhoun County

*With Speaker Jennifer Goulet  
President & CEO of Creative Many Michigan*

Kool Family Community Center



On September 8, the arts and culture groups of Calhoun County will join together to answer the question, "What can arts and culture do for your business?" Special guest will be Jennifer Goulet, President and CEO of Creative Many Michigan, an economic development organization leading advocacy for the arts, culture, and arts education, and the transformative power of the creative and design industries in Michigan.

Goulet led the launch of Creative State Michigan, an evidence based approach to arts advocacy in Michigan, leading to the first meaningful increases in state arts funding in back-to-back years in more than a decade. Goulet previously served as the City of Ypsilanti's Downtown Development Authority Director and Community and Economic Development Director from 1993 to 2005, where she led City initiatives in brownfield redevelopment, downtown revitalization, community master planning, economic development and historic preservation, and administered multiple major state and federal grant projects.

Take your level of NETWORKING and CONNECTING up a notch by having a vendor table at the Chamber's 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.

**RSVP to Nadina Williams at 269.962.4076 or [nwilliams@battlecreek.org](mailto:nwilliams@battlecreek.org). All RSVPs must be in by Friday, September 4, 2015. Booth spaces at the Small Business Expo portion of the Breakfast are limited and available on a first come, first served basis.**

The Eye Opener Breakfast & Small Business Expo will be held at the Kool Family Community Center at 200 West Michigan Avenue, 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](http://BattleCreek.org)



# calendar of *events*

## September – October

### Friday, September 4

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

### Monday, September 7

Office Closed for Labor Day

### Tuesday, September 8

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

### Wednesday, September 16

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

### Wednesday, September 16

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

### Thursday, September 17

Business Blind Date, 11:30 a.m.,  
Leila Arboretum Pavilion

### Wednesday, September 23

Military Affairs Committee,  
3:00 p.m., Riverwalk Conference Room

### Thursday, September 24

Mind Mapping with Kim Cordes,  
8:30 a.m., BC Community Foundation

### Friday, October 2

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

### Tuesday, October 13

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

### Friday, October 16

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

### Wednesday, October 21

2015 Business Expo  
11:30 a.m., Kellogg Arena

### October 28-30

Office Closed: MACP Michigan  
Chamber Convention

### Wednesday, October 28

Military Affairs Committee,  
3:00 p.m., Riverwalk Conference Room

### 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** – Membership Sales Specialist

**Billy Beers** – Business Development Manager

**Jennifer Blank** – Accounting Manager

**Nadina Williams** – Member Relations Specialist

# *member* anniversaries

### 35th Anniversary

Carr & Associates Land Surveying  
Family Fare Supermarkets

### 30th Anniversary

Richard Pattison, Attorney

### 25th Anniversary

Brutsche Concrete Products

### 10th Anniversary

Advia Credit Union  
Cereal City Pediatrics, PC  
CityLinC Ministries

### 5th Anniversary

Duckworth Brothers, Inc  
Gardner Brothers Lawn &  
Landscape, Inc  
GreenStreet Marketing  
Jetch, Inc  
Lakeview Ford Lincoln  
Toda America, Inc

## chamber corner



## Young Entrepreneurs Academy Ignites Spirit of Entrepreneurship & Spurs Economic Growth

Kara E. Beer, President

The Battle Creek Area Chamber of Commerce is pleased to offer the Young Entrepreneurs Academy (YEA!) for its third year to transform middle and high school students into business owners as part of a weekly entrepreneurship education class beginning this fall. YEA! is a cutting-edge program that takes students ages 11 to 18 through the process of starting and launching a real business or social movement over the course of an academic year. By the end of the class, students own and operate fully-formed and functioning businesses, which may be carried on after their graduation. "The Young Entrepreneurs Academy helps the Battle Creek Area Chamber of Commerce to fulfill its goal of supporting a number of small business development opportunities in our community by training our future leaders and helping them to establish strong, lasting relationships with their hometown business community." YEA! offers a unique model that helps bridge the business and academic communities together, while creating meaningful ties to the area for students.

YEA! aims to teach students at an early age how to make a job, not just take a job. During the 30-week commitment, students brainstorm and form their business ideas, make pitches to investors for startup funding, file their DBAs, and launch their own businesses or social movements. Mentors and local entrepreneurs across a variety of industries, such as graphic design, web development, law, accounting, retail, manufacturing, technology and more are invited to support the students throughout the hands-on curriculum as mentors, field trip hosts or guest lecturers. One of the interesting components of YEA! is the 'behind the scenes' knowledge that local business leaders are able to share with students. Community support strengthens the program, and the Academy strengthens the community.

We are accepting applications now through September 25. We are waiving the \$25 application fee for students who turn in their completed application before September 15. For more information about the YEA! Program please contact Kara Beer or Kelly Chapman at **269.962.4076**.

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# eye opener breakfast program

Tuesday, October 13, 2015  
7:30 a.m. – 9:00 a.m.

## Early Education Update

With Speaker Dannie Alexander,  
Vice President, PNC Financial Services

Sponsored by: Rotary Club Education Committee  
Location: Kool Family Community Center

It is vital that we provide our babies, toddlers and preschoolers with quality learning and growth experiences to equip them for success in school, employment and life.

The BC Vision was revealed in May with one of its key goals to improve Battle Creek's education system beginning with kindergarten readiness. The Binda, W.K. Kellogg, and Battle Creek Community Foundations have understood the importance of this commitment for over a decade. Everyone in the community is a stakeholder committed to ensure that every child enters kindergarten prepared to succeed all the way through high school graduation. We are preparing children for success by equipping parents through integrated support of the community by:

- **Engaging and informing parents** about the resources and services available — from birth to the first day of school — to be successful as their child's first and most important teacher.



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- **Enhancing existing programming** by partnering with area preschool and childcare providers to provide enhanced services to families.

- **Expanding early learning opportunities** for all children by removing obstacles identified by parents that discourage participation.

In Battle Creek, the nonprofit sector has taken the lead in getting the early childhood education initiative off the ground. Now, it's time for the rest of the community to engage in this work.

RSVP by Friday, September 4, 2015, to Nadina Williams at **269.962.4076** or **nwilliams@battlecreek.org**. Booth spaces are limited and available on a first come, first served basis.

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# ART WALK

## FALL INTO THE ARTS

Friday, October 16, 2015

### Mark your Calendar for Fall into the Arts!

*New this year: \$5,000 cash prize!*

As of July 1, The Battle Creek Area Chamber of Commerce adopted the very successful Spring and Fall into the Arts events from the Downtown Partnership. Businesses play a key role in ensuring the health and vitality of the communities' arts sector. Business support for the arts is driven less by a charitable focus and more by a focus on how the arts impact the communities in which their employees live and work. In the past, Spring and Fall into the Arts programming has varied in artistic mediums. Past participants have included photography, clay, fabric, mixed media, watercolor as well as street musicians, theatre, sidewalk chalk, photography booths, wearable art, spoken word and interactive art.

These events provide businesses and arts organizations with the tools they need to create meaningful partnerships that support a healthy, creative, and artistic community, but that also give businesses a competitive advantage. The event demonstrates how the arts can help businesses enhance the critical thinking and creative skills of their workforce and how artists can develop new innovative business strategies. Together, we can advance the community in which they live and work in new and resourceful ways.

Be sure to mark your calendar for a fun filled artistic evening of Fall into the Arts on Friday, October 16, 2015 in downtown Battle Creek.

If you are interested in participating in **Fall into the Arts** this year in any capacity, please contact the Chamber office at **269.962.4076**.



### Post Community Credit Union Announces Scholarship Winners

Post Community Credit Union is pleased to announce that their 2015 Caesar Sam College Scholarships of Academic Achievement have been awarded to Ashley Roy, a graduating senior from Lakeview High School; Gabe Allen, a graduate of Portage Northern High School; and Tyler Willison, a 2015 graduate of Battle Creek Central High School.

Thursday, September 17, 2015

### Business Blind Date

#### Think Speed Networking

**Location:** Leila Arboretum—  
Fragrant Hill Pavilion

**Time:** 11:30 a.m. – 1:00 p.m.

**Catered by:** Barista Blues Cafe



The dramatic Fragrant Hill Pavilion is the perfect location for a blind date with its breathtaking overlook view of Leila Arboretum's 75 rolling acres of trees and flowers. And, the Chamber is happy to set you up on that blind date, or business blind date.

Don't miss this unique opportunity to connect with other business professionals and grow your network without any complications and uncontrolled risks. The Chamber's Business Blind Dates are an exciting way to experience lunch with a purpose. There's no risk in attending and we've all got to eat, right?

Still nervous to allow us to set you up? Here's how it works. The Chamber assigns seating which is designed to pair you with people you might not already know or do business with. We will provide guided networking questions in case your nerves get the best of you and discussions topics to help get the conversations flowing. All you need to do is arrive on time, with business cards, and don't forget your appetite at the office.

The cost is only \$20 for members and \$25 for future members. RSVP to Nadina Williams at **269.962.4076** or **nwilliams@battlecreek.org** while seating is still available.



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# 2015 BUSINESS EXPO

where michigan business leaders connect

**Wednesday, October 21, 2015**

**Kellogg Arena, 36 W. Hamblin Ave., Battle Creek**

**11:30 a.m. – 6:00 p.m.**

**Presenting sponsor: Kellogg's**

Our Business Expo is back by popular demand allowing you the opportunity to CONNECT with your community, INFORM your community, and DEVELOP your contact list. WHERE MI BUSINESS LEADERS CONNECT! Be Sure to Reserve YOUR Spot Today!

**Date to remember!**

**Early Bird Deadline:** Wednesday, September 16, 2015\*

\*Contracts must be submitted to the Chamber by 5 p.m. to obtain discounted booth rates.

## BUSINESS EXPO BOOTH, UTILITIES & EQUIPMENT ORDER FORM

COMPANY NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

CONTACT: \_\_\_\_\_ DATE: \_\_\_\_\_

## ORDERS TAKEN AFTER 9/6/15 WILL BE AT FLOOR PRICE

QUANTITY	ITEM	EARLY BIRD RATES	FLOOR PRICE (after 9/16/15)	UNIT TOTAL
	<b>GENERAL BOOTH:</b> INCLUDES 10'X10' SPACE, 6' TABLE, 2 CHAIRS AND WIFI	<b>\$150.00</b>	<b>\$199.00</b>	
	<b>PREMIER BOOTH:</b> INCLUDES 10'X10' SPACE, PRIME NETWORKING LOCATION, 6' TABLE, 2 CHAIRS, WIFI, ELECTRICITY AND CARPET	<b>\$350.00</b>	<b>\$399.00</b>	
	<b>ELECTRICAL:</b> PER OUTLET – YOU MAY PURCHASE ADDITIONAL OUTLETS	<b>\$40.00</b>	<b>\$40.00</b>	
	<b>GRAY CARPET:</b> GENERAL BOOTHS	<b>\$50.00</b>	<b>\$50.00</b>	
	<b>EXTRA 6' SKIRTED TABLE</b>	<b>\$20.00</b>	<b>\$20.00</b>	
	<b>ADDITIONAL CHAIR(S)</b>	<b>\$5.00 each</b>	<b>\$5.00 each</b>	
	<b>NON-MEMBER BOOTH:</b> INCLUDES GENERAL BOOTH BENEFITS – 10'X10 SPACE, 6' TABLE, 2 CHAIRS, AND WIFI	<b>\$600.00</b>	<b>\$600.00</b>	
<b>TOTAL</b>				

**COMPLETE PAYMENT INFORMATION ON BACK**

Rates quoted cover bringing of service to the exhibit booth and do not include extension cords or power strips. All wiring or electrical work on exhibitors display charged on time and material basis. Tagging of equipment for proper voltage, phase, connections, etc. is exhibitor's responsibility. Exhibitors using sensitive electronic equipment should provide their own power conditioning equipment. The Kellogg Arena is not responsible for voltage or frequency variances. We cannot guarantee electrical service will be available for purchase on show days. **To guarantee service please order no later than 5 p.m., September 16, 2015.**





# 2015 BUSINESS EXPO

## 2015 AGENDA

Wednesday, October 21, 2015

- 8:00 a.m. - 10:00 a.m.** Additional Vendor Set-Up & Move In  
(Set-Up & Move In: 10/20/2015 from 1-4 p.m.)
- 10:00 a.m. - 11:15 a.m.** B2B Networking Brunch & Breakout Session  
(Free for Vendors—Closed to the Public)
- 11:30 a.m.** Business Expo Doors Open to the Public
- 2:00 p.m. - 3:30 p.m.** Round Table Break Out Session
- 4:00 p.m. - 6:00 p.m.** Business after Hours Mixer Sponsored by: Blue Cross Blue Shield of MI
- 5:30 p.m.** 2015 Best Booth Winner Announced
- 6:00 p.m. - 8:00 p.m.** Vendor Tear Down—not permitted to tear down prior to 6 p.m.

## PAYMENT INFORMATION

PAYMENT ENCLOSED (CHECK ONE):  VISA  MASTERCARD  DISCOVER  CHECK (PAYABLE TO THE BATTLE CREEK AREA CHAMBER OF COMMERCE)

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### Any questions can be directed to:

Battle Creek Area Chamber of Commerce | One Riverwalk Centre, Suite 3A | 34 West Jackson St., Battle Creek, MI 49017 | **269.962.4076**

President, Kara Beer – [kbeer@battlecreek.org](mailto:kbeer@battlecreek.org)

Business Development Manager, Billy Beers – [bbeers@battlecreek.org](mailto:bbeers@battlecreek.org)

Booths are selected by the Battle Creek Area Chamber of Commerce staff and on a first come, first served basis. Billy Beers will notify you of your specific booth location on Tuesday, October 20, 2015 or Wednesday, October 21, 2015.

\*A 2015 Vendor Packet will be emailed to you once your Business Expo form has been processed.

*Thank you to our presenting sponsor:*



Thursday, September 24, 2015  
**The Learning Workshop:  
Mind Mapping**

With Guest Speaker—  
**Kim Cordes**



**Location:** Battle Creek Community Foundation—Community Room  
**Time:** 8:30 a.m. – 12:00 p.m.  
**Catered by:** Lori's Cupcakes N' More  
**Instruction by:** Cordes Collaboration—Partnering to develop individuals who Think. Learn. Create.

**Cost:** \$30 per person, or \$25 per person with 3 or more attending from the same company.

Kim Cordes, Founder of Cordes Collaboration and Buzan Master Instructor will lead this unique, fun, and relevant learning session. Participants will rediscover creative genius through hands-on exercises and brain science, which will open new pathways for thought genesis; memory; and thought organization. Businesses looking for a competitive edge by bringing a creative process for capturing new ideas at lightning speed and capturing old ideas for clear and orderly communication will greatly benefit.

*Mind Mapping is used around the world in successful corporations, schools, communities, and homes. This tool taps the brain's primary skills to allow for whole brain noting in a fun, easy, and powerfully effective process. The skills learned in this session will apply to the participant's immediate business projects, To Do lists, strategic planning, as well as prove valuable for personal planning. Companies who use Mind Mapping regularly save time, promote recall & creative thinking, and add fun to productivity.*

Limited seating is available for this seminar. Contact Nadina Williams today at **269.962.4076** or **nwilliams@battlecreek.org** so that you don't miss out on this unique and creative professional development opportunity.

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**Vision:** We envision Battle Creek as an extraordinary community where people choose to live, work and play.

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**battlecreekmi.gov**



Friday, November 13, 2015  
**59th Annual Armed Forces Day Luncheon**  
*Join Us for this Special Community Event*

**Location:** Firekeepers Casino Hotel  
**Time:** 11:30 a.m. – 1:30 p.m.

The Military Affairs Committee of the Battle Creek Area Chamber of Commerce has rescheduled the 59th Annual Armed Forces Day Luncheon for Friday, November 13. During the event, we will present General of the Army Omar N. Bradley Service Awards along with several other distinguished acknowledgements. We will also be presenting a Community Service Award to an individual who has provided outstanding service to our community.

For more information about this event and how to be a sponsor please contact the Chamber at **269.962.4076**. We hope you will be able to join us for this special community luncheon.



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## Beer to attend U.S. Chamber Government Affairs Conference in October

With the policy landscape constantly shifting, staying up to date can be a challenge for chambers across the country. What issues affect our members most? What public policy programs and tools work best in the new policy environment?

This year's U.S. Government Affairs conference will be jam-packed with valuable advocacy workshops, a look at the 2016 political landscape, and an overview of the issues that matter the most at the local, state, and federal levels.

As I head to Nashville in October I would love to bring Battle Creek specific concerns or issues you are having to the conference. Please email me at [kbeer@battlecreek.org](mailto:kbeer@battlecreek.org) or schedule a meeting so that we may discuss in more detail on a national level.

## Beer selected to United States Chamber of Commerce Committee of 100



The Chamber of Commerce Committee of 100 (CCC100) is an elite group of chamber executives that represents the perspectives and needs of chambers and their members to the U.S. Chamber. These

experienced leaders advise the U.S. Chamber's board of directors, enhance lobbying and coalition work, recommend programming, and strengthen outreach to the business and chamber communities.

"The CCC100 has a long-standing reputation as one of the most prestigious appointments in the chamber community," said Rob Engstrom, senior vice president of Political Affairs and Federation Relations at the U.S. Chamber. "These new members reflect our continued dedication to naming diverse, high-profile leaders to serve on this important committee."

CCC100 members attend two exclusive meetings each year on leadership, policy, and best practices. Identifying emerging issues that will impact chambers and their members, CCC100 advises the U.S. Chamber on programs and services for chambers and provides feedback on policy-related issues.

**The U.S. Chamber welcomes Kara E. Beer to Chamber of Commerce Committee of 100!**

## Michigan Chamber of Commerce Month in October

### Series of Events Planned to Highlight the Chamber's Role in the Community



"We are proud to participate in and recognize the month of October to be Michigan Chamber of Commerce Month," said Kara Beer, President of Battle Creek Area Chamber of Commerce. "Our Chamber has played a significant role in attracting and welcoming new businesses to our community and serving as an important resource for businesses large and small."

Chambers throughout Michigan are scheduled to participate in this year's event. "Michigan Chamber of Commerce month is an opportunity for Chambers of Commerce around the state to celebrate their accomplishments and promote their roles in positively impacting their local economies through the creation of new jobs and new tax revenue," said Rich Studley, President and CEO of the Michigan Chamber of Commerce and Chamber Representative of Michigan Association of Chamber Professionals (MACP). "We have Chambers that represent large metropolitan areas as well as those that represent smaller communities, but all of them have a substantial impact on their respective communities. Their collective efforts have helped position Michigan as the number one state in which to do business."

Michigan Chamber of Commerce Month is coordinated annually through MACP, which is based in Lansing. MACP is the industry association for chambers of commerce in Michigan. Its' mission is to build excellence in Michigan chambers of commerce through: organizational support for chambers of commerce; continuing education and professional development for chamber executives and staff; promotion of chambers of commerce as an industry and profession; and best practices and innovation models. For more information, please visit [www.michamberconnect.org](http://www.michamberconnect.org).

## spectacular ambassador



**Jacob Miller** is the Edward Jones Financial Advisor for the Battle Creek area and one of the newest additions to the community.

Jake has been an active member through his service as a Chamber Ambassador as well as a member/chairman of numerous volunteer organizations. Jake has a passion to help individuals and their families reach their serious, long-term financial goals like retirement, tax-saving, and their kid's college education. He recently worked as an advisor at their national headquarters where he managed 10 branches across the United States. Jake enjoys

being a Chamber Ambassador because he enjoys networking and building friendships with community members who also care about the success and growth of the city.

# event highlights



**Community HealthCare Connections**, home of the Nursing Clinic of Battle Creek, recently moved into its own building in the downtown district at 62 East Michigan Avenue. This building has been proudly dedicated in honor of one of the founding physicians of the Clinic, Dr. John J. Collins, who has given over 25 years of service.



**Great Lakes Grow Store** is up and running! Open Mon-Sat 8 a.m.-8 p.m. and Sunday 10 a.m.-6 p.m. Located at 119 Union St. South in Battle Creek, we can be contacted at [Greatlakesgrowstore@yahoo.com](mailto:Greatlakesgrowstore@yahoo.com) or 269.968.4769. We cater to the indoor/outdoor gardening hobbyist to the everyday professional gardener or farmer.



**The Goodwill Store**, located at 15383 South Helmer Road, Battle Creek, originally opened in 1980, was re-opened on Friday, July 17! A significant portion of the funding for our programs comes from sales of donated items in our retail stores. Merchandise for our stores is provided through the generous donations of items from the community.



**Sweet Kreations** is excited to have officially opened our second location within Battle Creek at the Lakeview Square Mall. Our mall location currently offers a variety of our sweet baked goods, wraps, salads and ice cream!

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Battle Creek Area Chamber of Commerce

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



## Leadership Battle Creek launches October 12, 2015

We have made major changes to the Chamber's leadership development program for the 2015-2016 year, first is the name: Leadership Battle Creek. Some of the biggest changes are the programming and the cost—it will be offered for \$1,000 per participant this year (this is a \$1,500 savings from last year). The curriculum outline of the program and an application is available for you to review online at [battlecreek.org](http://battlecreek.org). Our goal is to have 26 participants for this year's class and would appreciate any assistance in helping us achieve this goal. The new deadline date for applications is September 30, 2015. If you have any questions please contact Kara Beer at [kbeer@battlecreek.org](mailto:kbeer@battlecreek.org) or call 269.962.4076.

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Battle Creek | Grand Rapids | Kalamazoo | St. Joseph

[kreisenderle.com](http://kreisenderle.com)