



a publication of the Battle Creek Area Chamber of Commerce

September – October 2016

welcome new members

Rivers Edge Popcorn & Ice Cream
Ad Solutions Media
Plumeria Botanical Boutique
Rice's Shoes
Howard Printing Co.
Battle Creek Pride
Mr. Don's Restaurant
Battle Creek Landscape Service
Annex of Battle Creek
Intuitive Creations Media Group

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 13, 2016
7:30 a.m. – 9 a.m.

Mission Briefing with Colonel Bryan Teff

Sponsored by: Central Michigan University

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



During the September Eye Opener Breakfast, Colonel Bryan Teff will be providing a mission briefing, which will include the strategy, mission, vision, and history of the 110th Attack Wing, Air National Guard Base. He will also discuss resources, mission execution and readiness, partnerships, initiatives, and challenges and why the Air National Guard is the Proven Choice, First

Choice, and Enduring Choice for Domestic and Worldwide operations.

Our last Eye Opener Breakfast's Small Business Expo was sold out with over 25 participating vendors. We love seeing our members using their benefits of membership and are excited to get everyone signed up to participate in September's Small Business Expo portion of the Eye Opener Breakfast.

Secure your attendance and vendor space today as space is limited and filling up fast. Contact Billy Beers at bbeers@battlecreek.org or call **269.962.4076** today! Potential members and the general public are also welcomed to join us for a minimum cost of \$10 per person.

Colonel Bryan J. Teff is the Commander of the 110th Attack Wing at W.K. Kellogg Air National Guard Base. He commands approximately 1,000 personnel where his responsibilities include oversight of four groups and several tenant units.



60th Annual Armed Forces Day Luncheon

Save the date for this Special Community Event.

More details to come.

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*
September – October

Tuesday, September 6
CEO Roundtable, 3:30 p.m.
Chamber Office

Wednesday, September 7
Business Expo, Breaking
Down Barriers! 2 p.m. – 7 p.m.,
FireKeepers Casino Hotel

Tuesday, September 13
Eye Opener Breakfast & Small
Business Expo, 7:30–9 a.m.,
Kool Family Community Center
Mission Briefing by Col. Bryan Teff
Sponsored by Central
Michigan University

Wednesday, September 21
Business After Hours Mixer
4 p.m. – 6 p.m., SWAHEN
Tailgating Theme and Networking
Western Michigan University–
Battle Creek, Kendall Center

Tuesday, October 11
Eye Opener Breakfast & Small
Business Expo, 7:30 a.m.,
Kool Family Community Center

Friday, October 21
Fall into the Arts, 5 p.m.,
Downtown Battle Creek

member **anniversaries**

70 Year Anniversary
Ermisch Travel of Battle Creek, Inc.

55 Year Anniversary
Bronson Battle Creek

30 Year Anniversary
Battle Creek Community Foundation
Battle Creek Hot Air
Balloon Championship
Besco Water Treatment, Inc
Fisher, Spiegel, Kunkle & Gerber, PLLC
Foote and Lloyd, CPAs

20 Year Anniversary
Great Lakes Microsystems, Inc.

15 Year Anniversary
Kellogg Community Credit Union

10 Year Anniversary
Battle Creek Roofing and
Insulating Co., Inc
Behnke Trucking, Inc.

5 Year Anniversary
The Arbors of Battle Creek
The Arc of Calhoun County
Clear Rate Communications
Team Active

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

chamber corner

**BC Vision Small
Business Action Team**

Kara E. Beer, President



The Battle Creek Area Chamber of Commerce has embarked on the BC Vision Small Business Action Team benchmarking project. The project is funded by a \$150,000 grant from the W.K. Kellogg Foundation.

In its first step towards strengthening the economic vitality of small business and entrepreneurs in Battle Creek, the BC Vision Small Business Action Team has voted to move forward with a benchmarking study to help our community realize our small business and entrepreneurial potential. With this study we will make strides to achieve our economic aspirations to develop strategies and best practices for growing the small business economy for all in Battle Creek, Michigan, and creating local jobs.

Thank you to the five selected delegates (John Banks, Cheryl Peters, Randy Case, Chris Walden and Kara Beer) that met in early June to review, interview, and select the preferred contractor to perform the duties of our approved proposal. At this meeting, we heard from two of the three proposals. We asked each of the questions that the committee had previously established in a round robin format during one of our monthly meetings. Each of the potential vendors did a great job putting time, effort and talent into each of the proposals. Both presented their vision well, but in the end we felt that the JumpStart, Inc proposal was in our best interest and would serve us well.

In this proposal, JumpStart and the Chamber have agreed upon these 18 deliverables that will be achieved by December 2016:

1. Validated project plan (July 27)
2. Established alignment with Advisory Committee (July 27)
3. Establish project success criteria (July 27)
4. Refined data framework (list and sources)
5. Weekly project status meetings with project coordinator
6. Raw data collected
7. Preliminary community hypothesis
8. Shortlist of pilot opportunities
9. Executed program and lessons learned
10. Summary of key community challenges
11. Prioritization of opportunities
12. Community economic development hypothesis
13. Refined shortlist of program recommendations
14. Identify program champions
15. Establish a draft strategy for success
16. Finalized Community Development Strategic Plan
17. Asset Mapping
18. Finalized Community Operation Plan (Executional) — including funding plan, leadership plans, risk, etc



We are highly encouraged and excited about the 18 deliverables that JumpStart will be providing to the community and we hope that you will be a continued valued partner in this project as well.

Kara E. Beer
President



Friday, October 21, 2016
**Mark Your Calendar for
Fall into the Arts!**

For the tenth consecutive year in Downtown Battle Creek, the annual Fall into the Arts art walk will take place on Friday, October 21, 2016.

The Battle Creek Area Chamber of Commerce strongly believes that businesses play a key role in ensuring:

- The health and vitality of the communities’ arts sector;
- That business support for the arts is driven less by a charitable focus and more by how the arts impact the communities in which their employees live and work;
- Businesses and arts organizations are provided with the tools they need to create meaningful partnerships that support a healthy, creative, and artistic community;
- The arts can help businesses enhance the critical thinking and creative skills of their workforce and how artists can develop new innovative business strategies.

We look forward to planning an amazing event with new and innovative ideas. Again this year will be a “People’s Choice Award,” where the public can vote for their favorite work of art, and the artists will receive:

- First place cash reward of \$3,000
- Second place cash reward of \$2,000

Be sure to mark your calendar for a fun filled artistic evening of Fall into the Arts on Friday, October 21, 2016 in downtown Battle Creek.

If you are interested in participating in Fall into the Arts this year, please contact the Chamber office at **269.962.4076** or visit battlecreek.org to register as a participating artist or business location.

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WE ANSWER THE CALL.



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Tuesday, October 11, 2016
7:30 a.m. – 9 a.m.

Eye Opener Breakfast

*Annual Meeting: 2016 Review and Success
of Our Members*

Sponsored by: Battle Creek Area Chamber of Commerce
Location: Kool Family Community Center, 200 Michigan Ave. W.

Our Board of Directors and Staff invite you to join us as we celebrate ours and our member’s successes throughout 2016. We welcome our volunteers, members, elected officials, and community representatives to breakfast as we learn about how we, together, are growing Battle Creek. The Chamber’s successes throughout the year will be reviewed along with what is to come for 2017. We are excited to share with you the Chamber’s strategic achievements and how they will impact our community and members. Each and every one of our members brings a variety of skills and expertise to the table which provides us with opportunities of growth.

Have you heard about how many members have been participating in our Small Business Expo portion of the Eye Opener Breakfast? We’ve been selling out with over 20 participating vendors building their contact lists and utilizing one of their benefits of membership. Secure your attendance and vendor space today as space is limited and filling up fast. Contact Billy Beers at bbeers@battlecreek.org or call **269.962.4076** today! Potential members and the general public are also welcomed to join us for a minimum cost of \$10 per person.

**OMNI
EMPLOYEE
SPOTLIGHT**

With 10 years of experience in business banking relationship management and commercial lending, OMNI CCU’s **Eva Tharge** is all about helping business owners reach their financial goals. Contact her today at (269) 441-1429 or etharge@omnicommunitycu.org.





Safety in numbers.

With workers' compensation insurance through the Battle Creek Area Chamber of Commerce, your safety efforts can lead to dollars returned in dividends. Plus, you get group pricing, excellent loss control services and — most of all — peace of mind.



event highlights



Battle Creek Bombers hosted a 10-year anniversary celebration June 18 and announced major ballpark renovations and a slew of 10th anniversary fan giveaways! The Northwoods League affiliate also revealed a new commemorative logo for the 2016 season. Order your tickets today: <http://battle-creek-bombers.northwoodsleague.tv/Ticket/Packages/>. Fans can also call the team's front office at **269.962.0735** or by emailing tickets@battlecreekbombers.com.



Biggby Coffee is open at 1125 E. Michigan Avenue! Our passion at Biggby is insuring every customer leaves the store in a better mood with an awesome beverage and breakfast snack! "We love to support the Battle Creek community and welcome anyone to contact us, about how we can help your cause!" Charles Solano, Owner/Operator.



Consumers Professional Credit Union cut the ribbon on their new, state-of-the-art Battle Creek building on June 24. Located at 687 Capital Ave SW, with a drive-up ATM, two drive-through lanes and expanded lobby, they are ready to serve you! Visit www.cpcu.co or for more information contact: mdavis@cpcu.co or call **517.372.2400**.

event highlights



The Deaton Agency Farm Bureau had its ribbon cutting on Thursday, June 30 and is honored to be serving the Battle Creek area. David A. Deaton, the agency owner, is new to Battle Creek and would love to have the chance to meet you. Located downtown in the historic Commerce Pointe Building at 77 Michigan Ave. E in Suite 190, they specialize in Life, Personal and Commercial insurance. Visit their Facebook page for a closer look at [Facebook.com/DavidADeatonAgency](https://www.facebook.com/DavidADeatonAgency).



The Green Scene Natural Living Store in Marshall is family owned and strives to provide an exceptional shopping experience of high-quality environmentally friendly consumer goods. From the moment you walk in the store you know this store is different! Visit them today at 142 W. Michigan Ave, in Marshall, MI 49068, **269.558.8080**.



R & R Spa Tanning and Spa is open and invites you to treat yourself to a day of pampering with their full-service day spa and to experience all of the exceptional services and state-of-the-art equipment to enhance your well-being. Located in the Minges Creek Athletic Club, for more information call, **269.282.1634** or visit rrtanningandspa.com.



Fairfield Inn Battle Creek located at 4665 Beckley Road, celebrated their re-grand opening on July 20. The hotel was able to show off their \$1.5 million dollar renovation of the property with tours and a ribbon cutting. The beautiful hotel is ready for your group or traveler's coming to visit the Battle Creek area. To see our new renovations and for more information, please visit: www.marriott.com/btlfi or come out for a personal tour!



paper & i located in historic downtown Marshall offers many unique items such as wall signs, journals, stationery, and eclectic gifts. They would love to share their happy place with you! Please stop by Monday thru Saturday from 10 a.m. – 5:30 p.m. and Sunday 12 – 4 p.m. Contact them at paperandi@yahoo.com, **269.781.8200**, or paperandi.com.



Sprout Farmstand located at 245 Kendall St., celebrated it's grand opening and launch of its new farmer incubator program with a Ribbon Cutting! There will be 90 Kellogg volunteers doing various jobs around the farm from 12 – 5 p.m. For more information about Sprout Farmstand please call **269.962.3003**.

member's business spotlight

Breaking Down Barriers and Encouraging Success

The Battle Creek Area Chamber of Commerce's Business Expo for 2016 is breaking the status quo about booths and enhancing your vendor and attendee experience. We have broken down the barriers (no pipe and drape) which will encourage collaboration with our new open floor plan.



Our Business Expo Task Force has been hard at work preparing for this year's Expo, and are looking forward to participating vendors and attendees taking advantage of the engagement opportunities being offered. Join us on Wednesday, September 7, 2016 at FireKeepers Casino Hotel from 2 – 7 p.m. Free attendance, parking, and networking with businesses in our area await you at this year's Business Expo which is open to the public.

Is your business not signed up yet? If not, call the Chamber today at **269.962.4076** to reserve your vendor space today before time runs out.

Preparing for Our Aging Population

The population is aging. In 2013, there were 44.7 million Americans age 65 and over, an increase of nearly 25% since 2003, totaling nearly 15% of America's population. The US Census Bureau reported in July of 2015 that Calhoun County, Mich., has nearly 23,000 residents age 65 and older. As this group grows, their healthcare costs are increasing as well. CentraCare PACE is the answer to this challenge.



Since 2009, CentraCare PACE has delivered high-quality, long-term comprehensive health care that has allowed elderly adults to live at home in our community for as long as possible and supported them and their caregivers throughout their lives. If you or someone you care for has concerns or questions about how you or a loved one can afford your health care costs, remain safely in your community as you age, and receive high-quality, coordinated care and services with your goals and preferences in mind, call CentraCare PACE today at **269.488.5455**.

Battle Creek Pride Silent Auction

Battle Creek Pride is excited to announce its 4th Annual Silent Auction! The Silent Auction will take place on Friday, November 4 from 5 p.m. – 8 p.m. at the Kool Family Center at 200 Michigan Ave., West. Battle Creek Pride is an all-volunteer local non-profit that serves the LGBTQ Community and works towards a more inclusive and equitable society for LGBTQ individuals in the greater Battle Creek area.

If you would like to volunteer or donate an item for the auction, please contact us at info@battlecreekpride.org or **269.924.9035**.



Decorate a Door to Help Our Community!

You're invited to show your creative side by decorating or repurposing a door to help your community! Seeking to put God's love into action, Battle Creek Area Habitat for Humanity brings people together to build homes, communities and hope. In following their mission, Habitat hopes to raise awareness and funds for their programs through this event.

Entry fee is \$25 for a student or individual; \$50 for a church, non-profit or service group; \$100 for a business or corporation. You can purchase a door at the ReStore or provide your own.

A viewing event is planned for November 3 and 4, 2016. Visit the Habitat office—286 Capital Ave. NE., Battle Creek, MI 49017—from 10 a.m. to 8 p.m. to see the finished doors.

To enter or for more information, contact Battle Creek Area Habitat for Humanity via email at doordecor@habitatbc.org or by phone at **269.966.2502**.



Chamber Insight layout and design: **greenstreet** MARKETING & DESIGN

spectacular ambassador



Cameron Cutsinger says he has been honored to represent the Battle Creek Chamber as an ambassador for the last few months. He enjoys serving the community and being able to donate his time and has learned so much doing so.

When not serving the community, he is usually spending his days working as the Branch Manager at Post Community Credit Union's Beckley Road office.

And when not working or serving our community, he spends as much time as possible on the golf course. Golfing since the age of 5 years old, Cameron says it is his absolute favorite thing to do. As a senior in high school he was a part of the 2008 MHSAA Division 2 State Championship golf team.

He also enjoys spending time with his family, especially on Saturdays in the fall watching the University of Michigan football team!

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Tuesday, September 6, 2016 Calling All Local CEO's

Increase Your Decision Making Skills with Proactive Thinking

Location: Chamber of Commerce Office
Time: 3:30 p.m. – 4:30 p.m.



Are you a CEO or business owner looking for a group of peers for proactive, solution-seeking discussions and results? If so, join the Battle Creek Area Chamber of Commerce's president Kara Beer at our CEO Roundtable discussion on Tuesday, September 6, 2016. The Chamber's CEO Roundtable brings together presidents and business owners in groups of noncompeting companies to help with key upper management level issues. Attend to increase your leadership skills by:

- Enhancing your decision making skills
- Being a part of an exclusive top management level peer group
- Heightening your ability to predict trends and local issues
- Utilizing a CEO-level sounding board for proactive thinking & discussions

Seating is limited. Call the Chamber office at **269.962.4076** or contact Billy Beers at bbeers@battlecreek.org to reserve your seat at the table.

Wednesday, September 21, 2016 Business After Hours Mixer

South West Area Higher Education Network



Location: Western Michigan University–Battle Creek, Kendall Center, 50 Jackson St W
Time: 4 p.m. – 6 p.m.

Learn about one of Battle Creek's greatest assets in higher education by mingling with the South West Area Higher Education Network (SWAHEN) at the Chamber's September Business After Hours Mixer. Battle Creek's own alliance of higher education institutions in our region will be available to discuss with you how to build your executive team by retaining and training top talent.

Join us, SWAHEN, and other Chamber members from 4 – 6 p.m. on Wednesday, September 21, 2016 at the Western Michigan University–Battle Creek, Kendall Center on the corner of Jackson and McCamly streets. Universities are partnering with Chamber restaurants for a chili cook off, come and vote for your favorite! Expect great tailgating food, fun and networking!

Chamber member hosts:



Other Universities are also participating.



Battle Creek Area Chamber of Commerce

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



Leadership Battle Creek Launches October 17, 2016

Leadership Battle Creek is a community leadership program that equips talented professionals with intensive training, active networks, and meaningful resources to shape their careers, innovate within their companies, and engage in community change. A transformative leadership development course, it is geared toward seasoned professionals who currently serve as functional leaders, managers or project leads. Both current and future Chamber members are invited to attend the many leadership and community events and programs offered throughout the year. Cost: \$1,000 per participant. The deadline date for applications is September 30, 2016. If you have any questions please contact Kara Beer at kbeer@battlecreek.org or call **269.962.4076**.

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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Chamber of Commerce

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