

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.

ambassadors

Sue Smith *Chair, Comerica Bank*

Jenny Andrews, *Ganton Senior Community*

David Barrett, *Minges Creek Village Apartments*

Stephanie Breitbach, *Ermisch Travel of Battle Creek, Inc.*

Angela Burkhardt, *The Hinman Company*

Laura Daugherty, *Charitable Union*

B.J. Etheridge, *Berkshire Hathaway Home Services*

Lorene Frisbie, *Miller College*

Lynn Ward Gray, *Battle Creek Community Foundation*

Lorrie Hammock, *Post Community Credit Union*

Bryon Mallernee, *Kellogg Community Federal Credit Union*

Dawn Nichols, *Summit Pointe*

Tom Owiti, *Parousia Life Matters, LLC*

Karen Reeves, *Edward Jones Investments*

Karen Rial, *Partners Insurance Agency of SW MI, Inc.*

Scott White, *United Educational Credit Union*

Noris Lindsey, *Real Estate*



a year of rebuilding

On December 6, 2013 the Battle Creek Area Chamber of Commerce experienced a great loss to its office with an elevator catastrophe. The office was destroyed by hydraulic oil and needed a complete makeover and refurbishing. With this came complete demo and redesign, new carpet, new furniture, new paint, new atmosphere, new life. Chamber staff reported to our newly remodeled office in April 2014, four months after the catastrophe. During those four months of transition we relocated to the garden level of Commerce Pointe while our members did their magic at the Riverwalk Centre. Our incredibly talented network of members worked tirelessly to get us back up and running by April 1, 2014. A huge thank you to Monica Lonk and Brenda Hunt and the Battle Creek Community Foundation for going above and beyond for your chamber tenants. **Our office now resembles the enthusiasm, energy and dynamic staff here at the Chamber of Commerce...thank you!**

Looking to the Future

Kara E. Beer, President and John Gayda, Board Chair

Here is a summary of our four key goals through 2017. View our full 2012-2017 Strategic Achievement Plan at battlecreek.org.

- 1 The Battle Creek Area Chamber of Commerce shall educate the general public on the economy and business roles in the greater community.
- 2 The Battle Creek Area Chamber of Commerce shall fight for public policy and private partnerships that are conducive to employer growth and community development.
- 3 The Battle Creek Area Chamber of Commerce shall retain and attract members through value added programming.
- 4 The Battle Creek Area Chamber of Commerce shall act as a catalyst or conduit for partnering and strengthening the business climates in the communities we serve.



(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



board of directors

John Gayda, Chair, Kellogg Company

Nelson Karre, Legal Counsel, Vandervoort,
Christ & Fisher, PC

Bud Dunn, Secretary, Atlas Sales, Inc.

Mike Cope, Treasurer, Comerica Bank

Cheryl Beard, Battle Creek Unlimited

Russ Adkins, Adkins Insurance Group

John Banks, Motor Shop
Electrical Construction

Troy Estill, Wal-Mart

Travis Morse, Raymond James & Associates

Jim Burkheimer, DENSO

Ronnie Coleman, Consumers Energy

Shane McClung, Post Foods, LLC

Sherii Sherban, Rich Designs/
Scene Publication

Paul David, Duncan Aviation

Dennis Bona, Kellogg Community College

Ronald W. Wilson, Col, MI ANG Air National
Guard -110th AW/CC

Rebecca Fluery, City of Battle Creek

Debi Southworth, OMNI Community
Credit Union

Emily Bandeen, DDS, Bandeen Orthodontics

Jim McKernan, Bronson Battle Creek Hospital

Thank you to those board members below for their commitment and generous gift of time serving on the Chamber of Commerce Board for the past three years.

Ted Parsons, OMNI Community Credit Union

Amanda Lankerdt, Individual Member

member

2014-2015 events

Networking opportunities, professional development, community involvement, recognition and regional exposure — whatever your plans dictate — you can launch them by attending Battle Creek Area Chamber of Commerce programs & events. We host annual, quarterly, and monthly programs and series to ensure you get the results you want and the tools you need to succeed. Look for event calendars by mail, email and online.

Business Leader Luncheons—Monthly

These programs bring recognized speakers covering a broad range of business-related topics from the economic trends to business success stories, also the latest management and leadership techniques to the podium here in Battle Creek. These unique opportunities are held at various locations.

Business Leader Luncheons Dates: November 21; January 22; February 12; April 24; June 18; July/August; September 22

Business Blind Date/Speed Networking—Quarterly

A Business Blind Date: no, we aren't trying to make a love connection, just business connections'. This event gathers 20-30 people at a lunch location to be surprised and inspired from each other. Participants will meet and get to know a minimum of 3 new contacts at this event. This is a unique opportunity to spend your lunch hour and grow your professional contact list. Sign up for lunch and we will arrange for you to have lunch with potential new clients, friends, board members or more.

Business Blind Dates: November; February; June; September

Business After Hours

The Chamber hosts an after-hours networking event designed for members to meet and build relationships with businesspeople from small, mid-size and large Battle Creek Area companies and organizations representing a variety of industries. The events take place between 4-6 pm at various locations on Thursday's.

Business After Hours Dates: October 16; November 20; January 29; March 12; June 4; August 20

New Member Orientation Mixers—Quarterly

Begin your involvement with the Chamber by networking with other new members! Free for new members in good standing to attend (in first year of membership).

New Member Orientation Months: January; April; July; October



October Eye Opener guest speaker John Bryant, Kellogg Company, Chairman & CEO with Kara Beer, President, Battle Creek Area Chamber of Commerce.

Eye Opener Breakfast Program & Small Business Expo—Monthly

These programs provide opportunities for members to meet, mingle, and do business with each other. The Chamber's Eye Opener Breakfast program consists of informational speakers presenting on timely topics of interest to our business members as well as a small business expo. Meets the 2nd Tuesday of the month (No July, August or December Eye Opener) from 7:30 a.m.–9:00 a.m. *New start time in 2014-2015.

Eye Opener Dates: October 14; November 11; January 13; February 10; March 10; April 14; May 12; June 9; September 8


Ribbon Cuttings—Ongoing

A ceremonial Ribbon Cutting is a great way to introduce your business, celebrate an anniversary or launch a product to the community and your fellow Chamber members. It can be as simple, informal, extravagant or ceremonious as you want it to be. It's your event and should reflect your company's values and personality.


Call the Chamber to organize: 269-962-4076



community snapshot




Member Businesses: 602




Strengthening member relationships with over 600 members representing over 23,000 employees here in Battle Creek

HI MY NAME IS:

44 New Members in 2013-2014
Member Retention: 87%



Active Member Participation Rate: 88%




Social Media Followers: 1,400 with a 95% reach average

Check it out—
BCbusinessvoice.com

The advocacy center for the Battle Creek Area Chamber of Commerce, providing members with the most up to date information about issues shaping Battle Creek and Michigan's business policy.

Population by Race:



White:	68.6%
African American:	18.2%
Hispanic or Latino:	6.7%
Two or More Races:	4.3%
Asian:	2.4%
American Indian:	0.7%
Native Hawaiian/Pacific Islander:	<1%

community snapshot

jobs

Family Income—nearly one-fourth (24%) of Battle Creek families have incomes below \$25,000

Unemployment Rate—7.4% (July 2014)

Employees living in Battle Creek: 15,550

Employees working outside of Battle Creek: 7,745 (50%)

Employees living and working inside of Battle Creek: 7,805 (50%)

high school graduation rates 2013

Battle Creek Alternative School:
Graduated: 28%; Dropout: 44%

Battle Creek Central High School:
Graduated: 75%; Dropout: 12%

Harper Creek High School:
Graduated: 91%; Dropout: 4%

Lakeview High School:
Graduated: 95%; Dropout: 2%

Pennfield Senior High School:
Graduated: 92% Dropout: 2%

BACHELOR'S DEGREE OR HIGHER:
Battle Creek: 21% Michigan: 26%

(Community Snapshot Sources: www.census.gov; Bureau of Economic Analysis; Educational Development Instrument for Battle Creek, 2011; www.mischooldata.org; Battle Creek Unlimited 2012-2013 Annual Report; 2010 Lauer Johnson Researcher Survey of Calhoun County, MI Residents; <http://apps.unitedway.org/forcaster>)

member

2014-2015 events



Pub & Grub Crawl—

February 17, 2015

Who doesn't love a good Pub that serves some great Grub? This fun 3 hour event highlights some of Battle Creek's best spots to grab a bite and a pint, and is a great way for tourists and locals alike to experience the city! Follow the chamber as we hit the streets for a three hour pub & grub crawl. You'll get to sample some grub and hit up popular drinking spots in Battle Creek.

Heck, you might even learn something you never knew about this great city. So bring your friends and enjoy Battle Creek's best Pub & Grub Crawl!

We have 300 tickets available.

Armed Forces Day Luncheon—May 15, 2015

at Air National Guard Base

During the event, the Military Affairs Committee will present the General of the Army Omar N. Bradley Service Awards along with several other distinguished acknowledgments. We will also be presenting a Community Service Award to an individual who has provided outstanding service to our community.

Average attendance: 250



SMALL BUSINESS SATURDAY
NOV 29

I #SHOPSMALL TO
SUPPORT MY
NEIGHBORHOOD



Business 2 Business Expo 2015—October 2015

Networking opportunities, professional development, community involvement, recognition and regional exposure all in one special day at Kellogg Arena. In an effort to encourage chamber members doing business with other chamber businesses as well as opening the eyes of the general community to what great small and large businesses we have here in our Battle Creek.

Highest Honor Received!

2014-2019

AMAZING! What an honor to receive for the second time the highest accreditation from the U. S. Chamber of Commerce, 5 incredible stars, for the years 2014-2019. **This prestigious honor puts us among the top 1% of Chambers nationwide.** This is the highest honor and recognition that can be awarded a local Chamber by the U.S. Chamber. This piece of success is from hard work, dedication to the job at hand, and the determination that whether we won or lost, we have applied the best of ourselves to the task at hand. This ranking places us in a small cadre of 5-star Chambers nationally, and as one of two 5- star Chambers in Michigan.



BUSINESS 2 BUSINESS EXPO

Thank you to our 2014 Sponsors

PRESENTING SPONSOR



MEDIA SPONSOR



HEALTH CARE PARTNER



OFFICE SUPPLY SPONSOR



BUSINESS CONNECT SPONSOR



2013-2014 operating budget

Battle Creek Area Chamber of Commerce
Operating Budget: \$510,800
57% from membership dues and
43% from programs

community snapshot

Top Goals for the Battle Creek Area:

Attract new businesses/industries: 68%

High quality education: 60%

Equal participation in decisions about future: 54%

Develop city as food science leader: 56%

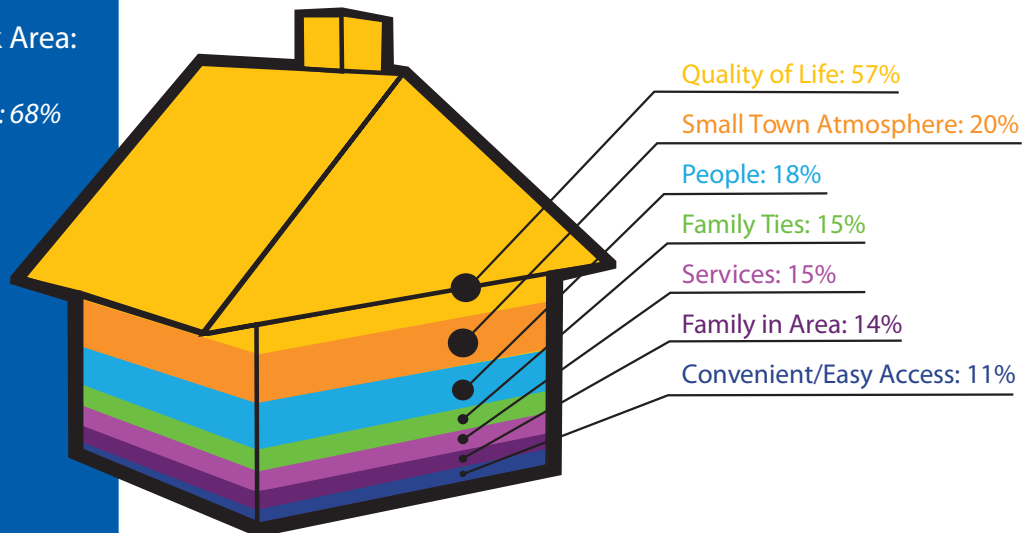
Equal access to economic opportunities: 52%

Maintain quality of life: 53%

(Community Snapshot Sources: www.census.gov; Bureau of Economic Analysis; Educational Development Instrument for Battle Creek, 2011; www.mischooldata.org; Battle Creek Unlimited 2012-2013 Annual Report; 2010 Lauer Johnson Researcher Survey of Calhoun County, MI Residents; <http://apps.unitedway.org/forcaster>)

Best things about living in the Battle Creek Area

2010 Survey of Calhoun County Residents



Total Population: City: 51,848 / Metro Area (Calhoun County): 135,012

Population Change: 864 people between 2000 and 2010, Battle Creek's population changed by -1.62%

Total Households: 31%: Almost one-third (6,349) are family households with one or more kids under 18 years



Party Politics— October 2015

The Battle Creek Area Chamber of Commerce community and public will get the chance to mingle with political candidates and have their voices heard on several key issues less than a month prior to the November election. The format is that of an “old time” political rally and more than 100 Battle Creek area residents are expected to attend. A mock election will be held for those races with broad interest and participants will get a chance to vote on any statewide proposals. The Chamber will invite all candidates running to participate. Candidates will not give speeches during the event, but will be on hand to talk to voters. The mock election will be tabulated as well as sent to the general membership and publicly announced by that Friday. A \$5 donation at the door is requested. Attendees can enjoy appetizers and a cash bar.

community snapshot

- Most Serious Problems Facing the Battle Creek Area that we are working on:**
 - Jobs/Economy: 55%
 - Unemployment: 40%
 - Crime/Drug: 38%
 - Social Services: 14%
 - Infrastructure: 13%
 - Economy: 13%
 - Roads/Potholes: 11%



Sophomore Future Track—March 11, 2015

4th annual Sophomore Future Track Event, a one-day event for area sophomores to explore a career in their field of interest. Giving young people a taste of a future career in one of their interest areas, and for students to understand the steps needed to reach that career goal. Students from Battle Creek Central, Harper Creek, Lakeview, Pennfield, Calhoun Christian and St. Philip all participated in the day's activities.



Silent Observer Golf Outing—May 2015

Golf with local law enforcement and business professionals. This is an opportunity for you to build relationships for your business. **Expected golfers: 100 players**

Battle Creek at Your Finger Tips!



Check out the new app released by the Battle Creek Area Chamber of Commerce. This app allows you to check out the best of Battle Creek has to offer – Eat, Stay, Play and Live! It's a great tool for those looking to relocate, visit or for those who live here and want to find something new to try! Downloading is easy! Scan the QR codes for Google Play (top) or App Store (below) to be taken directly to download on your device!



Search Apps for: Welcome to Battle Creek



One Riverwalk Centre, Suite 3A,
34 West Jackson Street, Battle Creek, MI 49017
269-962-4076



Golf Outing—June 22, 2015

Golf has always been known as the top sport for mixing business and pleasure. Playing a great round on the golf course with clients, coworkers and business leaders is an invaluable asset for men and women in business. An opportunity for you to build business relationships! Opportunities for face to face time with important clients, introducing yourself to competitors, and possibly gaining a little name recognition if you play well. **Expected golfers: 128 players at 12:30 p.m. registration.**

BATTLE CREEK CHAMBER OF COMMERCE 2015 BUSINESS EXCELLENCE AWARDS



Annual Business Excellence Awards

judging elements

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

For additional information about the awards, please send inquiries to awards@battlecreek.org or call the Chamber at (269) 962-4076.

Seeking Nominations for the 2015 Annual Business Excellence Awards

The Battle Creek Area Chamber of Commerce and partnering agencies present the Annual Business Excellence Awards (BEA) program. This premier business event will be an evening affair and will be recognizing the achievements of successful businesses, nonprofits, organizations and industry people in the greater Battle Creek area and the contributions they make to the growth and prosperity of the economy. This annual business event, the Chamber's largest, brings together business, nonprofit, organizations, government and industry leaders from all over the area to join in celebrating the Chamber's and business community's achievements. It has extraordinary exposure and prestige attached to it. This is a special evening when our local entrepreneurs, businesses, nonprofits and organizations are honored by their peers. Members and guests will gather to pay tribute to the award recipients. Don't miss this opportunity to honor business excellence.

The following is a listing of the awards that we are seeking nominations. Awards will be recognized at the Battle Creek Area Chamber of Commerce's Annual Business Excellence Awards on **Wednesday, May 20, 2015. Deadline for submission is March 13, 2015!**

- **Start up Business of the Year** is to recognize a start up business (within the last 12 months) who has demonstrated exemplary "Best Practices."
- **Small Business of the Year** (25 employees or less) is to recognize and honor a business who has demonstrated exemplary "Best Practices." Must have been in business at least three (3) years and be a member of the Battle Creek Area Chamber of Commerce in good standing.
- **Mid-Size Business of the Year** (26-50 employees) is to recognize and honor a business who has demonstrated exemplary "Best Practices." Must have been in business at least three (3) years and be a member of the Battle Creek Area Chamber of Commerce in good standing.
- **Large Business of the Year** (51+ employees) is to recognize and honor a business who has demonstrated exemplary "Best Practices." Must have been in business at least three (3) years and be a member of the Battle Creek Area Chamber of Commerce in good standing.

2014 WINNERS

- **start up business of the year:** STAGING CONSULTANTS
- **small business of the year:** BOSKER BRICK COMPANY
- **mid-size business of the year:** BATTLE CREEK BOMBERS
- **large business of the year:** 110TH AIRLIFT WING—ANG BASE
- **star ambassadors:** SUE SMITH, Comerica Bank; B.J. ETHERIDGE, Berkshire Hathaway HomeServices; KAREN M. RIAL, Partners Insurance Agency of Southwest Michigan
- **workplace wellness award:** HARPER CREEK COMMUNITY SCHOOLS
- **emerging leaders awards:** ERIC GREENE, LAURA OTTE, MANDY COPE, VICTOR LEE, DAVID BARRETT, ADAM KINGSTON, LCDR MICHAEL FILES, KYLE LABRECQUE, MEGAN JOHNSON, and TONY IOVIENO
- **randall brock memorial award:** (Presented By Urban League Of Battle Creek) CARLA C. REYNOLDS
- **harley simmons award:** (Presented By The Silent Observer Committee) MS. FRANKIE FAGAN

annual report

2013-2014 fiscal year

Battle Creek Area Chamber of Commerce

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

want to join us?

Consider serving on one of our Committees.

Chamber of Commerce

Ambassadors
Government Affairs Committee
Membership Committee
Events & Promotions Committee
Military Affairs Committee
Business Expo Task Force
Workforce Development Task Force

Chamber Foundation

Silent Observer Committee
Attraction & Recruitment Committee
Leadership Academy Advisory Committee
Growth & Prosperity Task Force



Pictured left to right: **Susan Smith** Ambassador Chair, **Nadina Williams** Member Relation Specialist, **Billy Beers** Business Development Specialist, **Kara Beer** President, and **Jennifer Blank** Accounting Manager

connect. inform. develop.

The team at the Battle Creek Area Chamber of Commerce is the best at connecting you with your community and the opportunities it offers you, assisting you in being informed and encouraging you to share what you know. The Chamber is here to help develop you, your employees and your business. We are providing the best in member services and aggressive business advocacy to create a climate for employer growth and a prosperous community for all. Please feel free to contact a team member at any time for questions or services.

For general inquiries, contact the Chamber at **269.962.4076**.

The Battle Creek Area Chamber wishes to thank our members for their influences, solutions, and networks that drive economic growth in the Battle Creek area.