



a publication of the Battle Creek Area Chamber of Commerce

January – February 2015

welcome new members

Approved Protection Systems
Michael Rahn
Central Michigan University
Robert Kerns
Thomas Carpenter
Chef Stef
Beech and Rich, Inc.
Edward Jones Investment
–Jacob Miller

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, January 13, 2015
**Customer Service:
Disney's Mantra**
*With Speaker Tim Booth,
Director of Guest Services at MIS*
Burnham Brook Community Center



A fun, engaging and very useful presentation on Customer Service: Disney's customer service mantra on why employees should pay attention to details others may not notice

Last year the Chamber had the opportunity to offer our members a fabulous customer service seminar on the "Bump the Lamp" theory at Michigan International Speedway.

Back by popular demand we will be bringing Tim Booth, Director of Guest Services at Michigan International Speedway back to Battle Creek for our January Eye Opener program.

According to Disney, this theory of "Bumping the Lamp" is the special attention to detail. Disney's CEO, Michael Eisner adopted "Bumping the Lamp" as a mantra for its employees. He created a welcome video for all new employees about this new company mantra. These videos discuss the details behind "Bump the Lamp" and why each Disney employee should pay attention to details others may not notice. "Bumping the Lamp" was used by Disney to show both new and existing employees how and why you should always put forth extra effort, go the extra mile and do a little bit more than people expect. It's the Disney way!

Chamber members if you weren't one of the one hundred members to get the first installment you will still gain from this presentation. If you were one of the guests that went through our customer service seminar you will get an enhanced version of this training.

Learn how you may take this theory and create your own "Bump the Lamp" theory for your business/organization.

The spirit of giving isn't just a seasonal belief at Michigan International Speedway; it's the racetrack's way of doing business, giving back to the community while providing a valuable fund-raising platform for the community year-round.

The formal mission statement of MIS Cares would be: MIS Cares' mission is to create a lasting, positive impact on our community through charitable giving and volunteer efforts that cultivate community growth and advances quality of life. MIS Cares is a donor advised fund of the NASCAR Foundation, a 501c (3) non-profit entity.

(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*

January – February

Thursday, January 1
Closed, New Year's Day

Tuesday, January 13
Eye Opener Breakfast & Small Business Expo, 7:30 a.m., Burnham Brook

Tuesday, January 13
Workplace Education Committee, 2:00 p.m., Chamber Office

Wednesday, January 14
Ambassador Committee, 11:45 a.m., Invite Only

Wednesday, January 21
Silent Observer Committee Meeting, 8:00 a.m., Lakeview Senior Living

Thursday, January 22
Business Leader Luncheon, 11:30 a.m., Math and Science Center

Wednesday, January 28
Military Affairs Committee, 3:00 p.m., TBD

Wednesday, January 28
Business Networking Committee, 4:00 p.m., Chamber Office

Thursday, January 29
Business After Hours/Mixer, 5:00 p.m., TBD

Thursday, February 5
Professional Development Committee, 9:00 a.m., Chamber Office

Friday, February 6
Government Affairs Committee 8:00 a.m., Chamber Office

Tuesday, February 10
Eye Opener Breakfast & Small Business Expo, 7:30 a.m., Burnham Brook

Tuesday, February 10
Workplace Education Committee, 2:00 p.m., Chamber Office

Wednesday, February 11
Customer Service Seminar: Tony Rubuleski, 8:30 a.m., Courtyard by Marriott

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

Tuesday, February 17
Pub & Grub Crawl, 5:00 p.m., Downtown Battle Creek

Wednesday, February 18
Silent Observer Committee, 8:00 a.m., Lakeview Senior Living

Wednesday, February 25
Military Affairs Committee, 3:00 p.m., TBD

Wednesday, February 25
Business Networking Committee, 4:00 p.m., Chamber Office

Chamber Refund & Cancellation Policy

Please visit www.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

Jennifer Blank – Accounting Manager

Nadina Williams – Member Relations Specialist

Billy Beers – Business Development Specialist

chamber corner

Finding your inspiration

Kara E. Beer, President

The road to success: What inspiration would you offer to young people aspiring to become our future leaders? The following words are some of those I have collected over the years and encourage you to read these and reflect upon their meaning. I would like to start a collection this year of inspiring words from our business leaders to share with tomorrow's leaders of Battle Creek as they prepare to begin their career journey.



I believe you will enjoy the following thoughts and I look forward to hearing yours. Please email me your inspirational words to share with tomorrow's leaders.

One of the most important things you can do, regardless of where you are in life, is to make a difference in the world. Every one of us has a platform. It may be the job you have; it may be your role in your community or even in your family. It changes over time and looks different for every individual, but we all have one. Use your platform – however large or small – to make a difference. Speak up when a voice is needed. Reach out to those in need. Strive every day to be invaluable to others.

For both young and old, the power of legacy enables us to live fully in the present. You understand that you are part of a larger community, a community that must remember its history to build its future. There is caring combined with conscience. There is also wisdom to be found in each other-linking action and reflection to deal with complex problems.

As you navigate through life, listen and be responsive to the world around you. Focus on others. Be open to different perspectives. Other people may have ideas and oftentimes you may have resources. Lives are forever changed and great things accomplished when you look for ways to make a difference. Whatever path your life takes, go where you can make a difference.

Legacy is about life and living. It's about learning from the past, living in the present, and building for the future.

Where do you think it's best to plant a young tree: a clearing in an old-growth forest or an open field? Ecologists tell us that a young tree grows better when it's planted in an area with older trees. The reason, it seems, is that the roots of the young tree are able to follow the pathways created by former trees and implant themselves more deeply. Over time, the roots of many trees may actually graft themselves to one another, creating an intricate, interdependent foundation hidden under the ground. In this way, stronger trees share resources with weaker ones so that the whole forest becomes healthier. That's legacy: an interconnection across time, with a need for those who have come before us and a responsibility to those who come after us.

Kara E. Beer

President



Tuesday, February 10, 2015

7:30 a.m. – 9:00 a.m.

Eye Opener Breakfast & Small Business Expo

Update on the City of Battle Creek

We ask that you join us as we start our day with Battle Creek's City Manager Rebecca Fleury as she provides us with an update on the City of Battle Creek.

Also, don't forget about this opportunity to NETWORK and CONNECT with other Chamber members at our Small Business Expo portion of the Eye Opener Breakfast. Utilize this opportunity to build your contact list

and learn about local talents and resources in the Battle Creek area.

Attendance to the Eye Opener Breakfast & 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. Show off your member benefit by inviting a friend to attend with you who may be looking for new ways to connect, be informed, and develop stronger business relationships.

RSVP that you are attending or interested in one of the limited booths for the Small Business Expo portion of the morning to Nadina Williams at (269) 962-4076 or nwilliams@battlecreek.org by Friday, February 6, 2015.

The Eye Opener Breakfast & Small Business Expo will be held at the Burnham Brook Community Center at 200 West Michigan Avenue, Battle Creek, MI 49014.

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Thursday, January 22, 2015 **Business Leader Luncheon**

How to Use Today's "New Media" to Grow Your Business Share

Location: Math and Science Center – Kellogg Room

Time: 11:30 a.m. – 1:00 p.m.

Catered by: Schlotzsky's – Taco Bar

The agenda for this Business Leader Luncheon includes the following:

- **Growing Your Business**
- **Changes in Consumer Behavior**
- **Changes in Consumer Buying Behavior**
- **Today's Marketing Best Practices**

Please RSVP that you are attending to Nadina Williams at (269) 962-4076 or nwilliams@battlecreek.org by Monday, January 19, 2015.



**Big Brothers
Big Sisters**
of Battle Creek

Get Ready to Bowl

Who's ready to bowl against your Chamber staff and support Big Brothers Big Sisters initiative to match at risk children with caring adult mentors through their Bowl For Kid's Sake 2015 event? We are proud to announce that Big Brothers Big Sisters will be hosting our March 12 Business After Hours/Mixer from 7–9:00 p.m. at M-66 Bowl.

Registering to participate is simple by visiting bbbsmi.org/calhoun or contacting Billy Beers at bbeers@battlecreek.org for more information.

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Hosting Dates Available **Business After Hours/Mixer**

Enhancing Your Chamber Membership Experience

Hosting a Business After Hours/Mixer with the Battle Creek Area Chamber of Commerce allows you the opportunity to showcase your business while building new relationships with other chamber members. The benefit of hosting a Business After Hours/Mixer is limited and available on a first come, first serve basis to our business members. Don't miss out on this exciting and fun way to build your contact list by connecting with other Chamber members from small, mid-size and large Battle Creek area businesses and organizations. Available dates to host a mixer include:

- **Thursday, January 29**
- **Thursday, June 4**
- **Thursday, August 20**

Contact Billy Beers at the Chamber office at (269) 962-4076 or bbeers@battlecreek.org to reserve your Business After Hours/Mixer date today!



Whatever Your Business Needs, We've Got You Covered.

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For more information on Business Services call (269) 441-1429 or visit us on-line at www.omnicommunitycu.org.

event highlights



Habitat For Humanity opened its doors Saturday, November 15 with a grand opening celebration. Now located at 595 North Ave., this location provides a wonderful location for those looking to donate household items, building materials and repurposed treasures. Stop in today to support the amazing work being done by Habitat in Battle Creek!



Calhoun County Trailway Alliance and Calhoun County Parks and Recreation are proud to announce that the first phase of the Calhoun County Trail is open to use by the public. The Calhoun County Trailway is a 5.28 mile crushed gravel trail that begins at Raymond and E. Emmett St. in Emmett Township, and links to the Battle Creek Linear Trail and the North Country Trailway.



The Patio Garden for CentraCare clients at the Burnham Brook Community Center was dedicated to Patty Miller from her friends at the former Emily Andrus Home. Patty Miller is a woman of great integrity and is a civic leader who has faithfully provided so much to our community.



Wirtz Family Popcorn 898 Capital SW, is open Tuesday – Friday from 10 a.m. to 7 p.m. and Saturday from 8 a.m. to 2 p.m. Popcorn is available at the retail store as well as through fundraisers. For more information, call (269) 753-1409 or visit wirtzfamilypopcorn.com



MedExpress is committed to providing high-quality, convenient and affordable medical treatment to the Battle Creek community. Now located at 25 E. Columbia Ave., the new center will offer walk-in treatment and more advanced offerings such as x-rays, minor surgery, stitches and treatment for broken bones, sprains and strains. Local employers can also utilize MedExpress for occupational medicine needs.



McCullough Chiropractic ribbon cutting October 23 at the Lighthouse Professional Center located at 1346 West Columbia Ave. Formerly the Brown Building, the building has been renovated, revived and re-branded to serve the next generation of Battle Creek residents. The Lighthouse Professional Center currently houses: McCullough Family Chiropractic, Alternatives of Battle Creek, LJM Attorney's at Law, Nutrimost, Healing Waters Colon Hydrotherapy, and BCXfit.

spectacular ambassador



Kasi Casterline, has called Battle Creek home for over 10 years, raising her daughter Baylee and her two fur babies, Duke and Belle, in this wonderful community. A jack of many trades, Kasi is a realtor at Troxel Realty, rental property manager, and owner of Willow Barn, a home décor and gift shop, sporting locally and Michigan made products, located at Bumbleberries bakery. "I enjoy being a Chamber member because of the great networking opportunities and love being involved in such a great organization." Thank you Kasi for your dedication to Battle Creek and the Chamber!

member's business spotlight

GreenStreet Marketing & Design earns 2014 Davey Award



greenstreet
MARKETING & DESIGN

The Academy of Interactive & Visual Arts and the Davey Awards announced that GreenStreet Marketing & Design won a 2014 Silver Award in the category of logos. This award was for new branding and logo development for Post Community Credit Union. This year's awards featured an incredible pool of nearly 4000 entries from around the world. This is the fourth Silver Davey Award that GreenStreet has won. Under the Chamber Member-to-Member discount program, GreenStreet Marketing & Design offers Chamber members 10% off new logo development. For more information, please call (269) 963-9922.

Entrepreneurship Day 2015

From idea, to start up, to growth and expansion, wherever you are in the business life cycle there is valuable information here for you.

When: Friday, January 23
Where: WMU Fetzer Center
Registration: 7:45 a.m.
Tickets: \$25 per person



Reservations & information please contact Tom McKenna at (269) 903-7404 or email tom.mckenna@scorekazoo.org.

Bombers support the Food Bank of South Central Michigan

For only \$19.99 per ticket you can be at opening night, May 16, 2015. Game starts at 7:05 p.m. and 1/2 of the proceeds will benefit the Food Bank.

What's included: Bombers hat, fireworks and exclusive autograph session after the game!



Economic Outlook for Calhoun County

Featuring George Erickcek, Senior Economist
Upjohn Institute for Employment Research

Thursday, January 15, 2015
7:00 ~ 9:00 a.m.
McCamy Plaza Hotel
Branson Ballroom

You are cordially invited to join us for a free continental breakfast and presentation

When: Thursday, January 15; Breakfast 7:00 a.m., Presentation 7:30 a.m.
Where: McCamy Plaza Hotel Branson Ballroom
Cost: There is no cost to attend!

Sponsors: This program was made possible in part by a grant from the Battle Creek Community Foundation; Consumers Energy; SEMCO Energy and Battle Creek Unlimited.

Register early as seating is limited. Please RSVP by January 5, 2015 to young@bcunlimited.org or (269) 441-1667.

YEA! Class of 2015

The selection process for the Young Entrepreneurs Academy (YEA!) Class of 2015 here in Battle Creek is almost complete. Over 25 students grades 6-12 were nominated by local educators throughout Calhoun County. The Chamber staff, Miller College and YEA! have been working nonstop over the past couple weeks preparing for the upcoming class to begin their journey ahead. After meeting with these young entrepreneurs, it's safe to say that the next BIG idea may just happen again right here in our own community! The Class of 2015 was announced during the week of December 15, 2014 by the Battle Creek Area Chamber of Commerce. Thank you to the Board of Directors for your support while launching the YEA! program and helping us turn students into CEOs.

member anniversaries

95th Anniversary

SEMCO Energy Gas Company

50th Anniversary

Fairfield Corporation

Raymond James & Associates

30th Anniversary

Heritage Chevrolet

Katz Well Drilling, Inc

25th Anniversary

Summit Pointe

20th Anniversary

Midwest Communication

Services, Inc

15th Anniversary

Cornerstone Office Systems, Inc

SH Systems, Inc

10th Anniversary

Robert B. Miller College

Sinoscan, Inc

5th Anniversary

AcMoody Farms

BR Wholesale

D&L Steak House, Inc.

Dean Insurance

Geiger E.D.M., Inc.

IIA/ Select Registry

Lake Drive Marine

Louies Bakery

Ludwick Electric, LLC

Marshall Animal Care Center

Marshall Metal Products, Inc.

Munchkindland Child Care

Spherion Staffing Service

Mark Stafford

Community Events Calendar

Addressing the need of a community calendar in the city of Battle Creek!

We believe Battle Creek is a vibrant community deserving of a unified source of information to empower citizen involvement. This calendar provides space for businesses, organizations and community members to spread the word about their upcoming events, reaching the greatest number of people, with the least amount of effort!

Submitting an event is easy! Go to positivelybc.com, hit submit, enter all of your events important information and within a few hours it is live for the community of Battle Creek to see!

a vibrant and growing community
deserves a central hub
of information to invigorate
citizen involvement

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Thursday, February 26, 2015

Business Blind Date

A business blind date: exciting, open, daring, and without complications or uncontrolled risk.

Location: Buffalo Wild Wings (inside Lakeview Square Mall)

We gather 20-30 people at a hot spot to be surprised and inspired from each other. There are several connections made on these business related blind dates. Register for lunch and we will arrange for you to have lunch with potential new clients, friendships, board members or more. Lunch with a purpose.

How it will work:

Seating will be assigned and is designed to pair you with people you might not already know or currently do business with. There will be guided networking questions or discussion topics at each table to help keep the conversation flowing.

What: Business Blind Date

Where: Buffalo Wild Wings (inside Lakeview Square Mall)

When: Thursday, February 26

Time: 12:00 p.m.

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

Step 1: Call or email the Chamber office to register for the February 26, Business Blind Date at (269) 962-4076 or email nwilliams@battlecreek.org

Step 2: Arrive for your date at Buffalo Wild Wings with business cards, a great attitude, a healthy appetite, and the desire to meet new and exciting people.

Step 3: Build on existing relationships, create new friendships, and grow your business network.



Battle Creek Area Chamber of Commerce

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

Tuesday, February 17, 2015

5:00 p.m. – 9:00 p.m.

Third Annual Pub & Grub Crawl

10 Participating locations

The Battle Creek Area Chamber of Commerce will host its Third Annual Pub & Grub Crawl in downtown Battle Creek. This special chamber event is open to the entire community BUT only 300 tickets are available.

Gather your friends, family, coworkers and colleges and come out to enjoy the evening. There's no need to stay cooped up in one place during this event as this is your chance to sample the best food and drinks in downtown Battle Creek!



Pre Sale tickets are available at the Chamber office located at 34 West Jackson Street Suite 3A.

Tickets are \$25 per person. Participants receive a commemorative pub glass, sampling of grub at participating restaurants, drink specials and more. Tickets will go fast, get yours today!

If you are interested in being a sponsor of this event or being a host location, please contact Billy Beers at bbeers@battlecreek.org or by calling the Chamber office at (269) 962-4076.

Referral Magic: How to Keep Your Customers Coming Back Again & Again

EXCEPTIONAL MIND CAPTURE CUSTOMER SERVICE

WITH SPEAKER AND BESTSELLING AUTHOR

TONY RUBLESKI

Wednesday, February 11, 2015

90 minute Seminar: 8:30-11 a.m. includes a hot breakfast

\$30 per person or \$25 per person with 3 or more from the same

company Located at the Courtyard by Marriott * Battle Creek, MI

