



a publication of the Battle Creek Area Chamber of Commerce

July – August 2013

welcome new members

Heartland Health Care Center
- Battle Creek
Country Pride Restaurant
Pro DJ's Michigan
Travel Centers of America TA
HomeTown Welcome Program
Infinity Employment Solutions
Bumbleberries
Worthington Photography

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.

business leader luncheon

Friday, July 19, 2013

Our Environment, Our Energy

*Ganton Senior Community
Heritage Assisted Living*

(14420 Helmer Road, Battle Creek)



Time: Lunch will be served at 11:30 a.m.
Program will start at 12:00 noon.

Cost: Members: \$20; Potential members: \$25

Guest Speaker: Dr. J. Winston Porter

Dr. J. Winston Porter is a leading environmental and management consultant, whose recent experience includes solid waste management, waste site remediation, urban rivers cleanup, agricultural biotechnology, water & energy resources, and global climate change. He is president of Environmental Strategies (ES) in Savannah, Georgia. The ES is an independent research and consulting organization which deals with environmental and energy management for both governmental and business organizations.

In addition to his consulting activities, Dr. Porter is a frequent communicator on environmental and energy matters. He has spoken extensively on waste management and recycling, traditional and renewable energy sources, global climate change, agricultural biotechnology; federal facilities site remediation, urban rivers restoration, and improvements in site remediation programs.

Dr. Porter will address the following:

- Can hydraulic fracturing be done safely
- Why is shale gas production so important to the nation's energy future
- What energy policies we need in Washington to produce affordable, domestic energy
- What America's energy future looks like



Save the Date

Business Leader Luncheon

When: Friday, August 23, 2013 from 11:00 a.m. – 1:00 p.m.

Where: Ganton Senior Community Lakeview Senior Living
14661 Helmer Road, Battle Creek

Cost: \$20; Potential members: \$25



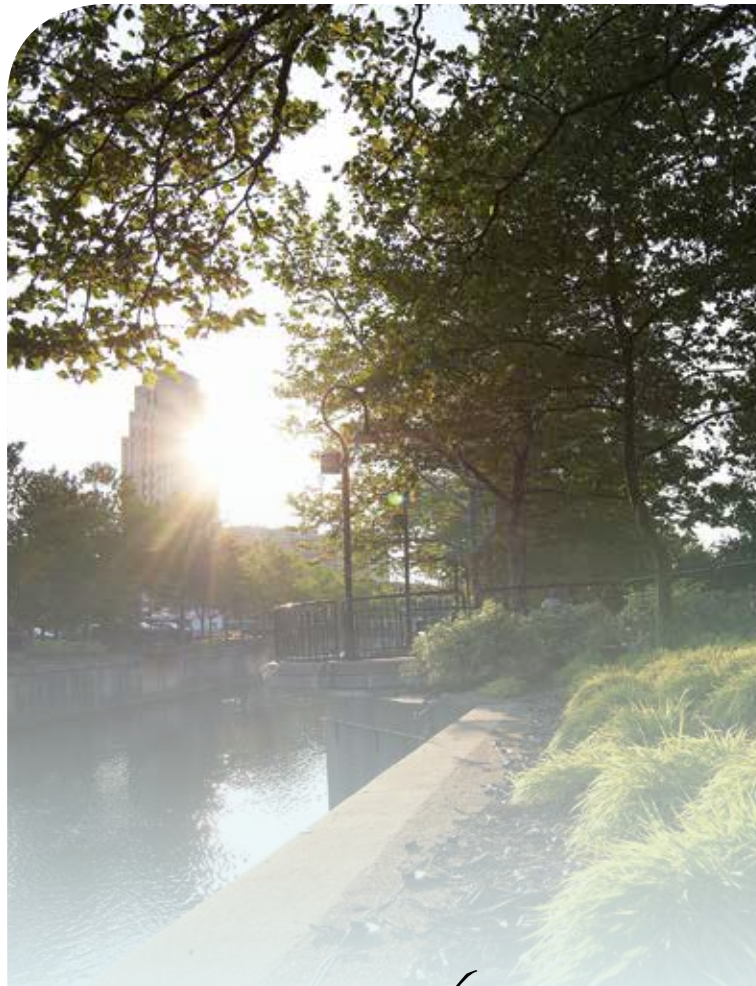
269.962.4076

Monday–Friday 9am–5pm

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

www.BattleCreek.org





chamber corner



How Do I Find New Leaders?

Kara E. Beer, Executive Director

The challenge of leadership is to be strong, but not rude; be kind, but not weak; be bold, but not bully; be thoughtful, but not lazy; be humble, but not timid; be proud, but not arrogant; have humor, but without folly.

– Jim Rohn

The most common question asked by executive directors is, "How do I find new leaders?"

Whether seeking directors for the board, volunteers for committees, or industry leaders to serve on allied boards, the critical step is to ASK. Nearly every volunteer remembers who flattered them with the question, "Would you accept a leadership role in our organization?"

Consider this approach to building a corps of future leaders. The time and expense is minimal while the message conveys the opportunities for giving back and personal growth.

Every other year, plan a half day "leadership summit" for prospective volunteers. Start in the morning with time to chat over coffee, and then invite speakers to describe the importance of volunteering. Promote opportunities on allied boards and councils as well as in the host organization.

Subjects to cover:

- Reasons and opportunities to be a leader in your profession, community and the organization.
- How to be an effective volunteer --- skill sets and respected principles.
- Understanding governing documents, finances, strategic plan, etc.
- Risk management, including volunteer immunity, insurance, conflicts, antitrust, and authority.
- Personal growth and balance as a volunteer.
- Questions and answers.
- End with casual lunch conversations gauging the interest of volunteers.

All my best!

Battle Creek Area Chamber of Commerce Staff

Kara E. Beer – Executive Director

Jennifer Blank – Accountant

Emma Gunnett – Community Information Specialist

Sara Macon – Program Coordinator

Kristi Trader – Manager of Leadership

Nadina Williams – Membership Coordinator

Chamber Refund & Cancellation Policy

Please visit www.battlecreek.org for our complete policy details.

calendar of events

July – August

Wednesday, July 10

Ambassador Committee, 11:45 a.m., Location TBD.

Thursday, July 18

Chamber After Hours/Mixer, 5:00 p.m., Holiday Inn.

Friday, July 19

Business Leader Luncheon, 11:30 a.m., Ganton Senior Community Heritage Assisted Living. (14420 Helmer Road).

Tuesday, July 23

Member 2 Member Committee, 9:00 a.m., Chamber.

Wednesday, July 24

Business Networking Committee Meeting, 4:00 p.m., Chamber.

Thursday, August 1

Professional Development Committee, 9:00 a.m., Chamber.

Wednesday, August 14

Ambassador Committee, 11:45 a.m., Location TBD.

Thursday, August 15

Chamber After Hours/Mixer, 5:00 p.m., Location TBD.

Wednesday, August 21

Silent Observer Committee, 8:00 a.m., Commerce Pointe.

Friday, August 23

Business Leader Luncheon, 11:30 a.m., Ganton Senior Community Lakeview Senior Living (14661 Helmer Road).

Tuesday, August 27

Member 2 Member Committee, 9:00 a.m., Chamber.

Wednesday, August 28

Military Affairs Committee Meeting, 8:00 a.m., Chamber.

Wednesday, August 28

Business Networking Committee Meeting, 4:00 p.m., Chamber.

(Eye Openers will return in September).

Thursday July 18th, 2013
 5:00 p.m. – 7:00 p.m.
**July Business
 After Hours/Mixer**

Hosted by Holiday Inn
 of Battle Creek

(Located at 12812 Harper Village Drive)



We invite you to join us for the July Business After Hours/Mixer hosted by Holiday Inn Battle Creek. Conveniently located off I-94 nestled in the Harper Village Shopping Center near many businesses and attractions, Cereal City's full-service hotel offers premium Battle Creek accommodations, making it the perfect place to host your next business meeting event. The Cereal City Grill, Lounge and Patio is now open with nightly specials.

Tours of the rooms and meeting spaces will be given and refreshments will be served.

**RSVP by Tuesday July 16 at (269) 962-4076 or
 smaon@battlecreek.org.**



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Thank You for Your Participation

Thank you to all who participated in the 2013 Silent Observer Golf Outing on Friday, May 10 at the Riverside Golf Course. This year was a great success, with 21 teams comprised of Law Enforcement and the business community. Though the weather was not perfect, everyone had a great time! A special thank you goes out to the Silent Observer Committee for all of their hard work in planning the event and to the following sponsors:

- CTI Mechanical Contractors, Inc.
- FireKeepers Casino Hotel
- Kellogg Community College
- Danette Wilkins
- Dillion Wilkins
- Brenda Jimenez
- Riverside Café
- Dennis Wilkins
- Level Park Hardware, Inc.
- Marshall Community CU
- Barbara Parsons
- R. Craig Diederich
- Goodwill Industries of Central Michigan's Heartland
- Omni Credit Union
- Schweitzer Construction
- Flag Star Bank
- Daniel Wilkins
- David McCowey
- Jetco Signs
- Hilliard Lyons
- Battle Creek Tile & Mosaic Co.
- LifeCare Ambulance
- Sunshine Toyota
- Kasten Chiropractic Clinic
- Worthington Photography
- Pro DJ's



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Thank You to our Sponsors & Contributors of the 2013 Annual Chamber Golf Outing



On behalf of the Battle Creek Area Chamber of Commerce, we would like to thank you for your participation in the June 3rd Chamber Annual Golf Outing. Its community supporters like you that help make the Battle Creek Area Chamber of Commerce what it is today. Thank you again to everyone who participated, volunteered, sponsored, or donated to this wonderful event.

Lunch Sponsor: BCBS/BCN of MI

Dinner Sponsor: CTI Mechanical Contractors, Inc.

Beverage Cart Sponsor: FireKeepers Casino Hotel

Closest To The Pin: Buffalo Wild Wings

Cookie Cart Sponsor: Southwest Regional Rehabilitation Center, Dawn Worthington

Goodie Bag Sponsors: Battle Creek Area Federal Credit Union, BCBS/BCN of MI, Buffalo Wild Wings, CTI Mechanical, FireKeepers Casino Hotel, Kellogg Company, Lakeview Ford Lincoln, NU-Twist Printing & Graphics, Yarrow Golf & Conference Center

Hole Sponsors: CTS Telecom, Chemical Bank, Don Worthington Photography, Pro DJ's, Stewart Industries, The Hinman Company, Wal-Mart

Raffle & Game Prize Sponsors: Binder Park Zoo, Culver's, Fairfield Inn, FireKeepers Casino Hotel, Gallagher Uniform, Holiday Inn, Kellogg Community College, Malia Mediterranean Bistro, McCamly Plaza Hotel, Post Balloon Store, Yarrow Golf & Conference Center

Team with a Hole Sponsor: Buffalo Wild Wings, Enbridge Energy, FireKeepers Casino Hotel, Ganton Senior Communities, Kellogg Community College, OMNI Community Credit Union (3 Teams), Plante & Moran PLLC, Schweitzer Construction

Team Sponsors: Adkins Insurance Group, Bronson Battle Creek, Cornerstone Office Systems, McCamly Plaza Hotel



Individual Golfers: Richard Pattison/Attorney, John Carlson/CTS Telecom, Marty Feilen/CTS Telecom, Janene Weis/GreenStreet Marketing, Heather Koeske/Fairfield Inn, Glen Koeske/Fairfield Inn, Cam LaFountain/Nu-Twist Printing & Graphics, Nick Zuehlke/Nu-Twist Printing & Graphics, Josh Hannapel/RiverRun Press

Special Thanks to: Chamber Ambassadors and Volunteers for all of the help to make this event a success, guest speaker Scott Seifferlein, Yarrow Staff, Don Worthington Photography, Pro DJ's, and RiverRun Press.

spectacular ambassador



Amanda (Ludwa) Hoxie was born and raised in Battle Creek and continues to call Battle Creek her home. She has been involved in her community since she was a little girl as she was brought up to give back whenever possible. She hopes to continue this tradition with her family! In 2004, she was crowned Miss Battle Creek 2004-2005 and due to her contributions to her community during her year of service she received a State of Michigan Governor's Award. Over the past five years, she has been the head coach of the Blaze Belles, a little girls' dance team for the non-profit/for- charity football team Battle Creek Blaze. She has also served in the Children's Ministry of her church (First Wes) for the past eight years as a Sunday School Teacher. Over the years, she has also volunteered with various organizations throughout the community. Amanda currently is employed with Davenport University, which encourages their employees to volunteer and be involved in the community. With the encouragement of her employer and her love for volunteering, Amanda has been a Chamber Ambassador for four years. She truly loves her community and hopes to continue being involved in it for many more years to come.

Thank you to Amanda for being a Spectacular Ambassador!

event highlights



Cruise Planners is a local travel agency franchise that was recently purchased by Russ Valvo and Meg LaRou. They can be reached at: (269) 966-3311, www.eztravel.me.



CTI Mechanical Contractors, Inc. provides heating and cooling services and recently they have moved to a new location. Contact them at: (269) 441-1900, www.ctimechanical.com.



Pro DJ's provides music entertainment all over Michigan, and they recently opened a location in Battle Creek. Contact them at: (269) 967-4596, prodjsbattlecreek@yahoo.com.



Travel Centers of America recently they received numerous upgrades to their facilities and amenities. They can be reached at: (269) 965-7721, www.tatravelcenters.com/location-details/ta-battle-creek.

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John Morris, DDS

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Benefits of Taking Summer Vacations

Kara Beer, Executive Director

Each and every year more families are partaking in summer vacations. Summer is the most common time for family getaways because the children are out of school, and the weather is wonderful. Unfortunately, some families miss out on this great experience every year. Are you the type of family that goes for it, and has a great time? Or are you the type of family that misses out, and stays home for the summer?

Chances are, if you forgo the family vacations every year, the reason is simple. You think that you do not have enough money saved up to take any sort of trip. You are WRONG! Whoever said family vacations had to be ten day stays at five star resorts? Take your family to a state park or national historical site for a cheaper vacation. Maybe even a camping trip is the solution to your pricing dilemma. There are many cost efficient ways to have a great family summer vacation. Think a "Pure Michigan" type of summer vacation.

If money is not your problem, it is probably that busy schedule of yours. Is there much to get done at the office or around the house to take time to spend with your family? Well tell me this, what is more important, household chores and your boss, or your husband, wife and kids? You can make time if you try hard enough. Request off from work for the vacation, many jobs even

offer paid time off. Plan ahead and get all the chores done the week before the vacation. It will be worth the extra work in the long run. Your family needs a break from their everyday lives.

Too many families are too caught up in their own, individual lives to take time to remember they live with other people. Family summer vacations can be a great time to bond and reconnect with your long lost teenager. Between school, work, sports and various other activities, it is easy to lose touch with those you love. Try not to let daily life get in the way of your family's time together. Your family should be the most important part of your life. Summer vacations can be a great way to counter that event, or even help prevent it.



Among the other great benefits of summer vacations comes the benefit of relaxation. You spend countless hours working, cleaning, and cooking every day. Your children have large amounts of homework and after school activities on top of everyday school life. A family vacation can be a great time to relax and enjoy life a little more. Everyone deserves the relaxation that comes with a family vacation.

When planning a family summer vacation, you should include your children in the process of picking a destination. By including everyone in the decision you will be sure to not neglect anyone's wants or needs. The whole family will be able to enjoy fun relaxing days. On top of being happy with the vacation spot, your children will also be happy to know that their opinion matters. This will give them a sense of importance in the family. Knowing that you let them help with something as important as the family vacation will make them even happier about the event!

It is time to put aside your excuses and start planning your family vacation. Your busy schedule and tight budget should have nothing to do with it. Very few things are as

rewarding as a family vacation. Nothing compares to quality time you spend with your spouse and children. Feel free to even invite your parents or the in-law's. Everyone should have a chance to relax and get away from the daily grind of life. So get out there and start your planning! My favorite summer vacation was when I was 9, I remember it very clearly. A three week driving tour out west in a van and my annoying older brother who thought he needed to beat me up every day. But we played the license plate game, I spy (when going through the Badlands, this was torture), and my mother the teacher made sure I documented the entire trip by doing a family journal every night (my brother the attorney had less than stellar handwriting... still is terrible) so I got to do it. Every once in a while we still pull out the journal and laugh at all of the wonderful funny things that happened on our trip, great memories! This year my brother and his family and I are going to do our own Pure Michigan vacation in August and we can't wait to make more great memories.

"When planning a family summer vacation, you should include your children in the process of picking a destination. By including everyone in the decision you will be sure to not neglect anyone's wants or needs."



Grand Opening of Janesville Acoustics – Battle Creek

When: Tuesday, July 16, 2013 11:00 a.m. – 1:30 p.m.

Where: 2500 Logistics Drive, Battle Creek

Contact Mitchell Jeffery with questions regarding the event at (269) 964-5424, mjeffery@janesvilleacoustics.com.

Ribbon Cutting of Battle Creek Mathematics & Science Center

When: Thursday, August 22, 2013

Refreshments at 3:30 p.m. Program will start at 4:00 p.m.

Where: 171 W. Michigan Avenue, Battle Creek



Chamber of Commerce Announces Annual Business Excellence Awards

The Battle Creek Area Chamber of Commerce and partnering agencies presented the Annual Business Excellence Awards on Wednesday, May 22, 2013 at Yarrow Golf & Conference Resort. An evening affair that recognized the achievements of successful businesses, nonprofits, organizations, and industry people in the greater Battle Creek area and the contributions they make to the growth and prosperity of the economy.

The Chamber's Annual Business Excellence Awards brought together business, nonprofit, organizations, government, and industry leaders from all over the area to join in celebrating the Chamber's and business community's achievements. "The intention of this event was to give extraordinary exposure and prestige to all of the nominees and awardees" stated Kara Beer, Executive Director of the Battle Creek Area Chamber of Commerce. "This was a special evening when our local entrepreneurs, businesses, nonprofits and organizations were honored by their peers," stated Beer. Over 200 attendees gathered to pay tribute to the award recipients.

The following awards were distributed on May 22, 2013:

- **Workplace Wellness Recognition Award** – presented by Regional Health Alliance awarded to Morale, Welfare and Recreation DLA Installation Support at Battle Creek
- **The Randall Brock Memorial Award** – presented by Urban League of Battle Creek awarded to Fox's Pizza
- **Nonprofit Excellence in Capacity Building** – presented by Nonprofit Alliance awarded to Generation E Institute, Guardian Finance and Advocacy Services, and The Haven of Rest Ministries
- **Future 15** was presented by Battle Creek Area Young Professionals awarded to Shannon Sweet, Eric Tolbert, Devon Bornell Gibson, Morgan Damron, Brian Colopy, Rebecca Spicer, Niaomi Curtis, Ben Duval, Carla Fernandez, Lyssa Howley, Tom Ryberg, Kaytee Faris, Mathew Angelo, Kyle Labrecque, and Rita Kuk
- **Harley Simmons Award** – presented by the Silent Observer Committee awarded to William Hefferman
- **Star Award** – presented by the Chamber Ambassador program awarded to Sue Smith, BJ Etheridge, Karen Rial
- **Start up Business of the Year** – presented by the Battle Creek Area Chamber of Commerce awarded to Janesville Acoustic
- **Small Business of the Year** – presented by the Battle Creek Area Chamber of Commerce awarded to Malia Mediterranean Bistro
- **Mid-Size Business of the Year** – presented by the Battle Creek Area Chamber of Commerce awarded to Schweitzer, Inc.
- **Large Business of the Year** – presented by the Battle Creek Area Chamber of Commerce awarded to Gallagher Uniform

The Battle Creek Area Chamber of Commerce would like to congratulate all of the nominees and award recipients, we are very proud of all of you and thank you for being businesses who excel in the greater Battle Creek area. Make sure you don't miss this opportunity to honor business excellence next year on May 21, 2014.

Thank you to the following sponsors of the event: Blue Cross Blue Shield/Blue Care Network of Michigan, FireKeepers Casino Hotel, Schweitzer Inc., Chemical Bank, CTI Mechanical Contractors, Inc., CSM Group, Lakeview Ford Lincoln, Non Profit Alliance, OMNI Community Credit Union, Silent Observer Committee, Pro DJ's, and Worthington Photography.



member
anniversaries

40th Anniversary

WW Thayne Advertising/
Scene Publications

20th Anniversary

Sam's Club

15th Anniversary

Adams Outdoor Advertising
Heaton Farms
Regional Pathology
Consultants, P.C.

10th Anniversary

Barone Hardware & Auto
Brookstone Apartments
Liberty Commons
Warner Publishing



Battle Creek Area Chamber of Commerce

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

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Leadership Challenge Applications

The Leadership Challenge is designed to engage established and emerging leaders in executive leadership skills. Executive leadership skills move leaders outside of their title and/or role and into the framework of designing a culture where teams are happy and engaged. Curriculum focuses less on what leaders do and more on how and why they do it! The Leadership Challenge specifically addresses the value of business and community by raising awareness of and educating leaders on the framework of sustainable leadership. Additionally, the Leadership Challenge provides a venue to practice and implement applicable community and organizational change. It is a premier program of the Battle Creek Area Chamber of Commerce and Chamber Foundation.

We are currently seeking applications for the 2013-2014 class. All interested parties should inquire with the Battle Creek Chamber Foundation (269) 962-4076.



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