

INSIGHT

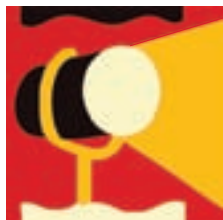
Battle Creek Area Chamber of Commerce
One Riverwalk Center, Suite 3A
34 West Jackson Street
Battle Creek, MI 49017

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INSIGHT



SPOTLIGHT YOUR COMPANY!



Member's Business Spotlight is dedicated to "spotlighting" Members' significant events within their businesses, such as recognitions received, contributions or new/promoted employees. We will do our best to feature all submissions, but due to space constraints and time sensitive materials some features may be edited or not printed. Please continue to submit!

Please email your information to:
dbaker@battlecreek.org.

Calendar of Events 2011

Tuesday, November 15, Ambassador Committee Meeting, 11:45 a.m., Mexicali Restaurant.

Tuesday, November 15, Chamber Board Meeting, 12 p.m., B.C. Community Foundation Boardroom.

Wednesday, November 16, Silent Observer Committee Meeting, 8 a.m., Village of Mill Creek.

Thursday, November 17, Business Leaders Luncheon, 11:30 a.m., McCamly Plaza Hotel.

Friday, November 18, Chamber Member Orientation, 8:30 a.m., Chamber Boardroom.

Saturday, November 19, 2011 Battle Creek Holiday Parade, 5:30 p.m., Downtown Battle Creek.

Tuesday, November 22, Ribbon Cutting Ceremony, 5 p.m., Jessup Group.

Chamber Office Closed for Thanksgiving Holiday, November 24th & 25th

Thursday, November 24 (Thanksgiving Day), Community Thanksgiving Dinner, 11:00 a.m. – 1:00 p.m., Full Blast.

Thursday, December 1, Eye Opener Committee Meeting, 9 a.m., Chamber Boardroom.

Wednesday, December 7, Business Leaders Luncheon, 11:30 a.m., McCamly Plaza Hotel.

Friday, December 9, Rap With Your Reps, 7:30 a.m., McCamly Plaza Hotel.

Tuesday, December 13, Eye Opener Breakfast/Business Expo, 7 a.m., Burnham Brook Community Center.

Tuesday, December 13, Riverwalk Open House, 5-8 p.m., Riverwalk Centre (Chamber Office).

Thursday, December 15, Ambassador Committee Meeting, 11:45 a.m., Minges Creek Village Apartments.

Friday, December 16, Chamber Member Orientation, 8:30 a.m., Chamber Boardroom.

Chamber Office Closed for Christmas Holiday, December 23rd & 26th

Chamber Office Closed for New Years, December 30th & January 2nd

INSIGHT



Nov.-Dec., 2011 | A Publication of the Battle Creek Area Chamber of Commerce | www.BattleCreek.org

DECEMBER & JANUARY EYE OPENERS

December 13th Eye Opener Breakfast **WELCOMES** Ron Ivey and Tim Hurtt, Kellogg Community College Criminal Justice Department

“Personal and Property Protection - Safety Tips for Businesses”

Ron and Tim will provide an informative presentation that will answer questions about the history of the Kellogg Community College Campus Police Department, and how the Campus Police Department connects with the Battle Creek Police Department. They will also describe the various types of continuing education training that KCC provides for local law enforcement. Safety Tips for Business Owners (Personal and Property Protection Ideas), will be discussed as well.

Thank you Program Sponsor ~ Trivalent Group, Inc.



The Harley Simmons Award will be presented by the Battle Creek Area Chamber Foundation Silent Observer Committee!

The award is presented annually in recognition to an individual who has significantly contributed to the safety and security of citizens in the Battle Creek area. It is awarded in honor of his/her crime reduction efforts and/or support of crime prevention in our community.

The Eye Opener Breakfast and Business Expo take place at the Burnham Brook Community Center, 200 West Michigan Avenue in Battle Creek. The business Expo begins at 7 a.m., the program is from 7:30 a.m. – 8:30 a.m., and the Expo continues from 8:30 a.m. – 9 a.m. Full Breakfast will be served. Please RSVP by December 8 if you will be attending.



Ron Ivey



Tim Hurtt

January 10 Eye Opener Breakfast **WELCOMES** Denise Brooks-Williams, President and CEO of Bronson Battle Creek “NEW Bronson Battle Creek”

Bronson Battle Creek, formerly known as Battle Creek Health System, is a multi-campus health care facility, created through a partnership with Bronson and BCHS Community Partners. Bronson Battle Creek has been rated among the top hospitals nationally for patient safety, and includes full service Outpatient Center and Inpatient Acute Care Center.

Denise Brooks-Williams is President and CEO of Bronson Battle Creek. Ms. Brooks-William joined Battle Creek Health System in April 2009. In July 2011, BCHS entered into a partnership with Bronson Healthcare Group and she was chosen to fill the leadership role she holds today.



Denise Brooks-Williams

Thank you Food Sponsor ~ Community HealthCare Connection



Thank you Location Host ~ Family Health Center of Battle Creek



Please note: The January 10, 2012 Eye Opener Breakfast and Business Networking Program will be hosted by the Family Health Center of Battle Creek, and will take place at the **Family Health Center of Battle Creek at 181 West Emmett Street, Battle Creek, in the Sanitas Conference Center, located in the Lower Level.** **Please plan to enter in Door A.** Volunteers will be on site to help with parking. Business Networking begins at 7 a.m., the Program is from 7:30 – 8:30 a.m., and the Business Networking continues from 8:30 – 9:00 a.m. Healthy breakfast will be served. Please RSVP by January 5 if you will be attending.

During the Eye Opener Breakfast Meetings, new members of the Battle Creek Area Chamber of Commerce will be introduced, upcoming Chamber events will be highlighted and drawings held for the Chamber 50/50 raffle and door prizes. If you are interested in showcasing your business in the Business Expo, please contact Alicia Davis for further information at 269.962.4076 or e-mail at adavis@battlecreek.org. Space is limited. There is no charge for Chamber members to participate.

OUR SPONSORS



WELCOME NEW MEMBERS

- Byrd's Landing, Inc.
- Clear Rate Communications, Inc.
- Enterprise Rent-A-Car
- Millers Wholesale, Inc.
- Paychex
- Rafail & Associates
- Team Active, Inc.

RENEWAL MEMBERS

- A Forever Recovery
- Adams Outdoor Advertising
- Albion Paint Spot, Inc.
- Architects Incorporated, PC
- Awards Plus Engraving, Inc.
- Bandeen Orthodontics
- Barista Blues Cafe'
- Battle Creek Fire Department
- Battle Creek Public Schools
- Bedford Market
- Branch District Library
- Bronson Urgent Care & Occupational Health
- Brookstone Apartments
- Calhoun Area Career Center
- Charitable Union
- Choice Care, Inc.
- CityLinC Ministries
- Comcast Spotlight
- CSE Morse, Inc.
- Damron Brothers Asphalt, Inc.
- DeVines Picture Framing & Home
- Drop-In Self-Help Center, Inc.
- Family Fare Supermarkets
- First Presbyterian Church
- Fun Services
- Gage Printing
- Gene Niedzwiecki
- Global Food Protection Institute
- HandsOn Battle Creek
- Heaton Farms
- Hot Rods & More
- Independent Bank
- J & S Tree Service
- Knights Inn
- Lassen Automotive
- Liberty Commons
- Lockwood Community Church
- Manpower, Inc.
- Martin Dental Ceramics, Inc.
- McCamy Plaza Hotel
- Michigan Rural Rehabilitation Corp.
- Northwestern Mutual
- RE/MAX Perrett Associates, Inc.

Continued on page 2

Chamber Corner

RENEWAL MEMBERS

Continued from page 1

Recognition, Inc.
 Regional Pathology Consultants, P.C.
 REMAX Perrett Associates, Inc.
 Rolling Hills Community
 Russell & Associates
 Russell A. Farrow (U.S.) Inc.
 Sam's Club
 Seelye Wright Kia of Battle Creek
 Softech Technology Solutions, LLC
 Southern Exposure Herb Farm
 Standard Printing & Office Supply
 The Haven of Rest
 The Heritage Assisted Living Community
 The Hinman Company
 The Waterfront Restaurant
 Toda America, Inc.
 TOWER Professional Network, LLC
 United Educational Credit Union
 Upston Associates, Inc.
 Vandervoort, Christ & Fisher P.C.

ANNIVERSARIES

United Educational Credit Union (40)
 Standard Printing & Office Supplies (25)
 Homer Controls, Inc. (20)
 Cse Morse, Inc. (10)
 Damron Brothers Asphalt, Inc. (10)
 Fun Services (10)
 Kellogg Community Federal
 Credit Union (10)
 Battle Creek Public Schools (5)
 Stevens World Wide Van Lines (5)

Battle Creek Area Chamber of Commerce

Phone: (269) 962-4076
Office Hours:
 M – Thurs, 9 am to 5 pm and
 Fri, 9 am to 1 pm
Address: One Riverwalk
 Centre - Suite 3A, 34 West
 Jackson Street, Battle Creek,
 MI 49017
 For contact information,
 please see our website: [www.
 BattleCreek.org](http://www.BattleCreek.org)

Battle Creek Area Chamber of Commerce Staff

Kara E. Beer <i>Executive Director</i>	Jennifer Blank <i>Welcome!</i> <i>Bookkeeper</i>
Alicia Davis <i>Program and Special Events Manager</i>	Bernard Young <i>Manager of the Self Employment Program</i>
Donna Gray <i>Membership Services Coordinator</i>	Kristi Trader <i>Welcome!</i> <i>Manager of the Leadership Challenge</i>
Debbie Baker <i>Executive Assistant/Office Manager</i>	

Our Mission

The mission of the Battle Creek Area Chamber of Commerce is to provide member services, business advocacy and representation to produce a positive economic environment.

To achieve our mission, we focus on membership, business advocacy, workforce development/quality of life, and networking.

Pinpointing the value of your Chamber Membership

By Kara Beer
 Executive Director



Kara Beer

The Battle Creek Area Chamber of Commerce is pinpointing the value of your Chamber Membership by looking at our mission, vision and direction.

The mission of the Battle Creek Area Chamber of Commerce is to provide member services, business advocacy and representation to produce a positive economic environment. To achieve our mission, we focus on membership, business advocacy, workforce development/quality of life, and networking.

As we define value as a Chamber we define it as the promise we give to our Chamber members that we will deliver an above the rest experience with the best valuable products and services. We guarantee that we will provide you a detailed description of what, how and why a product or service is important to you and answer to you why you should be a part of this particular product or service.

Is the membership directory the value proposition? Are networking events the benefits? What about discounts offered through affinity programs? The answer to all three of these is NO. They are features of what we offer, but they are not the benefits of value delivered. What's the difference you ask? A feature/event is simply a characteristic of a product or service. In the past the Chamber has promoted to our membership by stating features. Anyone can make a list of features. But it takes more work to convert features into benefits that members and prospects value and this is what we at the Chamber guarantee we will be doing moving forward.

Value is always determined by the member, so our value propositions need to tout benefits our members really appreciate. Here is just a small sample of our value proposition statements:

1. Our Rap with Your Reps meets every other month and allows members to meet face-to-face with their representative to share their perspectives and discuss how issues directly impact your businesses.

2. Each of our members receives a ribbon cutting, which generates publicity, photo opportunities and traffic to your location free of charge.
3. Small business owners qualify for group health insurance at the same rate as larger businesses. You will be able to attract and retain highly skilled workers and provide benefits at affordable rates.
4. Your Chamber offers over 100 networking events a year, so you can market your business to over 600 local business owners and their employees and families with cost effective marketing opportunities and be in front of your target audience consistently.

In an effort to better promote value to our members and prospective members, I ask each of you to answer the following questions and email them to me at kbeer@battlecreek.org :

1. Describe one Chamber initiative you supported and how it positively impacted your business.
2. How has the Chamber helped you to develop new or stronger relationships with others in the community?
3. Describe something new you learned as a result of a Chamber program.
4. How have you integrated best practices or ideas gained from being a member into your business or personal life?

This tool will help us enhance your membership and recruit potential members by expressing and pinpointing the value in Chamber membership.

All my best!

The Insight Editorial Policy

Articles written by outside authors do not necessarily reflect the views or positions of the 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: Debbie Baker, Executive Assistant/Office Manager



Battle Creek Area Leadership Challenge

The Chamber and Chamber Foundation Board of Directors Announce the Battle Creek Area Leadership Challenge Class of 2012!

Class of 2012

Air National Guard - **Captain Daniel Guy**
Air National Guard - **Master Sergeant Jayne Wilson**

Bronson Battle Creek - **La Tonya Baidy**
City of Battle Creek - **Andrew Michalowski**

City of Battle Creek - **Jamie Brown**
Community Advocate - **Jennifer LaGrand**
Habitat for Humanity - **Kara Werner**
Kellogg Community College - **Barbara Sudeikis**

Miller College - **Jennifer Stegenga**
Omni Credit Union - **Jason Cain**
Post Foods - **Elmer Bennett**
Post Foods - **Michael Hedge**
Salvation Army - **Marcie Gothard**
Summit Pointe - **Kimberly Allen**
Urban League of Battle Creek - **JoAnn Cribbs**

VA Medical Center - **Daleth Jean-Jules**
Women's Coop - **Ginger Dowdle**
YMCA - **Shannon Lounsberry**

Business Advocacy Update

Do you have the desire to advocate for community and business?

Calhoun County is seeking candidates for a Road Commissioner/Parks Trustee/Member of the Board of Public Works

The Calhoun County Board of Commissioners has formed a Road Commissioner Selection Committee consisting of Commissioner Blaine VanSickle (Chair), Commissioner Steve Frisbie, Lee Township Supervisor Art Farmer, Homer Township Supervisor Todd Wildt, and Athens Township Supervisor Steve Irons. Applications are being sought for the position of Road Commissioner/Park Trustee/Member of the Board of Public Works. The term is for the period of January 1, 2012 to December 31, 2017.

Applications can be found on the Calhoun County website: www.calhouncountymi.gov and are due on or before **November 31, 2011**. The meetings of the Road Commissioner Selection Committee will be open to the public. The dates and times for the meetings of the committee will be posted on the Calhoun County website. Please forward this information to any potential candidates and encourage them to apply. If you should have any questions, please contact me at (269) 781-0917 or at rlindsey@calhouncountymi.gov.

The Michigan CEO Summit scheduled for March 15, 2012, will you be attending?

Business Leaders for Michigan (BLM), the state's business roundtable, announced plans to host a Michigan CEO Summit on March 15, 2012 at the Westin Book Cadillac Hotel in Detroit.

The Michigan CEO Summit is the first of its kind. Never before have so many of the state's top CEOs gathered to address the issues facing Michigan's future. Industry leaders will:

- ✓ Outline paths to rebuilding Michigan's economy;
- ✓ Identify industries where Michigan is best positioned to lead the nation;
- ✓ Explain the role of innovation in growing new job sectors;
- ✓ Discuss how private sector investment can help drive the economy in communities across the state.

"The 2012 Michigan CEO Summit is an unprecedented opportunity for the state's business leaders to come together to discuss Michigan's economic future," said Doug Rothwell, President and CEO, Business Leaders for Michigan. "Attendees will be able to hear first-hand how industry leaders are paving the path towards a New Michigan."

Registration for the CEO Summit will open on December 1, 2011. Additional information about registration will be available this fall on www.businessleadersformichigan.com.

Information about Business Leaders for Michigan

Business Leaders for Michigan (www.BusinessLeadersforMichigan.com) is a private, non-profit executive leadership organization dedicated to making Michigan a "Top Ten" state for job and economic growth. The organization is composed exclusively of the chairpersons, chief executives or most senior executives of Michigan's largest companies and universities, which provide over 320,000 jobs in Michigan, generate over \$1 Trillion in annual revenue and serve over 135,000 students. The organization's work is defined by the Michigan Turnaround Plan, a holistic, fact-based strategy to get Michigan's economy back on track. Visit www.michiganturnaroundplan.com for more information.



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Ribbon Cuttings



BailTek

On August 18 BailTek had a Chamber Ribbon Cutting Ceremony to celebrate their 1 year Anniversary. Owners, Kimber Shaffer and Jason Bailey with BailTek Cleaning and Restoration have 15 years combined experience. Besides being the experts in carpet and upholstery cleaning, BailTek's offers all water - mold - and fire damage cleanup.



Batteries Plus

Batteries Plus of Battle Creek celebrated their 3rd Anniversary with a Chamber Ribbon Cutting Ceremony on August 19. Along with their wide array of batteries, Batteries Plus is now your one stop shop for home and business light bulbs. They also offer Free Battery testing, and have available the Laptop Battery Analyzer.



Member Referral

Chamber Ambassador – Stephanie Breitbach of Ermisch Travel – was awarded \$100 for the referral of New Chamber Member – The Energy Nook. Thank you Stephanie for your continued support of the BC Area Chamber of Commerce!



CTI Mechanical

CTI Mechanical had a Chamber Ribbon Cutting Ceremony on September 15 to celebrate 13 years of service to the Battle Creek/Southwest Michigan areas. While appreciating and integrating four generations of experience, the people at CTI Mechanical have learned to focus on the latest technologies in heating and cooling, air filtration and water heating.



Energy Nook

On September 1 Energy Nook held a "Grand Opening" Chamber Ribbon Cutting Ceremony. The Energy Nook offers their members healthy smoothies and energizing beverages, as well as personal wellness coaching and weight loss challenges. The Energy Nook weight loss challenges are on Tuesday evenings!



Gagnon, Glass & VanderWaal

Chamber Ambassador – Neil VanderWaal of Gagnon, Glass, & VanderWaal – was awarded \$100 for the referral of New Chamber Member – Team Active, Inc.

Your continued support of the BC Area Chamber of Commerce is appreciated Neal!



Battle Creek/Calhoun County Convention and Visitors Bureau Event Listing

- November-December:** Art of Barbie-Art Center of Battle Creek
- November 12:** Road Hawg Classic 5k/10k run/walk – ANG Base, Battle Creek
- November 19:** Holiday Parade – Downtown Battle Creek
- November 23:** Knights vs Rockford Basketball – Kellogg Arena
- November 28:** Marshall's Christmas Parade – Downtown Marshall
- December 1:** Bing Crosby's Hollywood Christmas – Franke Center for the Arts
- December 2 & 3:** BBBC Holiday concert - W.K. Kellogg Auditorium
- December 10:** Marshall's Christmas Candlelight Walk - Marshall area
- December 10** International Children's Day – Warming House, Downtown Battle Creek
- December 17** Battle Creek Symphony presents the Nutcracker – W.K. Kellogg Auditorium

Battle Creek Area Chamber Foundation Silent Observer Receives \$2,000 OMNI "Gives Back" Grant

On Monday October 3, 2011, OMNI Community Credit Union awarded the Battle Creek Area Chamber Foundation Silent Observer Program a \$2,000 OMNI "Gives Back" Grant. The grant will be split between the renewal of the TipSoft v5 Online (CrimeReports) subscription which disperses tips to 1,600 law enforcement agencies and the marketing and advertising of the Silent Observer and Fast Fifty Student Programs.

"The Silent Observer Program is key in keeping our communities safe. It also encourages citizens to keep a look out and report crimes, creating a sense of empowerment within communities," said Ted Parsons, OMNI CEO. "We are happy to sponsor this program as OMNI puts a heavy emphasis on community."

OMNI is now accepting applications for the grant program. To apply visit www.omnigivesback.org.

OMNI Community Credit Union has over 33,000 members across SW Michigan with \$272 million in assets. For three consecutive years, OMNI has given a Cashback Rebate of \$2.2 million dollars to say thank you to members. The credit union continually reinvests in its membership and the communities they serve with new branches, some of the area's best interest rates on loans and savings accounts, no fee checking, low fees, over 28,000 free ATMs, OMNI scholar-



ships and is involved in over 40 community events annually. Anyone in Southwest Michigan can bank with OMNI. To find out how you can join, call 866-OMNI-WOW or visit www.omnicommunitycu.org.

"On behalf of the Battle Creek Area Chamber Foundation Silent Observer Committee, I would like to extend a sincere thank you for the generous check in the amount of \$2,000" said Matt Saxton, Silent Observer Co-Chair. "Your donation of this vital Program continues to help bring criminals to justice. It's through you, our committed business community that the Program continues in this highly successful manner."

Contact information: (269) 964-3888 or text message to CRIMES (274637), then enter "tip685" and text your message.

How Efficient is Your Document Management System?

Join the Battle Creek Area Chamber of Commerce on November 17th to learn more.

How much time, man hours and resources is your organization spending managing its critical information?

Regardless of the business sector, manufacturing, medical, financial or professional services, document management is a critical component of its Quality Management System. Regulatory agencies like ISO, HIPAA, SEC etc. all mandate strict adherence to managing documents in the areas of creation, access, retention, authenticity, storage and more.

With so many software options and corresponding vendors offering all kinds of products and services the process of actually selecting one and implementing it can be quite tedious, confusing, frustrating and sometimes expensive. How do you ensure that you implement the right information management system that meets your organization needs? What is the difference between document and content management? What are the best practices?

On November 17, at McCamly Plaza Hotel, the Battle Creek Area Chamber of Commerce will host a Business Leader Luncheon for members and guests to find out how TSC Group Inc. a locally owned document management organization is promoting "Green Office" and helping organizations go paperless. TSC Group Inc. will be sharing information on document management solutions, partnerships with information management industry leaders and how local organizations can achieve seamless paperless implementation and improve your bottom line.

Who should attend?

Professionals from healthcare, finance, nonprofit management, human resources, manufacturing, realtors, construction and professional services

Cost to attend?

\$20 for Chamber members who RSVP by November 11
\$25 for Chamber members at the door
\$25 for non-Chamber members who RSVP by November 11
\$30 for non-Chamber members at the door

**Thursday, November 17th
11:30 a.m. to 1:00 p.m.
McCamly Plaza Hotel**

RSVP's are required for this program. You may do so by calling the Chamber office at (269) 962-4076.

Note: No refunds will be given for cancellations after Friday, November 11th. Invoices will be processed for those who make reservations and are a "No Show" to the program.



Business Leader Luncheon teaches Chamber Members to Follow to Lead

Local entrepreneurs and authors of the new book Follow to Lead, Don Mercer and Carlos Fontana, provide a radical new approach to organizational success. They label some long-accepted standards as the new heresy and replace them with realities that can create positive change in the individual and the organization. And they will leave you with a tool you can implement tomorrow.

Here is a sample of what you will learn:

- Why there is an over-emphasis on leadership and leadership development in organizations.
- Why the 'better mouse trap' is no longer the key to innovation and business success.
- Why you need to turn your organization upside down to optimize performance.
- Why your success depends on giving away your secrets.
- Why vision and mission statements are 'Dead End' signs.
- How one "Why?" changed the world?
- How one brief interaction with staff and employees will result in unforgettable and daily-implementable actions that will improve the bottom line?
- Why motivating subordinates is irrelevant... and other counter-intuitive essentials for any organization's success.

Cost to attend?

\$25 for Chamber members who RSVP by November 11 (*this includes program, delicious lunch and a free autographed copy of the Follow to Lead book*).
\$30 for Chamber members at the door
\$30 for non-Chamber members who RSVP by November 11
\$35 for non-Chamber members at the door

**Wednesday, December 7th
11:30 a.m. to 1:00 p.m.
McCamly Plaza Hotel**

RSVP's are required for this program. You may do so by calling the Chamber office at (269) 962-4076.

Note: No refunds will be given for cancellations after Friday, December 2. Invoices will be processed for those who make reservations and are a "No Show" to the program.

Advertising

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Event Highlights

By Alicia Davis
Program and Special Events Manager

Chamber Mixer at Raymond James & Associates

The Battle Area Chamber of Commerce would like to thank Raymond James & Associates for hosting the Chamber Mixer that was held on Wednesday, August 17, 2011. It was nice to enjoy some quality networking with fellow Chamber Members. Delicious Food! Fun Games!



them visit our community to talk about the Consumers Energy Investments in the State of Michigan, Electric Reliability Projects for Battle Creek/Calhoun County, Storm Restoration Process, Rate Case Filed, and Energy Efficiency Programs.

Chamber's Annual Meeting Celebrated 100 Years of Service

On Tuesday, October 11, 2011, Kara E. Beer, Executive Director, proudly led the Chamber's Annual Meeting. Kara shared highlights from the past 100 years, and motivated the audience to "Get on Board" for the next 100 years.



Kara Beer and Travis Morse

Following Beer's presentation the Chambers' Board,

Staff, and Fellow Chamber Members recognized outgoing Chamber Board Member, Jim Burnham - CTS Telecom, and outgoing Chamber Board Chair, Travis Morse - Raymond James & Associates for their time and dedication to the Battle Creek Area Chamber of Commerce.



Business Leaders Luncheon with Consumers Energy

On Wednesday, September 14, 2011, NEW Leadership, in the Battle Creek Area, from Consumers Energy provided an informative presentation to both Chamber Members, and Non-Chamber Members. It was an honor to have

Blue Cross Blue Shield of Michigan Agent Training/ Appreciation Luncheon

The Battle Creek Area Chamber of Commerce held their Annual Blue Cross Blue Shield Agent Training/ Appreciation Luncheon on Tuesday, October 11, 2011 at McCamly Plaza, in Battle Creek. Speakers at the luncheon



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Blue Cross Blue Shield of Michigan and Blue Care Network are nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association.

Event Highlights

included Cathy Brock (BCBSM/BCN Special Markets Accounts Manager), Michael Ramsby (Gadaletto, Ramsby & Associates), and Emily LaDrig (Detroit Regional Chamber -Insurance Marketing Manager). The luncheon is held in appreciation of the many contributions the area insurance agents provide to regional small businesses, and provides Agents with valuable information about healthcare happenings in Michigan.

Two Local Artists at the Chamber

Dan Riddle and John Little displayed their artwork at the Battle Creek Area Chamber of Commerce during the Fall into the Arts – Art Walk that was held on Friday, October 14, 2011. It was great to see the large amount of visitors who stopped by the Chamber to view the beautiful pieces on display while enjoying the music provided by Carlos. Beautiful Art! Good Music! Great Friends!



Ambassadors and the "Dancing Raisins"

The Battle Creek Chamber Ambassadors enjoyed participating in the "Spooky Science" Event that was held on Saturday, October 22, 2011, at Leila Arboretum. The Ambassadors demonstrated the "Dancing Raisins" science project to several hundred children throughout the day.



MARK YOUR CALENDAR!!



What: Community Thanksgiving Dinner – "Serving ONE Community"

When: Thursday, November 24, 2011 (Thanksgiving Day)

Time: 11:00 a.m. – 1:00 p.m.

Cost: FREE – Open to the Public (All Ages and Circumstances)

Location: Full Blast, 35 West Hamblin Avenue, Battle Creek (Free Parking at the McCamly Plaza Parking Ramp)

Contact Information: Alicia Davis (269) 441-9124, or adavis@battlecreek.org

Additional Information: No reservation required to eat on site. Home delivered meals will be provided for "home-bound seniors only" by calling Senior Health Partners at (269) 441-0948 no later than 5pm on Tuesday, November 22nd.

Don't spend Thanksgiving alone! Come join us for a Traditional Thanksgiving Meal made with all the Trimmings!

Contact the Chamber today to see how you can help! We are offering lots of opportunities for you to volunteer, sponsor, or donate items needed.



This program is a collaborative effort brought to you by: Battle Creek Area Chamber of Commerce, Battle Creek NAACP, Senior Health Partners, Boys & Girls Club of Battle Creek, Kellogg Community College. The meal will be prepared by: Laura's Gourmet Catering, and many caring volunteers.



What: Riverwalk Open House

Hosted by: The Battle Creek Area Chamber of Commerce, Battle Creek Community Foundation, and United Way of Greater Battle Creek


When: Tuesday, December 13, 2011

Time: 5:00-7:00 p.m.

Location: 34 West Jackson Street, Battle Creek

Stop by after work for food, networking, and fun!

Please RSVP no later than December 9, 2011 by calling Alicia Davis at the Chamber (269) 441-9124, or email adavis@battlecreek.org.



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Member's Business Spotlight

Think Fun – Think Ermisch!

An end of summer "travel deal" with Ermisch was memorable for all. "We had a fabulous time.

We spend 2 nights in Rome and were able to see all of the major city attractions using a 2 day bus pass. Then off on a 10 day Mediterranean cruise stopping at Livorno, Monte Carlo, Barcelona overnight, Palma de Mallorca, Tunisia, Palermo and Naples. We did some of the cruise lines shore excursions and ventured off on our own on some of the stops. We always felt safe and wound up with some wonderful bargains.

The Noordam, which is the ship that we were on, could not have been any better. Everything was just as advertised and will truly be "the trip to remember". The price for the balcony cabin was under \$1300 each, including accommodations, fantastic food available 24 hours a day, the Las Vegas style entertainment each night and much more."

Now is a great time to travel with Ermisch! Prices are so reasonable and what is better than a vacation with your loved ones affording you memories which no one can ever take away from you?

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Team GLMI Takes on Kellogg's Dig 'Em Dash

Team GLMI battled through a chilly October morning



to participate in Kellogg's 1st annual 'Dig 'Em Dash'. Many GLMI staff members, along with participants from all over the area, strolled through downtown Battle Creek in an effort to raise money for the United Way of Greater Battle Creek.

Calling Battle Creek, home for nearly 30 years, Great Lakes Microsystems Inc. provides software and solutions to home care and hospice agencies both in Michigan as well as across the country. The team enjoys keeping their fundraising efforts local, conducting a United Way campaign with many different fundraising activities throughout each year. The team especially looks forward to participating in community events such as the Dig 'Em Dash. Next up for GLMI is the holiday toy drive, providing West Michigan children with a brighter holiday season.

Contact information: (269) 963-1040, www.glmi.com



"Serving those who have served."

Western Michigan University | Office of Military and Veterans Affairs
1260 Ellsworth Hall, Kalamazoo, MI 49008
Office: 269-387-4411 | Fax: 269-387-4418 | Email: military-affairs@wmich.edu
www.wmich.edu/military

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Summit Pointe Joins Michigan Works!

As of July 1, 2011, Summit Pointe assumed the contract to provide the "up-front" Michigan Works! Employment Services in Branch and Calhoun counties. Employment services are provided to businesses and job seekers, in the Michigan Works! Service Centers. These services, which are provided at no cost to customers, ensure that employers maintain a steady, qualified workforce and help job seekers obtain and maintain long-term, self-supporting employment.

Michigan Works! has many services to offer employers: distributing and accepting employer applications, pre/post hire contact with employers, accepting and listing job postings on the Michigan Talent Bank, personalized applicant screening and testing, interview scheduling and use of facilities, recruitment events and assistance, and coordination with local/regional economic and/or training institutions, (or others) as needed.

Daily workshops are offered to job seekers in the Battle Creek Michigan Works! Service Center which include Computer Literacy, Resume/Cover Letter, Job Search Planning/Networking, and Interviewing. These same topics can also be discussed on an individual basis in any of the four service centers. There also may be referrals for training opportunities, as appropriate.

Contact information – Michigan Works!: (800) 285-9675, www.michpartners.org

Summit Pointe: (269) 966-1460, www.summitpointe.org



Kirby Named CEO of Guardian Finance and Advocacy Services

David Kirby was recently named as the new CEO of Guardian Finance and Advocacy Services. He joined the organization at the end of October and will take the reins from the retiring Jackie De Haan before the end of the year.



Kirby

Kirby brings a vast background in leadership of non-profit organizations, local government and management in educational settings. He was executive director of CARES of Southwest Michigan (in Kalamazoo) and president of his own consulting firm out of Richland. In the latter role, he provided support to Guardian over the past few months.

"Dave is well known in both the Kalamazoo and Battle Creek communities, where he has worked

Member's Business Spotlight

over the past decades. This will be a plus for us as he will coordinate with many of the same people he already knows," said Guardian board president Sherri Meachum.

De Haan announced her retirement in August; she will have 18 years of service, the last 10 years as CEO. "Leading the Guardian organization has been wonderful, both enjoyable and challenging," she said. "We have an exceptional staff here that is focused on delivering excellent services to our customers. Leading them has been an honor."

Contact information: (269) 963-3253, www.guardian-inc.org



Congratulations Kelly Services!

Kelly Services, Inc, announced this week that it has been named to Inavero's 2011 Best of Staffing Talent List. Presented in partnership with CareerBuilder, Best in Staffing is the nation's only satisfaction award that recognizes staffing and recruiting firms who provide an exceptional experience for candidates in finding jobs. Less than one percent of North American staffing firms have been named to the 2011 Best Staffing Talent list.

Contact information: (269) 962-8541, www.kellyservices.com



Congratulations to Joan Bowman of the Global Food Protection Institute!

The Global Food Protection Institute (GFPI) announced the promotion of Joan Bowman to Vice President, External Affairs. Joan has been with GFPI and the International Food Protection Training Institute (IFPTI) from the very beginning, being the first hired employee. In her new role, Joan will continue with all marketing and communications and will also be responsible for Development, Corporate Relations, and Sponsorship. Contact information: (269) 441-2992, www.gfpi.org



GreenStreet Advertising and Lawrence Productions Recognized

Battle Creek-based strategic branding and design agency, GreenStreet Advertising and Marketing, along with full-service film, video and audio production partner, Lawrence Productions of Grand Rapids, was awarded two coveted national Commercial Silver Telly Awards at the 2011 32nd Annual Telly

Awards. The agency's "Hollis" television commercial, created for Kellogg Community Federal Credit Union (KCFCU), won in the Bank (up to \$500 million assets) and Editing categories. The Telly Awards honor the very best local, regional, and cable television commercials and programs, as well as the finest video and film productions, and work created for the Web.

Additionally, the two innovative firms collectively won a Bronze 2011 Hermes Creative Award for the same commercial entry. Hermes Creative Awards is an international competition for creative professionals involved in the concept, writing and design of traditional materials and programs, and emerging technologies.

Contact information - GreenStreet Marketing: (269) 963-9922, www.greenstreetmktg.com

Lawrence Productions: (616) 454-4380, www.lpi.com



Congratulations Meghan Dubois!

The 2011, Post Community Credit Union Caesar Sams Scholarship of Academic Achievement has been awarded to Meghan Dubois, a graduating senior from Marshall High School. This one time installment scholarship will help her with tuition and other educational expenses at Siena Heights University for her first year.



Meghan is an outstanding and dynamic individual who's very active in her community. During her time at high school Meghan was an honors student who actively participated in the Marshall Youth Advisory Council. She was also on the varsity soccer team and served as the team's captain in the 2010 and 2011 seasons. Outside of the classroom Meghan spent her time as a member of the West Michigan Youth Soccer Association and also as a very active member of the Calhoun County 4-H Club. Congratulations Meghan!!!

Contact information: (269)966-3900, www.postcommunitycu.com



Nielsen Elected to Serve on The American Museum of Magic's Board

The American Museum of Magic is pleased to announce that Paul Nielsen has been elected to serve

on its Board of Trustees. Paul is an avid magic performer and owner of Wunderground Magic in Metro Detroit. He has been performing magic since he was nine. "I first discovered magic when given a set by my uncle," Paul said. "It's one of the sets that used to be on the museum's second floor. I practiced those tricks and tried them out on my parents, sisters, anyone who would watch, and even though I wasn't very good, I loved the fascination they would share as I altered what was real."

Nielsen took a short hiatus from magic to get a Ph.D. in computer science, serve on the faculty of a major university, and found a software company that builds massive-scale simulations. Paul has authored over fifty papers, articles, and book chapters and does lectures on the history of magic. "Now, I like to share my magic and help others to learn and perform well. I sell and teach and mentor and write and produce and promote the art in every way I know how".

Contact information: (269) 781-7570, www.american-museumofmagix.org



New Post Community Credit Union Branch Coming To Portage

Construction recently began on a new full service branch that will bring more financial choices to the city of Portage. Post Community Credit Union recently started renovations to an existing building located at 2340 E Centre Ave near the intersection of Centre and Portage Road. Construction is expected to be complete by January of next year, giving PCCU four branches in Midwest Michigan.



Contact information: (269) 966-3900, www.postcommunitycu.com



Clean Your Closets and Help Others!

Kellogg Community Federal Credit Union has started its annual Charitable Union coat drive to help members of our community stay warm. KCFCU will be collecting both new and gently worn coats that are clean and in good condition for the Charitable Union through November 18th at all of their branch locations.

Contact information: (269) 968-9251, www.kelloggcfcu.org

Spectacular... Ambassadors!



The Chamber would like to recognize the Ambassadors who received the highest points for their attendance.

1st Place Sue Smith, Comerica Bank, (Ambassador Since 1980)

2nd Place Karen Rial, Partners Insurance Agency of SW MI, Inc., (Ambassador Since 2008)

3rd Place Angela Burkhardt, Hinman Company, (Ambassador Since 2009)

Angela Burkhardt was also the recipient of the **2010-2011 Ambassador "STAR" Award** (Service, Teamwork, Attitude, Reliability).

The Chamber would also like to recognize:

Amy Allen, SW Regional Rehabilitation Center (Ambassador Since 2009)

Jenny Andrews, Miller College (Ambassador Since 2011)

Stephanie Breitbach, Ermisch Travel (Ambassador Since 2007)

Lynn Ward Gray, BC Community Foundation (Ambassador Since 2006)

Layla Hicks, Minges Creek Village Apts (Ambassador Since 2011)

Amanda Hoxie, Davenport University (Ambassador Since 2008)

Tammy Kloack, Spring Arbor University (Ambassador Since 1998)

Dan LaRue, Kellogg Community Federal Credit Union (Ambassador Since 2011)

Shari Ludwa, Davenport University (Ambassador Since 2001)

Travis Morse, Raymond James & Associates (Ambassador 2005)

Dawn Nichols, Summit Pointe (Ambassador Since 2002)

Karen Reeves, Edward Jones Investments (Ambassador Since 2008)

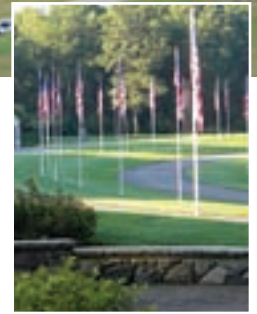
Nicole Thomas, Marshall Community Credit Union (Ambassador Since 2008)

Neal VanderWaal, Gagnon, Glass, & VanderWaal (Ambassador Since 2011)

Scott White, United Educational Credit Union (Ambassador Since 2005)

Stacy Wilkey, Adams Outdoor Advertising (Ambassador Since 2007)

Battle Creek Military Community is Exceptional!



On Friday, October 21, 2011 over 50 attendees experienced first hand on how Battle Creek is an exceptional military community. The Chamber's Military Affairs Committee hosted their 4th Annual Civic Leaders Tour. It was a day-long tour of all local military and governmental installations in the Battle Creek Area. They got to see first-hand what our local military and defense activities provide to Southwest Michigan and how they support our national and local economy.

"Battle Creek has always been relevant to our nation's defense. We have a long and distinguished military history. It is the goal of the Military Affairs Committee to help keep us relevant, now and in the future", said T.R. Shaw, Chairperson Military Affairs Committee. The tour has grown in popularity and we hope to expand it in the future.

A special "thank-you" to all of the supporters of the Civic Leaders Tour!

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"It's always my goal to make a difference for our customers."

Theresa Ross
Group and Association Specialist
and a WorkSafe Person

Our Goal - Your Safety

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www.accidentfund.com/groups





The Chamber has a wide variety of ways that you can get involved. If you are interested in joining any of these committees please contact us at (269) 962-4076.

Ambassadors

The Chamber Ambassador Program is a volunteer service organization. They represent the Battle Creek Area Chamber of Commerce in our community and at Chamber-sponsored events. The ambassadors are dedicated volunteers from businesses through the Battle Creek area. Their mission is to welcome, nurture, and recruit new Chamber members; act as goodwill representatives at Chamber functions and aid in the support of Chamber members.

The Chamber's goal is to help the Ambassador develop their networking opportunities while volunteering at various Chamber functions. Ambassadors serve in a public relations capacity and as a liaison between the Chamber and member businesses as our official "hosts".

Chamber Golf Outing Committee

This committee coordinates the annual golf outing, which is the Chamber's primary fundraising event. Committee obtains tee/green sponsors, door prizes, determines games and arranges for a fun day for Chamber Members.

Eye Opener Committee

This committee plans, organizes and schedules business-oriented speakers and sponsors for the monthly Chamber membership meetings.

Member Services Committee

This committee evaluates member benefits on behalf of the Chamber membership, recommends member benefits to the Board, and assists Chamber staff with member recruiting and retention.

Military Affairs Committee

This committee recognizes the significance of the military presence in our community. Its goal is to promote and foster excellent relations between the business sector and the military.

Nominating Committee

Helps find and recommend top-notch talent for our Board of Directors.

Public Policy Committee

This committee assists Chamber staff in monitoring, formulating and evaluating legislative issues and makes recommendations and provides support for candidates/ballot proposals. It reviews candidates who are seeking office at the federal, state and local levels representing the Battle Creek area, making its candidate recommendations to the Chamber's Board of Directors. It facilitates political forums for community awareness/involvement, and fosters relationships between the community and government.

Silent Observer Committee

This committee aids in the development of a positive economic environment and quality of life in our community by involving citizens and businesses in crime prevention and deterrence, aid in crime detection, and assist in the successful prosecution of those persons engaged in criminal activity within our community.

Silent Observer Golf Outing Committee

This committee coordinates the annual golf outing, which is the Silent Observer's primary fundraising event. Committee obtains tee/green sponsors, door prizes, determines games and arranges for a fun day for Chamber Member's.