

# BATTLE CREEK

# insight

a publication of the Battle Creek Area Chamber of Commerce

WELCOME TO  
Battle Creek

October | November | December 2018

## welcome new members

- Cavoni's Pizza & Grinders
- Cereal City Tattoo & Piercing LLC
- Kingman Museum
- Allegiant Wealth Strategies
- Biggby Coffee
- Beckley Road
- D.L. Gullivan
- Office Solutions
- Shwe Mandalay
- Burmese Cuisine
- LynnIvan Salon
- Women's LifeStyle Magazine of Greater Kalamazoo
- BC Cargo Pop-Up Shop Marketplace
- Redline BBQ
- Smokehouse
- Sweets and Meats formerly Colby Jack Jerky
- Battle Creek Self Storage LLC
- Gibson
- Voces
- TC Transcontinental
- Packaging
- HelpNet
- The Crave Vending LLC
- Elis Doces
- Progressive Printing & Graphics

## 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, community 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.



## President's Corner

By Kara Beer, IOM, MPA

### THE COLLECTIVE IMPACT OF CHAMBERS OF COMMERCE

You're likely aware of the work we do here in Battle Creek, and maybe that of other chambers as well, but have you ever thought about the collective impact Chambers of Commerce are having on Michigan as a whole?

The Battle Creek Area Chamber of Commerce belongs to the Michigan Association of Chamber Professionals (MACP) where we receive much of our staff's professional development resources and training. MACP is also where we work to strengthen the chamber industry in our state, and find advice plus innovative ideas for programming adding value to our members and community. Recently, I met with counterparts from around the state and asked each of them to name one thing that they're most proud of at their Chamber. Several of the largest Chamber of Commerce's in the state were a part of the discussion.

Through the discussion, I made many valuable observations identifying trends, similarities and differences. The first thing that stood out to me is that chambers are masters at making connections and leveraging resources. I don't use the word masters lightly. Many of their proudest moments stemmed from their ability to bridge groups within their community and state to create a positive impact for their community. Topics within the discussion were very different ranging from Military, economic development, education and community. However, the collaboration driven by the chamber, and the positive outcome for the community, was the same in each story.

Another similarity identified was leadership. Leadership may not have been identified as part of their accomplishments, but while listening to each of them their leadership within their communities stood out to me. By taking the lead and standing strong on heavy issues in their communities, they're making their communities stronger, better and economically healthier. They're standing strong on some very big impact projects across our state. These incredible and phenomenal leaders within the Chamber industry are creating impact throughout our entire state. Across the state, chambers are leading the way for value to impact communities.

Finally, I found the diversity of projects my chamber counterparts shared very intriguing. Although there're similarities in the work that they all do, there's also variety. The stories shared included working with the Military, Certificates of Origin, workforce development, educational attainment, economic development, internal functions, advocacy, branding, foundation work, community development, and others. It's impressive the sheer number of topics chambers are working on across our state, and the fact that these programs are making significant, meaningful impacts that should not be overlooked.

Sitting in the room listening to my chamber counterparts and CEOs made me proud to be a part of the Chamber of Commerce industry. I thought about what Michigan would look like without these organizations, and believe that we would not be as healthy as we are today without the work of chambers.

*chambers  
are masters at making connections  
and leveraging resources.*



UNITED STATES CHAMBER OF COMMERCE

**ACCREDITED**



One Riverwalk Centre, Suite 3A,  
34 West Jackson Street, Battle Creek, MI 49017  
**BattleCreek.org**

**269.962.4076**

Monday-Friday 9 a.m. - 5 p.m.





# member anniversaries

**80 Year Anniversary:**  
Battle Creek Area Association of REALTORS  
Worgess Agency, Inc.

**70 Year Anniversary:**  
TownSquare Media

**40 Year Anniversary:**  
WK Kellogg Foundation

**25 Year Anniversary:**  
Burtrum Furs & Leathers, L.L.C.  
CTS Telecom, Inc. (Climax Telephone Co.)

**20 Year Anniversary:**  
CSM Group  
Hilliard Lyons  
Honor Credit Union  
Neighborhoods Inc. of Battle Creek

**15 Year Anniversary:**  
Flash Sanitation, Inc.  
Partners Insurance Agency of SW MI, Inc.

**10 Year Anniversary:**  
Hackett Millwright and Rigging  
Justice Fence, Inc.  
Linsley Excavating, Inc.  
The Village of Mill Creek

**5 Year Anniversary:**  
Michigan Blood  
Noris Lindsey

## Battle Creek Area Chamber of Commerce Staff

**Kara E. Beer** – President  
**Billy Beers** – Director of Marketing & Engagement  
**Jennifer Blank** – Accounting Manager  
**Ryan Fleury** – Administrative & Communications Specialist  
**Kayla McCarthy** – Member Services Specialist

## Announcing NEW Member 2 Member Discounts!

The Chamber's Member 2 Member Discount Program encourages Chamber member businesses, organizations, and their employees to prefer other Chamber members when making buying decisions. Contact Kayla McCarthy at 269.962.4076 or [kmccarthy@battlecreek.org](mailto:kmccarthy@battlecreek.org) to promote YOUR discount throughout our network and encourage members to choose YOU when making their buying decisions.

Visit [battlecreek.org](http://battlecreek.org) to SAVE with over 25 Member 2 Member discounts!

### Cereal City Tattoo & Piercing

Discount: 15% off all services.

Contact info: Tracy Marie – Owner  
269.282.0217  
[tracy@cerealcitytattoo.com](mailto:tracy@cerealcitytattoo.com)



### Graphics 3

Discount: Contact us for a "no obligation" quote. Place the quoted item as an order and receive a 10% discount off that item! Offer valid on new orders over \$75. Valid through December 2018.

Contact info: Mike Pulgini – Sales/Marketing  
517.278.2159 • [map@g\\_three.com](mailto:map@g_three.com)



### BlueOx Credit Union

Discount: Chamber Members will receive a CD bonus rate increase of .25% APY\* over current rate for chosen term when mentioning this Chamber discount. Rates will be subject to change. New money only, \$500 minimum to open. Dividends will be paid monthly. CD will renew at current rate and term unless action is taken by individual. Penalties may apply for early withdrawal. Federally insured by NCUA. \* APY = Annual Percentage Yield.



Contact info: Joan Miller – Marketing & Communications Manager  
269.660.1328 • [joanm@blueox.org](mailto:joanm@blueox.org)

## Board of Directors

**Denise Jones**  
Chair, Graphix 2 Go  
**Debi Southworth**  
Immediate Past Chair, OMNI Community Credit Union  
**Bud Dunn**  
Past Chair, Atlas Sales, Inc.  
**Dr. Emily Bandeen**  
Secretary, Bandeen Orthodontics

**Joey Vernon**  
Treasurer, CTS Telecom, Inc.  
**Jim Lance**  
Legal Counsel, Kreis, Enderle, Hudgins & Borsos P.C.  
**John Banks**  
Motor Shop Electrical Construction Co.  
**Jim McKernan**  
Bronson Battle Creek Hospital

**John Gayda**  
Kellogg Company  
**Michael Miller**  
Culver's Battle Creek  
**Jeremy Wilson**  
DENSO Manufacturing  
**Bryan Teff**  
National Guard – 110th AW/CC  
**Leah Ortiz**  
The Arc of Calhoun County



## How YOUR Membership Benefits have made an Impact on YOUR Network

The Battle Creek Area Chamber of Commerce thrives on creating an expansive network for members to grow their business and share their story. With a network of 500+ members, the opportunities and benefits offered through membership are unique to each and every member. In this issue, the following members are excited to share with you how their membership has impacted their personal and professional growth.



The Battle Creek Chamber has been the catalyst since 1917 when they directed the purchase of the Harmonia property for Camp Custer. They have continued through the years helping local and county governments, businesses and stakeholders throughout Calhoun County. I am proud to have served on the Executive Board of Directors, Committees chair and member since 1976. Several years ago my Allstate Agency was selected as the Small Business of the Year."

– Brian Wensauer, Calhoun County Treasurer

"Up-to-the-minute information, connections, advocacy on your behalf – these are just a few of the many benefits that come to mind when I think of the Battle Creek Chamber. A key piece of this work is how the Chamber educates and advocates for members with elected officials. The Rap with Your Reps forum is a vital part of this. These events bring state and local elected officials to the table to share what's currently happening at all levels, as well as experts on hot topics. It's a chance for Chamber members to interact one on one with their elected officials. I really value the insights I gain from Chamber members and local businesses at every Rap with Reps I attend."

– Susan Baldwin, Battle Creek City Commissioner



"The BCACC has been an invaluable source to me especially since I am not from Battle Creek. Kara directed me to the Habitat ReStore where I found the perfect furniture to complete my home office at an incredible price! I literally ask the staff for everything and anything Battle Creek related. Whether it be networking events, shopping, entertainment or where to have lunch. I have worked with other chambers in the past and none of them were as effective or as friendly as the BCACC!"

– Suzannah Zerbe, Sales Manager, Women's LifeStyle Magazine of Greater Kalamazoo

*Next...* Insight will focus on stories from members as they share how the Chamber's Learning and Discount opportunities, through their membership, have impacted their personal and professional growth.



"The Chamber has been invaluable in preserving the history and promoting the growth of the DoD community in Battle Creek and serves daily as the primary link between the military and civilian communities to advocate, inform and educate."

– Lt. Colonel Steve Wilson, Commander of Fort Custer Training Center

"The Chamber has worked closely with the Small Business Development Fund to think creatively about the needs of the merchants at BC Cargo, a pop-up shop marketplace and pilot project. Their ability to think creatively to meet the needs of local small businesses feels intuitive and was executed with ease."

– Valerie Byrnes, Business Retention & Development Manager, Small Business Development Fund



# ribbon cuttings & grand openings

June through September

## Contact us for a ribbon cutting!

### Is your business growing?

Have you recently expanded your footprint within the Greater Battle Creek Area or enhanced your portfolio of products and services? Visit [battlecreek.org](http://battlecreek.org) for our Ribbon Cutting Celebration form, and contact us to learn more about how the Chamber can help highlight a significant part of your businesses history. Also, the Chamber is now going Facebook Live during all Ribbon Cutting and Grand Opening Celebrations to increase our member's digital footprint one view at a time.



6,684 Total  
Video Views

2,064 Total  
Minutes Viewed



### June 28, 2018 – My Community Dental Centers

Chamber Staff, Ambassadors and Members celebrated the Grand Opening of My Community Dental Centers with Ribbon. My Community Dental Centers, Inc. is a not-for-profit 501(c)3 corporation, established in 2006, dedicated to providing dental services to Medicaid enrollees and low-income, uninsured residents throughout the state of Michigan. **For more information visit [mydental.org](http://mydental.org) or call 1.877.313.6232. 3566 Capital Ave. SW, Ste 102, Battle Creek, MI 49015**



### July 13, 2018 – BC Cargo Pop-Up Shop Marketplace

Chamber Staff, Ambassadors and Members celebrated the Grand Opening of the new BC Cargo Pop-Up Shop Marketplace with Ribbon. Seven industrial cargo shipping containers have been converted to retail shops in downtown Battle Creek at the Corner of Hamblin Avenue and McCamly Street. **For more information about the cargo units, please contact Valerie Byrnes at [vabrynes@battlecreekmi.gov](mailto:vabrynes@battlecreekmi.gov). 35 W. Hamblin Ave., Battle Creek, MI 49017**



### August 1, 2018 – Groups. Recover Together

Chamber Staff, Ambassadors and Members celebrated the Grand Opening of Groups Recover Together with Ribbon. Groups Recover Together provides effective and affordable treatment to recover from opiate use. People at different stages of recovery learn from each other, build collective wisdom, and hold each other accountable. **For more information visit their website at [joingroups.com](http://joingroups.com) or call 269.216.9181. 249 Michigan Avenue West, Battle Creek, MI 49017**



### July 12, 2018 – Heritage Cleaners

Chamber Staff, Ambassadors and Members celebrated the new renovation and new Color the Creek mural at Heritage Cleaner's North Avenue location with Ribbon. Heritage Cleaners is a full service dry cleaning and laundry business. Heritage Cleaners is owned by the Plassman family, who has been in the dry cleaning business since 1957. Julie and Amy Plassman continue the family business, and both sisters have been in the dry cleaning business since 1987. Stop by their North Avenue location to see the incredible mural featured in last year's Color the Creek. **For more information call 269.964.4674 or visit their website at [heritagecleanersmi.com](http://heritagecleanersmi.com). 146 North Avenue, Battle Creek, MI 49017**



### July 18, 2018 – Cavoni's Pizza and Grinders

Chamber Staff, Ambassadors and Members celebrated the Grand Opening of Cavoni's Pizza and Grinders with Ribbon. Part of the Mancino family, Kelly Nosan with her husband Kevin Nosan, was excited to open their first Cavoni's restaurant here in Battle Creek where they bring, "A little taste of Italy in your hometown." **For more information on this great new addition to Battle Creek, please call 269.979.1673 or visit [cavonisrestaurant.com](http://cavonisrestaurant.com). 5424 Beckley Rd., Ste D, Battle Creek, MI 49015**



### August 7, 2018 – Kellogg Community College Miller Physical Education Building

Chamber Staff, Ambassadors and Members celebrated the Grand Opening of Kellogg Community College's Miller Physical Education Building with Ribbon. The new 39,000 square-foot building features a larger gym, new weight rooms, aerobics room and classrooms which will allow students to study closer to where they have to practice. **For more information on Kellogg Community College and their new Miller Physical Education Building please call 269.965.3931 or visit [Kellogg.edu](http://Kellogg.edu). 450 North Avenue, Battle Creek, MI 49017**



# calendar of events

2018 | 2019



For details & updates,  
visit [battlecreek.org](http://battlecreek.org)  
or the Chamber's  
Facebook page



## october

- 3 Wednesday** Netwalking @ Office
- 5 – 7 Fri – Sat** Buy Nearby Campaign
- 9 Tuesday** Eye Opener Breakfast & Business Expo
- 12 Friday** Ambassador Committee
- 17 Wednesday** Silent Observer Committee  
Headshot Photo Day  
Women in Business Luncheon with  
Patti Poppe, Consumers Energy
- 19 Friday** Fall into the Arts, artwalk
- 24 Wednesday** Military Affairs Committee
- 26 Friday** Rap with Your Reps/Party Politics

## november

- 2 Friday** Military Appreciation Luncheon
- 13 Tuesday** Eye Opener Breakfast & Business Expo
- 16 Friday** Women in Business Luncheon
- 19 Monday** Leadership Battle Creek
- 21 Wednesday** Silent Observer Committee
- 24 Saturday** Small Business Saturday
- 27 Tuesday** Economic Club Luncheon
- 28 Wednesday** Military Affairs Committee

## december

- 5 Wednesday** Netwalking @ Lakeview Square Mall
- 6 Thursday** 5:00 Dash
- 11 Tuesday** Chamber ChitChat
- 14 Friday** Women in Business Luncheon
- 17 Monday** Leadership Battle Creek
- 19 Wednesday** Silent Observer Committee
- 21 Friday** Ambassador Committee

## january

- 15 Tuesday** State of the Community Address
- 16 Wednesday** Silent Observer Committee
- 18 Friday** Women in Business Luncheon
- 21 Monday** Leadership Battle Creek
- 23 Wednesday** Military Affairs Committee
- 25 Friday** Rap with Your Reps
- 29 Tuesday** Economic Club Luncheon

## february

- 6 Wednesday** Netwalking @ Lakeview Square Mall
- 8 Friday** Women in Business Luncheon
- 12 Tuesday** Eye Opener Breakfast & Business Expo
- 15 Friday** Ambassador Committee
- 18 Monday** Leadership Battle Creek
- 20 Wednesday** Silent Observer Committee
- 27 Wednesday** Military Affairs Committee

## march

- 7 Thursday** 5:00 Dash
- 8 Friday** Women in Business Luncheon Presents  
Leadercast Women | Intl. Women's Day
- 12 Tuesday** Eye Opener Breakfast & Business Expo
- 18 Monday** Leadership Battle Creek
- 20 Wednesday** Silent Observer Committee
- 21 Thursday** Chamber ChitChat
- 26 Tuesday** Economic Club Luncheon
- 27 Wednesday** Military Affairs Committee

## april

- 3 Wednesday** Netwalking @ Office
- 9 Tuesday** Eye Opener Breakfast & Business Expo
- 12 Friday** Women in Business Luncheon
- 15 Monday** Leadership Battle Creek
- 17 Wednesday** Silent Observer Committee
- 19 Friday** Ambassador Committee
- 24 Wednesday** Military Affairs Committee
- 26 Friday** Rap with Your Reps

## may

- 14 Tuesday** Eye Opener Breakfast & Business Expo
- 15 Wednesday** Business Excellence Awards
- 20 Monday** Leadership Battle Creek
- 22 Wednesday** Silent Observer Committee
- 24 Friday** Pop-Up Art Event
- 28 Tuesday** Economic Club Luncheon

## june

- 5 Wednesday** Netwalking @ Office
- 6 Thursday** 5:00 Dash
- 7 Friday** Silent Observer Fundraiser
- 11 Tuesday** Eye Opener Breakfast & Business Expo
- 14 Friday** Women in Business Luncheon
- 19 Wednesday** Silent Observer Committee
- 20 Thursday** Chamber Annual Golf Outing
- 21 Friday** Ambassador Committee
- 25 Tuesday** Chamber ChitChat
- 26 Wednesday** Military Affairs Committee

## july

- 12 Friday** Women in Business Luncheon
- 17 Wednesday** Silent Observer Committee
- 24 Wednesday** Military Affairs Committee
- 26 Friday** Rap with Your Reps
- 30 Tuesday** Economic Club Luncheon

## august

- 7 Wednesday** Netwalking @ Office
- 9 Friday** Women in Business Luncheon
- 16 Friday** Ambassador Committee
- 21 Wednesday** Silent Observer Committee
- 24 Saturday** Backyard Burgers & Brewsfest
- 28 Wednesday** Military Affairs Committee

## september

- 5 Thursday** 5:00 Dash
- 10 Tuesday** Eye Opener Breakfast & Business Expo
- 13 Friday** Women in Business Luncheon
- 14 Saturday** Salute to the Military Ball
- 18 Wednesday** Silent Observer Committee
- 24 Tuesday** Economic Club Luncheon
- 25 Wednesday** Military Affairs Committee
- 26 Thursday** Chamber ChitChat

# 2017–2018 highlights



**70** NEW MEMBERS  
= **509** TOTAL MEMBERS



MEMBER RENEWAL RATE

## WEBSITE PRESENCE

96,000 unique visitors annually

## FACEBOOK

2,240 followers

## PEOPLE REACHED:

218,200 organic

12,500 paid

## ENGAGED:

12,300 commenting, sharing and liking

## LIVE VIDEOS:

102 hours viewed

16,719 views of 3-second videos



**26** RIBBON CUTTINGS

Engaged

**13,500**

MEMBERS & COMMUNITY (ATTENDED AN EVENT)



## 2018 RELOCATION BOOKLET

1,000 hard copies

3,500 ebooklet downloads



## INTERNS

2 summer college interns

2 high school interns

President Beer selected to another term on the **U.S. Chamber of Commerce — Committee of 100**

President Beer selected to serve on the **Michigan Chamber Association of Chamber Professionals (MACP) Board of Directors**

President Beer selected to serve on the **Michigan Chamber of Commerce Board of Directors**

President Beer selected to serve on **BC Vision's Steering Committee, Small Business Action Team, and Large Business Action Team**

President Beer attended the **American Chamber of Commerce Executives National Convention**

President Beer selected to serve on the **Institute of Organization Management Winter Board of Regents at the University of Arizona**

Chamber Staff representation on **16 different local Chamber members Board of Directors**

1

Annual Report

4

Insight Newsletters (Quarterly)

5

Community at Large Events

20

Paid Member eBlasts

80

Tuesday's TidBits & Chamber eBlasts

155

Chamber Engagement Opportunities/Events

\* totals as of September 1, 2018

CTS Telecom, Inc. is a proud partner of the Battle Creek Area Chamber of Commerce. We offer special discounts and free fiber installations (where available) to our fellow Chamber Members. Call or email us today for more information.

Internet Voice Transport Cloud Colocation

269.746.4411 sales@ctstelecom.com WWW.CTSTELECOM.COM

Community first EVERY MONTH OF THE YEAR!

Please call or visit [www.scenepub.com](http://www.scenepub.com) and join Scene Magazine and Senior Times as we tell everyone about this great place we call home.

Senior Times (269) 979-1479  
Scene (269) 979-1410



### August 10, 2018 – City of Battle Creek Police Department

Chamber Staff, Ambassadors and Members celebrated the Grand Opening of the City of Battle Creek's Police Department new headquarters with Ribbon. In mid-May 2017. **Check out pictures of the new police station on Battle Creek Police Department's Facebook page, and to give feedback on the new police headquarters, email your comments to [PublicInput@battlecreekmi.gov](mailto:PublicInput@battlecreekmi.gov) or call the City Manager's Office at 269.966.3378. 34 N. Division St., Battle Creek, MI 49014**



### August 16, 2018 – Redline BBQ Smokehouse | BC Cargo Pop-Up Shop Marketplace

Chamber Staff, Ambassadors and Members celebrated the Grand Opening of Redline BBQ the newest additions to the BC Cargo Pop-Up Shop Marketplace with Ribbon. In 2012, Rick Pasche opened the southern-inspired Redline BBQ Smokehouse & Catering perfecting the Southern-style cuisine with his knowledge and love for great BBQ. **For more information, visit [redlinesmokehouse.com](http://redlinesmokehouse.com) or call 269.962.7622. 35 W. Hamblin Avenue, Battle Creek, MI 49017**



### September 8, 2018 – Youth Village Sports Field New Level Sports Ministries

Chamber Staff, Ambassadors and Members of the community joined the Battle Creek Community Foundation and New Level Sports Ministries (NLSM) for the Grand Opening of NLSM Youth Athletic Field with a Believe in Battle Creek Tailgate. NLSM announced the naming of the field, Carson/Rizor Athletic Field, in recognition of the vision, sacrifice and commitment of Eugene Carson for developing the first Battle Creek Football Program serving urban youth. Also, in recognition of the vision and dedication of Larry Rizor in the planning and development of the athletic field. **For more information, contact the Battle Creek Community Foundation at 269.962.2181. NLSM Youth Athletic Field, 400 Michigan Ave. West, Battle Creek, MI 49037**



### September 14, 2018 – Allegiant Wealth Strategies

Chamber Staff, Ambassadors and Members of the community celebrated the Grand Opening of Allegiant Wealth Strategies with Ribbon. This once automotive shop, now converted into a beautiful new office space, helps you plan for your financial future. Allegiant Wealth Strategies takes an independent and individualized approach to personalized financial guidance. They strive to make the complex understandable and the unthinkable obtainable – so you can spend your money on what you enjoy, both now and in the future. **For more information, visit [allegiantws.com](http://allegiantws.com), call 269.218.2100 or stop by their office. 927 West Columbia Avenue, Battle Creek, MI 49015**

## spectacular ambassador



### Casandra Murray, Branch Manager, Advia Credit Union

I believe in providing financial advantages for our members and building strong relationships in the community. I have had the privilege of being an Ambassador for five months and in that time, I have been able to connect with members and offer services to help their businesses.

Born and raised in Battle Creek, it is an honor to be named a Spectacular Ambassador. I am excited to continue building strong relationships and have a positive impact on the Battle Creek Community.

Being an Ambassador has allowed me to share my passion for the Battle Creek Community with others and I have been able to learn exciting, new things about my hometown. In fact, I have even made some friends along the way.

As a result of increased involvement with the Battle Creek Chamber, I have become a more confident leader and I have built many skills. I look forward to many more years of helping to grow our community and increase other businesses' involvement with the Battle Creek Chamber.



# member's business spotlight

We are **Battle Creek Self Storage** and our offices are located at 1061 East Michigan Ave here in Battle Creek. We have clean and secure facilities and storage units available in 3 convenient locations, with indoor climate-controlled units available at our main facility. We have a friendly and helpful staff and offer Uhaul rentals and moving supplies. Battle Creek Self storage is a proud member of The Battle Creek Area Chamber of Commerce and supporter of Autism Speaks.



Established in 2010, **Clean Zone Marketing** has grown rapidly over the past 7 years into one of the Midwest's largest transit advertising agencies. Based in Indianapolis, Clean Zone has agreements in several large city, county, and specialty transit agencies that cover 80+ counties and 6 million people in Indiana, Ohio, Illinois and Michigan.

Clean Zone Marketing is now partnered with Battle Creek Transit to take your message directly to your audience. Not only are the buses highly visible, but transit advertising is the most cost effective media that works! Contact Regional Account Manager Todd Merickel at 765.748.9400 or Todd@czm360.com to get your Advertising in MOTION!



**Cornerstone Technologies** is locally-owned and operated in Kalamazoo and celebrating their 20th year in business. Their focus is to help streamline the IT needs of other local companies and provide business continuity with proactive office technology solutions. Emily Lash recently joined the team at Cornerstone Technologies as a

network services specialist. For a comprehensive IT evaluation, contact us at 269.321.9442, [elash@cornerstoneos.com](mailto:elash@cornerstoneos.com) or visit [cornerstoneos.com](http://cornerstoneos.com).



**D.L. Gallivan Inc.** has serviced the SW Michigan community since 1972 earning our reputation for best quality of service and support in this market. We were among the first in the area to offer plain paper copiers and primarily focused on AB Dick products, mimeographs, spirit duplicators and offset presses. Locally owned and managed, our customers associate us with the highest quality Copiers and Printers. Now, we offer customers products and services that deliver continuous improvement to their processes and workflow efficiencies.



**Ermisch Travel** Join us in April of 2019! From vibrant and history-filled Dublin, across rolling green hills to the dramatic coast, experience all of Ireland's charm on this magical tour of the Emerald Isle. Live like royalty during an overnight stay on the grounds of a castle. See the Atlantic from the stunning 700-foot Cliffs of Moher. Journey to historic Blarney Castle, lean back and kiss its famous stone! Call Ermisch Travel for details, 269.962.6255.



**Kingman Museum's** mission is to be a resource and destination for lifelong learning in natural history, the universe and world cultures. The museum is open free to the public Saturdays and Sundays from 10 a.m. to 4 p.m. and to tour groups during the week by appointment. We also have a Digistar 4 planetarium showing movies and night sky star talks for just \$2 a person on weekends. For more information, visit us at [kingmanmuseum.org](http://kingmanmuseum.org).



**Lynnivan salon** of downtown Battle Creek has changed ownership. Jeff and Alicia McConville welcome you to stop in and enjoy our friendly, fun atmosphere while booking your next hair, nail, or pedicure appointment. Our experienced team is here to step up for any occasion! We are excited for the opportunity to be Battle Creek's premier downtown hair and nail salon! We offer great customer service while using top of the line Aveda and Eufora products. Relax with a glass of wine at your next appointment at Lynnivan salon.



**Mulder's Moving and Storage** is the premier moving company in Southwest Michigan. It is our mission to treat every customer and employee with integrity and excellence. Locally owned and operated, we not only focus on quality service, but a commitment to giving back to the community. Whether moving across the street or across the country, Mulder's will get you there - we have been fulfilling this promise for seventy years!





## Small Business Saturday Saturday, November 24, 2018

Sign-up to participate in Small Business Saturday and receive FREE swag from your Chamber! Contact us at 269.962.4076 to get registered and allow us the opportunity to help you GROW.



**WHEN YOU SHOP SMALL® IT CAN LEAD TO BIG THINGS**  
THE SHOP SMALL MOVEMENT MAKES AN IMPACT ON NEIGHBORHOODS ACROSS THE COUNTRY.

A cycling enthusiast opens up a bike shop, turning a **DREAM INTO REALITY.**

**THE OWNER HIRES LOCALS** to help run the shop.

With extra help, the bike business begins to **TAKE OFF.**

More sales could mean more in local taxes, which would fund things like **BETTER ROADS AND PARKS...**

**...CREATING A NEIGHBORHOOD** for cycling, which means better business for the local bike shop.

## Rap with Your Reps | Legalization of Marijuana 2018 Ballot Proposal

As the voice of the Battle Creek Area business community, the Battle Creek Area Chamber of Commerce is committed to promoting legislation that will improve our business climate and positively impact our growing economy. The Chamber's quarterly forum, Rap with Your Reps, provides our business community with the opportunity for their voice to be heard fostering a healthy and vibrant pro-business climate.

On Friday, September 4, 2018, business owners, community members along with local and state lawmakers met to hear Vice President of Business Advocacy Wendy Block from the Michigan Chamber of Commerce present on the Legalization of Marijuana 2018 Ballot Proposal, and how this Proposal will impact businesses and local employers if passed.

The 2018 Ballot Proposal's specific language will create a number of issues for employers, the workplace, and encourage lawsuits to be filed against we employers.

Specifically, the concerns include:

- **No explicit statutory protections for employers.** The proposal raises a host of questions related to drug-free workplace policies and employer rights.
  - Will Michigan employers be able to:
    - Enforce drug-free workplace policies on and off the job
    - Terminate an employee who tests positive for marijuana
    - Define impairment regardless of whether an on demand definitive test is ever developed
    - Terminate employees for cause due to a positive drug test without eligibility for unemployment insurance (UI) benefits; and/or
    - Deny workers' compensation (WC) benefits if a workplace injury was caused by the injured employee's use of marijuana
- **Open-ended liability.** Employers have a responsibility to protect all employees.
- **Marijuana is still illegal under federal law**
- **Higher number of failed drug tests**
- **No impairment test.** The lack of an impairment test will create significant human resources dilemmas for employers if marijuana become legal in Michigan.
- **Reputational issues for the state**
- **No way to make the language "bulletproof."** There is no way to make the language completely secure or protect employers and workplace safety in all scenarios.

The legalization of marijuana will be on your 2018 Ballot on Tuesday, November 6, 2018. For more information on this 2018 Ballot Proposal, please contact the Chamber at 269.962.4076.

CHAMBER  
EVENT  
SPONSOR



# affinity program spotlight

## Featured Member Benefits



### SAVE 5% Up-Front on Workers' Compensation Dividend

To help reward small business owners for encouraging safety in the workplace, we created our workers' compensation Group Programs. Accident Fund and the Battle Creek Area Chamber have partnered to bring this Group Program exclusively to Chamber members in good standing. As a Group member, you can save money and still get great workers' compensation insurance for your employees. When you belong to an Accident Fund Group Program, your business can expect the following benefits:

- 5% up-front savings on your workers' compensation premium
- Opportunity for dividend payments based on group's loss history\*
- No minimum premium to qualify
- Convenient billing options
- Free access to Accident Fund's Loss Prevention Toolbox™

Since 2004, Accident Fund Insurance Company of America has paid participating Battle Creek Area Chamber members dividends in excess of \$735,000.

*\*Dividends are payable 15 months after Group expiration and require approval by Accident Fund's Board of Directors and, therefore, can never be guaranteed.*

#### About Accident Fund

Accident Fund Insurance Company of America is one of the nation's leading workers' compensation insurance companies, managing risk and minimizing loss for our policyholders, creating a safer environment for their workers, and building businesses with our agent partners. All backed by the reach, knowledge and best practices of our holding company, AF Group.

#### Contact One of Our Member Agencies

For more information, please contact:

##### Allen-Harmon-Mason-Selinger Insurance

office | 269.441.5156

website | allenharmon.com

##### Buckenberger Insurance Associates

office | 269.968.1937

website | buckenberger.com

##### Insurance Network Agency

office | 269.968.0577

website | insurancenetworkagency.com

##### Worgess Agency, Inc.

office | 269.965.3221

website | worgess.com



### Knowledge is Power. Do You Know What You Don't Know?

For a business, trusting an employee means giving them access to the lifeblood of a company including the goods it sells, the production equipment it uses, the cash that flows through it, the proprietary ideas, and the reputation on which it rises or falls.

Being that knowledge is power, we've teamed up with Grand Slam Investigation's experienced private investigators to help you take every precaution to ensure that new hires are exactly who they represent themselves to be. Your first line of defense is a comprehensive, professional background check. Through your Chamber membership, the following background check packages are available:

- **Bronze Package:** National Criminal Database and a Michigan I-Chat for \$34.00
- **Silver Package:** National Criminal Database, Michigan I-Chat, and Driving Records for \$49.50
- **Gold Package:** National Criminal Database, Michigan I-Chat, Driving Records and Employee Credit Check for \$59.50 (One time on-site inspection is required for this search)

Other packages can be created to fit your business needs upon request. Signing up is as easy as visiting <https://grandslaminvestigations.com/bcac>.

#### About Grand Slam Investigations

At Grand Slam Investigations, our trained investigators specialize in finding the information you need to make the right decision, and are in the business to help clients with background screenings, mobile drug testing, private investigations, and integrity and aptitude tests. Our goal for helping businesses is to help protect everything that they have worked so hard to attain. For more information, visit [grandslaminvestigations.com](http://grandslaminvestigations.com).

#### Contact Us

##### DJ Newman, Owner

email | [dnewman@grandslaminvestigations.com](mailto:dnewman@grandslaminvestigations.com)

website | [grandslaminvestigations.com](http://grandslaminvestigations.com)

office | 231.359.1555

(Continued on page 11)



**Mark Your Calendars for  
Fall into the Arts, artwalk  
Friday, October 19, 2018**

The Chamber's artwalk, Fall into the Arts, is expanding its footprint throughout Battle Creek on Friday, October 19 from 5 – 9 p.m. Along with 50+ artists and 30+ downtown business locations participating, this year's artwalk will feature:

- Kellogg Company Fruit Loop Archive, Headquarter Lobby
- 2018 Color the Creek Murals, In-Person and Driving Tour
- Kellogg Community College's Guided, Lighted Sculpture Tour
- Food Truck Friday's at Festival Market Square
- Live Music & Performances

During Fall into the Arts, we connect artists of all mediums with local businesses for the 3,500+ attendees that visit downtown to experience the creativity and commerce the artwalk brings to our community. We believe in our vision to provide businesses, artists, and art organizations with the tools they need to create meaningful partnerships that support a healthy, creative, and artistic community while giving businesses a competitive advantage.



Back again this fall is the "People's Choice Award," where the public can vote for their favorite work of art by participating artists. During the Chamber's November Eye Opener Breakfast & Business Expo on Tuesday, November 13, 2018, the first place artist will receive a cash reward of \$1,500 and second place will receive \$1,000 cash reward. Voting can be made in-person at the Battle Creek Area Chamber of Commerce's office located at 34 W. Jackson St. from 5 – 9:30 p.m.

**Scarecrow Row**

Back by popular demand is Scarecrow Row for Fall into the Arts. We are really excited to see what businesses, organizations, neighborhood planning groups, classrooms, etc. come up with this year. Entry is free, and you may enter more than one scarecrow. Scarecrow Contest is open to all ages, individuals, families, clubs, groups & businesses. Scarecrows will go on display throughout the streets of downtown beginning Thursday, October 18 through October 31. For more information please call Kara at 269.962.4076



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# HelpNet

## HelpNet – Here for YOU and YOUR Family

Our decision to add HelpNet’s Employee Assistance Program (EAPs) into your membership benefits portfolio was easy as EAPs save jobs, careers, and even lives. They build a healthier, more productive workforce – the foundation for your organization’s success.

An EAP helps employers because it makes for happier employees. Employees have a confidential place to go with their personal problems, and a place to deal with stressors – from drug abuse to legal problems – so that they don’t carry over into the workplace.

How does an EAP work? It’s as simple as an employee under stress calling for immediate assistance from a professional counselor on topics like:

- Workplace personality conflicts
- Drug addiction
- Mental health issues
- Health and caregiving issues
- Legal and family advice
- Financial counseling
- Grief assistance

Include HelpNet into your employee benefits package with customizable solutions and the goal to enhance employee performance and productivity.

### About HelpNet

Since 1989, more than 400 companies have invested in effective EAPs and related services from HelpNet. We’re a national company based in Battle Creek, Michigan and are part of the nationally recognized Bronson Healthcare Group. For more information, please visit [bronsonhealth.com](http://bronsonhealth.com).

### HelpNet

phone | 800.969.6162  
website | [HelpNetEAP.com](http://HelpNetEAP.com)



## Helping Businesses Run Better, Grow Faster, and Make More Money

We’re always looking for new ways to provide the resources you need to turn your business goals into reality. We’re proud to have joined forces with Insperity, a trusted advisor to businesses across the country for nearly three decades.

Insperity’s mission is to help businesses succeed so communities prosper. So, it was a natural fit that we join forces with them for expertise in human resources administration. Insperity will take on your time-consuming HR tasks so you have more time for what matters most to you and your business.

No matter your human resources needs – payroll, recruiting, workers’ compensation, benefits, performance management or retirement – Insperity has HR specialists with the expertise to advise and support you.

In addition to the natural benefit that Insperity provides to its customers, your Chamber membership lets you take advantage of special pricing offered through this new member benefit.

### About Insperity

Insperity supports more than 100,000 businesses with over 2 million employees and operates in 57 offices across the United States. Find your HR support at [insperity.com](http://insperity.com).

### Jessica Tucci, Business Performance Advisor

email | [Jessica.Tucci@insperity.com](mailto:Jessica.Tucci@insperity.com)  
office | 614.423.3818

Dementia is a growing health issue in our community. It affects our friends, customers, and employees. You can provide valuable service to those impacted by dementia by becoming a dementia friendly business.

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# We've got plans to cover all of yours.

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For more information regarding health plans available to Battle Creek Area Chamber of Commerce members, please call your Blue Cross contracted agent or 269-962-4076.



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