



insight

a publication of the Battle Creek Area Chamber of Commerce

September – October 2017

welcome new members

Seelye Kia of Battle Creek
Wickert Dental Laboratory, LLC
Willow Creek Apartments
& Townhomes
The Salvation Army
TAP Transport, Inc.
Rosler Metal Finishings
Budget Blinds of Battle Creek
Advantage Living Center

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.



eye opener breakfast programs

Tuesday, September 12, 2017
7:30 a.m. – 9:00 a.m.

The Changing Face of Energy

Presented by: Dan Malone, Senior Vice President for Engineering, Consumers Energy

Location: Kool Family Community Center, 200 W. Michigan Avenue



Ever wonder why a company that sells energy would encourage its customers to use less? Want to get the inside scoop on the transition to cleaner fuels and advanced technologies? Want to learn about one of the world's largest battery storage projects, right here in West Michigan? Then join us as we kick off the Chamber's fall Eye Opener Breakfast series to learn about the dramatic changes taking place in the energy industry and how our hometown utility is leading the charge!

Tuesday, October 10, 2017
7:30 a.m. – 9:00 a.m.

Passport to Excellence at the Chamber's Annual Meeting

people | business | community

Presented by: Kara Beer, President,
Battle Creek Area Chamber of Commerce

Location: Kool Family Community Center, 200 W. Michigan Avenue



Your passport to excellence is waiting for you at the Chamber's Annual Meeting as we discuss how people, businesses and community connections are vital to the success of our organization. The Board of Directors and Staff invite you on vacation as we explore, learn and create long lasting connections through our network. Now that your passport is ready, what's your favorite travel destination in our community? We have 10 Travel Agent positions open for this year's Annual Meeting to promote Battle Creek and provide attendees with an opportunity to win prizes and possibly a "mini vacation" as well. Contact the Chamber today before all of our Travel Agent positions are filled.

269.962.4076

Monday–Friday 9 a.m. – 5 p.m.

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

BattleCreek.org



calendar of *events*

September–October

Tuesday, September 12

Eye Opener Breakfast
& Small Business Expo, 7:30–9:00 a.m.,
Kool Family Community Center
Topic: The Changing Face of Energy
Presented by: Dan Malone,
Senior Vice President for Engineering,
Consumers Energy

Wednesday, September 20

Thoughts, Resources & Food
Luncheon: Series Finale
9:00 a.m. – 12:30 p.m.,
Battle Creek Area Chamber of
Commerce, The Loft
Topic: Giving Yourself a Competitive
Edge for Success
Presented by: #1 Bestselling Author,
Tony Rubleski

Thursday, September 28

Meet-n-Eat: Speed Networking,
12:00 p.m. – 1:00 p.m.,
Battle Creek Area Chamber of
Commerce, The Loft

Tuesday, October 10

Eye Opener Breakfast
& Small Business Expo, 7:30–9:00 a.m.,
Kool Community Center,
Topic: Passport to Excellence –
Chamber's Annual Meeting
Presented by: Kara Beer, President,
Battle Creek Area Chamber
of Commerce

Friday, October 20

Fall Into the Arts,
5:00 p.m. – 9:00 p.m.,
Downtown Battle Creek
People's Choice Voting: Battle Creek
Area Chamber of Commerce

member anniversaries

25 Year Anniversary

Quality Inn & Suites
Next to the Casino

15 Year Anniversary

Cornwell's Turkey Products, Inc.
Ganton Senior Communities
Integrity Direct Sales & Audit, Inc.

5 Year Anniversary

Dixie Swafford
Silent Observer
Starr Battle Creek

Chamber Refund & Cancellation Policy

Please visit battlecreek.org for our complete policy details.

Editorial Policy: Articles written by outside authors do not necessarily reflect the views or positions of Battle Creek Area Chamber of Commerce. The position of the Chamber will be clearly stated where applicable. The Chamber reserves the right to reject advertising based on content and does not accept advertising that conflicts with the mission or position of the Chamber. The advertising of products or services in the Insight does not necessarily represent endorsement by the Battle Creek Area Chamber of Commerce. The Insight is published bimonthly by the Battle Creek Area Chamber of Commerce.

Editor: Kara Beer, President

Battle Creek Area Chamber of Commerce Staff

Kara E. Beer – President

Billy Beers – Director of Marketing & Engagement

Jennifer Blank – Accounting Manager

Kelly Gierman – Events & Member Specialist

chamber corner

Suffering from Vacation Hangover?



After the beautiful Michigan summer we have had this year, slipping back into work mode can be a challenge after a wonderful weekend and/or vacation.

Being greeted by an overflowing inbox and a hectic meeting schedule may cause you to suffer from the back-to-work blues, making it difficult to focus on that mountain of work in front of you. It is said that the pressure to speed back into work can undo any benefits you may have received from taking a break.

I encourage you to follow these tips to re-integrate to work after a fun filled **#puremichigan** summer so that you can avoid the post amazing weekend, vacation hangover.

1 HAVE A STRATEGY TO DEAL WITH EMAIL BACKLOG

Avoid the back-to-work email backlog by making use of email management tools. Outlook, for example, allows you to set up rules to move emails that you're cc'd on into a separate folder than those that you're listed as the main recipient on. This can help ensure what's in your inbox are the important emails that you need to be looking at immediately upon your return.

2 PLAN YOUR RETURN BEFORE YOU LEAVE YOUR DESK

Making a successful transition back to work starts before you even leave the office. Schedule catch-up time in your calendar and make it sacred. The worst thing to do coming back from vacation is walking into the office Monday morning with a slate of meetings and conference calls. Blocking off time in your calendar to catch up on emails and reconnect with your job will help you find some stability and get the lay of the land before moving forward.

3 DON'T IGNORE YOUR VACATION

Bring some of the positive feelings you had while on vacation back to the office to keep your holiday high going. Adding a photo or small memento of your trip to your workspace can serve to remind you of the wonderful time you had and help you hold onto the positive energy that comes from taking time away to recharge.

4 FIND YOUR BACK-TO-WORK EXCITEMENT

Just like a new backpack can help kids get amped up about going back to school, having something to look forward to can help you feel excited about returning to work post-vacation. Think about one thing that excites you about the work that you do. Is there a particular project that you're looking forward to working on, or an opportunity to become involved in a new initiative?

Allowing some time for self-reflection before returning to the office and finding something you can get excited about can help ensure you return to work with renewed focus and energy.

Kara Beer
President

ART WALK

FALL INTO THE ARTS

Friday, October 20, 2017
**Mark Your Calendar for
 Fall Into the Arts!**

The Chamber's annual artwalk, Fall Into the Arts is scheduled for Friday, October 20, 2017 here in downtown Battle Creek. We strongly believe that businesses play a key role in ensuring:

- The health and vitality of the communities' arts sector;
- Support for the arts is driven less by a charitable focus and more how arts impact the communities in which their employees live and work;
- Meaningful partnerships with art organizations to support a healthy, creative, and artistic community;
- Opportunity for the arts to help enhance critical thinking/creative skills of their workforce, and develop new innovative business strategies through art.

During Fall into the Arts, we connect over 30 businesses with more than 50 artists of all mediums for over 4,000 attendees. Downtown Battle Creek is filled with creativity and commerce for the artwalk. Again this year, the attendees will be able to vote for their favorite piece of art through the "People's Choice Award." The artists that place in first and second place (announced on Tuesday, November 14, 2017) will receive:

- First place cash reward of **\$2,000**
- Second place cash reward of **\$1,000**

Are you an artist, musician, street performer, or business interested in participating in a fun-filled artistic evening? Visit battlecreek.org to register online, or call the Chamber at **269.962.4076**.



**2017-2018
 Leadership Battle Creek**

Leadership Battle Creek, a community leadership program that equips talented professionals with intensive training, active networks, and meaningful resources to shape their careers, innovate within their companies, and engage in community change. A transformative leadership development course geared toward seasoned professionals who currently serve as functional leaders, managers or project leads. Both current and future Chamber members are invited to attend the many leadership and community events/programs offered throughout the year.

Contact President, Kara Beer with any questions and email applications to kbeer@battlecreek.org.

Leadership Battle Creek investment: \$1,000 per participant
Application Deadline: Friday, September 29, 2017





**CTS
TELECOM INC.**

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.


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269.746.4411 sales@ctstelecom.com WWW.CTSTELECOM.COM

Conductor: Dr. Stephen White

**FALL CONCERT
 OF COASTS AND HEARTLANDS
 An American Musical Tapestry**

Saturday, October 28, 2017
 KCC Binda Theatre, 7:00pm





email: ccb@cerealcityconcertband.org
 CCCB is a 501(c)3 tax exempt organization

www.cerealcityconcertband.org



Wednesday, September 20, 2017
9:00 a.m. – 12:30 p.m.

Thoughts, Resources & Food Luncheon – 2017 Series Finale



Topic: Giving Yourself a Competitive Edge for Success

Location: Battle Creek Area Chamber of Commerce: The Loft

Presenter: #1 Bestselling Author, Speaker and Consultant, Tony Rubleski

MINDCAPTURE

Over 11,500 opportunities to connect, impact and develop were included in the Chamber's Thoughts, Resources & Food luncheon series this year. Areas of discussion during this 8-part series included:

- Fundraising
- Financial Wellness
- Technology & Security
- Accounting
- Marketing & Design
- Leadership & Awareness
- Investing
-

Why is the last bulleted point blank? It's because we aren't finished yet! We're bringing in #1 Bestselling Author, Speaker and Consultant Tony Rubleski for our biggest Thoughts, Resources & Food series luncheon of the year. Tony's message is designed to help people "capture" more minds and profits. How does he do it? By getting inside the minds of unique leaders to find out what they do differently to follow their passion, despite heavy criticism, to achieve success. Living in a world of instant gratification is why you need a seat at the table during this engaging session. Discover why patience, productive habits, and persistence are essential traits to attain success. Break the "I want it now" mentality and take away the following:

- 3 key characteristics you must be aware of to attract valuable member time and attention;
- How to stay motivated and focused in an instant "now" world;
- What growing organizations do differently to attract and keep members;
- 7 key characteristics that all great trailblazers and leaders possess, and the lessons learned.

Give yourself, your team, and your business a competitive edge for success. Register online at battlecreek.org or by calling **269.962.4076** (Member and Nonmember rates apply).

Thursday, September 28, 2017
12:00 p.m. – 1:00 p.m.

Meet-n-Eat: Speed Networking

Location: Battle Creek Area Chamber of Commerce: The Loft

Cost: \$10 per member

Networking is hard without YOUR Chamber which is why we're inviting you to speed networking! Life's busy and we understand that finding time in your schedule to build your contact list can be challenging, but what if it was as simple as taking a lunch break? Meet-n-Eat: Speed Networking is as quick and simple as it sounds. It's simply your lunch break with the opportunity to connect with 6–8 contacts you may not already know. All you need to do is set your calendar reminder for Thursday, September 28, grab a few business cards, and we'll take care of the rest.

Meet-n-Eat: Speed Networking, an hour of networking, laughter and food! Reserve your seat today by calling **269.962.4076**.



61st Annual Military Appreciation Luncheon

Save the date for this Special Community Event.

Cost: \$25 per person

Sponsorships available

RSVP your attendance to kbeer@battlecreek.org

More details to come.



event highlights



Biggby Coffee The team at BIGGBY COFFEE on Columbia near 20th St. exists to love people. And the community has loved them right back! Since opening in March of 2016, BIGGBY has become a Battle Creek go-to for high quality beverages, love and inspiration. They continue to show impressive growth, as well as a heart for partnering with their community.



Binder Park Zoo staff, local leaders, donors and friends cut the ribbon to unveil the much anticipated African lion exhibit on Monday, July 17 at Binder Park Zoo. While too shy to make their entrance at the event, the trio of lions can now be seen (and heard!) alternating in their new exhibit in Wild Africa. The event capped a multi-year capital campaign called Lions, Tortoise and Bears, Oh, My!, which funded three exhibits at the zoo.



Consumers Credit Union opened their new Battle Creek office at 6081 B Drive North. This new office will allow Consumers to better serve its Battle Creek area members by offering financial products and services with the benefit of local service and decisions. The office features a renovated lobby and drive-thru space with Interactive Tellers which allows the office to extend service hours Monday through Friday from 9 a.m. to 7 p.m. and Saturdays from 9 a.m. to 1 p.m.



Safety in numbers.

With workers' compensation insurance through the Battle Creek Area Chamber of Commerce, your safety efforts can lead to dollars returned in dividends. Plus, you get group pricing, excellent loss control services and – most of all – peace of mind.



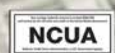
AccidentFund
Insurance Company of America
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AccidentFund.com

19197

GROWING STRONGER TOGETHER.
Now, everyone in Battle Creek can join
Consumers Professional Credit Union.

We make it easy to borrow for business.



CPCU.CO

member's business spotlight



The Haven of Rest Congratulates Daniel Jones

The Haven of Rest, Calhoun County's emergency homeless shelter, has promoted **Daniel Jones** to the position of **Executive Director**. Formerly the Haven's Fund Development Specialist, Daniel has over seven years experience at the Haven and a passion for serving the area's homeless.

"The Haven is an exciting Christian ministry that is focused on serving our community's most vulnerable population, and I am excited and humbled to be leading the organization's focus. The Haven is a critical part of our social safety net in this community, and I aim to continue our focus on providing the most excellent services possible," said Daniel.



Consumers Professional Credit Union Promotes Lisa Aikins



Consumers Professional Credit Union has promoted **Lisa Aikins** to the **Assistant Branch Supervisor** position in Battle Creek. Lisa is well-versed in CPCU's deposit products and IRA's as well as being a loan specialist. Lisa's attention to detail combined with her passion for helping members achieve their personal financial goals made her a perfect candidate for the position.

Kreis Enderle Appoints Amy Foerster



Kreis, Enderle, Hudgins, & Borsos P.C. congratulates attorney, **Amy Foerster**, on her recent appointment as chairperson of the firm's Native American Law practice group. Amy received her Indigenous Law Certificate from Michigan State University College of Law. As a citizen of the Little River Band of Ottawa Indians and her extensive knowledge of tribal law, Amy provides a

unique insight to this complex practice area. For information on tribal law and sovereign nations, contact Amy Foerster at AFoerster@KreisEnderle.com.



Flagstar Bank is Still Adding to Staff!

With great excitement, we would like to welcome **Nicholas Cooper** to our Flag"Star" team. He will be introducing employer solution programs that will expand benefit packages for local businesses. He can be reached



What solutions can we craft for you?

at nicholas.cooper@flagstar.com.

If you want to add an extra set of perks, giveaways and free classes to your existing program reach out to him today for more information.

Program to Teach Seniors and Caregivers How to Protect Yourself from Financial Fraud!



Did you know that people over the age of 60 are more likely to be targeted for financial exploitation because of their steady income and trusting nature? Do you or someone you know need help navigating financial matters? CareWell Services SW invites you to attend our upcoming dinner and an engaging presentation on how to protect your money and your identity.

This event will be held on **September 21** from **5:30 p.m. – 7:30 p.m.** at **Squirrel Hollow Golf Course** in Battle Creek and is open to seniors and their caregivers. A cash bar will be available during the event. Registration is required. Call **269.966.2450** or go online to register at <https://www.eventbrite.com/e/money-safety-for-seniors-keeping-seniors-safe-from-fraud-tickets-36277864068>

Thanks to our generous sponsors, this event is provided free to the community. Sponsors include Old National Bank, Ganton Senior Communities, and Squirrel Hollow Golf Course.

CTS Telecom Inc.

CTS has officially tied our previous yearly record for new fiber internet business customers ...and there's still a few months left in 2017! If you're tired of navigating through never-ending call trees, call our main line at **269.746.4411** to speak to someone directly and get added to our 2017 record-breaking fiber installation list. We look forward to partnering with your business.



spectacular ambassador



I was born and raised in, and have been a lifelong resident of, Battle Creek. I have been employed by Comerica Bank for twenty years and am currently the Assistant Banking Center Manager of the Beckley Road office. I chose to join the Chamber as an ambassador to give back to my hometown by creating awareness of, and support for, businesses in our great community. I look forward to meeting you soon! I BELIEVE IN BATTLE CREEK!

Shane A. Cope

Assistant Banking Center Manager | Comerica Bank

LABOR & EMPLOYMENT LAW


getting the job done

Meet Nancy Mullett.

Nancy is an attorney in Kreis Enderle's Battle Creek office where she specializes in Labor & Employment Law, representing public and private employers on a variety of matters.

Nancy knows how to listen. And she knows how to get the job done. And at the end of the day, that's really what everyone wants.

Call Nancy at 269.966.3000.



WE LISTEN | WE UNDERSTAND | WE DELIVER



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insight

Battle Creek Area Chamber of Commerce

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



What's Up Wednesday's

Chamber Ambassadors have been busy poppin' into member businesses to say hello with movie theatre popcorn provided by NCG Cinema at Lakeview Square Mall. Have they "popped" into your business yet!?! If not, stay tuned as we are excited to connect with you and show our appreciation of your membership with a little kernel of kindness.



TAKING CARE OF BUSINESS?

We can help!



OMNI Community Credit Union is a local business just like you. Providing the services our business members need is our goal. See what we have to offer at www.omnicommunitycu.org and let us know if we can help.



(866)OMNI-WOW
www.omnicommunitycu.org