

BATTLE CREEK

insight

a publication of the Battle Creek Area Chamber of Commerce

WELCOME TO
Battle Creek

Apr | May | June 2021

welcome new members

- Burmese American Initiative Inc.
- ELITE COMPANIES
- B2B CFO Hilary Dolbee
- Kimberly Way
- Kingdom Builders Worldwide
- Foundation for Behavioral Resources
- LUCID Provisioning 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.

our mission

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

A Year of Progress Amidst the Global Pandemic

As we looked through our emails and social media posts from the past 12 months, we are reminded that just one year ago we were all thrown into the unknown. A feeling of unrest and turmoil with not knowing what was in store for us. In the beginning we all thought we would be returning to the workplace after a few weeks, maybe a month or two. I do not believe anyone thought that we would be a year plus out of the day-to-day bustle that we were used to.

The last year has been incredibly challenging for everyone. The COVID-19 pandemic threw us all into a new way of operating. Long standing business plans were thrown out or pivoted and new operational manuals were developed.

This past year the Chamber has pivoted from a strong networking platform to an even stronger advocating resource for our members, our community, our employees. Being your resource in navigating the storm, that sounding board, that out of the box collaborator in a virtual world.

We also continued to support businesses both within our established network and out to ensure those in need saw as little disruption as possible in access to federal resources, funding, and information.

Some things that happened in the past year that we want to make sure you are aware of:

- Launched new strategic direction in January 2020
- New website was launched
- Implemented virtual meetings for networking, resource sharing, building and retaining your network
- Partnered with SecondMuse and local entrepreneurs for a virtual pop-up shop for Small Business Saturday where I was one of the emcees with Tristan from Café Rica
- Sold Out of our Holiday Chamber Gift Certificate program where we distributed \$50,000 into the local economy to be spent in the first quarter of 2021



BATTLE CREEK AREA
CHAMBER

UNITED STATES CHAMBER OF COMMERCE

ACCREDITED



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

269.962.4076





member anniversaries

50 Year Anniversary

Kellogg Community College

45 Year Anniversary

Vision Services, PC

40 Year Anniversary

United Way of Battle Creek & Kalamazoo

35 Year Anniversary

Jessup Group, PC

30 Year Anniversary

Insurance Network Agency, Inc.

20 Year Anniversary

CM Contracting, Inc.

15 Year Anniversary

Brookside Surgery Center

10 Year Anniversary

Calhoun County

5 Year Anniversary

Impact Solutions

NCG Cinema

Plumeria Botanical Boutique

- Offering online payments for your membership, sponsorships and more
- Implemented Field Trip Friday's with our members
- New marketing strategies and tools established to better tell our story and our members
- Launched the inaugural year of LOVE Battle Creek and Calhoun County Awards in February 2021
- Joined the statewide efforts of #ReopenMichiganSafely to #EndtheOfficeBan

In many cases, not only were we working with our strategic partners and members to hold the line against this awful disease, but we were also closing the gap in other areas. From increasing access to capital, assisting with forms so that our members PPP applications were done, assisting with business plans, connecting resources to entrepreneurs, and highlighting them to raise awareness and so much more.

There is still work to be done. But as we revisit several of our members here in the upcoming year, we trust this will highlight not only challenges, but also the successes of our staff and partners as we look forward to 2021.

All My Best,

Kara Beer

BOARD OF DIRECTORS

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Calhoun County
Commissioner, Chair

BATTLE CREEK AREA CHAMBER OF COMMERCE STAFF

Kara E. Beer – President

Billy Beers – Director of Marketing & Communications

Jennifer Blank – Director of Finance

Beth Pung – Operation Specialist

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 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 quarterly by the Battle Creek Area Chamber of Commerce.

Editor: Kara Beer, President

THE POWER OF MARKETING MINDS AT WORK

Chamber's Marketing Committee

Have you noticed any changes within the Chamber's marketing strategy? Possibly different ways that we are utilizing each social media platform, functionality of the website, publications, etc.? This is largely due to the Chamber's hard working marketing committee that has been meeting monthly. The marketing committee develops marketing communications and strategies for the Chamber's Strategic Pillars and in accordance with the mission and vision. The committee is made up of diverse members and stakeholders within our network which include:

- Staff Liaison Billy Beers
Battle Creek Area Chamber of Commerce
- Chair Jenny Andrews
Dockerty Health Care Services
Squirrel Hollow Golf Course
- Amber Ballard
FireKeepers Casino Hotel
- Amy Reimann
Summit Pointe
- Heather Wechsler
Graphix 2 Go
- Lucy Blair
Calhoun County, Michigan
- Lydia Calderon
OMNI Community Credit Union
- Sara Jeffery
Oaklawn

They also work to strengthen the awareness of the Battle Creek Area Chamber of Commerce as a community brand and to enhance the engagement, member growth, and retention of the organization.

Over the past few months, members of the committee have worked hard at setting our goals and purposes for all six social media platforms. The Chamber greatly appreciates the impact they have on our organization and its members throughout their hard work, dedication and expertise. If you are interested in joining this exclusive like-minded committee, please reach out to Staff Liaison Billy Beers or Chair Jenny Andrews. The committee meets the first Tuesday of each month at 3 p.m. via Zoom.

BE THAT FIRST IMPRESSION

2021 Relocation Booklet

The Battle Creek Area Chamber of Commerce is committed to driving economic growth enabling businesses, the community and people to prosper in an ever-changing economy. One way in which we do this is by providing Relocation Booklets to future residents of the greater Battle Creek area. The 2021 Relocation Booklet is your opportunity to gain a **competitive edge** with new consumers looking for services covered within this 32-page publication.

The 2021 Relocation Booklet will include:

- Greater Battle Creek Area Demographics
- Greater Battle Creek Area Map (Downtown, Old Lakeview, Columbia & Dickman Avenues)
- Important Phone Numbers (utilities, city, county, etc.)
- Calhoun County
- Greater Battle Creek Area Corridors
- City of Springfield
- Employment | Top 10 Employers
- Fort Custer Industrial Park
- Education (pre-kindergarten thru college)
- Real Estate & Housing (lenders, realtors, rentals, etc.)
- Healthcare & Fitness
- Bicycles & Outdoor Seasonal Activities
- Hidden Treasures & Entertainment
- Signature Events & MORE

How do you become that First Impression?

The Chamber is offering exclusive (available on a first come, first served basis) advertising opportunities for this premier publication. Visit **battlecreek.org** or email Director of Marketing & Communications Billy Beers to learn more!



WHAT IS IN A MEMBER BENEFIT?

Get the MOST out of Your Membership with Us

What is a member benefit? Is it the member benefits listed on the Chamber's website; the needs, resources and services members reach out to us for helping to grow their business; the ways in which the Chamber advocates on the local, state and federal levels; the stories that we share about our members; or even the numerous referrals we provide on a daily basis? What is interesting about member benefits is that they are as unique as each and every member are within our network. There is not a simply answer to this question as it depends on the member, the industry, and specific needs our members are facing at a particular time. No matter how you look at member benefits, we LOVE to provide them in any way that we can. That's what your Chamber is here for, but it helps to stay connected with us so that we can better serve you.

Here are a few new benefits that were recently released:

- Career Opportunities on battlecreek.org
- LinkedIn | Battle Creek Area Chamber of Commerce Member News

Did you know as a member in good standing that you have the opportunity to include FREE job listings on our **Career Opportunities** page on battlecreek.org? It is as simply as filling out a form and submitting it back to the Chamber. We are dedicated to helping you find the talent you are looking for to help grow your business. Also, the Chamber recently announced its new Showcase page on LinkedIn – **Battle Creek Area Chamber of Commerce Member News**. This page is solely dedicated to member news consisting of news and press releases. Stay connected and in-the-know with what news members are sharing within the network by following this page.

Here are a few benefits that maybe you didn't know were available to you:

- **Labor Law Posters**
Are you in need of a Labor Law Poster which is required to be posted for your employees? The Chamber has 25 Labor Law Posters available to its members for FREE on a first come, first served basis. Simply contact the Chamber and request us to reserve one for you to pick-up.
- **Partner Program Benefits** with the Michigan Chamber of Commerce
Did you know that being a member of the Battle Creek Area Chamber of Commerce opens up benefits with the Michigan Chamber of Commerce to you? It's true! Visit our **Partner Program Benefits** page on battlecreek.org for more information on the **Publications Store**, **Certify Michigan** and **Education & Trainings**.

You may now be asking yourself, how can they possibly provide members with anything else, but we do! Visit battlecreek.org's Member Benefits page (located under Business of Excellence header) to learn about more benefits that you, your business, and your employees have access to. Do not see a benefit that you are looking for? Simply reach out to Operation Specialist Beth Pung at 269.962.4076 or bpung@battlecreek.org to have a conversation as to what type of benefits you are looking for.

HOW TO SUPPORT LOCAL BUSINESSES

Member 2 Member Discounts

Now more than ever our local Chamber members need your support. But, what is the best ways to be able to safely support them during these challenging times? Did you know that over 25 members offer discounts to other Chamber members? On the Chamber's **Member 2 Member** page on battlecreek.org you can view all these discounts and learn how to best utilize them from our members. Whether you support them by shopping in-person following all safety guidelines and protocols or shop online with them your contributions and support truly makes a difference.

Here are a few Member 2 Member discounts we are highlighting this quarter:

Battle Creek Bombers



The Battle Creek Bombers baseball team will offer Battle Creek Chamber Members a "Friends and Family Deal." The purchaser will receive four tickets, four hats, and a large DEEP! DEEP! Dish Pizza, Crazy Bread, and a 2-liter pop from Little Caesars for only \$29.99 (\$131 value). To order tickets, please contact Jon at 269.962.0735 or jonathon@battlecreekbombers.com.

EatsBC



You're able to advertise on EatsBC.com a take out and delivery service for local restaurants. All Chamber members get a 5% discount on advertising. Call or Email EatsBC today for more information at 269.358.8870 or jon@jonicit.tech.

Graphix 2 Go



Graphix 2 Go believes in Battle Creek! All Chamber Members receive a 20% discount on their first order with Graphix 2 Go, and a 10% discount for all other orders. For more information call Graphix 2 Go President Denise Jones at 269.969.7321 or denisej@graphix2goinc.com.

Pennfield Animal Hospital



Present member card for \$10 off exam fee. Discount is applied for the price of the physical exam and cannot be used for the purchase of products. For more information call Jennifer, Office Manager at 269.964.0966.

Podolsky & Wickham PLLC



10% discount on all legal services for Chamber members and their families. For more information, contact Kellie Podolsky at 269.965.3185 or kellie@pwlawmi.com.



C L E V E R

RX

tackles

THE DONUT HOLE



DID YOU KNOW?

THE AVERAGE 70 YEAR OLD TAKES
16 PRESCRIPTIONS A MONTH.

IN 2020, AFTER REACHING THEIR MEDICARE DEDUCTIBLE,
MILLIONS OF AMERICANS WILL BE IN THE COVERAGE GAP,
AKA THE DONUT HOLE, AKA WHEN YOU WILL HAVE TO PAY
MORE OUT OF POCKET ON PRESCRIPTION MEDS.

CLEVER RX CAN HELP!

ANYTIME: WHEN YOUR MEDICATION ISN'T COVERED
DURING THE COVERAGE GAP: WHEN THE CLEVER RX PRICE
IS CHEAPER THAN THE MEDICARE CO-PAY

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SEARCH YOUR MEDICATION. SHOW THE VOUCHER TO THE PHARMACIST. SAVE.

members business spotlight



Over the past year, the **Battle Creek Community Foundation** has responded to Battle Creek's most vulnerable citizens; those hit hardest by recent events. One of the most significant developments was the opening of the new Battle Creek Homeless Shelter. A task force of 12 organizations, including BCCF, worked together to make the new shelter a reality. Providing services 24-hours a day, seven days a week. Another program implemented and making an impact on the community

is Battle Creek's new Victim Advocate. The Battle Creek Community Foundation and Battle Creek Police Department Victim Assistance Program came about in response to a glaring need recognized by BCCF and BCPD. The Victim Advocate responds to immediate needs of victims and works independently of the police department to connect victims of violent crimes and their families with community resources. For more information about the Battle Creek Homeless Shelter or Victim Assistance Program position, visit bccfoundation.org.



Grand Valley State University (GVSU) welcomes Elizabeth (Lizzie) Schab as the Office Coordinator for the GVSU Battle Creek Regional Outreach Center. Lizzie is an alumnus of Grand Valley State University where she earned a bachelor's degree in Hospitality and Tourism Management. She also received a Master of Library and Information

Science degree from Kent State University. She has prior experience working in higher education and public libraries, most recently as the Director of the Allendale Township Library. Lizzie is passionate about connecting people with educational resources and she is looking forward to serving the Battle Creek community. The GVSU Battle Creek Regional Outreach Center supports career exploration and provides individualized planning assistance to support the educational goals of K-12 students, transfer students, and adults in the community. The center is open for walk-ins, or appointments, Monday – Friday from 8am – 5pm. Learn more at <http://www.gvsu.edu/battlecreek>.

GreenStreet Marketing & Design, a business specializing in communications, marketing and branding, is proud to announce national certification as a Women's Business Enterprise, a regional certifying partner of the Women's Business Enterprise National Council (WBENC). "WBE certified is one of the most widely respected and acknowledged certifications a business can have today. This certification recognizes women owned businesses like GreenStreet Marketing as part of a traditionally underrepresented group of businesses. This certification opens us up to a wide variety of opportunities." Laura Hosler, President. The WBENC standard of certification is a meticulous process including an in-depth review of the business and site inspection. The certification process is designed to confirm the business is at least 51% owned, operated, and controlled by a woman or women. By including women-owned businesses among their suppliers, corporations and government agencies demonstrate their commitment to fostering diversity and the continued development of their supplier diversity programs.



MARKETING • PRINT • MAIL

Allegra Battle Creek is a full service printing provider offering high quality printed products for your business communications needs. We offer a wide variety of products to market your business including brochures, posters and banners, presentation folders and more. We are also a full service mailer. We can help with targeted mail lists, mail piece design, addressing, sorting and delivery to the post office. Allegra can partner with you on your projects from concept through completion. We offer custom blueprint printing services in black and white and full color. Whether you are a homeowner, contractor or professional designer, we can take your hard copy prints or digital files and give you high quality materials for your project. We also provide scanning services to facilitate archiving of your prints. Allegra has been part of the Battle Creek business community since 1981 and community support is a core value. We have established an annual printing grant program called The FootPRINT Fund for non-profit friends. We help local organizations get their message out and stretch their communication budget. We are open Monday-Friday from 8am -4:30pm. Learn more at www.allegrabattlecreek.com.

Sherman Lake YMC

6225 North 39th Street, Augusta Michigan



Kellogg Hall





WAYS TO CONNECT VIA SOCIAL MEDIA

Chamber joins Instagram

Have you seen all the ways the Chamber has captured the stories of our members? Storytelling is one of the Chamber's Strategic Pillars which has been growing in popularity throughout 2020 and 2021. With a network as large as ours there are so many amazing stories to be shared. Many of our stories are shared through our weekly Tuesday's Tidbits eNewsletter (are you signed up!?) along with our five, soon to be six, social media platforms. Depending on the social media platform will depend on the story we are sharing:

Facebook

The Chamber's Facebook page was established as our primary social media platform focused on Center of Excellence Strategic Pillar along with incorporating Community Advocacy, Storytelling, and Organization Excellence.

LinkedIn (2)

The Chamber's LinkedIn pages were established to be the Business 2 Business and workforce development communication tools, and the voice for the Battle Creek Area Chamber of Commerce. The Chamber does this with our official LinkedIn page along with the Member News Showcase page which focuses on member press and news releases.

Twitter

The Chamber's Twitter page is the business voice for the Battle Creek Area Chamber of Commerce through community advocacy, support and relevant resources.

YouTube

The Chamber's YouTube page showcases the culture of the Battle Creek Area Chamber of Commerce and its members through video content (Facebook LIVE, Ribbon Cuttings, Grand Openings, etc.).

So, now you may be asking yourself what's to come? The Chamber is excited to expand their storytelling opportunities with the addition of Instagram within their social media platforms:



Instagram

The Chamber's Instagram page will visually share the personality and culture of the Battle Creek Area Chamber of Commerce and its members.

Our Call to Action this quarter is the request to Follow & Connect with us through social media. We offer many different (six to be exact) ways for you to engage with us and the network virtually and look forward to expanding ours, and our members, digital footprints.

Interested in sharing a story? Simply reach out to Director of Marketing & Communications Billy Beers at bbeers@battlecreek.org or call 269.962.4076.



THE CHAMBER'S NEWS DESK

LinkedIn - Battle Creek Area Chamber of Commerce Member News

What is the fastest way to share news through the Chamber's network? Have you heard that the Chamber's NEWS Desk has moved from Tuesday's Tidbits to its own Showcase page on LinkedIn (**Battle Creek Area Chamber of Commerce Member News**)? The Battle Creek Area Chamber of Commerce Member News page on LinkedIn is members opportunity to promote their successes through press and news releases. It is as simple as adding Director of Marketing & Communications Billy Beers to your Media Contact list. Once you email your press or news release, we will take care of the rest and even tag your business' LinkedIn page once it is published. Add bbeers@battlecreek.org to you Media Contact list today! Plus, there are no additional costs to utilizing this benefit included with your membership.



STORYTIME WITH THE CHAMBER & MEMBERS

Strategic Pillar, Storytelling

The Battle Creek Area Chamber of Commerce has enjoyed connecting with members with the opportunity to share their stories through editorial content along with visually through photos and videos. Have you had a chance to take a break throughout your day and enjoy any of these stories? Storytelling is one of the Chamber's Strategic Pillars to help Chamber members craft their narratives, and serve as a platform and megaphone for Chamber member success stories. The Chamber staff has been dedicated to this Pillar by publishing the following opportunities with stories:

- **Tell Your Story Tuesday**

Featured articles, photos and videos shared within the Chamber's weekly Tuesday's Tidbits eNewsletter. Sign-up for Tuesday's Tidbits at battlecreek.org.



- **Field Trip Fridays**

Chamber Staff has been scheduling field trips with members allowing for the opportunity to experience the behind-the-scenes and exclusive tours of Chamber members through Facebook LIVE.

- **Social Media**

With six social media channels, the Chamber is having fun sharing the personality and cultures of its network through all types of content published on a regularly basis. Your encouraged to follow or connect with the Chamber on Facebook, LinkedIn (two pages including Member News), YouTube, Twitter, and Instagram!

Did you know that the Chamber will publish your press and news releases as a member benefit to share with the network? It's true. We've dedicated a NEW LinkedIn page, Battle Creek Area Chamber of Commerce Member News, to showcase and highlight member success stories through press and news releases. Simply add Director of Marketing & Communications Billy Beers (bbeers@battlecreek.org) to your media contact list.

Storytelling has become one of the Chamber's most popular benefits throughout the past two years as we are your trusted storytellers. Do you have something to share? You are encouraged to connect with us by phone, email, or send us a message on social media to learn about more ways in which we can not only be your megaphone, but become your trusted storyteller as well.

member ribbon cuttings

JANUARY 21, 2021 – ISLAND HEAT TANNING

Chamber Staff and Ambassadors celebrated the Grand Opening of Island Heat Tanning with Ribbon. Although attendees could not attend in person, Chamber members watched LIVE on Facebook and posted messages of support. Island Heat Tanning's All New, State of the Art Tanning Salon is NOW OPEN in Battle Creek located in the same shopping center as Hobby Lobby and Secretary of State. Since 2008, Island Heat has been dedicated to providing their guests with a luxurious, yet affordable tanning experience. With unlimited tanning starting at just \$24.99/month, a bit of sunshine and a beautiful tan are within reach! You have got to come try the BEST High Pressure Tanning Unit as well as BEST Spray Tan Unit in the industry exclusively at their salon. With guaranteed flawless, bronze results you will look, and most importantly, feel your best at Island Heat. They look forward to serving you, Battle Creek! 5420 Beckley Road, Suite I, Battle Creek, MI 49015





2021 LOVE BATTLE CREEK
& CALHOUN COUNTY AWARDS
Winners Announced in ALL 110 Categories

In February 2021, the Battle Creek Area Chamber of Commerce launched the social media campaign “LOVE Battle Creek & Calhoun County” to spread the love of our local businesses throughout the county. We called for nominations in over 110 categories and the community responded overwhelmingly with nominations in ALL 110 categories throughout the week. We then took all the nominations and placed them in a survey form in five different surveys based on categories to break up the voting. We then opened voting for two and a half weeks and collected over 3,000 votes in 110 categories. Winners were announced on our Facebook page with five different videos.

We are happy to announce that due to popular demand we will be moving forward every February with the LOVE Battle Creek & Calhoun County awards. Congratulations to all the nominees and the winners in each category, you are what keeps Battle Creek and Calhoun County strong and creating opportunities. When businesses thrive, communities thrive, and that is good for everyone.

Live:

The best of Health, Wellness, Kids, and Family

Where is the best YOGA STUDIO?	Battle Creek YMCA
Where is the best place for PILATES/BARRE STUDIO?	Fit in 30
Where is the best CARDIO WORKOUT Class?	Burn Boot Camp
Where is the best BOUTIQUE GYM?	Burn Boot Camp
Where do you find the best WOMEN’S SALON & BARBER?	Lynnlvan Salon
Where do you find the best MANICURE/PEDICURE?	BC Nails
Who does the best LASHES & BROWS?	Lovely Lashes by Chas
Who has the best DANCE FITNESS CLASS? Zumba at Minges Creek Athletic Club	
Where is the best PLACE TO SPLASH with the family?	Full Blast
Where is the best place for HAIR REMOVAL/WAX?	Minges Creek Salon
Where is the best DAY SPA?	Minges Creek Salon
Who is the best CHIROPRACTOR?	Myers Chiropractic
Where is the best place for PHYSICAL THERAPY?	Bronson
Who offers the BEST MASSAGE?	Shelly at Prebish Chiropractic
Where is the best place to HIKE?	Fort Custer Recreational Area
Where is the best place to PLAY 9 HOLES?	Binder Park Golf Course
Who serves up the best FAMILY FUN ADVENTURES?	Binder Park Zoo



Eat:

The best of food & dining in Battle Creek and Calhoun County

Who is the best CHEF?	Tony Davis at Kitchen Proper
Where is the best place for a DATE NIGHT?	Kitchen Proper
Where is the best place for GIRLS NIGHT OUT?	Downtown Marshall
Where is the best FAMILY FRIENDLY RESTAURANT?	Cornwell’s Turkeyville
Where do you find the best BRUNCH?	Clara’s on the River
Who has the best SMOOTHIE/JUICE BAR?	Tropical Smoothie Café
Who is the best BAKERY?	Continental Bakery
Where is the best DELI/MARKET?	Horrock’s
Who has the best FOOD TRUCK?	Hogzilla
Where is the best FINE DINING?	Nibi at Firekeepers Casino Hotel
Where is the best BBQ?	OT’s Up in Smoke
Who has the best BURGER?	Albion Malleable Brewery
Where is the best SUSHI?	Sakura
Where is the best MEXICAN?	Taqueria San Francisco
Where is the best PIZZA?	Steve’s
Where is the best VEGETARIAN?	Umami Ramen
Where is the best COFFEE SHOP?	Café Rica
Who has the best DONUT SHOP?	Sweetwaters
Who serves the best BAGEL?	Panera
Who makes the best CUSTOM CAKES/CUPCAKES?	Continental Bakery
Who serves the best ICE CREAM?	Station 66
Where do you find the best UNIQUE TREATS?	Simply Sensational Berries
Who is the BEST CHOCOLATE SHOP?	Simply Sensational Berries



Shop:

The best of Style, Shopping, and Services

Who has the best PLANT SHOP?	Horrock's
Who is the best FLORIST?	Plumeria
Who is the best TRAVEL AGENCY?	Ermisch Travel Agency
Where is the best WOMEN'S BOUTIQUE?	Mole Hole (Wind in the Willows)
Where do you find the best MEN'S CLOTHING?	Kohl's
Who has the best store for LOCAL & MICHIGAN APPAREL?	Battle Creek Welcome Center by Calhoun County Visitors Bureau
Who has the best local FINE JEWELRY/JEWELRY DESIGN?	King Jewelers
Where is the best LCOAL GIFT SHOP?	Mole Hole
Who has the best PET SUPPLIES?	Pet Supplies Plus
Where is the best WINE STORE/CRAFT BEER?	Horrock's
Where is the best HOME FURNISHINGS/DÉCOR?	Russell's Country Store
Who has the best AUTO DEALERSHIP?	Lakeview Ford Lincoln
Where is the best INDEPENDENT BOOKSTORE?	New Story Community Books
Where is the best place to shop for CBD?	Great Lakes Holistic
Who is the best FINANCIAL ADVISOR/WEALTH MANAGEMENT?	Wells Fargo
Where is the best ASSISTED LIVING/RETIREMENT COMMUNITY?	Lakeview Assisted Living
Where is the best LAW FIRM?	Vandervoort, Christ & Fischer
Who is the best VIDEOGRAPHER?	Moments Forever Photography
Who has the best AUTO REPAIR?	Rusty's Auto Shop
Who has the best LANDSCAPING?	Greenscape Services
Who is the best RESIDENTIAL REMODELING?	Roach Home Improvement
Where do you find the best KITCHEN/BATHROOM SUPPLIES	Menards
Who is the best PLUMBING SERVICE?	WALTER'S Plumbing
Who has the best HAIR SALON/BARBER SHOP?	Lynnivan Salon
Who has the best HEATING & COOLING?	Hodgson's
Who has the best TAX PREPARATION?	H & R Block in Marshall, MI
Who is the best PHOTOGRAPHER?	Sam Page Photography
Who is the best TATTOO PARLOR?	Cereal City Tattoo & Piercing
Where is the best PET BOARDING/DAYCARE?	Doggie Spa & Playcare
Who is the best VETERINARIAN?	Dickman Rd Veterinarian
Who is the best DOG TRAINER?	Dog Zone

Explore:

The best of Arts, Culture, and Entertainment

Where is the best PUBLIC ART?	Color the Creek Murals
Who has the best WEARABLE ART?	Out of Line Vintage
Where is the best OUTDOOR PLAYGROUND?	Anybody's Playground at Bailey Park
Who has the best THEATRE COMPANY?	What A Do Theatre
Where do you find the best LIVE MUSIC?	The Music Factory
Who has the best RADIO SHOW?	WKFR 103.3
Who has the best LOCAL BREWERY TO EXPLORE?	Territorial Brewery
Who is the best LOCAL PODCAST?	Café Rica
Who is the best WEATHER FORECASTER?	Keith Thompson, WMMT
Who is the best LOCAL NEWS?	News 3 WMMT
Who is the best REPORTER?	Kate Siefert, WMMT
Who has the best ART GALLERY?	Art Center of Battle Creek
Where is the best MUSEUM?	Kingman Museum
Who is the best BAND/MUSICIAN?	Brass Band of Battle Creek
Who has the best DIY STUDIO/CLASS/WORKSHOP?	Southern Exposure
What is the best FESTIVAL?	Balloon Festival – Field of Flight
What is the best FAMILY ATTRACTION?	Binder Park Zoo
What is the best HISTORICAL ATTRACTION?	Sojourner Truth Monument
What is the best POP-UP EVENT?	Food Truck Fridays brought to you by the Farmer's Market Association

Play:

The best of Beer, Wine, Cocktails, and Going Out

Where is the best COZY SPOT FOR A DRINK?	Handmap Brewery
Who is the best COCKTAIL SCENE NEWCOMER?	Café Rica
Where is the best WINE LIST?	Mega - Bev
Who had the best BREWERY EXPANSION?	Territorial Brewery
Where do you find the best TRIVIA NIGHT?	J.B. Whiskey
Who has the best SPOT FOR A SURPRISE COCKTAIL?	Cricket Club
Who is the BEST LOCAL BREWERY?	Handmap Brewery
Who is the Underrated Brewery?	Handmap Brewery
Who has the best BOOZY BREAKFAST MENU?	Clara's on the River
Where is the best DIVE BAR?	Lakeview Lounge
Where is the best SPORTS BAR?	Miller's Time Out
Who has the best CRAFT COCKTAIL?	Cricket Club
Where is the best NIGHTCLUB?	FireKeepers Casino Hotel
Who is the best BARTENDER?	JB @ Cricket Club
Who has the best HAPPY HOUR?	Cricket Club
Who has the best DARTS?	Cricket Club



2021 BUSINESS EXCELLENCE AWARDS

Nominations due April 23, 2021

The Battle Creek Area Chamber of Commerce’s premier Business Excellence Awards is returning for 2021! That Chamber and it’s partnering agencies of **Southwestern Michigan Urban League**, **Choose Health Calhoun**, and **Silent Observer** virtually invite you to this year’s awards ceremony. Before we can open the doors to an evening of celebrating and recognizing business members within the greater Battle Creek area, we need your help. Nominations for the business of the year awards are currently open and it is easier than ever to place your nominations. Who stands out to you as a business that deserves to be recognize as a start-up, small, mid-size or large business of the year? Also, nominate a one of your women peers for the 2021 Woman of the Year award. Although we LOVE recognizing businesses at this premier event, this year’s awards are more deserving than ever before. Let us not let this opportunity slip by without nominating every business that has made a difference this year. It is an honor to even be nominated as a business of the year.

This year’s awards will include:

Announced on behalf of partnering agencies:

- Choose Health Calhoun Workplace Wellness Recognition Award
Presented by: Regional Health Alliance | Choose Health
- Randall Brock Memorial Award
Presented by: Southwestern Michigan Urban League
- 2020 Harley Simmons Award
Presented by:
Battle Creek Area Chamber Foundation’s Silent Observer Committee

Announced on behalf of the Chamber:

- Star Ambassador Award(s)
- Start-Up Business of the Year
- Small Business of the Year
- Mid-Size Business of the Year
- Large Business of the Year
- 2020 Footprint Award
- 2020 Woman of the Year & Women in Business Nominations

Interested in presenting one of the Chamber’s awards or becoming one of our exclusive advertisers? Simply contact President Kara Beer for more information at kbeer@battlecreek.org.

Visit battlecreek.org’s homepage to learn more about how to submit your nomination. And, save the date on your calendars for Wednesday, May 19, 2021. We will be promoting and updating details of the 2021 Business Excellence Awards over the next few months. Stay connected by following us on social media and signing up to receive our weekly Tuesday’s Tidbits eNewsletter (signing up is available on the Chamber’s website).





SPECTACULAR AMBASSADOR



Hi, my name is Denise Wilkie and I am the branch manager of Lighthouse Title Group's Battle Creek and Marshall offices. I have been in the title industry for over 30 years and have gained a broad knowledge and love for the title insurance and real estate markets. I am a Battle Creek Area Chamber Ambassador and truly enjoy being involved in our community! I also serve on the Battle Creek Area Association of Realtors Public Relations Committee!

Lighthouse Title Group celebrated our 20th anniversary on April 2nd, 2021! That means we have a long standing reputation for providing search products, residential title products,

commercial products and settlement closing services. Our network works with 7 of the Nations best underwriters, in fact, combined they underwrite nearly 90% of all title policies in America!

At Lighthouse Title, our roots run deeper than just title insurance. We live by our mission statement "To Lead – To Engage – To Protect" where we keep the human element at the center of all our title services and community involvement. In 2020, we were able to donate over \$75,000 to our locations communities.

I joined the Battle Creek Chamber of Commerce for networking and more involvement in the community. I quickly wanted to be a Chamber Ambassador to enhance my involvement. Being a part of the Chamber has given me the opportunity to network with businesses in the community and with the amazing staff. I look forward to being even more involved in 2021!

WHAT'S UP WEDNESDAY'S

Why YOU will not want to Miss this Opportunity

Is your membership coming up on renewal? If so, you will be receiving a phone call or visit as the Chamber and its Ambassadors "pop" by to say hello. This is a unique opportunity for the Chamber and its members by providing us the chance to learn more about our members, but to also give our members the opportunity to have some one-on-one time with their Chamber. Tell us about your successes over the past year, ask us questions about membership and advocacy benefits, see if we can provide a new benefit that you have in mind, and so much more are just a few topics to be discussed. That's what What's Up Wednesdays is all about.

Whether we reach out to invite you to attend virtually via Zoom or simply "pop" in to say hello, please utilize this informal connection to make your membership even better for the upcoming year.



Also, many of our Storytelling editorials have been established through conversations we have had with our members during this time of connecting. The more we know, the more we can refer, promote, and make sure that you are getting the most out of your membership with the Chamber.



From the first step to the hundredth birthday,
we're here for it all.



For over 81 years, Blue Cross Blue Shield of Michigan has provided communities across Michigan the support they need to lead healthy lives. From free resources that make it easier to make good diet and exercise decisions to programs that address health and health care disparities impacting vulnerable populations, we're here for the health and wellness of everyone in Michigan.

For more information, visit *HereForItAll.com*

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