

BATTLE CREEK

# insight

a publication of the Battle Creek Area Chamber of Commerce

Oct | Nov | Dec 2021

## welcome new members

- BC Cargo Marketplace
- Theirlooms
- Margarita 1014
- New Story Community Books
- Sweet Addicts
- Creating with KK
- Aspidistra Natruals
- Cakes by Boo
- Forefront Dermatology
- S and R Products
- Bread & Basket
- Bushman Family Chiropractic
- United States Army BC Recruiting Station

## 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.



BATTLE CREEK AREA  
CHAMBER

UNITED STATES CHAMBER OF COMMERCE

ACCREDITED



## PRESIDENT'S CORNER

By Kara Beer, IOM, MPA

### THIS YEAR *Holiday Shopping*

is expected to start earlier than ever, be more competitive and cause major headaches for retailers, from Main Street mom-and-pop shops to giants like Walmart and Target.

National retailers and manufacturers have been warning for months that factory, supply chain and shipping delays triggered by the pandemic will make it harder to get goods on the shelves in time for holiday shopping and will drive up prices. Those problems are now starting to trickle down to small and medium-sized retailers as well.

In this type of environment, smaller entities with smaller buying power are the ones that bear the brunt. While national chains are taking extreme measures, such as chartering their own container ships to make sure their inventory arrives in time for holiday shopping, small retailers don't have that option.

But one advantage small-to-medium sized retailers have over the big guys, is that they are nimbler and can pivot easier than the massive chains.

**Consumers are likely to start their Christmas shopping before Halloween, which calls for earlier seasonal displays and events.**

Shoppers have three compelling reasons to shop early this year: First, they have encountered out-of-stocks and shipping delays during the pandemic, and don't want to miss out on must-have holiday items; second, they are worried about new lockdowns if the virus surges; and third, the big chains will try to lure those early shoppers to their stores with earlier-than-usual promotions.

Waiting to shop until December "is going to be really risky this year," not just because of shipping delays, but because retailers may not be able to restock sold-out inventory.

Small stores will have to rethink their traditional holiday timeline and hold events and display holiday merchandise earlier to keep pace with the national chains and consumers.

I strongly recommend that small retailers increase their orders for holiday merchandise "in order to be prepared for a premature rush of holiday shoppers."

All My Best,

*Kara Beer*

One Riverwalk Centre, Suite 3A,  
34 West Jackson Street, Battle Creek, MI 49017  
[BattleCreek.org](http://BattleCreek.org)

269.962.4076



## member anniversaries

### 95 Year Anniversary

Comerica Bank

### 75 Year Anniversary

Ermisch Travel of Battle Creek, Inc.

### 60 Year Anniversary

Bronson Battle Creek

### 35 Year Anniversary

Battle Creek Community Foundation  
Battle Creek Hot Air  
Balloon Championship  
Besco Water Treatment, Inc.  
Fisher, Spiegel, Kunkle & Gerber, PLLC

### 30 Year Anniversary

Duncan Aviation  
Varnum, Riddering, Schmidt & Howlet

### 20 Year Anniversary

Kellogg Community Credit Union

### 15 Year Anniversary

Battle Creek Roofing and Insulating  
Radiology Consultants P.L.C.  
Westbrook Place Apartments

### 10 Year Anniversary

Alan Ivany

### 5 Year Anniversary

Integrated Health Partners  
Kempf Family Funeral and Cremation  
US Staffing Agency LLC

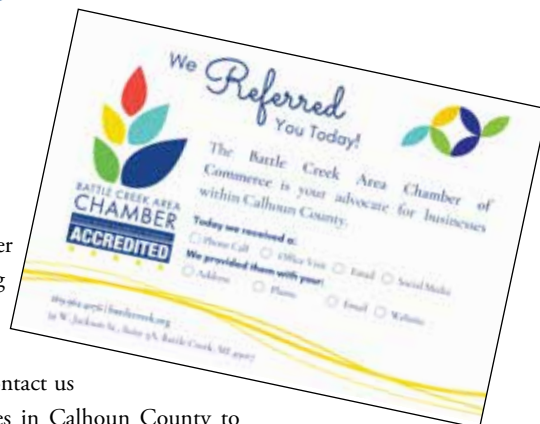
### 1 Year Anniversary

B2 Outlet Stores  
B & B Services  
Green Scene of Marshall  
The Fountain Clinic  
Chmura Orthodontics  
Café Rica LLC  
Salon K  
Fat Mike's Barbecue  
Staples, Inc

## WHAT'S IN A REFERRAL? Referring Members is Our Business

Being a member of the Battle Creek Area Chamber of Commerce increases your credibility by being affiliated with a nationally recognized Chamber who has been a part of Battle Creek for over 100 years. Members, visitors and the community contact us on a daily basis looking for the best businesses in Calhoun County to contact for all of their needs. We always start with our membership when providing someone in need with a referral. Why? Because that is **our business**. When you join the Chamber, you join an exclusive network of professionals who rely on our “word of mouth” referrals to help your bottom line grow and deepen your roots within the communities that we, along with you, serve.

Have you received one of our “We Referred YOU Today” postcards in the mail yet? Every time we have a conversation with someone and refer a member, we mail out referral postcards. This is our way of sharing with you how we advocate for YOU, along with providing you with how we were contacted and the information we provided for this referral. If you have not received one yet, just wait! There will be one on its way to your mailbox, soon!



## BOARD OF DIRECTORS

### Joey Vernon

Chair, Vice President of Sales  
& Business Development, CTS

### Jeremy Wilson

Vice-Chair/Treasurer,  
DENSO Manufacturing

### Dr. Emily Bandeen

Secretary,  
Bandeen Orthodontics

### John Banks

Immediate Past Chair, Motor  
Shop Electrical Construction Co.

### Jim Lance

Legal Counsel, Kreis, Enderle,  
Hudgins & Borsos P.C.

### Denise Jones

Graphix 2 Go

### Debi Southworth

OMNI Community  
Credit Union

### Bud Dunn

Atlas Sales, Inc.

### Leah Ortiz

The Arc of Calhoun County

### Michael Miller

Culver's Battle Creek

### Elishae S. Johnson, PhD, LPC, CAADC

HelpNet Bronson  
Healthcare Group

### John Gayda

Kellogg Retiree

### Shawn Holtz

110th Wing Commander

### Steve Frisbie

Lifecare Ambulance  
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](http://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



## ECONOMIC TRENDS & JOBS FOR CALHOUN COUNTY

*Featuring the W.E. Upjohn Institute*

Hiring. Now Hiring. Help Wanted! When driving down the road, how many of these signs have you seen since businesses began to reopen during the pandemic in 2020? It appears all business sectors are currently hiring and looking to bring back the talent needed to grow their business beyond COVID-19. Unfortunately, or fortunately depending on how you look at it, the workforce, and individuals with the skill sets that businesses are looking for, has changed requiring everyone to “pivot” just a bit more. Hiring bonuses and incentives have been heavily promoted by employers, but why are they not working? Guidelines and mandates have been lifted, but not everyone is so eager, or able, to jump right back into the workforce. Factors that may play a role in this include changes to the school systems (virtual learning), childcare costs and needs, fear of COVID-19 and workplace safety, and many individuals finding new places of employment or changing careers during the pandemic.

What does this all mean? Let us dive deeper into the Economic Trends of Calhoun County, Michigan according to our members and partners at the W.E. Upjohn Institute and Michigan Works! Southwest. According to the Regional Economic Trends for Calhoun County, September 2021, W.E. Upjohn Institute shares with us that between May 2021 and June 2021 the unemployment rate, employment-to-population ratio, and labor force participation rate were all unchanged. Likely, a sign that individuals are not reentering the labor market. The demand for labor, the number of job posting in Calhoun County also decreased by 33.9% between May and June with only 1,172 postings according to W.E. Upjohn Institutes source Burning Glass Technologies, 2021. On the positive side of Economic

Trends for our County, 83.3% of job postings were Full-Time with only 16.7% being Part-Time. The top three occupations with job postings included:

- Tractor-Trailer Truck Driver
- Registered Nurse
- Retail Sales Associate

Job posting trends in June 2021 related to education attainment by:

- 46.8% required a high school diploma or vocational training
- 14.2% required an associate degree
- 39.1% required a bachelor's degree or higher

How can the Chamber help impact Economic Trends for Calhoun County and its members? The Battle Creek Area Chamber of Commerce is committed to helping members and the business community find the talent they need to see continued growth today and into the future. In 2020, the Chamber released a new membership benefit relating to Career Opportunities. Members are now allowed to post their job postings for FREE on [battlecreek.org's](http://battlecreek.org's) Career Opportunities page. This membership benefit provides another opportunity for members to share their story, and for the community to seek job opportunities with Chamber members. It's a win-win opportunity.

Contact the Chamber at 269.962.4076 or by email at [office@battlecreek.org](mailto:office@battlecreek.org) with questions on job postings and Economic Trends for Calhoun County. We are happy to refer and connect you with the W.E. Upjohn Institute and Michigan Works! Southwest for more information and resources as we all move forward into 2022.

SOURCES: W.E. Upjohn Institute for Employment Research. Burning Glass Technologies, 2021.

## SMALL BUSINESS TAX DEADLINES TO KNOW FOR OCTOBER

There are two important upcoming tax deadlines that impact those in the small business space. Employees who earned gratuities in excess of \$20 in the month of September must report this income to their employers no later than October 12. For single-member LLCs, sole proprietors and other corporations that submitted IRS Form 4860 earlier in the year to request an extension of their 2020 individual and corporate tax returns, the final deadline to submit returns via Form 1040 or Form 1120, is October 15.

## MILITARY AFFAIRS COMMITTEE

The Military Affairs Committee's (MAC) mission is to raise the level of interaction, mutual awareness, support and appreciation between the military and civilian business communities in the greater Calhoun County community.

The relationship between these two vitally important sectors of the community is strengthened through annual luncheons, community engagement activities and a diverse advisory board incorporating business, military, civilians, and other interested parties.

**Learn more about how you may get engaged in our MAC today!**

Advisory Board Members:

The Military Affairs Committee is made up of individuals of the businesses and military installations along with retirees and interested community members. The MAC meets monthly. If you are interested in joining the committee, please contact Kara Beer.



## Spectacular Ambassador



**NICOLE KASPER -**  
*Director of  
Retail at  
OMNI Community  
Credit Union*

Spectacular! What an honor to be nominated for such a title! My name is Nicole Kasper, I am the Director of Retail at OMNI Community Credit Union and proud Battle Creek resident. I have been part of the financial banking world for 16 years, and have spent the last 13 years in Battle Creek. Since moving to Battle Creek I have had the joy of marrying my best friend and together we have welcomed 2 beautiful boys into this world. We are so glad to have them in such a wonderful community. I joined the credit union movement 9 years ago and fell in love with the motto of "People Helping People." At OMNI we get the opportunity to serve our local community members and businesses which has proven to be an incredibly rewarding career. OMNI just celebrated its 70th Anniversary and we are proud of the foundation we have built to serve our members on a larger scale over the years and pride ourselves on the many ways we are able to enhance our members financial lives!

I joined the Battle Creek Chamber of Commerce this past April as an Ambassador and it has been such a pleasure to be a part of this talented driven group of members. The opportunities to network and learn more about our local business, help them grow, connect them with others and watch their success flourish has been an amazing experience. I look forward to meeting new businesses & working alongside our incredible Ambassador team to make the best impact we can on our community!

## Community Advocacy

### SETTING THE LEGISLATIVE PRIORITIES 2021-2022

The Battle Creek Area Chamber of Commerce supports policies that promote entrepreneurship and business success in our community. We work directly with our members to identify the challenges they face and move to find solutions that will strengthen their organization and our local, state, and national economy.

#### GOVERNMENT ADVOCACY

Our members are all sizes and represent all sectors of the community as well as other businesses in the region that consider the Battle Creek/Calhoun County area part of their market. More than 80% of our firms are small businesses with 100 employees or fewer.

As the voice of business, the Chamber speaks at the city, county, state, and federal level about businesses issues that impact our community. We are the "eyes and voices of business" and look out for the interests of our members.

At the state level, the issues consistently considered priorities are economic development incentives, taxes affecting businesses, regulatory issues, and transportation issues. Other issues may arise, and Chamber policy is determined by the board of directors.

At the city and county level, the Chamber provides information and input on several issues that impact the business community and the development of quality-of-life initiatives that will advance the economic growth of Battle Creek and Calhoun County. Chamber staff participates in a multitude of meetings with government leaders and staff to provide feedback and offer the business communities' point of view.

Follow Us on Twitter: @BCbusinessvoice





# Ribbon Cuttings

The Battle Creek Area Chamber of Commerce and Ambassadors have been busy Celebrating with Ribbon this summer. The following members hosted Ribbon Cutting Celebrations to highlight a significant part of their history within the greater Battle Creek area:

## BC CARGO MARKETPLACE

Chamber Staff and Ambassadors celebrated the launch of seven entrepreneurs in downtown Battle Creek at BC Cargo Marketplace with Ribbon on Thursday, June 24, 2021. BC Cargo Marketplace has a variety of new entrepreneurs offering sweets, home décor, books, unique gifts and MORE! The Marketplace is located at **35 W. Hamblin Ave., Battle Creek, Michigan** (corner of Hamblin and McCamly).



## HANDMAP BREWING

Chamber Staff and Ambassadors invited all to attend Handmap Brewing's official Grand Opening Celebration on Friday, July 9, 2021. Handmap Brewing proudly serves Battle Creek and the great state of

Michigan, and is located at **15 Carlyle Street in downtown Battle Creek.**

## P&K DEALZ

Chamber Staff and Ambassadors invited all to attend the official Ribbon Cutting Celebration of P&K Dealz located at **2545 Capital Ave. SW, Battle Creek, Michigan.** With Chamber of Commerce weather on the agenda, the community came out to show their support and enjoy cupcakes from member, Cakes by Boo. P&K Dealz offers a variety of quality products including electronics, household items, apparel shoes, and more at competitive prices. Items range from new and like new (open box but unused item) conditions.



## SALON K

Chamber Staff and Ambassadors invited the network and community to the Re-Grand Opening of Salon K on Wednesday, August 25, 2021. Salon K celebrated YOU with 20% off

all products, door prizes, a raffle and MORE during their Celebration. Salon K is located at **66 Michigan Ave. E. in downtown Battle Creek.**

## CATCHING THE DREAM

Chamber Staff and Ambassadors invited all to attend a historic Grand Opening & Open House celebration as the Early Learning Neighborhood Collaborative (ELNC-BC, project of New Level Sports Ministries) opened the brand new Catching the Dream Learning Center (CDLC). The CDLC is the first Burmese owned and operated early childhood center within the United States and will be a multi-lingual and bi-cultural program. The CDLC is located at the Burma Center at **765 Upton Ave., Battle Creek, Michigan.**



## BREAD & BASKET LLC

Chamber Staff and Ambassadors invited members and the community to attend the official Grand Opening Ribbon Cutting for Bread & Basket LLC on Friday, September 17, 2021. Bread & Basket is a boutique-style public

market specializing in the incubation and promotion of Women of Color-owned products. They offer small business products that are skincare/haircare/beauty, clothing and accessories, specialty foods, housewares, etc. They have over 15 WOC-owned brands, 20+ Black-owned brands, and items for women, men, and children. Bread & Basket LLC is located at **38 Michigan Ave., E, Battle Creek, Michigan.**

## BREEZE

Chamber Staff and Ambassadors invited members and the community to Celebrate with Ribbon on Thursday, September 23, 2021 with Breeze! Breeze kicked off their Grand Opening with an official Ribbon Cutting on Thursday followed by an exciting event on Saturday that included giveaways, product specials, and tours of their outdoor cannabis farm. Breeze is located at **1770 E. Columbia Ave., Battle Creek, Michigan.**



Battle Creek Area Chamber of Commerce's Ribbon Cutting's were open to all members and the community this past summer. If you happened to have missed a Celebration, please visit our Facebook page (@battle.c.chamber) to watch our Facebook LIVE Ribbon Cutting Video Celebrations.

## BC FLOATS

**BC Floats** is OPEN! BC Floats offers Sensory Deprivation Therapy that promotes a holistic health and wellness approach to reach maximum relaxation. Float away headaches, chronic pain, hypertension, insomnia, depression, and anxiety. Flotation Therapy increases happiness, muscle relaxation, quality of sleep, meditation, and overall well being. BC Floats is conveniently located downtown Battle Creek inside **Battle Creek Family Chiropractic at 32 W. Van Buren St. Battle Creek, MI 49017.** Call to schedule your float today! 269.224.6510.



**The Brass Band** of Battle Creek has been selected as the featured ensemble to perform the finale concert of the 2021 Midwest Clinic International Band, Orchestra and Music Conference on December 18 at McCormick Place in Chicago. The clinic takes place December 15-18, is the largest gathering of band and orchestra musicians worldwide, and this year celebrates its 75th anniversary.

The internationally renowned Midwest Clinic focuses on the advancement of instrumental music education through extensive professional development opportunities and inspirational experiences. It is the largest musician gathering of its kind, representing the United States and 26 foreign countries. Typical attendance at the clinic is 17,000 to 18,000 each year. It is also attended by music industry executives, including instrument manufacturers, recording companies and renowned artists.

**Oaklawn** is excited to announce that Hiren Patel, MD will be providing rheumatology services at Oaklawn. Dr. Patel is board certified in rheumatology by the American Board of Internal Medicine and is a member of the American College of Rheumatology. Inspired by his own family members who suffered from the condition, Dr. Patel now looks

forward to providing relief to patients within Oaklawn's broad service area.

**DR. PATEL WILL BE SEEING PATIENTS AT:**

Oaklawn Medical Group -  
Rheumatology  
215 E. Mansion St.,  
Suite 1E, Marshall  
[oaklawnhospital.org/rheumatology](http://oaklawnhospital.org/rheumatology)

Ask your primary care provider for a referral.



Since its beginnings in the Security National Bank Building (Milton) in 1927, **Ermisch Travel** has provided Battle Creek with quality travel arrangements. In 1968, we moved to our present location, **26 Michigan Avenue East.** Built shortly after the turn of the century, the former Battle Creek Gas Company Building affords us an ideal location to service our clients needs, while providing us with plenty of room to grow. Our building now includes space for our

Buy Local Market, where we carry a wide range of locally made products from individuals and start-up businesses. We also offer flexible purpose office space for rent. Stop in and visit with us to plan your next vacation getaway and browse our fun items in the lobby of Ermisch Travel.



**The Green Scene** is in downtown Marshall and is owned by Claudia and Doug Murch, longtime area residents. We specialize in products that help you live life with less waste and by offering products that have a low carbon imprint. Some of our favorites are Zum all-natural soaps, Stormy Kromer made in Michigan hats and apparel, essential oils for the body and home along with other natural cleaning products. We are also your UPS Drop Off location in Marshall. We want our customers to reduce, reuse and recycle as well as rethink the products they buy and use.

“We don’t need a handful of people doing zero waste perfectly. We need millions of people doing it imperfectly”

- Anne-Marie Bonneau, The Zero-Waste Chef



The **Franke Center for the Arts** and Marshall Civic Players are collaborating on a first-of-its-kind joint fundraiser the weekend of November 12th. Music Theatre International, a theater rights licensing company, created **All Together Now!: A Global Event Celebrating Local Theatre** as a way for theater companies across the world to unite and raise funds as they emerge from the pandemic. The brand new musical revue features songs from shows including Rent, Les Misérables, Into the Woods, Matilda, Hairspray, Disney’s Beauty and the Beast, Fiddler on the Roof, Once on This Island, Little Shop of Horrors, Mamma Mia! and more. Tickets will be available at **TheFranke.org** starting November 1st.

## ATTENTION ALL MEMBERS

### Your Membership Information Needs Updating

Have any of your representatives or number of employees changed over the past year? Did your address, phone number, website, or products and services change? Now is the time to contact the Battle Creek Area Chamber of Commerce to update your membership information with us. In fact, we are mailing out Member Verification Letters which include the current information we have on file about your business. We kindly ask that you review your Member Verification Letter and make all the appropriate changes and additions that need to be made. Once completed, simply mail the letter back to us for updating with the return envelope enclosed. Returning your Member Verification Letter will positively impact your membership with us by:

- Updated Membership Directory Listing on [battlecreek.org](http://battlecreek.org)
- Reduction of Membership Investment rate with decrease in employees
- Quicker and more accurate referrals

Please note that your Member Verification Letter is not an invoice. If you need another Member Verification Letter mailed to you, simply email [office@battlecreek.org](mailto:office@battlecreek.org) or call 269.962.4076. We kindly ask that you return your letters **by Friday, December 31, 2021**.



# ADVERTISING BENEFITS

## MARKETING YOUR BUSINESS

The Battle Creek Area Chamber of Commerce's membership offers your business low cost/high impact advertising options. Advertising with your Chamber allows you to share your story and message with 600 new and existing members and over 2,100 inboxes.

### **DISCOUNT OF THE CENTURY**

Purchase an  
Annual Agreement  
& receive 4<sup>th</sup> ad  
for **FREE\***

See graphic design option  
in disclaimer

## NEWSLETTER AND ONLINE ADVERTISING

Insight newsletter is a quarterly ePublication that reaches 600 businesses and over 2,500 inboxes. This full-color publication promotes benefits of membership, advocacy initiatives, programming, and member's story. The Insight eNewsletter is also posted electronically online at [battlecreek.org](http://battlecreek.org).

## NEWSLETTER RATES (ALL INCLUDE FULL COLOR)

1/8 page ad	\$200/quarter	3.658 in (w) x 2.375 in (h)
1/4 page ad	\$350/quarter	3.658 in (w) x 4.75 in (h)
1/2 page ad	\$500/quarter	7.5 in (w) x 4.75 in (h)
Full page	\$750/quarter	8 in (w) x 10.5 in (h)
Insert	\$650/quarter	8.5 in (w) x 11 in (h)
Insert (Client Supplied)	\$550/quarter	Already Printed

## WEBSITE RATES (BATTLECREEK.ORG)

Web Banner	\$350/quarter	268 (w) x 300 (h) pixels
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## MEMBER 2 MEMBER (M2M) DISCOUNT PROGRAM

Member benefits offered by Chamber members for Chamber members. The M2M Discount Program encourages member businesses to prefer other members when making buying decisions. Opportunities are valid for both corporate and personal purchases with a list of participating businesses promoted at [battlecreek.org](http://battlecreek.org). This FREE benefit brings Chamber members together to increase business opportunities in a cost-effective manner. For more information and application on M2M, visit [battlecreek.org](http://battlecreek.org).

\*Offer valid through, and paid in-full by, December 31, 2021. Can substitute 4<sup>th</sup> FREE ad for graphic design needs. Membership must be in good-standing throughout ad campaign with the Battle Creek Area Chamber of Commerce.

One Riverwalk Centre  
34 W. Jackson St., Suite 3A  
Battle Creek, MI 49017  
P 269.962.4076 | F 269.962.6309  
[battlecreek.org](http://battlecreek.org)



# ADVERTISING BENEFITS

## CONTINUED

### TUESDAY TIDBITS AND EBLASTS

Your Chamber sends out weekly eBlasts, Tuesday's Tidbits, with the opportunity for your business to sponsor advertising on a quarterly basis. Tuesday's Tidbits offers 4 different ad types with 8-10 spaces available per issue. Each quarterly sponsorship runs for 12 installments (1x week, 3 months). Sponsorships can be doubled up creating a larger advertising canvas if desired.

The Chamber's eBlasts are sent on behalf of members to 2,500+ inboxes of business owners, managers and professionals every week. Your Chamber membership provides access and visibility to the most exclusive target market in the Greater Battle Creek Area at affordable rates.

### SPONSORSHIPS

Primary	\$425/quarter	600 (w) x 200 (h) pixels
Space featured front and center (top of Tuesday's Tidbit) offering one of the largest space areas		
Secondary	\$350/quarter	336 (w) x 280 (h) pixels
Space featured alongside our main articles which is great for advertising seasonal deals		
Banner	\$175/quarter	728 (w) x 90 (h) pixels
Banner ads run through Tuesday's Tidbits and are perfect for hyperlinking YOUR business' website		
Closing	\$225/quarter	600 (w) x 200 (h) pixels
Leave behind a lasting impression with readers as they browse through weekly newsletters		

### eBLAST COMMUNICATION

\$60	two-times/quarter
\$240	annual agreement

#### SAVE ANNUAL ADVERTISING AGREEMENT

10% discount offered on all advertising opportunities with annual agreement.

CONTACT:  
**BILLY BEERS**  
DIRECTOR OF MARKETING &  
COMMUNICATIONS

BATTLE CREEK AREA  
CHAMBER OF COMMERCE

BBEERS@BATTLECREEK.ORG  
269.962.4006





## Storytelling

### STORE SELLS MICHIGAN-THEMED GOODS TO SUPPORT LOCAL ACTIVITIES

#### *Plan Your Holiday Shopping with Small Business Saturday*

The Battle Creek Area Chamber of Commerce is gearing up for Small Business Saturday on November 27, 2021. As November approaches, watch for Storytelling featured articles spotlighting some of the best places to Shop Local. With that said, we are excited to feature the **Battle Creek Welcome Center**, which is accepting Chamber Gift Certificates until Friday, December 31, 2021.

The Battle Creek Welcome Center does more than help tourists – there is an entire store downtown dedicated to Michigan goods. Run by the Calhoun County Visitors Bureau, proceeds from the store go toward bringing events and fun things to do into the area.

Favorite items include the super-soft Battle Creek shirts and the Cereal

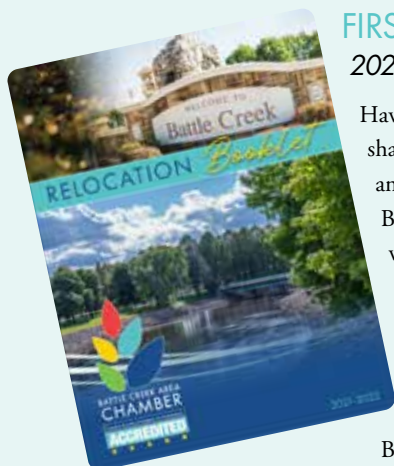
City candles that smell like Fruity Pebbles and Froot Loops.

There were a lot of visitors this summer, so the store is restocking with new items. Check out cheerful mugs and glasses, Michigan-themed pins and hats.

It is also time to start thinking about holiday shopping, especially if you want to ship a Michigan care package to someone. The new mugs and glasses will make a great gift when paired with a bag of coffee beans from Café Rica or cans of craft beer from Handmap Brewing or one of Simply Sensational Berries' famous hot chocolate bombs.

The Welcome Center Store is at **34 W. Jackson St., Suite 1A**. It is in the Riverwalk building, with cereal mascots painted on the windows. Hours are 10 a.m. to 4 p.m. Mon.-Fri. To see what else is in store, go to [calhouncountyvisitorsbureau.square.site](https://calhouncountyvisitorsbureau.square.site).

Credit: Annie J. Kelley



### FIRST IMPRESSIONS OF OUR COMMUNITY

#### *2021 - 2022 Relocation Booklet*

Have you ever caught yourself sharing with someone how amazing our community is and simply wanted another resource to share with them to prove it? To tell your, or our, story through a magazine-style publication that shares the vibrancy, energy and friendliness of the greater Battle Creek area? If so, then you **MUST** check out the Chamber's 2021 - 2022 Relocation Booklet which provides that **First Impression of Our Community** to anyone looking to relocate, visit, or merely revisit what is already in their own backyard.

The 2021 - 2022 Relocation Booklet has been published including the eBooklet on [battlecreek.org](https://battlecreek.org)'s homepage. We are excited to share with you the newly designed Booklet which features the greater Battle Creek area through Storytelling, one of the Chamber's Strategic Pillars.

Visit the Chamber's website or stop into our office located at **34 W. Jackson St., Suite 3A** located in downtown Battle Creek for your very own electronic or hard copy. Let us be proud of the communities in which we live and share with everyone our best First Impression. You know what they say, you only have one chance to provide someone with your greatest First Impression.

Also, thank you to this year's exclusive advertisers who are promoting products and services to help those newest within our communities.

## STORYTELLING FEATURING

### M66 Bowl

Family owned and established in 1962, M66 Bowl promotes recreational and competitive aspects of bowling. With almost 60 years within our community, M66 Bowl is the place for everyone to create lasting memories and allow your competitive side to play. M66 Bowl offers:

- Leagues (Youth, Men's, Women's, Seniors, Short Season, Fall/Winter, etc.)
- Championship Tournaments (Local, State and National)
- Youth Bowling
- Open Lane Bowling
- Fundraising Events with Community Partners
- Private Events (Anniversaries, Birthdays and MORE)
- And New Year's Eve Bowling

M66 Bowl has been known over the years for being family-friendly, providing exceptional customer service, and you simply can't beat the location. Also, M66 Bowl hosts high school and college bowling teams from Pennfield Boys' and Girls' teams and Kellogg Community College's bowling teams.

**Hear how amazing M66 Bowl is from the team here at the Battle Creek Area Chamber of Commerce:**

"As a child I spent numerous hours at the bowling alley with my grandparents. M66 reminds me of my childhood memories of them teaching me life lessons along the way, how to bowl, how to rock a good

bowling shoe, and how to socialize. When you walk into M66 you will be sure to find individuals or a family enjoying a competitive game or teaching children new life skills (even if it's don't cross this line or you will be sure to fall on the slippery floor). M66 brings a long-time family friendly activity to life by offering lanes at an affordable price," ~ **President Kara Beer**

"My experience at M66 Bowl during Big Brothers Big Sisters Bowl for Kids Sake was exceptional and memorable. With plenty of parking and room to mingle with other attendees, the evening was so much fun while helping a great cause in our community. I recommend M66 Bowl for community events with other Chamber members - great community partners." ~ **Director of Marketing & Communications Billy Beers**

"M66 Bowl is a great place in so many ways! Their leagues are fun and well organized, and it's also a perfect destination for an outing with friends or family. The facility is always clean and the staff is great!" ~ **Director of Finance Jennifer Blank**

"Thursday Nite Trio is a ton of fun! The session is about 12 weeks, a perfect amount for the recreational bowler." ~ **Operation Specialist Beth Pung**

Experience M66 Bowl, owned and operated under the same umbrella of family members since it originated, by planning an employee appreciate party, taking your family bowling for a family-friendly night out, and/or joining a bowling league. Now more than ever it is important to support locally owned businesses. M66 Bowl is conveniently located at **19794 Capital Ave. NE, Battle Creek, Michigan.**

## WHERE IS THAT LOCATED WITHIN CALHOUN COUNTY?

### Calhoun County Maps

What is still the Chamber's #1 requested resource? Any guesses? It is a county map of our area. From phone calls, emails, and messages on social media the Chamber is constantly getting asked about a map of our area. Therefore in 2021 we partnered with Town Square Publications to create and produce a new map of the greater Battle Creek area and Calhoun County. With all the amazing new changes within our communities and to highlight top attractions, it was time for some updating to help us, and visitors, get around much smoother.

Due to the generosity of all our advertisers, we are able to provide this resource for FREE. An electronic copy can be downloaded on the Chamber's homepage at **battlecreek.org**. Members, visitors and the community may also stop into the Chamber's office located at **34. W. Jackson St., Suite 3A** located in downtown Battle Creek to pick up their very own hard copy as well.

Note: the downloadable **Calhoun County Map** on the Chamber's website directly links advertisements to a landing page. This helps us refer and directly connect everyone with electronic referrals.

Need us to mail you a Calhoun County Map? Simply call 269.962.4076 or email [office@battlecreek.org](mailto:office@battlecreek.org) to allow us to mail you your very own Calhoun County Map.





## SIX CHANNELS OF IMPACT

### Social Networks

What is in a social network? Why are social networks important and how do they impact your membership? The Battle Creek Area Chamber of Commerce and its Marketing Committee understands the importance and impacts of social networks which have been established with members needs and resources in mind. The Chamber's social networks also directly correlate with its Strategic Pillars of Center of Excellence, Community Advocacy, Storytelling, and Organizational Excellence.

We hope that you are connected with us and are already benefiting from the content, photos and videos shared across six channels. If you're not currently connected or following our channels, let's recap the Statement of Purpose for each channel:



#### FACEBOOK | @battle.c.chamber

Statement of Purpose: established as the primary social media platform focused on Center of Excellence Strategic Pillar along with incorporating Community Advocacy, Storytelling and Organizational Excellence.



#### LINKEDIN | Battle Creek Area Chamber of Commerce

<https://www.linkedin.com/company/battle-creek-area-chamber-of-commerce>

Statement of Purpose: to be the Business 2 Business and workforce development communication tool and voice for the Battle Creek Area Chamber of Commerce.

#### LINKEDIN SHOWCASE PAGE |

Battle Creek Area Chamber of Commerce Member News  
<https://www.linkedin.com/showcase/battle-creek-area-chamber-of-commerce-member-news>

Statement of Purpose: the NEWS Desk where member press and news releases are featured to share the successes of members and followers.



#### TWITTER | @BCbusinessvoice

Statement of Purpose: be the business voice for the Battle Creek Area Chamber of Commerce through community advocacy, support and relevant resources.



#### YOUTUBE |

<https://www.youtube.com/channel/UCypvNUCx3HAAXbwVIvZEUxA>  
Statement of Purpose: showcase the culture of the Battle Creek Area Chamber of Commerce and its members through video content.



INSTAGRAM | <https://www.instagram.com/battlecreekchamber/>  
Statement of Purpose: visually share the personality and culture of the Battle Creek Area Chamber of Commerce and its members.

How do these channels benefit YOU and your employees? These six channels are specifically established to meet the needs and expectations of our network across multiple ways in which our network interacts through social media. Content shared supports, highlights, and informs members and the community with information, resources and FUN.

"I'm extremely proud of the Chamber's social media channels and the way in which in the Marketing Committee has established them," said Director of Marketing & Communications Billy Beers. "Each channel promotes and creates positive impacts and benefits for our members and the community."

For more information on how to connect with us or join the Marketing Committee, email Director of Marketing & Communications Billy Beers at [bbeers@battlecreek.org](mailto:bbeers@battlecreek.org).

## FREE WAREHOUSE LIGHTS FOR CHAMBER MEMBERS



The Battle Creek Area Chamber of Commerce has partnered with OEO Energy Solutions to offer free LED Warehouse Lights to replace your existing indoor 400 and 1,000W HID fixtures valued at \$300 – \$500 per fixture.

These are perfect for:

- Warehouses
- Industrial
- Churches
- Gymnasiums
- Big Box
- Manufacturing
- Retail
- and MORE

You will receive the fixtures at no cost through the sustainability incentive program. The only requirement is that you have a Consumers Energy Business account and that the number of fixtures ordered do not exceed the number currently in use.

To get your own FREE Warehouse Lights simply enter the desired quantity and shipping information at <https://oeoezled.oeo.com/battle-creek-high-bay/>.

Questions or Orders: 800.553.2112 | [Matt@OEO.com](mailto:Matt@OEO.com) | [OEO.com](http://OEO.com)



### FEATURES

- Offset driver improves thermal management
- Reduce energy consumption by 50-75%
- Robust design for harsh conditions
- Passive heat sink for dusty, dirty environments
- Uniform illumination
- Long life LED
  - L89 @ 54,000 hrs
  - L70 @ 155,000 hrs
- DLC Premium, Rebate eligible

### OVERVIEW

The Pro Classic High Bay Series is well suited for many retrofit renovations and new construction applications including warehouse, industrial, manufacturing, retail, and gymnasiums. It delivers uniform illumination output with 1-for-1 replacement of 175-600w HID while delivering maximum energy savings.

### APPLICATIONS

- Warehouse and manufacturing
- Machine and welding shops
- Paper and packaging converters

### CERTIFICATIONS



RoHS



BEFORE



AFTER