

welcome
new members

- Keith Wilkie Trucking
- Dockerty Health Care
- Heritage Assisted Living
- Reflections Memory Care
- Highland Ave. Family Dentistry
- Victory Life Church
- Thunderbird Village MHC
- Sylvan Learning Center
- Spot on Carpet Care

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

8 Small Business Trends That Are the New Normal

Some trends come and go, but these eight changes in customer and employee behavior are here to stay. It is time your business got on board. Trends can be fleeting or become business as usual. From mobile marketing to leveraging user reviews, these current small business trends are only going to continue to grow.

The ever-changing news cycle can make it difficult for merchants to parse which trends are temporary and which here to stay. Some trends are hot one minute and gone the next. Smart small business owners stay the course and focus on the business at hand. But sometimes micro-trends turn into macro-trends. When that happens, it is time to take notice and figure out how your business is going to adapt and harness the power of innovation to respond.

Attracting Gen Zers — as customers and employees

Generation Z is the term that defines those born between 1995 and 2015. These individuals make up one of the largest consumer groups even though some Gen Zers are younger than age 10. According to research by Hubspot, Gen Z already controls \$200 billion in direct spending and influences more than \$600 billion in spending by their parents. Members of this demographic are expected to account for 40% of all consumer purchases by the end of this year.

For small business owners, Gen Z presents a powerful customer group that requires a slightly different marketing approach to millennials. They are true digital natives — the first generation to have grown up completely immersed in the internet. For this group, smartphones, touch screens and apps have been the norm since birth. As a result, Gen Z members have strong tech skills, the ability to multitask, and the desire for personalized, one-to-one consumer/brand experiences.

Likewise, Gen Z will likely make up a big portion of your workforce soon. These digital natives expect their work to mean something. One in four Gen Zers volunteer in their spare time. Small business owners can tap into that desire for impact by communicating your “why.” Why did you start this business? What drove you to become an expert in your field? Show your passion for serving customers and participating in your community when recruiting Gen Z employees. Provide the opportunity for these individuals to connect with customers and take initiative to work on something that has a deeper impact.

Embracing mobile, in more ways than one

You have been hearing the importance of having a mobile-optimized website for a while. Now, small businesses must examine other ways to make their business operations mobile-friendly. Three emerging mobile trends for small businesses include:

Mobile payments: Mobile payments are a trend impacting in-store transactions as well as e-commerce.

continued on pg. 10



member anniversaries

100 Year Anniversary

Kellogg Company

75 Year Anniversary

Waste Management

40 Year Anniversary

Buckenberger Christ Insurance

Carr & Associates Land Surveying

35 Year Anniversary

DENSO Manufacturing Michigan, Inc.

Richard Pattison, Attorney

30 Year Anniversary

Advanced Special Tools, Inc.

25 Year Anniversary

Sims Electric Service, Inc.

20 Year Anniversary

Keystone Lake Apartments

The Haven of Rest

15 Year Anniversary

Cereal City Pediatrics, PC

Roto-Rooter Plumbing & Drain

10 Year Anniversary

Gardner Brothers Lawn & Landscape, Inc.

GreenStreet Marketing

Jetech, Inc.

Lakeview Ford Lincoln

5 Year Anniversary

Applebee's

Franke Center for the Arts

Heritage Cleaners

Mancino's Pizza & Grinders

Medler Electric Company

Michigan Tile & Carpet Co.

Randy Case

Roach Home Improvement

Small Business Development Center

Umami Ramen

paper & i

1 Year Anniversary

AFLAC | Cliff Rensberger

Girl Scouts Heart of Michigan

Jonathan Hallberg

Kalamazoo Area Christian Retirement Assoc.

Once Upon a Child

State Farm Insurance | Tim Harvey

WHY ARE MEMBER BENEFITS IMPACTFUL

A Review of the Importance of Benefits

Member Benefits help your business' bottom line. They're an opportunity for you to save and/or allow you to provide more benefits to you employees (Member 2 Member Discounts). The Chamber is constantly looking for ways to help grow your business and one way in which we do this is through the benefits offered to you with membership. Recently, we've asked for your feedback in our Tuesday's Tidbits eNewsletters on the benefits we offer, or may be able to offer, which will help us with providing you even more within the coming year. Here's the feedback we've received:

What MUST we do for you to feel value in regards to Member Benefit?

- Member Referrals
- Blue Cross Blue Shield of Michigan
- HelpNet | Employee Assistance Program
- Office Depot Chamber Discount Program
- Accident Fund | Workers Compensation

What would be NICE if we offered you as a Member Benefit?

- Online & Virtual Events/Programming
- Employee Resources for Employer Benefits
- Legal Advice Benefit
- Cell Phone Discount Program
- More Member 2 Member Discounts

Thank you for your feedback as we're reviewing these Member Benefit options. In the meantime, please visit our NEW website (battlecreek.org) by clicking on Center of Excellence – Membership Benefits to check out all of the benefits offered to you. And, sign up for Tuesday's Tidbits to stay connected and in-the-loop on a weekly basis.

BOARD OF DIRECTORS

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Denise Jones

Immediate Past Chair, Graphix 2 Go

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Secretary, Bandeen Orthodontics

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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

CALENDAR OF EVENTS

2020 is all about the pivot. No, pivoting isn't a new dance move or the name of a new band, but rather the verb we're describing our lives these days. Typically, the Battle Creek Area Chamber of Commerce provides a full year calendar for our members to post on their calendars in October, but this year we're going to plan a number of new pivoted virtual events with a peppering of in-person opportunities. As we don't know what the future holds, but hey, if you have a crystal ball and could give us a glimmer of hope as to when we'll be able to see each and every one of our members in-person that would be appreciated, we've set the following engagement opportunities up for you and your employees to take advantage of. It's a start to what we hope will be an outstanding 2021.

Monday's are for Mentoring and Motivating | Be sure to check out our newly designed website for specific opportunities. Are you looking to mentor an up-and-coming professional or maybe you're looking for a mentor to assist you in your professional ventures? We have five newly created virtual groups that we're looking to fill with our members.

Tuesday's are for Telling Your Story | We'll be creatively telling our followers your story. How and why you're in business? What your hopes

are for the next 18 months? And, inside views of NEW businesses where we'll create a "just like being there" atmosphere, and so much MORE!

Wednesdays are for What's Up Wednesdays | Typically, we pop in on our members and ask questions of them as well as reward them with delicious popcorn from NCG Cinema. Well, things have changed and now we'll be virtually popping into our businesses to check in via Zoom. Take the opportunity to connect with our Ambassadors, Staff and Board of Directors. We'll also be meeting with our Silent Observer and Military Affairs committees on Wednesday too.

Thursdays are for Take Away Thursdays | Be looking for upcoming webinars, Take-Out Blitz's, and so much MORE!

Fridays are for Field Trip Fridays | Fridays will include taking field trips for the Women in Business's Power Hours along with Java & Beer Coffee Hours.

Also, we'll be incorporating a few other events such as Meet the Candidate Facebook LIVE events; Fall into the Arts, virtual artwalk (October 12-16); Netwalking; Small Business Saturday and MORE!

So now we must ask, will you pivot with us?

MORE THAN A BANK.

- We're not-for-profit. We focus on people not profits.
- We're one of the few financial institutions in the country that share our profits by paying our members an annual Cashback Rebate.
- We're 100% local and committed to the betterment of our communities.
- We've been serving the residents of Southwest Michigan since 1951!

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www.omnicommunitycu.org





LOOKING FOR IMPACTFUL WAYS TO HELP OUR NETWORK

Engage through Volunteer Opportunities

The Battle Creek Area Chamber of Commerce values the impact that our volunteer committees have on our organization, network, and community. The heart of our Chamber is through the work of our committees which are formed to meet the needs acknowledged by our members. “After COVID-19, we’ve had to pivot our focus to meet the needs of our members,” said President Kara Beer. A thriving community depends on the strengths of its business community. “Serving on a committee with the Chamber not only benefits YOU with strengthening and putting your skillsets to good use on a volunteer basis, but it also gives us, you, and your employer the opportunity to reach out and make a difference through these challenging times,” said Beer.

The Chamber offers six different committees that fit the needs of our members which include:

- Ambassadors Committee | meets the third Thursday of each month: 1 p.m.
- Silent Observer Committee | meets the third Wednesday of each month: 8 a.m.
- Military Affairs Committee | meets the fourth Wednesday of each month: 3 p.m.
- Government Affairs, Advocacy & Development Committee | meets the third Thursday of each month: 10 a.m.
- Marketing & Communications Committee | meets the first Tuesday of each month: 3:30 p.m.
- Membership & Events Committee | meets the fourth Thursday of each month: 11 a.m.

All committees will meet on a virtual basis for now. “We take pride in following the executive orders set in place and making sure that we’re doing our part to keep our members and selves safe,” said Beer. To learn more or express your interest in volunteering, email office@battlecreek.org.



JUNIOR CHAMBER

Why Join the Junior Chamber?

The Battle Creek Area Chamber of Commerce has created a new opportunity for young professionals to help with expanding their network, community involvement, and mentoring opportunities. Junior Chamber, for ages 18 – 21, can help you meaningfully connect and engage in conversations with various professionals; provide you with the opportunity to work together on a variety of service projects; and match you with a professional mentor for the year. **Now you’re asking yourself, how do I join!?!** Simply visit battlecreek.org, fill out a membership application, and submit it to the Chamber. **But wait . . . is there a cost?** It’s \$20 down and \$10 a month (total investment of \$100) to be a part of this exclusive professional development group. **Have other questions?** Contact us at 269.962.4076 and allow us the opportunity to further discuss the Junior Chamber with you and why it’s important for you to join.



ATTENTION ALL MEMBERS

Member Verification Letters - Coming Soon

Have you received your Member Verification Letter? The Chamber is mailing each member their verification letters and it’s important that you review and respond if changes need to be made. Why is this important? Member Verification Letters are sent out including all of the information that we have in our system on your business. Now is the time to update us with any changes that need to be made. For instance, have any of the representatives for your business changed? Did your address, phone number, or number of employees change? In fact, returning your verification letter can even positively impact your membership renewal if your number of employees has decreased. So, please take a moment to review your specific Member Verification Letter and kindly place it back in the mail with the return envelope enclosed. Need us to send you another letter, simply email office@battlecreek.org or call 269.962.4076.



IMPORTANCE OF SHARING YOUR STORY DURING COVID-19

Hear from our Media Partners

To say that things have changed since March 2020 is an understatement. “We couldn’t have predicted or prepared for the impact that COVID-19 has truly had on our businesses and community,” said President Kara Beer. “The Chamber has strived to be a resourceful voice during these uncertain times, and through it all, we’ve been able to be a hub for information and opportunities for our community to prosper,” said Beer. When times become challenging, it’s not the time to STOP sharing your story. Now is the time to reach out through communication channels and advertise so that our community can support you and BUY BATTLE CREEK. With that being said, we’ve connected with a few of our members within the advertising industry with their perspectives during these times.

“Covid-19 has had repercussions across the advertising industry nationally. Transit advertising on the exteriors of the vehicles has shifted somewhat with more public health awareness campaigns but we still have active advertisers taking advantage of the benefits of transit advertising. The buses and paratransit were always in operation with Battle Creek Transit during the early parts of the pandemic. It helps that the city has such a great provider of mass transit service to the community and we enjoy partnering with BCT for their advertising space available for purchase. If a business is able, this is a great time to advertise as media companies are looking at ways to make up for lost ad revenue. It also helps your message stand out even more during a slow down because of reduced ad clutter.” – **Mesmerize Transit Advertise, Regional Account Manager Todd Merickel**

“With the change in workdays, there was a question about the impact in radio listening habits. It turns out that although commuter listening may never be the same, local radio just strengthened as a lifeline for trusted information as well as a morale booster. Of course the current challenges for our clients are both immense and varied. But for the locally-owned retailer and service provider there are new opportunities in reaching out with their message. Consumers of all demographics are showing far more interest in supporting community-based businesses. The importance of advertising remains constant: tell potential customers who you are, what you are doing, and why they should do business with you rather than anyone else.” – **Midwest Advertising, Senior Marketing Consultant Cindy Ireland**

“COVID-19 has been challenging for a variety of reasons, from increased fears and uncertainty to lack of access to individuals and services. Advertising during this time of uncertainty is just as important, if not more, than what was traditional. Business owners need to continually let their customers know their availability, any changes in services (including new services), as well as what safety measures are in place. Advertisers should want to give those that are able to support them reasons and security in doing so. Furthermore, during a time of potentially limited resources utilize media that your clients will go to, not necessarily what you prefer. Some media use multiple sources as well. As an example, Scene Publications utilizes print, electronic and social media for outreach.” – **Scene Magazine, Executive Editor Sherii Sherban**

“In 2021, Magna predicts that OOH will outperform all other traditional media & digital with a 10% growth rate. Why? It’s the safest place to be for an advertiser. Many studies show that going dark during a crisis can result in long-term revenue declines that outweigh short-term marketing savings. Consider when a business’ competition goes silent, isn’t that a great time to raise your hand? Also, 82% agree that storytelling is the go-to strategy for brands making a pivot during COVID-19. Big, bold creative storytelling is another one of OOH’s strongest advantages. Today, consumers are out and about again, traveling at 92% of pre-COVID travel (as of 9/10/2020)! OOH is the safest, smartest way for West Michigan advertisers to engage with this massive local audience. Don’t go dark. It’s time to get loud.” - **Adams Outdoor Advertising, Regional Marketing Manager/Storyteller Kris Bischof**

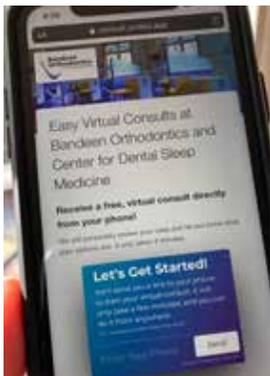


MAPS, MAPS & MORE MAPS

We’ve Heard YOU and are Moving Forward with a Map Project

Even in the digital age that we live in, hard copy and fold-out maps are still one of our most requested resources from community members and visitors. With that being said, we’re excited to announce our 2021 Map Project to be released the first quarter of the new year. We’ve partnered with Harbor House Publishing on this project which will include advertising opportunities for businesses within the Greater Battle Creek Area. Believe in Battle Creek and make an impression by highlighting your business on our communities map for 2021. Need more information on how to get involved, simply email Director of Marketing & Communications Billy Beers at bbeers@battlecreek.org.

members business spotlight



At **Bandeen Orthodontics** coronavirus prompted a more efficient patient experience. When you think of orthodontics, you don't normally think, "virtual." While being required to close temporarily for coronavirus, we strategized about how to reopen. We pivoted to our virtual-consult platform. Now, all our consults and retainer checks are virtual. The efficiency for patients is monumental. Instead of missing work or school, patients use their own phones to take photos and submit questions using the link on our

website. We then view their photos and address their concerns right away by using the online platform. After reviewing the consult, we invite patients with complex situations to schedule an appointment in person. While most of our work must be in person, virtual consults have allowed us to pass efficiency on to our patients whenever possible.



CTS Telecom has been connecting people in West Michigan since 1911. Originally a rural telephone company based in Climax MI, CTS made the strategic decision to also become an

internet service provider over 20 years ago. Now, they can truly be said to be connecting people all over the country.

The CTS network is built on fiber-optic cable; the gold standard when it comes to transporting data. It has been strategically built out over the last three decades by and for local people. After many years of focusing their efforts mainly on serving businesses, CTS has recently turned their expertise to the residential sphere, and has also begun serving residents in the Texas Township area. Powered by fiber, innovation, and people; CTS answers the call.



Serving the Battle Creek area since 1999. **Flagstar** is dedicated to the success of our customers and our community. We have a commitment to provide world class service and expert advice that fits the needs of our customers. Confident that we can be the

difference in someone's financial well-being is what drives us to help each and every day. All of us here at Flagstar know how important your financial health is and we pride ourselves in creating solutions that you need and advice you rely on. Here at Flagstar we don't only work in the community, we are part of the community. We are proud to call Battle Creek home.



Pastrami Joe's Deli & Take-Out has been a pillar of downtown Battle Creek for 14 years. Located at 80 W. Michigan Avenue, it has become a hub for working lunches, meeting up with friends or a quiet place to enjoy a good meal! Our menu is robust with sandwiches, soups, salads and pizza. You will surely find a favorite! We offer most of our meats, cheeses and house made items for sale by the pound for home consumption. We offer catering for your business needs that include boxed lunches, salads or sandwich/wrap trays. We have curbside service and online ordering available as well as a new touchless payment system. For more details, visit pastramijoes.com.



Graphix 2 Go is the YES and company in the promotional products industry. After 20+ years in business we still promise better ideas, better budgets, and better timing. We strive to help our customers be successful while supporting our community and local small businesses thrive! We especially practiced that this year with these unprecedented times, but we were determined to turn a potential negative into a positive. We have been highly creative in providing PPE products including custom designed face masks, hand sanitizers and wipes for our customers. We want to help everyone through this time in the safest way possible while remaining flexible to the new norm and all the while having fun with what we come up with! Let us get through this together!



Without our community support & love, we wouldn't be able to celebrate our 2 years anniversary on August 24, 2020. **Shwe Mandalay** catered a few big weddings & many events and acquired a Liquor License in 2020 to be able to serve customers to enjoy a glass of fine wine & unique Asian Beers such as Tigers & Asahi along with their meals. Furthermore, Shwe Mandalay Menu is expanding into the most popular Asian fusion cuisine such as orange chicken, Japanese Beef Curry, and Tom Yum. For Boba Tea lovers, Shwe Mandalay is one of a few places that offers Boba tea in the Battle Creek area.



The Arc of Calhoun County is no stranger to tenacity and determination, being a

disability advocacy organization for over 66 years, The Arc has been on the front lines of championing for disability rights in our country. The Arc had to modify the way they provided services, yet they ensured that those who needed it most, the families and individuals with developmental disabilities, received the support and assistance they needed. With optimism and a growth mindset, The Arc of Calhoun County launched a social enterprise,

Theirlooms, to employ individuals with disabilities and diversify funding. Theirlooms features one of a kind upcycled and repurposed pieces, this is truly a purchase with a purpose venture. Visit Theirlooms.org to shop online or thearc.alhoun.org to learn more about The Arc.

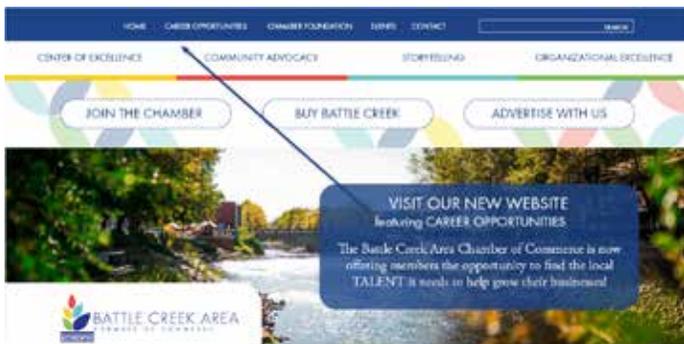


We can all agree, 2020 has proved to be a challenging year! The senior living industry has experienced its own unique set of obstacles for residents, families and staff. Restrictions on visitors, activities and dining has kept all of us on our toes! Throughout all of this, it is important to remember

an assisted living environment continues to be a crucial option for many seniors in this community.

The Dockerty family owns and operates **Heritage Assisted Living and Reflections Memory Care** on Helmer Road in Battle Creek. The family is fortunate to have incredible employees at each of their eight communities located throughout Michigan.

If you are curious about what an assisted living environment can offer your loved one, please give Susan O'Dell-Shilton a call at 269-969-2500.



NEW WEBSITE & CAREER OPPORTUNITIES!

battlecreek.org's Ability to Help YOU Find Talent

Have you visited battlecreek.org lately? The Chamber was excited to launch its refreshed website in spring of 2020 with new features and benefits for members. Not only does the new site allow us to help share OUR story, but now it allows us to share more of your story with a 24/7 business directory listing and JOB POSTINGS! That's right, we're now offering FREE job posting opportunities as a member benefit for 2021. "We're in the business of referrals and it just seems right for us to help businesses connect with our local talent," said Director of Marketing & Communications Billy Beers. It's as simple as filling out our Job Opportunities Form located on our Career Opportunities section of the website, and then submitting it for publication with us. For more information, contact Director of Marketing & Communications Billy Beers at bbeers@battlecreek.org.



Spot On Carpet Care I'm Mike, and am the owner and the face of Spot On Carpet Care. I am here to service Battle Creek, Kalamazoo, Hastings and surrounding areas. Spot On Carpet Care provides the best quality care for your home or professional building. I have over 15 years of experience in the carpet cleaning business. I initially started in the business with a small family owned company and was trained by one of the best small time operators in the

GR area. I worked for a big box company for several years, but due to the passion I have for serving the community and my dedication to give individual care to each of my clients, going into business for myself was the only way to achieve the customer care I wanted to provide. I specialize in Carpet Cleaning, Textile Cleaning, Upholstery Cleaning, Carpet Repair and Reinstallation, Leather Cleaning, Stone, Masonry and Ceramic Tile Cleaning. Spot on Carpet Care is fully licensed and insured. Call us today 269.908.6498 visit spotoncarpetcare.com.

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We're here for your business with great solutions at a great value. Our improved plans give flexibility to employees and affordability to you where it's needed most. Blue Cross Blue Shield of Michigan has the award-winning member satisfaction* you want with the innovative options you need. Learn about how our improved plans can benefit your business today at bcbsm.com/employers.



*Ranked #1 in Member Satisfaction among Commercial Health Plans in Michigan. For J.D. Power 2020 award information, visit jdpower.com/awards.

W002157

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



Are YOU Looking

TO CONNECT WITH WOMEN LEADERS?

Women in Business Initiative

The Battle Creek Area Chamber of Commerce proudly promotes and empowers women business leaders within the Greater Battle Creek Area through its Women in Business (WIB) Initiative. Part of this initiative is to empower women business leaders to achieve their personal and professional goals while networking and collaborating with other women leaders in our community. Be inspired by:

- learning from and networking with women in all stages of their careers
- promoting women entrepreneurs and helping improve their business prospects
- conducting research with leading institutions exploring women's business issues and highlighting their economic potential

Although WIB may not be able to meet in-person at this time. The Initiative has pivoted virtually to meet monthly. Getting involved is as simple as emailing President Kara Beer at kbeer@battlecreek.org. When reaching out, let President Beer know that you're interested in attending the upcoming WIB monthly meeting which meets the second Friday of each month at noon. Once you send in your RSVP, you'll receive a follow-up email containing the WIB Zoom meeting link to attend.



WE'VE MISSED YOU AND OUR ARTISTS

2020 Fall into the arts, virtual artwalk

It's fall and that means that the Chamber is gearing up for its annual Fall into the Arts, virtual artwalk. As we've mentioned in our 6-month Calendar of Events, the Chamber's programming and engagement opportunities has had to pivot with COVID-19 including our Artwalk. Since we've missed the community and our artists, we're hosting a virtual Fall into the Arts, artwalk October 12-16.

How do you participate in a virtual Artwalk? Follow the Chamber on Facebook (search Battle Creek Chamber) and visit us online at battlecreek.org. We'll be



featuring local participating artists this month with the ability to still purchase art directly from them. We remain committed to the importance of bringing business and art together as artists are entrepreneurs themselves. "This spring was hard making the decision to postpone our Spring into the Arts, artwalk until the fall as we adhered to the safety guidelines set forth by our governor during this time," said President Kara Beer. Currently, outdoor events are restricted to 100 attendees or less with the executive orders. "The Chamber's Artwalks bring together more than 1,500 artists, businesses and community members annually," said Beer. If you're an artist or business interested in participating, please email office@battlecreek.org or call 269.962.4076.



WHAT'S UP WEDNESDAYS

2021s Virtual Pop-Ins

Has one of our ambassadors “popped” into your office during our What’s Up Wednesdays program in partnership with NCG Cinemas in years past? We’re grateful for our ambassadors and NCG Cinema who’ve helped us check-in with our renewing members throughout 2020. This provides us with the opportunity to see if our members have any questions or needs that we may be able to assist with. For 2021, we’re mixing things up a bit by going virtual with our member “pop-ins” to keep our members, ambassadors, staff, and board of directors safe. What does this mean and how does it work? This means that our team will be reaching out to renewing members by phone or with an invitation to meet virtually over Zoom. This is YOUR opportunity to update the Chamber with any new information on your business, request more information on benefits and/or programs, or simply to just say hello and build your network with your Chamber. Stay tuned and watch for our virtual What’s Up Wednesdays opportunities starting in October 2020!

Bronson Battle Creek welcomes over 800 babies each year and is proud to be Calhoun County’s preferred hospital for maternity care.

BRONSON
Battle Creek
bronsonhealth.com

BlueOXcu.org



Albion
200 W. Cass Street
Albion, MI 49224

Battle Creek
115 Riverside Drive
Battle Creek, MI 49015

Coldwater
415 N. Willowbrook Road
Coldwater, MI 49036

Jackson
408 E. Ganson Street
Jackson, MI 49201

Portage
3070 W. Centre Avenue
Portage, MI 49024

Sterling Heights
8045 Constitution Boulevard
Sterling Heights, MI 48313

Providing quality financial services that make a difference—

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Serving anyone who lives, works, worships or attends school in the state of Michigan.



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(800) 648-8035

Customers want to make a payment using their phone through a solution like Apple Pay, Google Wallet and Civic.

Mobile marketing: According to one report, "Thirty-two percent of shoppers changed their minds about purchasing items after checking out the product information on their mobiles within brick-and-mortar stores." Mobile marketing allows brands to capture the attention of shoppers at key decision points, something that small businesses can capitalize on.

Mobile customer support: Fifty-seven percent of customers would rather reach out to companies online than over the phone. Social media has emerged as one of the fastest ways for customers to get attention in instances of a customer support issue — and much of that contact happens through an app. Make sure you're monitoring your social media channels and direct messages for customers sending their concerns via mobile.

Mobile employee communication: Mobile will also become a key part of your employee communication strategy as millennials take on managerial roles and Gen Z enters the workforce. "Emails, intranet, phone calls or meetings where 73% of attendees aren't paying attention are all outdated methods to spread your message effectively to your employees. To boost employee communication, more businesses are shifting to using communication apps — doing so strengthens productivity, lifts engagement, reduces misunderstandings, and so much more," writes one expert.

Small businesses that encourage reviews across multiple platforms see an increase in web traffic to their main site.

Leveraging user reviews

User reviews are one of the most powerful ways to influence customers to buy into your brand. Positive feedback builds brand trust: A five-star

review from an unbiased source is perceived as more reliable than any of your paid marketing campaigns.

Reviews not only help encourage customers to make a purchase — they also boost your marketing and SEO efforts. Small businesses that encourage reviews across multiple platforms see an increase in web traffic to their main site. Likewise, smart business owners mine customer reviews for new insights they can use to better target their marketing campaigns. For instance, if your restaurant's reviews constantly mention how good your coffee is, make coffee the primary focus of your website to help others discover your most popular offering. Turn to user reviews for keyword research, information on your competitors and testimonials you can use in your marketing efforts.

Direct-to-consumer (D2C) sales

Before the internet changed everything, manufacturers needed middlemen. If a product was not on a retail shelf, consumers did not know it existed. While lots of merchandise is still sold that way, it is no longer the only way.

As it turns out, if you have a quality offering, an excellent return policy and first-class customer service, you can sell just about anything without a middleman.

For D2C companies, the advantages include control of the customer experience from start to finish and access to customer data. Consumers get quality products at competitive prices backed by responsive customer service. It adds up to a win-win, which is why D2C has a bright future.

Flexible work arrangements

Flex work—broadly defined as any departure from the standard nine-to-five office routine—encompasses everything from remote work, to flexible hours, to job sharing.

Dacey's
SPORTSBOOK
BEST OVERALL SPORTSBOOK
- Casino Player Magazine

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In a tight labor market, offering flexible schedules can result in better hires and happier employees. According to ManpowerGroup Solutions, 40% of all applicants' rate job flexibility near the top of their wish lists.

Facilitated by advances in technology and collaboration tools like Slack and Trello—the geography of the workplace will continue to evolve.

Addressing burnout

Stress is part of the human condition. While it is not always bad, it can potentially lead to emotional, mental, and physical exhaustion. That is referred to as “burnout” and in 2019, the World Health Organization recognized it as a growing problem — and one worthy of attention.

What is bad for employees is bad for business, and employers are seeking ways to deal with burnout in the workplace. Meditation, yoga, and mid-week time off are among the diverse strategies being employed to combat this twenty-first century problem. Companies like Ginger are introducing apps offering real time, on-demand behavior coaching.

For those who want to closely monitor their personal stress, smart devices which provide data on heart rates and sleep patterns are proliferating. Burnout is not good, but it is here, and as the pace of life continues to rev up, it will continue to impact lives both inside and outside the workplace.

The continuing rise of the gig economy

The trend toward gig work—freelancing and independent contracting—rather than full-time employment, has its roots in the financial crisis of 2008. While fluid definitions and reporting gaps make it difficult to know the exact number of gig workers, Gallup estimated them in early 2019 to be 36% of all U.S. workers.

Gigs allow workers to decide when and where their work is done. It gives businesses more flexibility to scale their workforce as needed. And, at least in theory, skilled workers can name their own price.

The downside? By embracing the flexibility of gigs, workers forgo paid vacation and sick days, health insurance and company-sponsored retirement savings plans.

Still, it's a concept that fits the needs of many. Apps like Rover, HelloTech and TaskRabbit are connecting dog walkers, tech geeks and furniture movers, respectively, with people willing to pay to get these things done. With convenience like that, the gig economy is not going away any time soon. In fact, according to CNBC, by 2027, gig workers will outnumber traditional employees.

Brick-and-mortar continuing to remain alive and well

While online spending continues to grow, it represented just 16% of retail sales for 2019. The rest of consumer spending was done in the real world, and the brick-and-mortar sector has an announcement: Reports of its death have been greatly exaggerated.

Case in point: Digital natives like UNTUCKit and Casper — recognizing that some customers want to touch or stretch out on the product — are opening stores in response to that desire.

Sometimes it takes more than proximity to the merchandise to get shoppers down to the mall, so savvy retailers are offering customers unique in-store experiences — from hands-on play found at newcomer CAMP and a reborn Toys R Us, to interactive spaces like the groovy American Girl space offered by Mattel.

By combining the best of the digital and physical worlds, brick-and-mortar players are offering an in-person experience that cannot be achieved online.

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Kara Beer



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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 4th 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 2,100 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.

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)

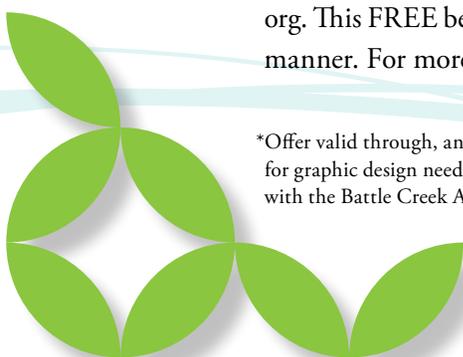
Web Banner	\$350/quarter	268 (w) x 300 (h) pixels
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MEMBER 2 MEMBER (M2M) DISCOUNT PROGRAM

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. 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.

*Offer valid through, and paid in-full by, December 31, 2020. Can substitute 4th 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



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 2,100+ 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	one-time/quarter
\$240	annual agreement

CONTACT:
BILLY BEERS
DIRECTOR OF MARKETING &
COMMUNICATIONS

BATTLE CREEK AREA
CHAMBER OF COMMERCE

BBEERS@BATTLECREEK.ORG
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