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BATTLE CREEK / MARSHALL

Scene

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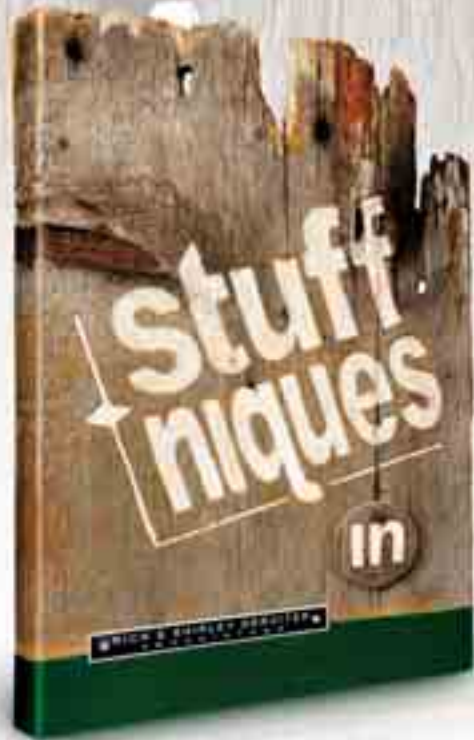
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COVER:

This month's cover was created with the digital magic of Rick DeRuiter, the creative lens of Keith Sherban, and inspired by Men in Business!



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A "Remember" Thank You



I hope everyone has had an opportunity to read, remember, enjoy and review "Remember" Moments of Significance in Battle Creek, Marshall and Springfield. It is a unique living memory book based on area history and created by Scene Publications and its parent company, WW Thyne Advertising Consultants, Inc. The crew back at the office have been thrilled with its reception and wish to thank all those who have sent emails, notes and made phone calls commenting on how much they enjoyed the book, not to mention the people who have come up to staff members and thanked them personally in public.

I know the entire Scene publication family was particularly honored that the Battle Creek City Commission would take time at their weekly Commission meeting to personally thank Scene Publications, WW Thyne and the DeRuiter Family for its many contributions to the community. Scene and Senior Times are the "real people" publications where the focus is on the highlights of a caring, giving and truly progressive community.

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Remember is not just "Remember" Moments of Significance in Battle Creek, Marshall and Springfield, but an opportunity to Remember others. Remember, part of the proceeds from sales will be set aside at the Battle Creek Foundation where a fund will be established to provide scholarships for students who wish to pursue publication related careers. Please take this opportunity to call Scene at 269-979-1410 ext 108 to find out where and how you can purchase your personal copy of "Remember" and you will be a part of this worthwhile goal. When you review your copy of "Remember" you will notice we have

remembered all of the people who provided photos and text from their personal collections, as well as, local historians that gave of their time to meet on a regular basis to give photos, input and suggestions to provide you with something you will be proud to add to your Library. Thank You.

- Richard & Shirley DeRuiter
- Frederick DeRuiter
- Sherii, Keith and David Sherban
- Shelii Penny
- Leslie Hewett
- Matt Travis
- Joanie Melekian

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Be a super sleuth... join the ongoing hunt for Rick DeRuiter

Pour through the pages of Scene this month and find the elusive DeRuiter. Warn your friends. Warn your neighbors. He's in there somewhere, waiting for the one lucky detective to find him!

Have you found him in this issue?

If yes, then call Scene at 979-1410 ext. 391 to have your name entered in the drawing to receive **TWO Guest Passes from Old Country Buffet**. You must make your discovery by Jan. 30, 2009 and the winner will be announced in the next issue of Scene!



**LAST MONTH... PAGE 20
LAST MONTH'S WINNER...
JUDY BUSH**

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**ALLEN L. BYAM –
CALHOUN COUNTY SHERIFF**

The responsibilities of the Office of Sheriff are complex and diverse. The Michigan Constitution provides that each organized county shall elect a Sheriff, who shall serve for a four year term and whose duties and powers shall be provided by law. As an elected official, the Sheriff is directly responsible to the citizens of his county for the provision of effective and acceptable law enforcement services, as well as the safe and effective operation of the jail.

In Michigan, the Sheriff has been charged with numerous other duties. By way of example, the Sheriff is the principle officer for the Michigan Court system, having responsibility for Court security, the execution of orders, judgments and civil process of the Courts to include the seizure and sale of property to enforce judgments. He has executive duties on the County Concealed Weapons Board, in the recovery of drowned bodies, the enforcement of local marine safety, the enforcement of county and local ordinances and maintaining local criminal records.

He believes that government's number one responsibility is to provide public safety to its citizens. In this era of declining resources, resolving public safety issues in a way that meets our county-wide community needs and expectations during 2009 is a priority. It is his goal to continue to move our law enforcement and corrections services from traditional re-active models to a pro-active organization.

To be a successful Sheriff in today's demanding law enforcement and corrections environment, an individual must have extensive administrative and management experience. His entire career has been devoted to law enforcement and corrections and has provided necessary knowledge and experience in budgeting, management, administration, supervision and leadership development.

His continues to say how honored he is to serve as Calhoun County Sheriff and to work with the many dedicated employees who make the Office of Sheriff successful.

OUR

men

ALLEN L. BYAM

JUDGE JOHN HALLACY – DISTRICT COURT JUDGE

Judge John Hallacy was born and raised in Holland, Michigan. He received his Bachelor of Science Degree, with a major in Criminal Justice, in 1985 from Western Michigan University. In 1988, he received his Juris Doctorate Degree from Valparaiso University School of Law.

Judge Hallacy began his legal career when he joined the Calhoun County Prosecutor's Office in 1988 as an Assistant Prosecuting Attorney. He was appointed Chief Assistant Prosecuting Attorney in 1991. He was Chief Assistant Prosecuting Attorney through the end of 1996 when he was appointed as a member of the Michigan Parole Board. He was a member of the Michigan Parole Board from 1997 through 2000. Judge Hallacy was elected as Calhoun County Prosecuting Attorney in 2000 and was re-elected to a second term in 2004. In November, 2008 Judge Hallacy was elected as Judge of the 10th District Court and began serving his term on January 1, 2008.

A District Court Judge handles a wide range of cases, including:

- most traffic violations
- civil cases with claims up to \$25,000
- landlord-tenant matters
- misdemeanor criminal cases
- small claims cases
- the initial arraignment and setting of bond on all criminal cases
- the hearing of the preliminary examination on felony cases

Judge Hallacy is one of four District Judges in Calhoun County. The other Judges are Chief Judge John Holmes, Judge Samuel Durham and Judge Franklin Line.



CHRISTOPHER S. OLSON CITY MANAGER, MARSHALL

As the City Manager Chris is responsible for the overall municipal management for the City of Marshall. He received his BS and MPA from Western Michigan University. He has 20 years of municipal, county and private sector management.

As he looks forward to the challenges of 2009 he has many plans and goals. Examining the City's overall fiscal picture and performing accurate forecasts for a number of years into the future, is critical for the City's financial and operational picture in order to sustain as many services, projects, operations and events as they can, and to serve as many people as they can, given the impacts of the economic times. The City has needs in several areas and making the proper decisions to balance those needs along with maintaining a long-term healthy financial outlook will be challenging over the next few years.

Additional goals include the completion of the Fountain restoration project and continuing with downtown improvements and sustaining the efforts to keep the festivals continuing. Additionally, helping to recruit new businesses for the available spaces in the downtown.

He plans to assist the other business districts of the City as identified in the new master plan while creating more job opportunities for residents. As a part of this he will continue to support and develop city personnel.

He will also work towards infrastructure improvements, both to open up new land areas for future development as well as to replace undersized mains to serve existing areas. This includes securing of financing from several sources besides the City.

Finally, he will work towards providing for a professional transition to a new city manager in the first half of the year.

**FRANK PETERSON
CITY MANAGER, SPRINGFIELD**

Frank has been the City Manager of Springfield since March 2007. He has five years of local government experience in Michigan and Indiana, and holds a Master of Public Administration Degree from Western Michigan University. Frank's wife, Sarah, is a Purdue alum, and is currently employed as a Speech-Language Pathologist with the Calhoun County Intermediate School District. Frank and Sarah have a 15 month old daughter.

As the City Manager of Springfield, Frank puts positive leadership, financial stability, and community and economic development as his top priorities. Frank believes that leaders should also serve those that they are charged with leading; he strives to use that philosophy to bring out the best in his staff, commissions, and council by challenging them to provide the best services to the people of Springfield, and to think outside of the box when evaluating rules, operating procedures, finances, and the expectations of the City.

Frank feels that one of his strongest traits as a leader is his ability to analyze operations to maximize outputs and provide services in a manner that meets the 21st Century needs of his community. Frank utilizes websites, email, social networking sites, blogs, and other non-traditional mediums to reach out to Springfield's residents, business owners, and visitors. The result is a well-informed public.

Frank's plan for the future of Springfield is to move the City's main departments to a level of efficiency that best utilizes the resources available to provide the services that residents and business owners expect. Frank has a vision of adding quality-of-life related enterprises to the city, which is lacking places like grocery stores, pharmacies, food establishments, and retail outlets. Frank wants Springfield to be known as a well-run, professional city that is a great place to live, work, and visit. Frank wants everyone to be able to picture themselves in Springfield.



**MARK SCHAUER
U.S. CONGRESSMAN**

He's been called 'The Energizer Bunny' by at least one newspaper, but most people in Calhoun County are already on a first-name basis with their new Congressman, Mark Schauer (D-Battle Creek).

After serving in the State Legislature for nearly twelve years, Schauer was elected to serve in the U.S. House of Representatives last November, and officially takes office this month.

Just hours after his victory, Schauer hit the ground running and was already working the phones with his future colleagues, urging them to take swift action on a number of economic issues to help stabilize our economy and protect America's middle class.

In Congress, Schauer's top priorities are to help the domestic auto companies survive this economic crisis, and emerge more competitive than ever; implement fair trade policies that allow our businesses to compete globally on a level playing field; and to reform our broken health care system to ensure that all Americans have access to quality, affordable health insurance.

Over the years, Schauer has earned a reputation as someone who can work with business leaders and local officials to cut through red tape and help craft policies that allow Michigan to compete for jobs on a level playing field.

Last year, Mark helped pass legislation that strengthened the state's economic development toolkit and encouraged Italian-based brake manufacturer Brembo North America to save and create hundreds of jobs in Homer, instead of Mexico or North Carolina. A few months later, he was part of the team that helped attract a major renewable energy investment to Battle Creek by United Solar Ovonic, which will create hundreds of high-tech jobs in this rapidly growing industry.

Schauer knows we can't turn our economy around overnight, but he is committed to fighting for Michigan families and businesses in Congress, and will do whatever it takes to put people back to work and move our country forward.

**BRUCE SMITH
MAYOR OF MARSHALL**

January 5 was the first council meeting of his second term as Mayor of Marshall, the finest city in Michigan.

Marshall has a Mayor/City Manager Government so he is not charged with the day to day responsibility of running the 100 employee organization. According to the Charter, he is to preside at the meetings of the council and act as the head of city government for all ceremonial purposes. In presiding at council meetings he participates with other members in setting policy.

This "part time" job can vary from a minimum of two meetings a month (perhaps two to three hours each plus the time to prepare) to frequently attending an additional two to three meetings each week to meet with interested developers, other township or city officials, and interested citizens. He is also an active member of the Michigan Association of Mayors and has recently been appointed to the board.

One of his goals is to continue the beautification of the "back doors" of our downtown stores, those entrances that are accessed from the parking lots on the north and south side of Michigan Avenue. This was started last term by replacing the damaged storm sewers and repaving the alleys and also starting the burying of the electrical, cable and telephone lines. This will be completed by midyear 2009. Other goals are to continue to support the Downtown Development Association and their Main Street Program and also the Marshall Economic Development efforts to attract more businesses to Marshall.

During his first term he made a determined effort to work with neighboring townships and cities in the county. His vision is that the Marshall community does not end at the city's border, but includes the townships and other cities in the county and that they will need each other increasingly in the future. The consolidated 911 project is a good example of cities and townships working together with the county to economize and I will support other similar issues.



**KEN TSUCHIYAMA,
CITY MANAGER, BATTLE CREEK**

As Battle Creek City government's chief executive, the City Manager is responsible for providing the leadership and direction to make sure that the services and programs provided by City government are prioritized and coordinated to best serve the residents and businesses of the Battle Creek community. Battle Creek's government is considered a full-service, local government, providing police and fire services; street construction and maintenance; water and sewer services; building and housing code enforcement; parks and recreation services, including parks maintenance; transportation services, including public transportation, airport operation and maintenance, and downtown parking; urban planning, zoning & community development; as well as the internal activities to support these services.

In addition, the City of Battle Creek provides public safety dispatch, water production and wastewater treatment services for not only the City of Battle Creek, but many surrounding communities as well.

Although Battle Creek faces the same challenges associated with the economy as other communities, unlike most others across the state, Battle Creek has had some recent successes that it can use as a catalyst for economic growth in an otherwise shrinking economy. To that end, in 2009 City government will continue to focus on working with Battle Creek Unlimited and others to bring more jobs to Battle Creek; making Battle Creek a safe and attractive place to live, work and play; and ensuring that City services support this focus. In addition, in 2009 he will also pursue more productive relationships with residents, businesses and other partners to ensure that public services work cost effectively in conjunction with other efforts across the community and region.

Entertainment Calendar

Events in January & February

January

15: Noon Film Series, Willard Public Library, 12pm, (269) 968-8166, www.willard.lib.mi.us.

15: Opening Day of the 2009 Season at Cornwell's Turkeyville USA, (269) 781-4293, www.turkeyville.com.

15: Grand Rapids Camper, Travel & RV Show, Devos Place, www.showspan.com.

16: Late Night at the Library, Willard Library Family Program, 9pm-12am, (269) 968-8166, www.willard.lib.mi.us.

16-17: Seven Wonders Planetarium Show, Kingman Museum, (269) 965-5117, www.kingmanmuseum.org.

17: Battle Creek Knights vs Detroit Panthers, Kellogg Arena, 7pm, (269) 965-5001, www.bcknights.com.

17: Battle Creek Revolutions vs Detroit Dragons, The Rink, 7:30pm, (814) 420-2643, www.bcrevolutionhockey.com.

18: Battle Creek Revolutions vs Detroit Dragons, The Rink, 1pm, (814) 420-2643, www.bcrevolutionhockey.com.

20-31: John Leyland Sculpture and Johanna Paas Prints, Munro Gallery, (517) 629-0246, www.albion.edu/art.

22: Noon Film Series, Willard Public Library, 12pm, (269) 968-8166, www.willard.lib.mi.us.

23-24: Seven Wonders Planetarium Show, Kingman Museum, (269) 965-5117, www.kingmanmuseum.org.

24: Merling Trio, Ensemble, Chamber Music, Franke Center for the Arts, Marshall, (269) 781-0001, www.frankecenterforthearts.org.

24: Parrots of the Caribbean at Tibbits Opera House, downtown Coldwater, 8pm, \$, (517) 278-6029, www.tibbits.org.



Noon Film Series at Willard Library – January & February

24: Old House Expo, Kalamazoo County Expo Center & Fairground, (269) 349-3439, www.oldhousenetwork.org.

25: Cardboard Classic Sled Race, Albion Victory Park, (517) 629-5533, www.greateralbionchamber.org.

26: Skeletons in the Closet, Stories from the Kent County Morgue, Miller Stone Building, Battle Creek, (269) 968-8166.

29: Noon Film Series, Willard Public Library, 12pm, (269) 968-8166, www.willard.lib.mi.us.

30: Battle Creek Revolution vs Chi Town Shooters, The Rink, 7:30pm, (814) 420-2643, www.bcrevolutionhockey.com.

30-31: Seven Wonders Planetarium Show, Kingman Museum, (269) 965-5117, www.kingmanmuseum.org.

30-Feb 1: Traditional Bowhunters Expo, Kalamazoo County Expo Center & Fairground, (517) 852-0820, www.gnbco.com.

30-Feb 8: Contemporary Masters, Featuring Balanchine's The Prodigal Son, Peter Martin Wege Theatre, Grand Rapids, (616) 454-4771, www.grballet.com.

31: Battle Creek Revolution vs Chi Town Shooters, The Rink, 7:30pm, (814) 420-2643, www.bcrevolutionhockey.com.

31: Generations of Jazz, Franke Center for the Arts, (269) 781-0001, www.frankecenterforthearts.org.

February

1: Battle Creek Knights vs Quebec Kebs, Kellogg Arena, 7pm, (269) 965-5001, www.bcknights.com.

6: Battle Creek Knights vs Chicago Throw Backs, Kellogg Arena, 6pm, (269) 965-5001, www.bcknights.com.

6: Battle Creek Revolution vs Detroit Dragons, The Rink, 7:30pm, (814) 420-2643, www.bcrevolutionhockey.com.

6: Monte Carlo Casino Night, Franke Center for the Arts, (269) 781-0001, www.frankecenterforthearts.org.

6: Battle Creek Revolution vs Detroit Dragons, The Rink, 7:30pm, (814) 420-2643, www.bcrevolutionhockey.com.

7: Free day at Kingman Museum, 1-5pm, (269) 965-5117, www.kingmanmuseum.org.

7: Monster Truck Show, Kellogg Arena.

7: Soup or Bowl, Nottke's Family Fun Center, 1-4pm, (269) 965-1148.

7: Taylor School of Ballet presenting "The Loop", Franke Center for the Arts, (269) 781-0001, www.frankecenterforthearts.org.

8: Dulcimer Days, Willard Library, 2pm, (269) 968-8166, www.willard.lib.mi.us.

14: Valentine's Day Concert, Frank Sinatra Tribute with Orchestra, (269) 781-0001, www.frankecenterforthearts.org.

14: Michigan Spike for a Cure, Kellogg Arena, (630) 664-4263.

15: Battle Creek Knights vs Mid Michigan, Kellogg Arena, 7pm, (269) 965-5001, www.bcknights.com.

Scene is not responsible for changes in times or events. Please contact the venues directly for changes or details.

News From Battle Creek Area Chamber of Commerce



I am pleased to provide this month's Battle Creek Area Chamber of Commerce and Chamber Foundation update for Scene magazine. I appreciate the support of this publication and

the opportunity to provide this monthly column in Scene. On behalf of our staff and Boards of Directors, I thank the Battle Creek area and all of our members for your support. I wish you all a safe, prosperous and joyous new year!

Men in Business, and Investments and Finance: This issue's focus is on Men in Business, and Investments and Finance. We are very fortunate to count among our Chamber members so many supportive, distinguished and successful men in leadership positions in the Battle Creek area. As well, we recognize and support all of our member businesses who support our Chamber and our members with investments and financial services. Our Chamber's mission is to provide member services, business advocacy and representation to promote a positive economic environment and our focus is on building and strengthening business resources. We exist to promote and support our members, and to help their bottom line and the business community in the greater Battle Creek area.

Chamber Foundation: On the Chamber Foundation side, we continue to implement the extremely successful Battle Creek Self Employment Program (BCSEP). This is a program of the Business Store, added to increase our support of local small businesses, particularly in underserved sectors of our local economy. These services include micro-loan program, enhanced business training and personal development, mentoring and counseling opportunities, enhanced local and other partnerships, and enhanced program measurements. Our seventh class of eight began in September and graduated in November. We now have 118 graduates who have started or improved well over 30 businesses in our community. Our next class begins with orientations in January and classes in February.

The Chamber Business Store's **Nuts and Bolts of Starting a Business** course will hold one January and one February class at the Chamber office. The cost of

the class is \$25 per person. Pre-registration along with payment is required 24 hours prior to the scheduled class. For more information or to register, please call the Chamber at 269-962-4076.

We were pleased to kick off the Battle Creek Leadership Challenge October 1, with our first class of 22 students in this new community leadership program gathering to hear the inspiring words of Sterling Speirn, CEO of the W.K. Kellogg Foundation. Our students will attend classes for eight months, followed by three months of field work, final reporting, and a graduation ceremony.

Membership: Our next Eye Opener Breakfast will be Tuesday, February 10, 2009 at 7am at Burnham Brook, featuring keynote speaker Dale Nienow of the Center for Ethical Leadership. The Eye Opener Breakfast is the Chamber's monthly membership meeting. These continue to be standing room only, with approximately 250- 300 Chamber members in attendance each month. Our Business Expo at each monthly program remains full, with 36 exhibitors at each event. We are pleased to have so many Chamber members taking advantage of this member benefit to network and create business opportunities. For updates on the Eye Opener Breakfasts, please review our website at www.battlecreek.org for updates.

Business Advocacy and Represent-

tation: Through the Rap with Your Reps program and the Public Policy Committee of the Battle Creek Area Chamber of Commerce, we continue to review business issues and work with our elected officials. We have taken several strong positions recently on the state budget and taxation policy. We are monitoring critical business and employer issues at the federal, state and local levels, Amtrak services, regional airline services, and City of Battle Creek tax abatements and other business development incentives requested by Chamber members. As a reminder, ALL CHAMBER MEMBERS are welcome and invited to attend the quarterly Rap with Your Reps programs held at the Chamber. Please take advantage of this opportunity to speak with our elected officials about issues of concern to you and your business or organization.

We continue to increase funding for the Chamber's BAC-PAC, which is used to support advertising for the campaigns of state and local, pro-business candidates endorsed by the Chamber. Your individual contributions will continue to be used to more effectively support candidates who promote the platform of the Chamber for a business-friendly economic environment.

Please contact the Chamber at 269-962-4076 for more information on any of these topics.

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Business to Business

BCHS Nurse Navigator Certified as BSE Instructor

Susan DeRuiter, RN in The Cancer Care Center at Battle Creek Health System has completed requirements to become a Certified MammaCare Breast Self-Examination (BSE) instructor. MammaCare is the recognized standard for teaching and performing manual breast examination throughout the world. She was selected to lead the BCBS nurse navigator program in 2007, serving as a liaison between the patient, the family, and the physician offering patients various resources and support services that they need during their cancer treatments.



DeRuiter



Garrett

BCHS Receives 5-stars For Replacement Surgery

Battle Creek Health System announced that it has received a top five-star rating for the quality of its joint replacement surgery and total knee replacement for the second consecutive year by HealthGrades, the leading independent healthcare ratings company. "We're extremely proud to again be recognized with outstanding HealthGrades quality ratings, which validate our commitment to clinical excellence," says Patrick Garrett, president and CEO of Battle Creek Health System. "Top ratings from an independent, objective national source clearly demonstrate the outstanding care that our physicians, nurses, and staff deliver to the patients and families in our community every day."

Promotions Announced At CSM

The following individuals have recently been promoted at CSM Group: CSM Group is pleased to announce the promotion of Brandon Duprey to the position of Project Manager. Brandon joined CSM in 2007 as a Project Engineer. He has a degree from Ferris State University and will be responsible for trade contractor prequalification, review of project documents, schedul-



Duprey



Kakoczki

ing, bid document preparation, submittal approval(s) and tracking, bulletin/field order pricing.

John Kakoczki has been promoted to the position of Project Manager. John joined CSM in 2006 as a Project Engineer. He has a degree from Western Michigan University in Construction Engineering and will be responsible for trade contractor prequalification, review of project documents, scheduling, bid document preparation, submittal approval(s) and tracking, bulletin/field order pricing.

Sorority Raises Funds For Cancer Fund



Beta Sigma Phi held a fashion show this fall and raised \$1,000 for The Cancer Care Center Medication Fund at Battle Creek Health System. This money will be used to help patients with the Magic Wound Cream used for skin reactions with radiation therapy. Julaine Paltelki, city council president of the Beta Sigma Phi, right, presents the sorority's check to Donna Shouldice, cancer care nurse.

Monarch Recognizes Longstanding Employees

Monarch Community Bank recognized employees for their dedication and commitment to many years of service. Employees were recognized for 5, 10, 15, 20, or 30 years of service. Joni Manchester, (33 years) is currently an Assistant Vice President at the bank and is located at the Willowbrook Branch assisting customers with their loans. Jerry Yoder, (32 years) started as a loan officer. Jerry is currently an Assistant Vice President and REO & Special Projects Manager. Those with 20 or more years include Kim Furton, Vicki Bassage, and Kathy Nichols. 15 year honors went to Cindy Benson, Donna

Heinemann, Kathy Tanner, Teri Topp, and Jenelle Paust. Employees with 10 years of service include Sue Daignault, Karen Wheeler, and Lori Weaver. Those that have reached their five year anniversary are Lori Jagers, Andrea Smith, and Kim Emerson.

Photo (l to r): Honorees Jerry Yoder, Assistant Vice President and REO and Special Projects Manager (32 years); Joni Manchester, Assistant Vice President and Residential Lender (33 years); Don Denney, President/CEO of Monarch Community Bank



School Student Run Credit Union Opens

Kellogg Community Federal Credit Union and Lakeview Middle School are pleased to announce the Grand Opening of the new KCFCU Student Run Credit Union. The credit union is located at the Bagel Bar inside the middle school's cafeteria. Students have the opportunity to open savings accounts so they can make deposits and limited withdrawals while at school. The Student Run Credit Union is staffed by volunteer students who went through a real life employment process.

Photo: Kristyn Denison, KCFCU's Education specialist, and two Lakeview Middle School volunteers.



National Family Volunteer Day Held at VAMC

Battle Creek VA Medical Center partnered with Hands On of Battle Creek and hosted a Family Day volunteer opportunity. 58 volunteers came together and created over 200 hand made greeting cards. The VA will host other family volunteer opportunities throughout the upcoming year. For more information call 269-966-5600, Ext. 33350.

*Staff Honors
Announced At CSM*

Jason Novotny, AIA, LEED AP, Project Manager and Senior Associate of Eckert Wordell is the first inaugural CSM Architect Fellow receiving a \$2,000 grant to attend the 2008 Greenbuild International Conference and Expo in Boston, Massachusetts. A member of the U.S. Green Building Council, Jason is devoted to meeting the client's aesthetic and economic values, while utilizing sustainable materials and minimizing the structure's environmental impact, thus guaranteeing long-term viability.

CSM Group was pleased to present the prestigious Walt East: Excellence in Customer Service Award to Todd McDonald, Group Vice President of CSM Group. Todd McDonald embodies the characteristics of honesty, integrity, pride and dedication. He began his career with CSM Group January 27, 1988 and is currently an equity partner with the firm.

CSM is pleased to announce that Dave Copeland, CFO of CSM Group, has been named employee of the month. Dave earned his Bachelor Degree from Lake Superior State University and has been employed with CSM group since June 19, 1995. He is currently a member of the Construction Financial Management Association.

Laura Tomion, Accounting Manager for CSM Group, and Dave Delpiere, Director of Estimating for CSM Group, were presented the CSM Community Involvement Champion Award. Laura Tomion contributed over 265 volunteer hours in 2008. Dave Delpiere has devoted over 362 hours. CSM Group is proud to have employees so passionate about serving their community.



McDonald



Copeland



Tomion



Delpiere

Good Morning Battle Creek!

Roy LaFountain, Tom Forde, Karen Reeves and Dennis Hodges - Mornings on FM 95.3 WBCK

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communities in which we serve. Every community in our service area is unique and so are the small businesses within each town. Knowing the unique circumstances of our region and the individual challenges for each business is the very expertise that draws customers to our bank.

At Southern Michigan Bank & Trust we recognize that it can be a challenge to fit everything into a working day, which is why we come to you with our mobile courier service, internet banking and branches conveniently located throughout Calhoun County. Our branches in Calhoun County include Battle Creek,

Marshall, Athens, Union City and Tekonsha. We also serve Hillsdale and Branch Counties and have teamed up with FNB Financial in St. Joseph and Cass Counties giving us 18 branches across southern Michigan.

As your bank, we do so much more than simply process transactions. Southern Michigan is your one-stop shop for all of your business banking solutions; checking, savings, financing, 401k assistance, Internet banking with online bill pay and more. Our priority is to provide the support you need to manage and grow your business effectively and efficiently. We can help make the financial challenges you face easier to handle.

In this age of banking there are always concerns and questions for which you should be able to find answers. Southern Michigan Bank & Trust has taken the steps to help communities learn about identity theft protection and to guard against other

crimes that may effect your financial well being. In communities across southern Michigan we have sponsored financial literacy curriculum in schools and maintain information and tools in our branches to assist our customers.

Southern Michigan Bank & Trust has also chosen to participate in the FDIC's Transaction Account Guarantee Program. Under this program, through December 31, 2009, all non-interest bearing transaction accounts are fully guaranteed by the FDIC for the entire amount in the account. Coverage under the Transaction Account Guarantee Program is in addition to and separate from the coverage available under the FDIC's general deposit insurance rules. The general deposit insurance rules coverage amount was increased this past fall from \$100,000 to \$250,000 per depositor through December 31, 2009. Stop in a local SMB&T branch for us to answer your questions about FDIC coverage.

Our staff at Southern Michigan Bank & Trust is here to help with the financial questions that affect your life and business. Deb Davis, a Loan Officer, is located in our Beckley Road office to assist with commercial, mortgage and retail loans. She is highly qualified to provide support for clients interested in construction or bridge loans, new home purchases and refinancing. Our Commercial Loan Officer, Catherine Yates, serves both Battle Creek and Marshall to assist with commercial financing needs. Diane Kimmel, Retail Loan Officer, also supports the mortgage and retail lending needs in the Marshall area. The Trust Department is represented by Mary Guthrie and Dave Rumsey who can help you with trust and investment needs. Branch banking needs can be handled with the help of Claudia Murch at the Beckley Road office and Annette Campau at our newest location in Marshall.

Throughout the 136 year history of Southern Michigan Bank & Trust, service has always been the key to success. As our bank assists the people of south central Michigan meet their financial goals; its customers can always look to Southern Michigan Bank & Trust for “Banking As It Should Be.”

Business Partner.

"I've worked with both large and small banks, and one of the best things about a smaller bank like Southern Michigan Bank & Trust is the friendly people who answer your phone calls. When you come to us with a question or concern, we help solve it right then and there.

We offer most of the services you would find at a large bank—cash management, electronic banking, trust services, yet we give you the personal service you are looking for. As a Southern Michigan client, you can have an answer to almost anything within 24 hours."

Claudia Murch, Assistant Vice President and Battle Creek Branch Manager

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Low-Income Spay And Neuter Program



The Humane Society of the United States estimates that between six and eight million cats and dogs enter shelters each year. Of those, only between three and four million are adopted. One unspayed dog and her offspring can lead to 67,000 dogs in six years. One unspayed cat and her offspring can produce 420,000 cats in seven years (The Humane Society of the United States, "HSUS Pet Overpopulation Estimates," 2004). The lack of proper homes for companion animals has many consequences unpalatable for our community.

Through the creation and implementation of a low-income spay and neuter program, the Humane Society can make a positive impact on reducing the number of homeless companion animals in Calhoun County, while allowing low-income families the ability to provide for their pets.

Participating veterinarians reduce their fees or volunteer their services for the program. The client co-pay covers a portion of the cost, and the balance is covered by Humane Society

donations and grants. Costs to clients are \$20 for male cats, \$40 for female cats and male and female dogs, and \$50 for animals who are in heat or pregnant.

Clients must reside in Calhoun County and be at or below 150 percent of the Federal Poverty Guidelines. Approximately 400 surgeries will take place this program year! To learn more, or to see if you qualify, call the Humane Society at 963-1796. This program is

made possible through a grant from the Battle Creek Community Foundation.

Since 1877, the Humane Society of South Central Michigan continues to advance its mission of protecting animals from suffering and cruelty, providing safe and responsible care for unwanted or abused companion animals and enhancing the lives of animals and people. To learn more, visit us at 2500 Watkins Road in Battle Creek, or visit us online at www.hs-scm.org.

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"I see many children who once they begin care, their allergies disappear. Getting adjusted increases your immune system which allows your body to heal and repair. Taking pressure off nerves helps you to live a healthy and drug free life."

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Barnes & Noble Highlights



JUNIOR BOOK GROUP

By Ronda Grundemann,
Community Relations Manager

Beginning in January Barnes & Noble in Battle Creek will begin a new monthly event recommended for children ages eight through twelve, our Junior Book Group. The group will meet on the third Thursday of each month starting on Thursday, January 15 at 6:30pm. This will be a great activity for boys and girls who love to read.

Each month there will be a different book that the kids are asked to read before the group meets. When they come to the meeting there will be questions to ask and answer and a lively discussion. This isn't homework and the kids can participate as much or as little in the discussion as they feel comfortable. There are no assignments and they won't be called on to talk. They can come to the meeting knowing that it will be a very comfortable atmosphere.

The book chosen for the first meeting on Thursday, January 15 at 6:30pm is *The Diary of a Wimpy Kid #1* by Jeff Kinney. This is a very popular series with young readers. *Rodrick Rules* is the second book in the series and the much-anticipated third book, *Last Straw*, will be released on January 13, 2009.

At the second meeting of the Junior Book Group on Thursday, February 19 at 6:30pm we will be discussing the first book in a new series by Roland Smith, *I, Q: Independence Hall*. This is an action packed thriller for young readers. It has been described as National Treasure meets The Partridge Family with a little 24 added in the mix. The second book in this series, *I, Q: The White House*, will be released on April 1, 2009.

We hope all our young readers will join us for this interesting and fun night.

See our in-store calendar of events for all our activities.

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Fun With Food

BY JOANNA STELLOH PHELPS

Healthy Eating



The adage 'feed a cold, starve a fever' may or may not be true but when I am feeling under the weather, nothing makes you feel better

than good old fashioned chicken soup. This makes a big batch so either invite friends over (when you are feeling better) or freeze some for other cold, snowy, evenings. It really does have medicinal benefits. (See Peter Phelps' column.)

Classic Chicken Noodle Soup

Ingredients:

- 4 Tablespoons butter
- 2 cups onion, chopped
- 2 cups celery, diced
- 3-4 Tablespoons flour or Wondra
- Two 32-oz. cans chicken broth
- 2-3 Tablespoons 'Better than Bouillon
- 2 cups carrots, sliced
- 2 teaspoon thyme
- 3 Bay leaves
- 1 Tablespoon onion powder
- 2 teaspoons Mrs. Dash
- Salt and Pepper to taste
- 3-4 skinless, boneless chicken breasts, cut into small pieces
- 1-1 1/2 packages of frozen noodles (such as Reams)

Instructions: In large stockpot, carefully melt butter but do not brown. Add onions and celery and sauté. Stir in flour to thicken. Quickly add chicken broth before it begins to brown. Stir in bouillon, carrots, cubed chicken, and spices and bring to a boil and cook for 20-25 minutes or until chicken is cooked through. Taste and adjust seasoning or add additional bouillon or broth. Add noodles and cook until they are cooked through (see package for cooking time.) Serve with crusty bread. Make about 10-12 servings.

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Reflections on a Heritage of Success in Assisted Living.

The Heritage Assisted Living Community breaks new ground, literally, as it broadens the spectrum of care, capability and service for seniors in the Battle Creek area. The Heritage is currently in the completion phase of its brand new 30 room complex; **The Reflections**, a senior memory care community. As a continuum of The Heritage's proficiencies, The Reflections will provide a protective environment with increased levels of attention for individuals who experience mild to moderate memory impairments. The new facility is the most logical and relatively seamless transition from assisted living to a more comprehensive grade of care should the requirement exist. Since the Heritage's inception, one of the main fund raising goals of owners, Scott and Nikki Ganton revolved around efforts targeting a cure for Alzheimer's and dementia. The Reflections exemplifies a thoughtful progression to bolster those goals, support the growing senior population, and ease the challenges that they face.

Facilities, Care and Achievements. The Heritage's modern 68 room assisted living facility, established in 2001, features its own Physical and Occupational Therapy Department, three beautifully landscaped courtyards, a comfortable and relaxing lounge, spa, billiard, sun, entertainment and an expansive activities room that includes a full kitchen. In addition to these amenities, each studio, one-bedroom and two-bedroom apartment has a view of the outdoors and includes a kitchenette, a barrier free bath and has an individual climate control system. The Heritage provides around the clock staff to assist in all activities of daily living.

The Reflections will promote an interactive environment where residents will be encouraged to partake in interactive tasks such as gardening, arts, and crafts. This new facility showcases woodland surroundings, lush gardens, a sunny front parlor with a warm fireplace, cathedral ceilings, music, plants and birds. Each spacious studio apartment will include a kitchenette, barrier free bath, individual climate control system, enhanced with heated flooring. Personal services will include a spa, barber/beauty salon, exercise classes with an on-site Physical Therapist, Occupational Therapist and a visiting Podiatrist. To ensure a superior level of care, designates from the Alzheimer's Association will train The

Reflections' staff in the most up to date and efficient methods catering to the individual needs of the resident.

A Place to Live and to Learn. The Heritage and The Reflections are unique in their outstanding level of competencies and senior care for many reasons. Among them is the fact that Heritage is the only area teaching facility for Internal Medicine Physician Residents from the Kalamazoo Center for Medical Studies (KCMS). During their yearly geriatric resident rotation, these physicians impart their knowledge, expertise and leadership to the Heritage staff. The end result is two fold; the staff is afforded an immeasurable amount of hands-on experience and knowledge while the residents receive outstanding levels of support, due to the close proximity of these professionals.

Dr. Younho Chung, Medical Director for The Heritage and The Reflections, lends an abundance of expertise and experience

to the residents and staff on a regular basis. Dr. Chung, a graduate of Albert Einstein University in New York, New York, holds a doctorate in internal medicine, is a board certified medical director, and specializes in geriatrics. His acute focus in geriatrics offers support and access to medical information on a specific, case by case basis for the residents.

Location. Location. Location. The Heritage and Reflections are located in a residential area surrounded by woods and wildlife and located across from a newly developed nature trail. The facilities are close to several choice restaurants, Meijer's, grocery and retail stores. They also share close relationships with several surrounding churches. The Heritage and Reflections are in the Lakeview School District, and approximately one mile from the newly built Lakeview High School.

A Successful History Proves the Premise. The Ganton legacy encompasses three generations, dedicated to the fulfillment of gentle care through senior assisted living. In 1958, Scott Ganton's grand-father provided resident care in his Jackson, Michigan home. Subsequently, he established one of the first known assisted living communities in the country. Scott's father, Lloyd Ganton, took his father's lead and once again founded an additional senior living community in Jackson County.

"I guess it's in my blood," says Scott Ganton. "I knew I'd find a satisfying career that offers quality care and gentle assistance for seniors. And after careful research, we knew that the Battle Creek area was an ideal site for developing such a facility."

With The Reflections, Scott Ganton's long term vision of a full service, campus community continues to become a reality. Scott's goal is to ensure that seniors will thrive at their highest level in a dignified, loving environment and that The Heritage and Reflections will provide for their diversified needs with superior, state-of-the-art care.



Nikki and Scott Ganton pose proudly with a shovel from the May 29, 2008 groundbreaking for The Reflections.

Freedom of Choice. We all want the freedom to make our own decisions, especially when it comes to the future. Shopping for assisted living prior to actual need grants seniors and their families the valuable information that may become a necessity. Call it "information insurance." Being informed of preferences regarding assisted living empowers loved ones with the peace of mind, should the need arise. Placing the decision upon others is a heavy burden, that's why shopping ahead of is a wise and positive step.

Residents and their families will enjoy three generations of experience as Scott Ganton follows his legacy of caring for seniors. Since 2001, The Heritage has built a reputation of providing superior care for seniors. Heralded as Battle Creek's finest independently owned assisted living community, The Heritage stands strongly among corporately owned communities, setting a new standard for superior care sometimes lost by larger organizations. Family owned and family friendly with an emphasis on care, the enriching home-like atmosphere sets The Heritage apart.

The Heritage Assisted Living Community offers 68 private, spacious studios, one bedroom, and two bedroom apartments with kitchenette, a private bath and walk-in shower. The Heritage is situated among lush woods surrounded by several churches, within walking distance to a nature park, walking trail, and a short distance to choice retail areas.

Scott's vision of offering a broader spectrum of care is quickly coming to fruition, as he now nears completion of a senior memory care community appropriately named, The Reflections. Adjacent to The Heritage, and slated for completion in March of 2009, it will provide the same quality of care for seniors that Battle Creek has grown to expect from The Heritage, but with enhanced programs tailored to meet the specific needs of seniors facing the challenges of Alzheimer's or dementia. The Reflections Memory Care Community will offer 30 private studio apartments with kitchenette, a private bath with walk-in shower, and the same key surroundings enjoyed by residents of The Heritage.

Comfortable Elegance. Gentle Care. Peace of Mind.



The
Heritage
Assisted Living Community



The Reflections
A Senior Memory Care Community

- 24 hour staffing
- Emergency call system
- Medication management
- Assistance with activities of daily living
- Religious services

- Weekly housekeeping / laundry service
- Extensive library *
- Three delicious / nutritious meals daily
- Entertainment rooms

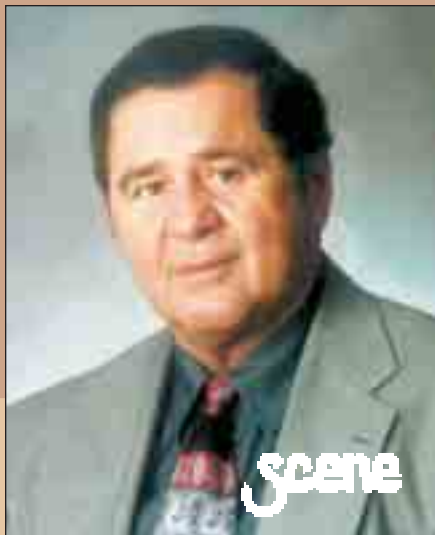
- Activity room with kitchen
- Expansive game room / Billiard Room*
- Specially trained staff with emphasis on Alzheimer's / Dementia Care **

- Enhanced security **
- Mobility rehab provides on-site physical / occupational therapy

* Heritage ** Reflections

Feel the warmth of the sun as it streams through cathedral windows. Enjoy the aroma of fresh-bread baking in the oven. Catch your feet tapping to old-time melodies.

The Heritage Assisted Living Community | 14420 S. Helmer Rd. | 269-969-4000 | www.HeritageAssisted.com
The Reflections Memory Care Community | 14316 S. Helmer Rd. | 269-969-2500 | www.ReflectionsMemoryCare.com



CARL ANGELO

Civic leader and contributing sport's writer each month for Scene, with popular columns, "Where Are They Now" and "Touching the Bases."

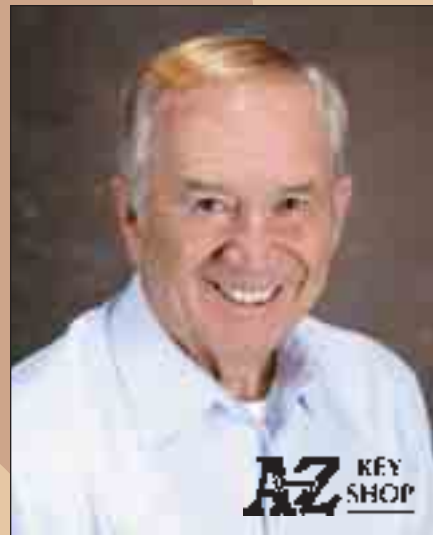
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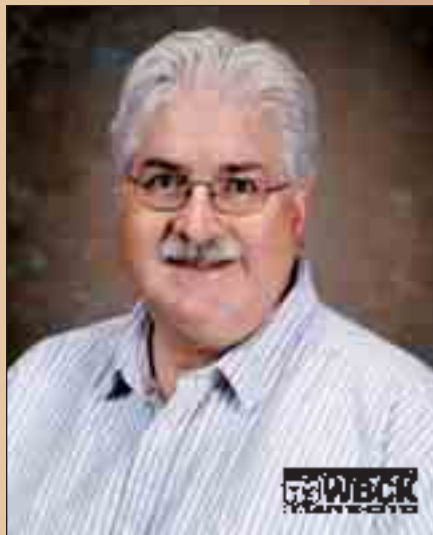
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TIM COLLINS
 Operations and Program Director and occasional on-air personality. Tim is the radio's technical plant, and works as a musician and volunteers at the Franke Center.
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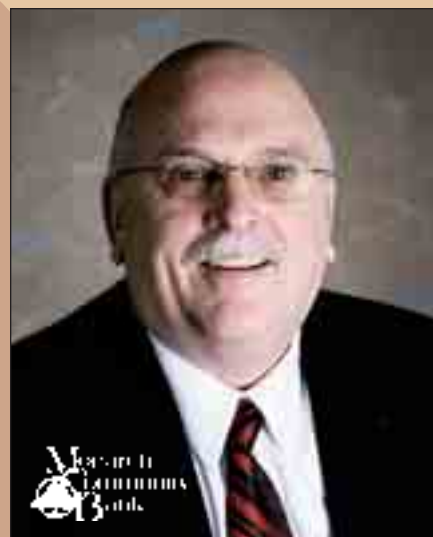
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KARL DEHN
 Pres. & CEO, BCU. Major activities in 2009 will include continued support of bcVentures technology development efforts, United Solar Ovonix, Kellogg's office expansion, and the downtown transformation food science projects.
269-962-7526



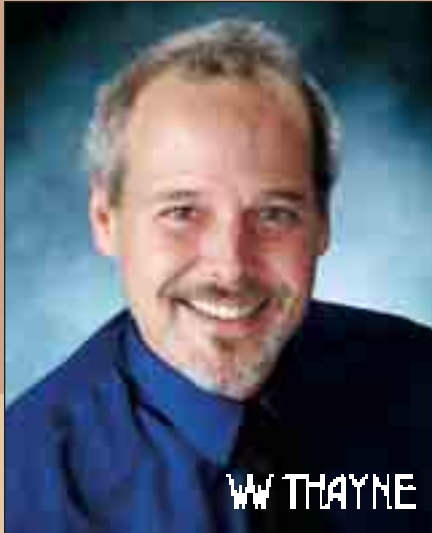
MIKE DELOOF
 Sr. Project Mgr., Associate, managing all site activities. Currently handling the WKKI Expansion at Kellogg's. Mike has managed several projects including: BCHS, Menard's and Meijer.
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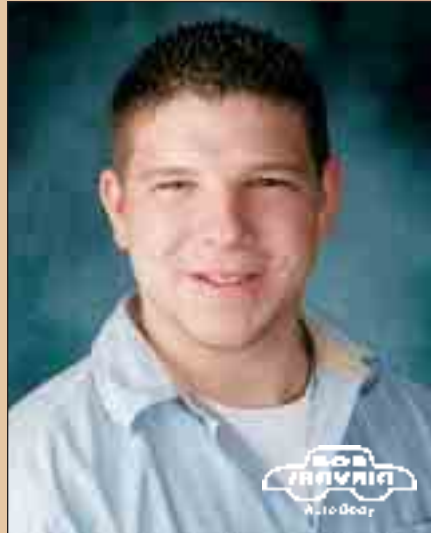
MICHAEL HINDENACH
Manager, Marshall Economic Development. Responsible for planning and execution of development initiatives that have a beneficial impact to both Marshall and Battle Creek.
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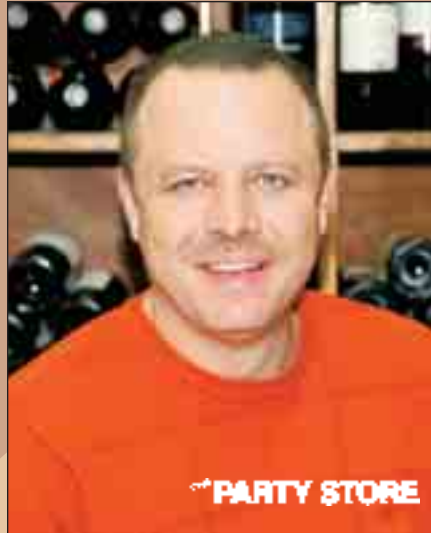
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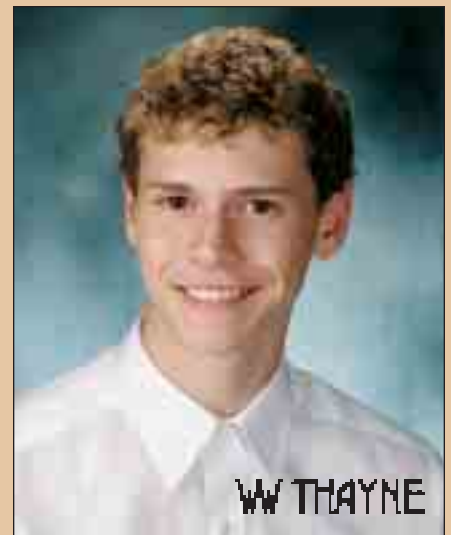
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269-979-1411 ext 202



KEITH SHERBAN

Corporate VP and Computer Systems Manager. Specializes in digital design, web page development, photography and digital retouching. Technical writer and video script writer and producer.

269-979-1411



STEVE STOIMENOFF

Market Manager. Working closely with Account Managers, help local businesses grow their brands, advertise their sales, and recruit the best staff available anywhere.

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MICHAEL TADMAN

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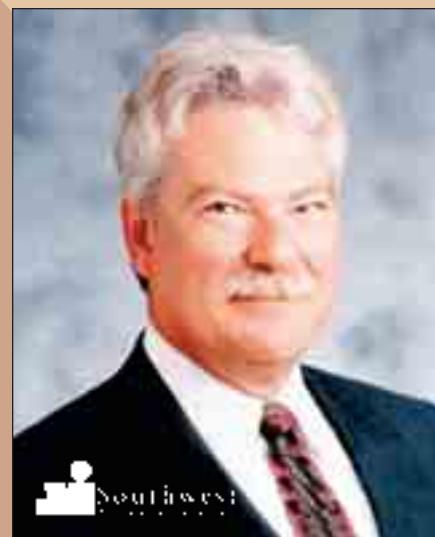
269-965-0591



JOHN THIERWECHTER

Sales and Promotions Associate. Helps coordinate sales efforts for the radio stations, along with writing commercial copy for some local businesses.

269-963-5555



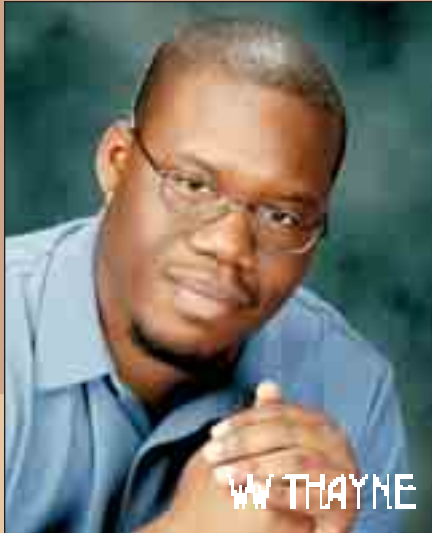
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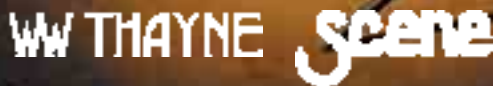
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New stroke assessment technology joins Oaklawn's E.D. team.



Photo: RNs Caren Ray and Jenny Collier are happy to have BRAD on board in the Oaklawn Emergency Department.

Oaklawn has announced the recent addition of a new and very unique Emergency Department (E.D.) member: Bronson's **BRAD Assisted Doctor**, or BRAD. BRAD helps Oaklawn emergency medicine physicians consult with the Bronson Methodist Hospital neurosciences team for patient stroke evaluation.

BRAD is a 5-foot, 5-inch robot with a flat-screen monitor for a "head" that displays the physician's face. The robot connects to the Internet and includes a two-way video and audio system, allowing the neurologist both visual and verbal communication with the Emergency physician and patient. Bronson's neurologists can guide the robot to the patient's bedside using a remote-controlled joystick attached to their laptop, giving the neurologist the ability to literally zoom in on the patient's pupils from any location that has Internet connection.

"This is a fantastic addition to our Emergency Department," said Dr. Ginger Williams, Oaklawn's Chief Medical Officer. "It essentially allows us to have a neurologist in our Emergency Room within minutes of our call. Through this new practice of 'telemedicine' our emergency physicians can team with a Kalamazoo

neurologist to make swift and confident decisions regarding time-critical treatments."

One additional benefit of the "BRAD consult" is that the neurologist, through visual and audio communication with the patient and E.D. physician, may rule out the need for

special treatment or a transfer that the E.D. doctor might be considering prior to getting the specialist's second opinion. This can result in reduced costs, the elimination of unnecessary and possibly risky treatment, and it keeps the patient at Oaklawn Hospital near loved ones.



Life-long Marshall resident, Doug Webb, poses at the entrance of Oaklawn's Franke Family Laboratory, one of several outpatient departments that he's had occasion to use.

My Oaklawn Experience.

Dear Oaklawn: In the last six weeks I have twice had occasion, as a patient, to visit the hospital and wanted to tell you how positive both of my experiences were. The human touches are never lacking there, but the hospital seems to have achieved a level of efficiency that approaches that of an assembly line. What an amazingly effective combination of well-trained, efficient, and competent people all doing their jobs so very well, no matter what the time of day. When I fell and cracked a bone in my hand, my trip through the emergency room was just about as quick and seamless as it could possibly be. When I later had an outpatient procedure, my whole experience couldn't have been better. This was all done exactly on time and with no delays, and I was able to leave as soon as possible, afterwards. In short, I couldn't have asked for more.

Sincerely, Doug Webb



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Stay Calm, Stay the Course

During this challenging economic environment, it's likely that you are growing more concerned about erratic market changes. These events are what history textbooks are made of and we're all anxious about our investments and our future. I encourage you to stay calm and stay the course. With so much negative press bombarding us daily, the following summary helps make sense of what is really happening:

How we got here:

1. Early in this decade, interest rates were lower than usual. Low-cost money perpetuated a quick rise in the value of homes across the country.
2. Banks made it easier and easier to borrow money – even to people who should not have qualified (subprime) – further driving up the value of homes.
3. These insurance-backed subprime loans made it onto various balance sheets and later proved to be non-performing.
4. Interest rates were raised in 2003 causing adjustable-rate mortgages to increase drastically.
5. Faced with the inability to pay their mortgages, multitudes began to sell

their homes. Unfortunately, this timed with the sudden halt of rising home values. As selling increased, house prices plummeted.

6. Banks stopped refinancing; the default rate skyrocketed.
7. Investment banks holding the toxic subprime loans began to “write down” the value on their corporate balance sheets causing investors to sell off their shares in financial institutions.
8. As the losses and bankruptcies mounted, banks became unwilling to readily lend money.
9. At the same time, oil prices were rising.

Current situation

1. A bold government rescue plan is being enacted to take the bad assets off the books of investment banks and financial institutions. In addition to a global rate cut, the goal is to bring stability back to the markets. When this happens, banks will resume lending.
2. Oil prices are decreasing now; barrels are currently below \$100, which is translating to much lower gas prices – less than \$3.00/gallon in many parts of the country.

3. Interest rates are low.
4. The housing market shows promise in the coming months. While declines in values continue, the decline is slowing and could soon reverse.

Going forward

As unsettling as they are, bear markets, even volatile ones like we are experiencing now, are a normal part of the market's cycles. History proves that those who stay the course during difficult times will be rewarded. While past performance does not guarantee future results, one hundred percent of 10-year stock market periods have made money¹ even though each 10-year period saw some years of highs and lows. The markets will come back. It's just a matter of time. In the meantime, there are a few things you can do:

1. Ensure that you are dollar-cost averaging². If you are contributing to a 401(k) plan, you are already doing this.
2. Ensure that you are diversified³.
3. Ensure that your bank or credit union accounts are insured by the NCUA or FDIC.
4. Cut spending.
5. Don't watch the stock market on a daily basis.

¹ Dave Ramsey, <http://www.foxnews.com/story/0,2933,434463,00.html>, Is Jim Cramer Trying to Scare Main Street? ² Dollar cost averaging involves continuous investment in securities regardless of fluctuating prices. The investor should consider his or her financial ability to continue purchases through periods of low price levels. Dollar cost averaging does not ensure a profit. ³ While diversification may help reduce volatility and risk, it does not guarantee future performance.





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To Be Drug Free

BY CAROLE HEAD

Underage Drinking: Not a Rite of Passage

Many people, sometimes even parents, feel that allowing 18 year olds to drink alcohol is OK. New research shows that the brain continues to develop into the mid twenties particularly the frontal lobes, responsible for decision-making and the hippocampus responsible for memory and learning. When alcohol interferes with these parts of the brain, poor decisions ensure and learning is compromised. Programs such as John Underwood's "Life of An Athlete", promote education for parents and youth giving them practical reasons not to condone underage drinking. Approximately 50% of the students in high schools are involved in athletics and in some schools it's as high as 80%. As student leaders and ambassadors they are role models. Some feel that athletes don't drink or use other drugs but national statistics show that although as athletes enter high school they drink less than their non-athletic friends, by the time they reach their senior year, their drinking has surpassed that of the average 12th grade student. John Underwood, a former NCAA all American and international level distance runner, has coached or advised more than two dozen Olympians and has conducted a physiological case study of the effects of alcohol on athletic performance. His "Life of an Athlete" program, embraced by several Michigan schools, confronts substance abuse issues that impact today's athletes. Information on the affects of alcohol on the brain and body of athletes are presented in mandatory parent and student athlete meetings. They learn that drinking to intoxication negates 14 days of athletic training, compromises immune system, doubles the risk of injury and affects reaction time up to 12 hours after drinking.

Giving practical reasons to say no rather than just listing consequences for breaking the rules and publicizing the information that most youth do not use drugs or alcohol are methods being used to continue to lower youth use rates.



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Ploehn – A Name Synonymous With Family, Athletics and Business



It's been said, "If we act as though comfort and luxury are the key ingredients of life, then all we need to really make us happy is something to be enthusiastic about – like a

recession?"

A few weeks ago, I was having lunch at the Barista Blues Café, a quaint little coffee house/restaurant at 21 West Michigan Avenue in downtown Battle Creek. The entrepreneur is a very personable working owner that answers to "Maryann." By chance, I walked Kurtis Ploehn, a former Springfield High School (SHS) standout athlete. I hadn't seen this young man since he graduated from SHS in 1973. Kurtis earned seven varsity letters with the Rams; two in football, two in basketball and three in baseball. He worked hard to improve his skills in all three sports; defense was his forté. We began talking Battle Creek baseball and I told him a few tall tales from the past. But, Kurtis had a topper. He said his uncle Leroy's son Jason pitched for the Lakeview Spartans. Jason won a 2-1 decision over the Kalamazoo Maroons and struck Derek Jeter out twice. This is an accomplishment a father would not soon forget! After our conversation, I decided to call Kurtis, and write an article on him and his family because of his background in athletics and business.

If you're a resident of Battle Creek and haven't heard of the Ploehn family, you haven't lived here very long. The Ploehn's name is synonymous with family, athletics and business. Since Adolph and Erna immigrated to our city from Germany, the family tree has grown into five generations. They had 13 children



The "wild bunch" or the Ploehn family reunion of 1995?

and, presently, there are 51 grandchildren, 27 great-grandchildren and 15 great-great-grandchildren. That's a whole lot of Christmas presents! Adolph and Erna Ploehn's children, in order by name and age, are Adolph Jr., Edward, Ted, Karl, Kate, Ruth, Art, Harold, Sally, Leroy, Maxine, John, and a baby girl lost in infancy. Someone must have told Adolph and Erna that kids were "Cheaper by the Dozen." Maybe it was Clifton Webb who starred in the blockbuster movie in 1950 with the same title.

It was the "Roaring '20s" and the Volstead Act had been enacted. This was an Act to enforce the 18th Amendment of the Constitution of the United States (effective 1920-1933), prohibiting the sale of alcohol. It carried the name of Representative Andrew J. Volstead (1860-1947) of Minnesota. The Act was repealed in 1933 at the beginning of Franklin D. Roosevelt's administration. To describe the Roaring '20s, it was a pretty wild, out-of-control decade, a time of bathtub gin, bootlegging (making booze illegally), speakeasys (saloons where liquor was sold illegally) and the flappers (young women trying to appear sophisticated in dress and behavior). "Flapper" was a slang term that was current in describing the young ladies in

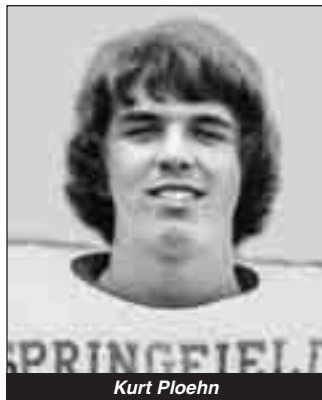
that era and the Charleston was the dance rage.

The Ploehn family legacy started with Adolph and Erna (Schmidt). Patriarch Adolph was born in Hanndorf, Germany, and immigrated to the United States in 1921 at the age of 25. His wife Erna came to the U.S. in 1923 from Grube, Germany. It was rumored that if Adolph hadn't left Germany, the country would have become a democracy and he would have been the "Adolph" in charge. In accordance with fact being stranger than fiction, Adolph Ploehn was also a painter.

In the late '20s, our country was facing one of the most devastating setbacks in its history – the Stock Market crash which led to the Great Depression (1929-40). Times were tough until the advent of WWII, December 7, 1941. Adolph Ploehn, who was a police detective at the time, decided to open a small business of his own. He became a self-employed paint contractor. His signature logo was, "If it doesn't move, paint it!" Humor aside, it's hard to believe an individual could provide for a family of 12 at that point in time. Mr. Ploehn was very adept at his trade and kept very busy. Hard times or not, no job was too big or too small for him to handle and



Art Ploehn



Kurt Ploehn



Dusty Ploehn



Dusty & Kurt with the Blaze

keeping food on the table was a priority.

In talking with Sally Ploehn, she said, "We really didn't think we were poor because everyone around us seemed to be in the same predicament. Mom was handy at mending clothes and altering hand-me-downs. She was a great cook, Mom had a knack for making something out of nothing, our meals were always good. Jobs were scarce, and making ends meet wasn't easy. Hardship was a sign of the times, but neighbors and friends alike were always there offering a helping hand to one another. As children, we were very caring for each other and sharing was a way of survival. We learned early on to accept the vicissitudes of life. As we grew older and got together for the holidays, birthdays and reunions, we reminisced about the good old days we had as a family growing up with old world traditions." Incidentally, Sally was quite an athlete herself. She was a standout hitter/catcher for several city and state champion fast-pitch softball teams. Unfortunately, her high school years were before gender equity, a case in point with many female athletes of that era.

Sally added, "Our first-born brother, Adolph Jr., was a WWII war hero and received a Battlefield Commission to the rank of Captain for bravery in action. I believe he was with Patton's 3rd Army in Germany that liberated many POW camps." It must have been an eerie feeling for Adolph Jr. fighting a war in his parents' birthplace.

After graduating high school, in 1973, Kurtis Ploehn enrolled at Grand Valley State University (GVSU). He graduated with a B.S. in Arts & Media in 1978. In college, Kurtis concentrated solely on academics, turning to sports for recreation only. While at GVSU, Kurtis and his family were grief stricken as his father and football idol, Arthur Ploehn, succumbed to cancer at the young age of 47. Art, a former BCCHS football great, was one of the Bearcats All-City football selections in 1948 and 1949. He was like "Ferdinand the Bull" off the field but, as soon as he crossed the chalk lines, he saw red – he was a tenacious competitor and loved the contact sport. Art was a tough, tight end; who could have gone on to the college ranks and played the gridiron sport. Like I said, "Off the field, he was a gentle giant, a contented fellow who was easy to get along with." He had a voluminous

comradery for teammates and friends. I might add he was also a great classmate.

Shortly after graduation from Central High in 1950, Art Ploehn was called on to serve our country in the Korean conflict. He was a highly decorated war hero, receiving the Purple Heart and other citations for valor in the line of duty. Art, like most war heroes, never talked much about his military experiences. He may have felt the same as many veterans in that era – The Korean War was another "no-win" situation for our country. At the time of Art Ploehn's untimely death in 1977, he was employed by the Ralston Purina Co. and a highly-valued employee.

After his father Art's death, Kurtis, took a one-year sabbatical to spend time with his Mom Claudine and siblings Paula and Leisa; just regrouping as a family



Erna and Adolph Ploehn pose for this early photo with eight of their children. Front (left to right): Sally, Erna, Maxine, Adolph, & Leroy. Back: Harold, Ruth, Karl, Kate, and Art

after their unfortunate loss. Kurtis' Mom Claudine (Jones) Ploehn, is also a BCCHS graduate (1946), has never remarried.

Kurtis Ploehn is a busy person. As a local businessman, he's the Creative Director of Interactive Learning Systems Co. (ILSC) which is primarily a company that develops outstanding web designs on the internet to bring awareness of the company to local and out-of-state businesses. Some of the local industries he's involved with are the Marshall Chamber of Commerce, Oaklawn Hospital and the Battle Creek Downtown Partnership (BCDP). BCDP is a very diverse client base in our area. His clients are too numerous to mention but available on the website (www.ils-bc.com).

In his leisure time, Kurtis Ploehn is the General Manager of the Battle Creek Blaze football team. The team is a member of the United States Football Alliance (USFA) Western Conference,

which includes 14 teams from Battle Creek, Detroit, Flint, Grand Rapids and Ohio areas. The USFA also has an Eastern Conference affiliate with 14 teams from the areas of West Virginia, Pennsylvania and New York. League play starts in May until September, and then the East-West League champions play for the USFA title. An interesting point about these young athletes who are former high school and college players, they don't play for pay, only for the love of the game.

In 2009, the Blaze will play their home games at Athens High School, Bellevue High School was their home field in 2008. A schedule of games will be forthcoming after the first of the year. The Battle Creek Blaze is a non-profit organization and as a team are dedicated to many voluntary community projects. The group raises

funds for cancer research and is affiliated with the Lance Armstrong "Live Strong Foundation." Other voluntary good deeds locally are setting up for Kellogg's Longest Breakfast Table. Kurtis wittingly remarked, "Last year it was raining cats and dogs the day of the event. But, it didn't dampen our football player's thoughts about getting the job done. They handled the project despite stormy weather. Our coaching staff was very proud of them. They

also volunteer for the annual Community Inclusive Recreation Softball Bash hosted by former Detroit Tiger pitcher Dave Rosema. We hold clinics for our future generation of local football stars – teaching skills, drills, proper mechanics and fundamentals of the game." Kurtis added, "What makes this fun for me is that I get to spend quality time after work with my son Dusty, the team's quarterback." Dusty was a former BCCHS All Big 8 Conference defensive player in 1999. You might say he followed in Grandpa Art's footsteps as a Bearcat. Sorry, Dad, but you were a Ram!

A funny story about Kurtis, which happened last year with the Blaze, is that he was somewhat boasting to the players about how good he used to be defensively. So the players jokingly challenged him to suit up for the last game of the season in Ada, Ohio. At age 53, Kurtis

continued

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took the challenge and suited up for the game. He said, "I didn't think the Coaches would play me but the kids persuaded them to use me in the last five minutes of the game. I won't soon forget the beating my body endured on the field and the aches and pains I suffered for days later. I didn't talk about my former exploits on the gridiron after that!"

The Ploehn family legacy is into its fifth generation in Battle Creek. The last four generations of Ploehns have produced many gifted athletes in Battle Creek whose accolades and many distinguished honors are well-chronicled such as All-City, All-Conference, All-State honors and many who were members of city, state and national champions. To mention them all by individual accomplishments would take more than a feature article. But most noteworthy about the Ploehns is that they are truly an outstanding family and an asset to our community.

Doing this story brought back a lot of fond memories about the Ploehn family. In 1952, Karl Ploehn (4th-born son) was a teammate of mine on the Hall Drug baseball team. Karl, a former BCCHS athlete, was an integral part of the success of that team which was known throughout the state, he was a lefty, lefty, who played first base and was a long-ball threat. The following year, 1953, the Drugmen became World Amateur Champions by winning the AABC Stan Musial Division National Championship. Adolph Sr. was one of the team's staunchest supporters. He and his family lived at 473 Upton Avenue, a stone's throw from the Hall Drug Store. I believe Karl and Adolph Sr. were instrumental in Walt Hall sponsoring the team.

Don Kain, the jovial high-spirited, fun-loving manager, of the Hall Drug Baseball Team had a business of his own in downtown Battle Creek. He partnered in a saloon on Jackson Street in between the Security National Bank's underground parking facility and a candy confectionary that had the greatest homemade fudge I ever tasted. I was working for the Oliver Farm Machinery Corporation at the time and playing ball for the Hall Drug team. Kain asked me if I would like to help him part-time at the saloon to earn some extra money for college. It was called Otto Gensch Tavern, and I worked every other Saturday from noon to 8:00 pm and every other Wednesday from 4 to 8pm. Otto Gensch was a stag bar (no women allowed) with a Runyonesque (Albert Damon Runyon, 1884-1966, U.S. journalist and writer) atmosphere and characters like something out of Marlon Brando's movie (1956) "Guys and Dolls" – minus the dolls. The clientele was mostly Social Security recipients and characters with nicknames like Kewpee, Angel, Gimpy, Jake, etc. Kain himself was perhaps the funniest character of them all.

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EMAIL: wolyradio@sbcglobal.net

Photo Courtesy of Beautiful Moments Photography www.beautifulmoments.com

Adolph Sr. was known to the tavern group as Heinie, and he showed up every Saturday around noon to hold court. He only worked a half-day on Saturday and would still be in his work clothes – white painting bibs, white shirt and hat. His glasses were covered with paint specks and I would greet him with a “Hey, Adolph, did you get any paint on the building today?” He would reply, “Now Kaal, be nice, give me a cold beah.” In Adolph’s vernacular there were no “R’s.”

Kain had all kinds of signs hanging in the place such as, “No loitering, “No checks cashed,” “No credit” and “Ladies permitted in formal dress only.” The menu consisted of beef jerky, pickled pigs feet, pickled bologna, cheese sandwiches, and the number one seller – pickled eggs; with another sign that read, “Eggs 10¢ apiece or two for a quarter.” I actually sold more eggs at two for 25¢. The pool table in the saloon was seldom used. It was like a prop which added to the “stag only” atmosphere. Don Kain paid me \$1.00 an hour, but for the schooling I received in public relations, and the fun I had with those retirees, I should have been paying him. Kain could be very vociferous at times, but usually in a humorous way. He was never at a loss for words and bonded well with the Ploehns.

In closing, I’d like to thank Kurtis and his Aunt Sally for sharing their family history and providing photos for this article. Kurtis, “you’re a chip off the old block, but you have Grandpa Adolph’s outgoing personality, a great asset. I’m Carl Angelo, Touching the Bases for Scene “the CommUNITY” Magazine, wishing everyone in the area a Happy New Year.

NOTE: The Battle Creek Knights Basketball Team, a former member of the International Basketball League, will become one of the newest members of the Premier Basketball League. They will continue playing their home games at Kellogg Arena in 2009. The BC Knight’s home opener in the Premier Basketball League was a rousing success. They were led to victory over the Chicago Throwbacks by former MSU guard Rashi Johnson, who had 19 points and 11 assists. Six Knights scored in double figures as they claimed a 120 to 113 win for coach Terry Sare. Coach Sare showed as much enthusiasm for the win as the crowd of almost 1300 at Kellogg Arena. Hopefully the fan base will increase with the winter schedule of the new league beginning January 2 through March 13. For current information, scheduling and playoff updates go online to www.bcknights.com. Lets give the Knights and their owners the fan support they need for a successful season. **KEEP PRO BASKETBALL IN BATTLE CREEK!**

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Real Estate Scene

2009: A Time to Turn Around the Economic Doom and Gloom?



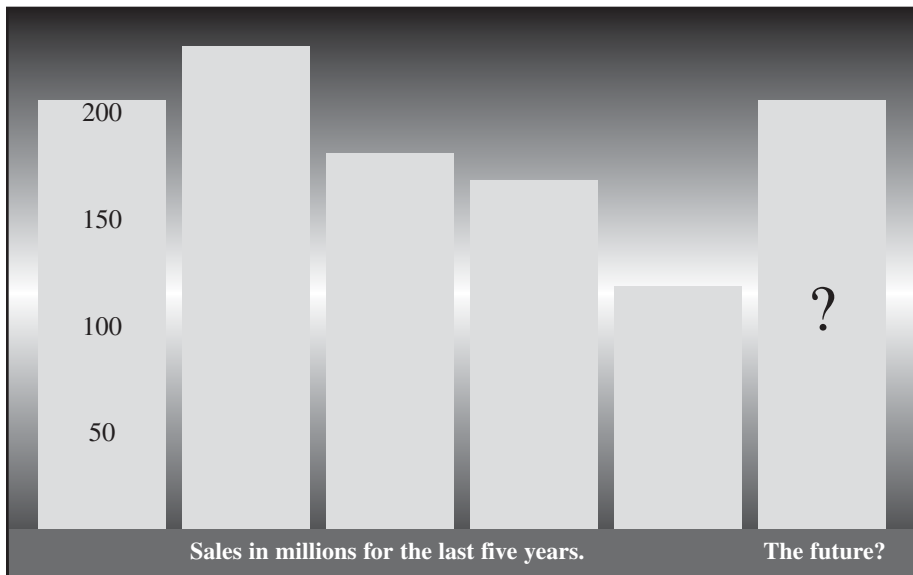
by John L. Stauffer, Realtor®

We can all agree that 3-1/4 years is not (for most) considered a short period of time, and yet, this is the reality of our depressed real estate market – which started in the last quarter of 2005. I’ve heard it said (and had some personal experience) that you make numbers say whatever you want – that is why I have kept the number as simple as possible. All the chart shows below is the actual sales as recorded by the local real estate associations’ computer system (SWM-RIC) over the last 5 years. Why is this important? It shows very graphically what has actually happened over the last few years and it is easy to predict what will happen if 2009 brings us back close to anything like we had in 2004 and early 2005 before the “economic slow-down” happened in our area.

Why is it important for the housing market to be strong? In most local geographic areas, the housing market is the single best indicator of how the local economy is doing. Just think for a moment when we are building and sell-

ing houses in Southwest Michigan how many businesses profit from this single event (the building and selling of a home). Let’s start with all the skilled contractors, plumbers, electricians, HVAC folks, drywall installers, concrete workers, landscapers, and general contractors who get employed when housing constructions are in progress. Okay the house is built. Now the Realtors®, banks, credit unions, mortgage companies, insurance companies, title companies, bug inspectors, home inspectors and appraisers all get to work. A new family moves into the home and you see a spike in sales at Art Van, Parlins, Menards, Lowes, Sams, Best Buy, Michaels, and dozens of other stores as the new home owners BUY curtains, large screen TV’s, sofa beds, bath accessories to “complete” the new home. Is the picture getting a little clearer?

The construction of just one new home built and sold effects dozens of individuals economically. So it is safe to say that those of us in the “Housing” industry will be relieved when we get “back to normal” - the pressing question goes yet unanswered – will we get there in 2009? My answer – I believe so. Here is why I am comfortable that things will at least start to turn around in 2009. You’ve heard me say it for 3 years, but finally the casino will not only be built but open and operating next summer (1,100 plus new jobs – yeah!). The solar factory will be under construction and



getting ready to hire people. Kellogg will be working on their new building downtown. All of these will have a positive (yes – I said POSITIVE) impact on our local economy.

Don't be fooled by the "news" you will hear on TV – there will still be words thrown around like "recession, depression, bail out, economic stagnation, deflation" but don't listen so closely – that is national news. The country won't collapse completely and that is the only thing that would dramatically affect us locally. Remember back to early 2006, we in S.W. Michigan were already thick in the middle of an economic downturn but things were still good in Florida, California, Arizona and Texas. They didn't care so much that S.W. Michigan was struggling, and you didn't hear much about us except during the presidential election cycle when we were often referred to as "Michigan – The One State Recession". While everyone else was at least treading water, they acknowledged that our state was having a difficult time of it. If my calculations are correct – we will be in a "one county recovery" next year. So all I ask is don't feel guilty about it – it is our local business leaders and government officials who have helped create what I predict as an economic turn around in 2009 and we have the right to enjoy the fruits of their (and our – after all we supported them right?) efforts. My prayer is that we do it right, we do it quickly and, after we have started down the path of economic growth, that we will have done it so well that we will attract the eyeballs of other counties in our state as well as other states who will be looking at how to get out of their own economic messes and look to us for answers. I have always been much more comfortable being part of the solution than part of the problem, and that is why I have been happy to be a part of Battle Creek and Calhoun County for the last 20 years. Our community has always been ready to roll up its collective sleeves and actually get their hands dirty fixing whatever problems that happen to come before us. We don't wait for a state or federal hand-out to make our problems go away. I have always believed that things get accomplished best at the local level, where people are eyeball to eyeball, shoulder to shoulder, and hand in hand attacking the issues important to all of us. Prove me right Calhoun County, show me – show the state and the rest of the country how to "fix" our own depressed economic situation, and bring economic relief to our citizens and hope to the rest of the country.



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Kellogg Foundation Announces Fiscal Year Grants; Releases 2008 Annual Report

The W.K. Kellogg Foundation reported that it awarded nearly \$273 million in grants during fiscal year 2007-08.

Also during the past year, the organization continued to refocus its programming priorities, as staff identified ways to more effectively support communities as they work to propel families and children to success.

“The world’s financial systems are in crisis,” noted Sterling Speirn, the Foundation’s president and chief executive officer, in his annual message. “Its markets, credit institutions, banks, corporations and government overseers are struggling to stabilize an economic system that, until very recently, we all took for granted.”

In a different year, he said, the foundation might have focused more strongly on education, health, or myriad other issues of particular concern to the United States and other parts of the world.



Joseph M. Stewart, Board Chair, during a recent visit to Sharon Sweet’s kindergarten class at Ann J. Kellogg school.

“This year,” Speirn said, “the challenges that we face necessarily move our field of attention away from specific parts of our world to the very nature of our world. We are called away from public problem-solving to the greater task of

public future-building. And our children are the heart and soul of the future we must build.”

The foundation’s annual report takes a serious look at what is needed to become a nation – and a world – where all children thrive. Featured are five guest essayists with their own perspectives on this issue, as well as thoughts from Speirn and Joseph Stewart, chair of the foundation’s board of trustees.

“Society cannot exist at our best when more than a third of our children are existing at our worst,” said Stewart in his annual letter. “Our work can – and must – be done better.” He challenges others in the philanthropic sector to take on a more aggressive leadership role in attacking and eliminating the barriers that have historically undermined the nation’s commitment to equality for all.

“Let us not be afraid to face things the way they really are,” he said. “Let’s see inequities as they harshly exist and make a change. Let’s not allow those inequities to chip away at the effectiveness of our social capital investments.”

The theme of this year’s Kellogg Foundation annual report is *Facing Up to the Future*. It asks the question, “What do today’s children need from us now?” According to Speirn, restoring opportunities for all children is the central task that lies before us.

“Never in my lifetime have I seen our field of philanthropy called upon so urgently to transform itself,” he said. “Suddenly thinking outside the box is no longer optional; the box itself has been crushed. Never before have I seen so convincingly the truth that our common fates – across race, gender, class, and country – are so clearly and inextricably connected.”

In the past year, the trustees and staff of the W.K. Kellogg Foundation have set their compasses to their founder’s vision that all children grow up strong and secure, according to Speirn. “We have reshaped our organization, refocused our efforts, and renewed our commitment to working with others who seek to create the conditions of success that all children need to thrive,” he said.

Over the past year, the foundation has

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focused much more intently on creating the conditions that children need to thrive: Family Income and Assets; Community Assets, Education and Learning; Food, Health and Well-Being; and Civic and Philanthropic Engagement. Within the United States, the organization will intentionally focus a portion of its resources in Michigan, Mississippi and New Mexico to leverage past investments and build upon work already under way in those locations. Other grants will continue to be made elsewhere in the United States when appropriate partners and projects are identified.

As detailed in the annual report, program payments during the past fiscal year included more than \$254 million in the United States (including nearly \$48 million in Michigan); nearly \$37 million in southern Africa; and more than \$15 million in Latin America and the Caribbean. In Greater Battle Creek, Michigan – the foundation’s hometown – more than \$15 million was invested. This included more than \$8 million through its Greater Battle Creek program area and the rest via other program areas, corporate giving and special grantmaking opportunities.

Annual Meeting Activities

During its annual meeting in December, the foundation’s board of trustees re-elected Joseph M. Stewart of Battle Creek as chair. Three trustees – Fred P. Keller of Grand Rapids, Michigan; Hanmin Liu of San Francisco, California; and Wenda Weekes Moore of Minneapolis, Minnesota – were re-elected to three-year terms.

Other foundation board members are: Roderick D. Gillum of Detroit, Michigan; Dorothy A. Johnson of Grand Haven, Michigan; Cynthia Milligan of Lincoln, Nebraska; Bobby D. Moser of Columbus, Ohio; Ramon Murguia of Kansas City, Kansas; and Sterling K. Speirn of Battle Creek, Michigan.

Re-elected as foundation officers were Speirn, president and chief executive officer; Gregory A. Lyman, senior vice president and corporate secretary; James E. McHale, senior vice president for programs; Paul J. Lawler, vice president and chief investment officer; La June Montgomery-Talley, senior vice president, chief financial officer and treasurer; Gail C. Christopher, vice president for programs; Richard M. Foster, vice president for programs; Gail D. McClure, vice president for programs; and Gregory B. Taylor, vice president for programs.

Elected to the board’s Audit Committee were Johnson, chair; Liu; Moser; Murguia; Speirn (ex-officio); and Stewart (ex-officio). Elected to the Board Development Committee were Moore, chair; Gillum; Milligan; Murguia; Speirn (ex-officio); and Stewart (ex-officio). Elected to the Budget Committee were Liu, chair; Keller; Milligan; Moser; Speirn (ex-officio); and Stewart (ex-officio). Elected to the Finance Committee were Keller, chair; Gillum; Johnson; Moore; Speirn (ex-officio); and Stewart (ex-officio).


Established in 1930, the W.K.

Kellogg Foundation supports children, families and communities as they strengthen and create conditions that propel vulnerable children to achieve success as individuals and as contributors to the larger community and society. Grants are concentrated in the United States, Latin America and the Caribbean, and the southern African countries of Botswana, Lesotho, Malawi, Mozambique, South Africa, Swaziland and Zimbabwe.

The 2008 annual report will be available online in January, visit www.wkkf.org.

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“JA Beach Party Bowlathon” in Battle Creek

Funds raised through pledges directly support K-12 educational programs for local students.

Junior Achievement of Southwest Michigan (JA) is once again hosting the organization’s annual JA Bowlathon on February 26 in Battle Creek at Nottke’s Family Fun Center. This year’s bowlathon has a beach party theme.

The JA Bowlathon is a fun and entertaining way to raise funds for Junior Achievement, a local nonprofit organization dedicated to teaching young people about entrepreneurship, financial literacy, and work readiness. JA has been educating and inspiring young people in Southwest Michigan for more than 50 years. All proceeds from the events go to support JA’s educational programs delivered to more than 1,100 K-12 classrooms throughout Southwest Michigan.

JA needs local companies and individuals to arrange bowling teams of five people to participate. Each team member is then asked to raise pledges toward a goal of \$100 for JA. Funds can be raised in a variety of ways through pledges from friends, family, coworkers, or anyone who would like to support what JA is doing in the area for K-12 students. No bowling experience is necessary, and beginner bowlers are encouraged to attend the fun event.

Teams will then be provided with an afternoon of free bowling. There will also be several opportunities to win prizes, including being entered into a drawing for a grand prize for anyone who turns in at least \$100 in donations at the event.

Junior Achievement uses hands-on experiences to help young people understand the economics of life. In partnership with business and educators, JA brings the real world to students, opening their minds to their potential. JA of Southwest Michigan impacted more than 27,500 students in six counties in Southwest Michigan during the 2007-2008 school year.

“The JA bowlathon is a great team-building experience, and we have had families bowl for JA too. In these difficult economic times, we need as many teams to participate as possible so JA can continue to offer our valuable educational programs to local schools completely free of charge. The more bowlers



People of all ages are welcome to participate in the JA Bowlathons!

we have, the more JA programs we can provide to schools.” said Brad Kaufmann, president of JA of Southwest Michigan.

For more information about the JA Bowlathon or to register a team to par-

ticipate and hold your spot for either event, visit <http://swmichigan.ja.org> or call JA at 269-968-9188 ex. 27. The deadline to register your team for either event is February 2, 2009, but space is limited, so register early.

About Junior Achievement of Southwest Michigan

Junior Achievement (JA) is the world’s largest organization dedicated to inspiring and preparing young people to succeed in a global economy. Through a dedicated volunteer network, JA provides in-school and after-school programs for students in grades K-12. JA offers educational programs that focus on three key content areas: entrepreneurship, work readiness, and financial literacy. JA of Southwest Michigan impacts more than 27,500 students in Barry, Branch, Calhoun, Kalamazoo, St. Joseph, and Van Buren Counties each year. For more information, visit swmichigan.ja.org.

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Our new disease management registry will help identify anyone with one of several chronic diseases and assist physicians in assuring the patient receives all of the appropriate care. Our physicians are improving the health of their patients throughout Calhoun County, one person at a time.

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Battle Creek Civic Theatre Looking to *Smokey Joe's* To Broaden Audience

This November the Battle Creek Civic Theatre had a wonderfully successful weekend run of *Oklahoma!* at the Penfield Performing Arts Center. This was our first show in partnership with the PPAC, and I think I can say we have sown the seeds for more successes down the road.

Our next show at PPAC will be *Smokey Joe's Café* in May 2009, and we have already begun planning for what we hope will be a production that engages the whole community. *Smokey Joe's* is a Tony Award-winning (1995) theatrical musical revue of songs by legendary writers Jerry Leiber and Mike Stoller. The show is filled with rock-and-roll and rhythm-and-blues standards made famous by the likes of The Drifters and Elvis Presley, featuring such classics as "On Broadway," "Kansas City," "Jailhouse Rock," and "Stand By Me," among others.

As with any show, but especially with a show of this nature, there is a wide variety of ways community members can be involved, from on-stage talent to behind-the-scenes support. On stage, we need singers, dancers, musicians and showmen. Off-stage, the list is longer: Sponsors, stagehands, set carpenters and painters, sound and lighting technicians, choreographers, box office workers, ushers, etc.

BCCT has spent the last few months developing a new strategic plan, the center of which is a new mission: to enhance the quality of life for all residents of greater Battle Creek by providing the community a diverse spectrum of performing arts opportunities and education.

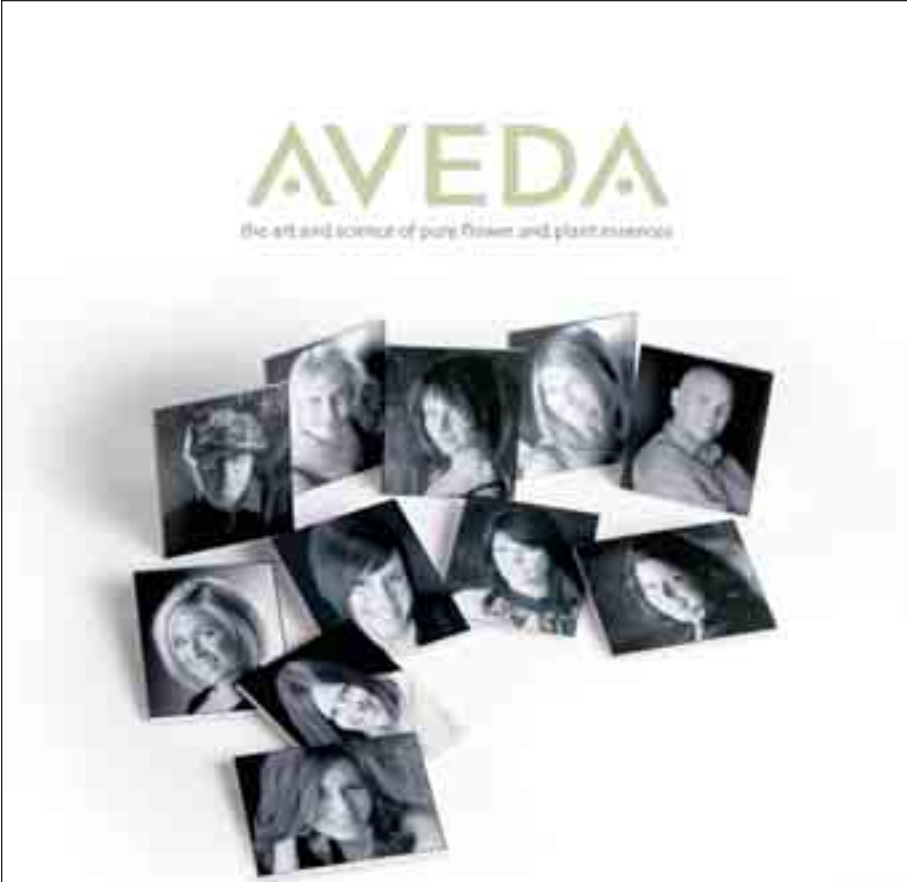
We will not be successful in this endeavor unless we can get a broad spectrum of new community involvement in the theatre. We planted the seeds for this movement with last year's *A Woman Called Truth* Sojourner Truth biopic at First United Methodist Church, starring Battle Creek's own Mary Morris, and continued planting with the PPAC partnership this fall. Now it's time to grow.

One of the great things about *Smokey Joe's* is that while the music is

all written by the same men, there is a great diversity of styles within the show that can appeal to folks from all walks of life. It is a show for everybody, where everyone can chip in, everyone can tap their foot, and everyone can learn the best lesson of the-

atre: When people come together in song, in a joined voice, in a shared experience, the world seems just a bit easier to bear, regardless of the load.

To find out how you can be involved, visit our website at www.bccivic.org.



Back (l to r): Ed Wiles | Jayna Sebring-Garland | Gayle Dopp | Janet Casleman
Tom Carpenter | Middle: Jenny Davis | Alyssa DeRuiter | Mariana Burkart | Natalie Bond
Below: Michelle Wooten | Bottom: Lindsey Rowe

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Cold and Flu: Myth or Fact?



You may have heard it from your grandmother or that eccentric aunt that you should 'Feed a cold and starve a fever.' Or that 'Chicken soup is great for fixing colds and the flu.'

As appealing as those ideas are, they have more to do with folklore than reality. According to Dr. Gregory Harrington, a physician at Battle Creek Health System's Center for Infectious Disease and Pulmonary Medicine and medical director for the Calhoun County Public Health Department, the real truth of the matter is this: No matter whether you have a cold or the flu, you need to get plenty of fluids like water and juice, eat enough food to satisfy your appetite, and drink hot fluids to ease your cough and sore throat. Chicken soup can certainly be one of those hot fluids, but it will not cure the flu or a cold.

Other common myths include:

MYTH: You can catch the flu or a cold from going outside in cold weather.

FACT: Being cold, or even wet, will not cause you to get sick, but if you are stressed you may have a lower resistance to upper respiratory tract infections. Actually you are more likely to pick up germs that cause colds and flu while in doors, where people live and work in closer quarters.

MYTH: If you catch a cold from someone, it can turn into the flu.

FACT: Only a person infected with the influenza virus can transmit the flu.

MYTH: Herbal remedies are good cold remedies.

FACT: Claims have been made that Echinacea and other herbs can cure colds quickly. To date, none of those claims are solidly supported by scientific studies.

MYTH: Large doses of vitamin C can keep you from catching the flu or a cold, or will quickly cure them.

FACT: These claims have not been proven either. Still, it is important to your health to consume the minimum

daily requirement of vitamin C, so don't overlook that.

MYTH: If you do not catch the flu by December, you will not get it because the flu season is over by then.

FACT: The flu season often peaks as late as February! Getting vaccinated before the end of the calendar year is the best way to prevent the flu, but the vaccine can still be effective if you get the shot in January.

MYTH: 'Stomach flu' is one kind of flu.

FACT: About one in three people with the flu may have an upset stomach, but other viruses, along with bacteria and food poisoning are more common causes of nausea, vomiting, and diarrhea.

Here is a **FACT** that can be of great help during every season. Washing your hands and getting any necessary vaccines can go a long way in helping you ward off many health woes, especially in the winter. And if you are still hungry after all of that information, that bowl of chicken soup is sounding pretty good right now.

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Michigan Tile and Carpet A Finalist For National Green Award

Michigan Tile and Carpet has been recognized as a finalist for the first annual Mohawk GreenWorks Dealer of the Year Award. Hans Stark, owner of Michigan Tile and Carpet, was presented with the finalist award.

The award, sponsored by Mohawk Industries, the world's largest flooring manufacturer, recognizes floorcovering retailers who have incorporated exceptional environmental and sustainability practices into their businesses. Michigan Tile and Carpet will receive \$1,000 that it can donate to a sustainable cause, or use for another sustainably based effort within its own business.

Michigan Tile and Carpet has a variety of environmental and sustainability programs. The company recycles many materials. This not only reduces waste but saves more than \$1,600 each year in disposal costs. New company vehicles are larger and more fuel efficient – saving even more fuel by reducing the number of trips required. Advertising has a green message, and store signs promote environmentally sound products like

recycled carpet, sustainably harvested hardwood, and carpet made using corn sugars to replace part of the petroleum required.

In addition, Michigan Tile and Carpet provides help to “Helping the Community” program, and has donated flooring for four Habitat for Humanity homes this year. The company's recycling program for carpet cushion, upholstery foam, and old mattresses is open to anyone – not just people who bought from the store and all proceeds go to Habitat for Humanity.

Michigan Tile and Carpet Co. is owned and operated by Hans and Alicia Stark. It is a family owned business that has been servicing Battle Creek and the surrounding area for over 40 years. The company is a Mohawk Floorscapes dealer, which makes it part of an elite group of stores nationwide recognized for their professionalism, quality of service, and innovative product offerings. The store is located at 99 E. Columbia Avenue.

Judges for the competition noted that Michigan Tile and Carpet were “really

impressed that they established company goals. It's apparent that all employees have really rallied behind and embraced the mandate, ensuring that the company ‘walks the walk’ as it's trying to engage customers on this important issue.”

“One company can make a big difference with its green efforts,” said David Duncan, Vice President of Marketing for Mohawk. “Hans Stark and his staff are a superb example of how to do things right.”

The Mohawk GreenWorks Dealer of the Year Award is open to all Mohawk retailers in North America. It is part of Mohawk's ongoing GreenWorks program, which covers a spectrum of environmental and sustainability initiatives within Mohawk Industries, with Mohawk suppliers, and with Mohawk customers to promote new practices to protect the environment and improve the floorcovering industry. A panel of three independent judges from the environmental and sustainability profession judged the entries, narrowing the field to three finalists. Learn more at www.mohawkgreenworks.com.

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Left: Michigan Tile & Carpet Associates...
HANS STARK – Owner (seated)
JIM BIRMINGHAM – Shop at Home Service
BENJAMIN BRUINEKOOL – Floorcare Specialist
TONY PUSEY – Shop at Home Service

Michigan Tile & Carpet

99 E. Columbia Ave., Battle Creek | 269-962-6227 | www.michtile.com | Hours: Mon 9am-8pm - Tue-Fri 9am-6pm - Sat 9am-3pm

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Scene Magazine...

is proud to say their latest project, the **REMEMBER History/Memory Book** will be ready for purchase in December in plenty of time for Christmas gift-giving. REMEMBER can be found at numerous locations throughout Battle Creek and Marshall for **\$20**. **A percentage of the sale of the book is being used to start an endowment** with the Battle Creek Community Foundation for scholarships for local students attending local colleges. **Be sure to visit one of the locations below for your copy of REMEMBER.**

Altrusa • Architecture + Design • Art Center of Battle Creek • Calhoun County Medical Care Facility
Capital Florist & Gifts • Changes Hair Salon • CIR Etc. Art Studio • Duncan's Hair Lines • Family Tree Garden Center
Farley Estes Funeral Home • Godfrey Jewelers • Historic Adventist Village • Jim Hazel's CITGO • Michigan Tile & Carpet
Mildred's Apparel & Bridal Boutique • NorthPointe Woods • Oaklawn Hospital • Shari Rarick School of Dance • The Front Page
The Party Store • United Educational Credit Union • WMU College of Aviation • SCENE Magazine

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