

FREE
VOLUME 34, NUMBER 12
BATTLE CREEK / MARSHALL

SCANA

M A G A Z I N E



mib

M E N I N B U S I N E S S I S S U E



MAKING IDEAS *WORK*

When choosing WW Thayne Advertising Consultants for your advertising needs, you've chosen an agency that not only has the ability to create ideas for your advertising needs, or even incorporate your own ideas. We have over 40 years of creative experience that gets to the bottom of the process and makes those ideas *WORK*. From the early days of pens and art board to the world of digital advertising, Thayne makes ideas work because we know *how* ideas work.

WW THAYNE

A D V E R T I S I N G C O N S U L T A N T S , I N C .

**BROCHURES | LOGOS | CORPORATE IDENTITIES | VIDEOS | MARKETING PLANS | ANNUAL REPORTS
TRAINING PROGRAMS | TELEVISION & RADIO COMMERCIALS | PUBLICATIONS | PRINT ADVERTISING | WEB DESIGN**

**4642 CAPITAL AVE SW, BATTLE CREEK, MI 49015
269-979-1411**

Going strong for over 75 years!
Thanks to you!



Your Trusted Financial Partner

Celebrating 75 Years of Service to You. As a locally owned bank, it's your friends, neighbors, the people you trust working behind those teller windows. And 75 years of service means Monarch has the resources to give you the advantages of a big city bank. Enjoy the comfort of knowing that your money is in expert hands.

Coldwater 517-278-4566 | **Hillsdale** 517-439-1790 | **Toll-Free** 800-882-2911
Union City 517-741-3567 | **Marshall** 269-781-5103 | www.monarchcb.com



An advertisement for Michigan Tile & Carpet Associates. It features a large white number '42' on a mosaic background, with the text 'years of service!' below it. To the left is a photograph of four men: two are seated in the foreground, and two are standing behind them. The text 'Left: Michigan Tile & Carpet Associates...' is followed by the names and roles of the four men: HANS STARK (Owner, seated), JIM BIRMINGHAM (Shop at Home Service), BENJAMIN BRUINEKOOL (Floorcare Specialist), and TONY PUSEY (Shop at Home Service). At the bottom, the company name 'Michigan Tile & Carpet' is written in a large, bold, orange font. Below the name is the address '99 E. Columbia Ave., Battle Creek | 269-962-6227 | www.michtile.com | Hours: Mon 9am-8pm - Tue-Fri 9am-6pm - Sat 9am-3pm'. There is a small logo in the bottom left corner of the ad area.

Providing excellence in General Surgical Services in Battle Creek, Marshall and surrounding areas for our current and new patients.



Andrew J. Gordon, MD, FACS
 Caron Warnsby, MD
 Thomas G. Casale, MD, FACS

General Surgical Associates, P.C.
www.generalsurgicalassoc.com

To better serve our patients and referring providers we **continue** to have two convenient locations...

Battle Creek Office:

Oakridge Office Complex
 391 South Shore Drive, Suite 111b
 Phone: 269-753-0640
 Fax: 269-753-0643

Marshall Office:

Wright Medical Building
 215 East Mansion Street, Suite 3E
 Phone: 269-781-4267
 Fax: 269-781-2710

We provide the following services:

- Abdominal Surgery
- Endocrine Surgery
- Laparoscopic Surgery
- Pediatric Surgery
- Breast Surgery
- Gynecologic Surgery
- Endoscopy (Colonoscopy & EGD)
- Body Wall (Cysts, Lumps, Skin moles/lesions)

Please feel free to contact either location for appointments, questions and/or referrals. We are ALWAYS here to help with your surgical needs.

Barnes & Noble Highlights



Board Games Make For Warm Fun

By Ronda Grundemann,
 Community Relations Manager

Winter weather has arrived and that makes indoor activities even more appealing to me. Games are a great way to have warm, inside fun during the cold winter months. Many of you may have received new games for holiday gifts. When I was little one of my sisters got the game Pit for Christmas. I don't know if any of you are familiar with that game but we found the louder you yelled the better. I remember one winter break in high school when a friend of mine got the game Risk. We played it over and over during our vacation and had loads of fun conquering each other's lands. When Trivial Pursuit came out I played whenever I had the chance, family dinners, hanging out with friends, parties – I love that game. I was a late bloomer with Scrabble, just started playing a couple years ago. I'm not very good at it but I still have a great time playing.

Barnes & Noble has many old and new games and some old with a new twist. Ever play Spoons? Why not try Simpson's Spoons, instead of grabbing a spoon you grab a plastic pink frosted donut. How about Monopoly? We have the Michigan State, Wizard of Oz, Mario and Peanuts versions. There is now a Scrabble Apple game that comes in an apple shaped cloth bag. You could also try Banagrams or Pairs in Pears; they also come in cloth shaped bags. You could have a quite fun fruit bowl! And more oldies with a new twist – Clue 24 (based on 24 the TV series), Risk Halo Wars and Rubik 360. Then there are the old stand bys – Scattergories, Taboo, Pictionary, Boggle and who can forget the Rubik's Cube.

As you can see we have a lot of fun games here at Barnes & Noble and more coming out all the time. Stop by and pick up a new game to play with family or friends on a cold winter day. It will warm you up from the inside out.

Please pick up one of our in-store calendar of events for all our activities. All events are subject to change. We are located in the Lakeview Square Mall, 5701 Beckley Road, Battle Creek. For more information or to confirm the events please call (269) 979-8060.

HOW YOU SEE THE WORLD IS... Important to us

Nationally known leaders in the treatment of Cataracts, Diseases of the eye, Diabetic Eye Care needs, Macular Degeneration, Glaucoma, and Dry eyes.

Top providers in Premium Technologies for Cataract Surgery, retina procedures, and Laser Vision Correction

*TLC Eyecare can bill these conditions to your medical insurance.

363 Fremont St., Ste 301
 Battle Creek, MI 49017
877-852-8463
www.tlceyecare.com

Bottom /Clockwise:
 Paul Ernest, M.D., Raphael Addiego, M.D.
 Surendar Purohit, M.D., Kevin Lavery, M.D.

Other locations: Adrian, Ann Arbor, Farmington Hills, Chelsea, Jackson, Kalamazoo, Lansing

ARTICLES:



Where Are They Now Carl Angelo 8



Building A Better Mousetrap Sherii Sherban 24

COLUMNS:

As Scene By	Richard F. DeRuiter	6
Downtown Marshall	Sally Bulgarelli	7
Health Scene	Peter Phelps	13
Business Perspectives	Kathleen Mechem	15
Oaklawn Health	Dan Stulberg	16
Antiques Today	Marsha Tech	28
Fun With Food	Joanna Stelloh Phelps	29
Real Estate Scene	Kathy Perrett	30

COVER:

This month's cover was created with the digital magic of Rick DeRuiter and inspired by our local Men in Business.



FEATURES:

Local Interest	12, 17, 31, 32, 33
Entertainment Calendar	14
Men in Business Listings	18-23
Business to Business	34
Business Listings	36
Advertisers' Index	37

STAFF:

Publisher	Frederick (Rick) DeRuiter
Assistant Publisher/Sales	Shirley DeRuiter
Business Manager	Shelii Penny
Executive Editor	Sherii Sherban
Publications Coordinator	Frederick DeRuiter
General Manager/Systems Manager	Keith Sherban
Typesetters	Frederick DeRuiter, Terri DeRuiter
Artists	Frederick (Rick) DeRuiter David Sherban, Matt Travis
Staff Photographer	Nate Zanotti, Keith Sherban
Advertising Sales	Shirley DeRuiter, Leslie Hewitt, Sherii Sherban
Printing	Millbrook Printing Company

Scene was established in June, 1977, and is published twelve times per year by W.W. Thayne Advertising, Incorporated. *Scene* is distributed free through our advertisers, area professional offices, and key points of interest in the Battle Creek/Marshall area. *Scene* is also available by mail subscription, \$22 for twelve issues, \$38 for twenty-four issues. Due to bulk rate restrictions, copies of *Scene* are not forwarded automatically by the U.S. Post Office to recipients when they move or are temporarily away. Please contact our office with your new address before you move so we can update our mail list and provide you with uninterrupted service. Opinions expressed by writers in *Scene* are their own and do not necessarily reflect the opinion or policy of *Scene* or W.W. Thayne Advertising, Incorporated. All rights reserved. Reproduction without permission is prohibited.

For advertising and publicity for your event or organization:

Scene Magazine
4642 Capital Avenue Southwest
Battle Creek MI 49015-9350

Our telephone is (269) 979-1410, telefax (269) 979-3474

Or you can e-mail us at: sheriis@wwthayne.com / leslieh@wwthayne.com

For editorial: sheriis@wwthayne.com

For ads, photos or graphics: rick@scenepub.com

REMEMBER TO VISIT SCENE'S WEBSITE AT... www.scenepub.com

© 2010 by Scene Magazine, a division of W.W. Thayne Advertising Consultants, Inc.
Reproduction in whole or in part is prohibited except by permission. All rights reserved.

Distortion For Purpose



Q: Rich, I understand that you have had quite a few people come up to you lately and compliment your recent columns. Does this mean that you might be including more political commentary in the future?

A: My comments certainly have made a difference... And the conversation I had with Congressman Schauer where he addressed my concerns and promised me that he would be supportive of my fears about the impending passage of health care legislation, makes me feel a whole lot better, huh? At least I'm now convinced that in political speak "distortion for purpose" is a deflecting tool and not a lie. Don't I feel better about that? I think? I've spent a lifetime in marketing and should have realized that lessening consumer resistance for change is critical in making the sale. For instance, if you release 10,000,000 mosquitoes in a nudist resort, you have a pretty good chance of selling out all the mosquito repellent at the resort store. In our case, it's laying off 10,000,000 employed people.

Enough is enough, it's snowing global warming today, and I have to get out and do my carbon footprint preventative best by hand shoveling for the next few hours. As most regular readers know, I've felt pretty

good knowing that I have not used my snow blowers once in two years. However, in my case, it's the exercise I need, not the adulation of others. I still start my blowers every week in case we get more than a foot and I might need a little help.

Q: Rich, I hope you realize that there are a number of people who disagree with you and that you might want to tame the rhetoric.

A: I don't know about you, but I believe that every day of your life, you run into someone who disagrees with you, and do you know what?... sometimes they are right. I can always change my position on something if I've made a decision based on bad information, but let's move onto something else. I've had enough politics for a while.

Q: Rich, if you were to recommend a snow shovel, which kind would it be?

A: I prefer the Menards 18.50, it's a workhorse for sidewalks and toss and clean. Its larger wrap-around sides trap a larger amount of snow and that is always more desirable. The shovel is also light enough to help me toss snow twenty feet or more. The metal strip on the bottom of the heavy duty, yet lightweight, shovel protects the shovel from shattering. For long driveways and the road in front of the house and spare lot, I always select the 22-inch Tuesday Morning 27.50. I have two of these because I wanted a backup just in case. I still remember standing outside at 7am on a cold Tuesday waiting for Tuesday Morning's sale day to begin. I had

noticed the shovels in their flyer and after reading all the particulars about the shovels, I knew I had to have one. I was the first one in the door and rushed right to the display. I always go to a store the day before the sale and find out from the manager where the items I want are going to be displayed. It doesn't always work but this time it did. When I saw them it was immediately two shovels under my arm and on to checkout. I'm so glad I bought two because not long after this Tuesday Morning closed, and I was one of only a couple of people in the entire area with a Tuesday Morning 27.50 shovel and maybe the only one with two.

Q: What's so special about the 27.50?

A: It is made of a durable plastic and has just the right angle in front to move snow forward and then to the side. The real key is the two support wheels that help the shovel rapidly slide with basically no resistance, it's wonderful. Many a neighbor has stopped and asked where I purchased it.

Q: You are a detail guy...you even know the product numbers of your shovels.

A: It's just what I paid for them. Simple as that. Are these shovels any better than yours? Probably not. But you know what? It's political speak. It impressed you, and when I told my wife the same details, she thought I was a genius. And that, my friends, is an example of "distortion for purpose"... the only difference is, my shovels actually work for me, by me.

DON'T MISS YOUR CHANCE TO WIN!



WANTED

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!

NOW 2 WINNERS!

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 a **\$25 Gift Card from The Battle Creek Hunt Club or TWO \$10 Gift Cards from Marshall Applebee's**. You must make your discovery by January 29, 2010 and the winner will be announced in the next issue of Scene!



LAST MONTH... PAGE 15 LAST MONTH'S WINNERS... KENDRA MAGNUS & LARRY METCALF

LOOK! - Now you can e-mail your detective work too! rick@scenepub.com. Include your name, daytime phone and what page you found him.
OR on-line at...www.scenepub.com



WIN A VALUABLE PRIZE!

A Winter Get-Away in Calhoun County!

Winter doldrums got you down, pookie? Can't quite make a trip down south to escape the gray skies? Need a pick me up that's affordable?

Make Marshall your "Get Away Vacation Destination" for 1, 2, 3 days or more. There's plenty to see and do, with travel costing the price of a gallon of gas, round trip, from Battle Creek.

Battle Creek-area residents who haven't taken the short drive to this charming landmark city that's been featured in MidWest Living Magazine, Michigan Living, Chicago Sun Times, and more, will be charmed. While on the surface this may seem like a sleepy, placid little town, a steady thrum-thrum-thrum of activity and energy awakens even the most lethargic midwinter spirit. For proof, stroll down what the locals call "Main Street" (really, Michigan Avenue). Faces tell the truth, and here, almost everyone smiles, chats, and points – never mind Miss Manners – with excitement.

It starts with the best welcome anywhere: the Brooks Memorial Fountain, which greets visitors traveling from all directions to the city circle. Of Greek Doric design, the fountain was inspired by an original that presided in Marie Antoinette's renowned "Temple of Love" garden in Versailles. In winter, the jets are turned off to the Brooks Fountain, showcasing the structure's classic majesty.

For no money at all, window shop in locally owned boutiques and shops with a personality not to be found in "big box" stores. (More on these in a future issue of Scene.) Suffice it to say, if you're a seeker of the unique, Marshall shops have it.

For a rip-roaring time, try Cornwell's Turkeyville, USA. Hurdy-gurdy music plays continuously, setting the mood for a country store and restaurant capped off by live dinner theater. Best of all for the winter-phobic, it's all wrapped up under one roof!

Inside, the atmosphere is as fun as the food is delish. For lunch or dinner, it's turkey, of course – roasted and sliced right on site. Smoked turkey, turkey joes, buttered turkey, turkey salad, an old-fashioned turkey dinner – all of it so moist and succulent it melts in the mouth. Top it off with a slice of one of



Turkeyville's homemade pies, or take home an entire one to enjoy later. And if pie isn't your favorite dessert (or you prefer it ala mode), step inside the old-fashioned ice-cream parlor, brimming with every flavor of home-made fudge and caramel corn imaginable. Out of earshot, but close enough for parents to peek in, is an arcade to entertain kids of any age.

Down the sloping, handicapped-accessible ramp an old-fashioned player piano pounds out a rousing tune, accompanied by cymbals and drums. A few short steps away, a train whistles while circling an enormous tiered track. Chugging through tunnels and over bridges, the Turkeyville train – like the player piano – lasts a surprising amount of time for a quarter. In fact, these may be the best deals around!

But wait! There's more!

The tempting aroma of fresh-baked bread, cinnamon rolls, and coffeecake

invites shoppers into the store. "Curiosities" reminiscent of days gone by, like reproductions of old clocks and soda-fountain memorabilia, along with de rigeur purses and fashionable lunch totes, are just some of the items available for purchase. Candy, both sugar-free and regular, unique Christmas decorations, toys, Grandma Cornwell's jams and jellies, and a Girl Scout shop complement the array that the Cornwell family has thoughtfully assembled. Cornwell's is a short jaunt from the center of Marshall.

For dining in the heart of the city, choose from the world-acclaimed Schuler's Restaurant & Pub (January's "Monday Nights are Special" dining for \$15.99, choice of chicken, prime rib, whitefish, each with salad, potato, and more); Pastrami Joe's (where their signature Pastrami is delivered daily from Detroit's Eastern Market); RoMa's Corner Café (you are challenged to find a better carrot cake anywhere); Stagecoach Inn; Hungry Howie's Pizza & Subs, or Schlotzkey's Deli.

Think Marshall closes down at night? On weekends, the Franke Center for the Arts offers a phenomenal slate of music and entertainment. The Bogar Theatre shows current movies, or you can bowl a game or two at Marshall Lanes.

More often than not, Marshall visitors find one day isn't enough to do and see everything. Modern motels and charming bed-and-breakfasts cater to guests, warming hearts and hands.

No matter the time of year, the weather inside is always "delightful" in Marshall.

For a community calendar of events: www.marshallmi.org

Come See Why Nothing Compares...

Waterfront Restaurant

Wine Dinner - 4 Wines / Courses
at the newly remodeled Waterfront Restaurant – Jan. 26, 2010 at 6pm
Please make your reservations by January 19

OR Enjoy the game with burger and fries at the Seaside Sports Bar!

315 W. Columbia Ave. | 269-962-7622 | www.waterfrontbattlecreek.com

Ervin and Ranger – WBCK Radio Sports Peerless Pair – Still on the Air



It's been said, "Social evolution is the result of the interaction of two wholly distinct factors: individuals bearing all the power of initiative and originality in their hands; and

second, the social environment with its power to adopt or reject men and their gifts. Both factors are essential to change. Our community would stagnate without the impulse of individuals. Impulse dies without the sympathy of community." I say, "Attention Downtown Development. It's time for change!!!"

As I was pondering what to write about for *Scene's* year-end issue, I had what "real writers" refer to as writer's block. I call it 'head cramps', which always attacks the area between my ears."

I needed inspiration, so I called my cousin, Vicky Ilich, who resides on Stone Avenue near Kellogg's Porter Street offices, Credit Union and plant. This is the home where my parents raised me and, being the Christmas season, it was the time of the year when we gathered as a family to celebrate the holidays. I thought that, with all the fond memories, I might come up with a good story angle. However, when I took a drive around what used to be one of Battle Creek's most thriving business and residential areas due to its location near Post and Kellogg's, my fond memories disappeared.

What I saw was the remnants of the Michigan Department of Transportation's Dickman Road extension. MDOT spent \$5.5 million to buy out the homeowners in that neighborhood only to tear down the homes, leaving about 5% of the people whose property wasn't purchased stranded. What really happened to end this plan for the extension? This destruction left a very pervasive disillusionment among the residents who remained there with nowhere to shop, no place to go, and living in a severely blighted area. It's a real eyesore for people using Michigan Avenue as a route to downtown Battle Creek from the Fire Keepers Casino and points east. It would be an ideal location to put in a parkway that would enhance people's view of our city as they approach downtown. Was the State of Michigan compensated for this purchase or do they still own the property? Of course there may



be more to this story than meets the eye. The east end was a part of our city's history and it's a shame to leave it the way it is.

While having a cup of coffee with my cousin, I came up with an idea for my article. Christmas is a time for giving, and I wanted to write about people that give back to sports in our community, most importantly to the young athletes (high school and junior college), their coaches and athletic directors. My head cramps subsided as two names came to mind who have given to all the above – none other than that peerless pair of on-the-air WBCK radio sports, Ken Ervin and the master of wit, Ike (not the lone) Ranger. With business cutbacks, the station had considered canceling their sports coverage. This would have been a major setback for our radio sports listeners. So Ken and Ike put their heads together and contacted local businesses to sponsor their program. They received a great response and kudos to these businesses for supporting them. Ervin and Ranger have combined for a total of 50-plus years on the air with local sports radio (Ervin 32 and Ranger 20). It would have been a shame to see their service interrupted.

Ken Ervin hails from Highland Park, Michigan. He graduated from Highland Park High School (HPS) in 1957. Ken

was an outstanding 2nd baseman on the Parker's baseball team for three years and played football his senior year until a broken collarbone ended his short career in football after the first game. Incidentally, former Michigan All-American and Detroit Piston standout, George Lee, is another HPS graduate that Ken knew from high school. Lee also coached and played for the San Francisco Warriors during Wilt "the Stilt" Chamberlain's heyday in the NBA. The Polar Bears were a state basketball power in the 50s and 60s under the auspices of hall of fame coach, Jim Wink. Besides George Lee, another one of their most notable players was George "Baby" Duncan.

After graduation from high school, Ervin joined the Naval Reserves and eventually went on active duty. He took his basic training at the Great Lakes Naval Station in Chicago and graduated with highest honors in his Company. He was transferred to the Arlington National Cemetery in Washington, D.C. as a member of the U.S. Naval Honor Guard. Following are some of the highlights of his military service in D.C. which include: standing Honor Guard for Queen Elizabeth when she visited our Nation's Capital in 1958. He also served as Honor Guard at the burial site of two Unknown Soldiers, one from



Ken Ervin's Naval days.



Carl and daughter Carla with Blaha (center).



Ike Ranger with coach Ketchum.

WWII and the other from the Korean Conflict. This event took place May 28, 29, and 30, Memorial Weekend, 1958 at the Arlington Cemetery and concluded at the Capital Rotunda. Pictures of this special occasion appeared in *Life Magazine*.

In September of 1958, he was assigned to the USS Boston, a guided missile cruiser at the Charleston Naval Shipyard in Boston, Massachusetts. The USS Boston sailed both the Caribbean and Mediterranean. He was discharged from active duty on June 26, 1959.

From that point on, his career took more turns and stops than a Greyhound bus going from the East Coast to the West Coast. He returned to Michigan in 1959 and took a job with a finance company in Detroit where he earned a promotion and was transferred to Richmond, Virginia. In 1960 he quit his job and enrolled to attend William and Mary College (WMC) in Williamsburg, Virginia, on the G.I. Bill. While attending WMC, he worked nights as a DJ to help pay his school expenses. After three years at (WMC) in their Engineering program, he left school to take a job with WHAP Radio in Hopewell, Virginia. He worked nights as a full-time DJ for WHAP.

He broadcast Hopewell High School's football and basketball games for WHAP until 1962. In the summer of 1963, he broadcast his first radio sports baseball game in Colonial Heights, Virginia. It was for a team sponsored by the American Legion. A member of that team was Johnny Oates, who went on to a successful eight-year Major League career in baseball.

Ken then took a job as Program Director of Sports at WSSU in Petersburg, Virginia where he continued broadcasting high school sports. One of Petersburg High School's top players was 7-foot center Moses Malone. If you're not familiar with the name, in 1970 Malone was the first player to go directly into the NBA from high school. He became one of the top 100 players in the history of the NBA.

After 1970, Kenny left WSSU and returned to Michigan, where he worked

briefly for WWJ Radio in Detroit before taking an engineering job with the city of Ferndale where he plied his trade for two years. During that time (1971), he met and married his wife Linda. The couple honeymooned in Colorado and liked it so well that Ken took a job in Leadville, Colorado. Because of an illness in his family (his Mom), he and Linda moved back to Lansing in 1974 where Ervin took a job with WITL Radio until November of 1975. He was then hired in the Engineering Department with the City of Battle Creek. He finally settled down and worked in Battle Creek from January 1976 until he retired in 2002.

Looking back on his radio career, in 1977 he took a part-time job with legendary sportscaster Bob Sherman at Bob's station, WWKQ Battle Creek, until the station closed in 1980. They both had worked earlier with WELL radio broadcasting high school sports. In 1983, Kenny started working for WBCK sports and has been there ever since. Bob then took a job with WNNW doing MSU football and basketball. Incidentally, Sherman was the late, great sportscaster and MHSAA Hall of Famer who influenced and helped many sportscasters with their careers. Sherman's booming baritone voice and his great articulation were a throwback to the iconic Van Patrick of Detroit Lions football fame.

One person who was greatly influenced by Sherm is George Blaha, the voice of Pistons' basketball and MSU football. George and Bob were very close friends and shared many special moments. They are both in a league of their own when it comes to sports announcing. I'm proud to say, "I had the distinct pleasure of their company on many occasions in my place of business" (Angelo's).

Ervin's credits as a sports announcer are well documented and too numerous to mention. The most recent was Marshall's State Football Championship at Ford Field. Ken is a member of the Michigan Recreation Wall of Fame (MRA) and has received many other awards and accolades for his on-air

empiricism. He's always had a fervent desire to succeed no matter what.

Ken and Linda have been married 38 years and have two children, Joel and Leslie, both college graduates. Their pride and joy are their three grandchildren Alexis (13), J.P. (8) and Aiden. They reside in retirement in Hastings, Michigan.

The other half of the tireless tandem is Ike Ranger, who is no stranger to Battle Creek sports. Ranger was raised in Battle Creek and came up through the Battle Creek School System as a stand-out student athlete. Ike is a 1959 Graduate of BCCHS and played three sports for the Bearcats: football (3 years), basketball (1 year) and baseball (3 years). Football, presumably, was his best sport. The lithe, lean Ranger (155 lbs. soaking wet) ran out of the fullback position, was a linebacker on defense and played on all special team units. His level of tenacity on the gridiron was highlighted by his love for the contact sport. He would run through a brick wall to make a block or a tackle. No one had more desire or determination to prevail.

His first two years as a Bearcat, he played under Coach Chuck Cacek. In his senior season, BCCHS Hall of Fame Coach, Jack Finn, took over the Bearcat reins and turned their football program around. Central High's record in 1958 was 7 wins/2 losses overall, and they were 5/1 in 6A league competition. Ranger had aspirations of playing football in the MIAA League at Hope College and went to summer school taking speed reading and math classes. But, he then decided to bypass Hope and enroll at KCC in September of 1959. He played football that year for the semi-pro Battle Creek Bears as a fullback and quarterback offensively, and linebacker on defense.

His high school coach, Jack Finn, had a great rapport with Ferris Institute's football coach, Sam Ketchum and recommended Ike as a player. Ketchum gave Ike a scholarship and Ranger didn't disappoint him. He was a linebacker on defense and wide receiver on offense. In his senior season with the Bulldogs

continued

VanHorn's Market Exit 97

Warehouse Market Exit 100

Wheatfield Market Exit 104

- Liquor
- Beer/Wine
- Lotto
- Small Grocery Items

94 Convenience!

Worried About Identity Theft?



- Avoid carrying your social security card with you.
- Order and review your credit report annually.
- Use a paper shredder to dispose of sensitive documents.
- Add Identity Theft Coverage to your Auto-Owners Home-owners policy.

Auto-Owners Insurance

WORCESS SINCE 1921
INSURANCE

55 N. MCCAMLY • 269-965-3221

"LET WORCESS DO YOUR WORRYING."

VISIT ALYSSA DERUITER
FOR A FRESH, NEW LOOK...



A graduate of Douglas J. Aveda Institute, Alyssa is professionally trained and state certified in hair styling, coloring, manicures and pedicures.

Looking for a new stylist? Visit 2545 Capital Ave. SW, Suite 100 or call 269-565-1134 to schedule an appointment.



(1962), he received All-NAIA League Honors as an end. One of his teammates at Ferris was former Lakeview High School great, Buzz McNally, who set many rushing records as a running-back

A thought of note: Coach Sam Ketchum was a Battle Creek native who made quite a name for himself at BCCHS. He and Steve Sebo ran out of the same backfield for the Bearcats in the middle 1930's. They both went on to outstanding college careers at Michigan Agricultural College (now MSU). I believe Sebo is about to become a member of the BCCHS/Springfield High School Hall of Fame. With Ketchum's background at Central and Ferris, he's definitely a candidate for this honor as well.

Back to Ranger, after Ferris' football season in 1962, he dropped out of school and joined the U.S. Marine Corp. Reserves. He took basic training at the Quantico Marine Corp. Base in Quantico, Virginia. After six months active duty, he remained in the Reserves making his tenure in the service a total of six years. He returned home and, in the fall of 1963, took a job with Sears in Credit Management. After 25 years at Sears, he partnered in a business venture in Lansing called Nationwide Money Recovery. Ike retired in 2001 at age 60.

He's been with WBCK sports radio since 1989; first as a statistician for Ervin and Terry Newton and, after Newton took the Athletic Director's job with St. Philip High School, Ike became Kenny's color man.

Ranger was also a respected athlete in local recreation basketball and baseball circles. He was inducted into the MRA Wall of Fame for baseball in 2005. He, too, has accolades for many things. Of note would be the Leadership Academy, Treasurer of the Michigan Amateur Baseball Association, member of the Stan Musial Amateur Baseball Association Board of Directors, etc.

Ike has been married to wife Sandy for 45 years. They presently reside on the southwest side of Battle Creek and have three sons, Brian, Kevin and Ryan. They also have four grandchildren. Son Brian lives in Portland, Oregon; Kevin lives in Dallas, Texas; and Ryan lives in Kyrgyzstan, Ecuador. The couple plan to visit Ecuador in 2010.

Some of the big names in sports that they have come into contact with through radio sportscasting are Moses Malone, Magic Johnson, Chris Webber, Derek Jeter, T.J. Duckett and Cy Young winner Johann Santana, to name a few.

Kenny says he still gets a kick out of broadcasting and he added, "It's been an adventure sharing all these special moments with our community, and a pleasure working with people like Terry Newton, Ike Ranger, and Dave Hudson, etc., as well as the athletes, coaches and Athletic Directors." They are like family to him.

In closing, I'd like to dub them the "3-V" duo, the varietal, veterans of vitality, and we at *Scene Magazine* would like to compliment Kenny and Ike for their tireless efforts in bringing local sports to the community and adding to the archives of sports history in our city. It would be a nice gesture if our new Mayor, Susan Baldwin, and the City Commission would honor them with a special day.

I'm Carl Angelo "Touching the Bases" for *Scene* "the best local news" *Magazine*.

NOTE: The Battle Creek Metropolitan Area Mustache Society (BCMAMS) are at it again. This philanthropic brotherhood of charitable deeds in our community is becoming the talk of the town for their untiring, energetic efforts to help those in need. They have great leadership in Jeremy Andrews and are not unlike the King's musketeers in the novel "The Three Musketeers". This group has become our city's mustachioed musketeers of benevolence (all for one and one for all). Here is a calendar of the hairy-lipped fellowship's itinerary for Februhairy: *Saturday, Feb. 6th - 11.00am-4:00pm*: the Festibus Day competition at Leila Arboretum. This includes cardboard sled races, chili cook-off (BYOC), and ugly sweater competition. Absolutely free to attend - come one, come all! *Saturday, February 20th - 7:00pm*: The Februhairy Face-off at the Rink. Watch Battle Creek Revolution hockey as the team sports their staches for charity. Shave a hockey player. Shoot the stache. \$2.00 from every ticket sold is donated. *Sunday, February 28th - 2:00 - 6:00 pm*: The Big LeBOWLski at Knottke's Lanes. This is a tribute to the 1998 movie about bowling, "The Big LeBowski," starring Jeff Bridges. So get your Dude on. Bowl a few frames. Costumes. White Russians. Bring your ball and score big for charity. Tickets are \$18.00 in advance or \$20.00 at the door which gets you bowling, food and fun. Need details? Visit WWW.bcmams.com, e-mail bcmams@gmail.com. Facebook bcmams or call 269-832-0777. All proceeds for these events go to the Leila Arboretum Society. Your support will be greatly appreciated.



The BCMAMS, our city's philanthropic fellowship have a busy schedule for Februhairy.



Working Together To Serve You Better

FUNERAL DIRECTORS & PRENEED ADVISORS



JOHN DOWDLE



ROSS SCHIMMEL



JON BARNES



CHARLIE JOHNSON



DEONNE ESTES



ANDY EMERSON

Frerley
ESTES & DOWDLE

105 Capital Ave., NE @ North Avenue | 269-962-5527



BATTLE CREEK TILE & MOSAIC CO.

Since 1958



JOHN ZANETTI

MIKE STAIB

FRANKIE ZANETTI

WILL MILLER

■ Fast, Expert Installation ■ Free Estimates ■ Residential and Commercial

1338 W. Michigan (Urbandale), Battle Creek, MI ■ 269-962-8779

Hours: Tue-Fri 8:30am-6:00pm / Mon 8:30am-8:00pm & Sat 9:00am-1:00pm

U.L.A.B.A. MEMBER

One-Stop Business Banking

Southern Michigan Bank & Trust has been serving southern Michigan since 1872. We are a community bank defined by our customers and the 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.

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. Diane Krimmel, Retail Loan Officer, also supports the mortgage and retail lending needs in the Marshall area. 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.

The Trust Department is represented by Mary Guthrie and Dave Rumsey who can help you with trust and investment needs. Our Trust Department staff will meet with you to review your personal and financial information. The next step is to work with you to design and implement an investment, financial or estate plan that is tailored to your specific needs.

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, sponsored workshops and seminars to build awareness of crime prevention and maintain information and tools in our branches to assist our customers.

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 Branch, Cass, Hillsdale and St. Joseph Counties with 18 branches across southern Michigan.

Throughout the 137 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."

An advertisement for Southern Michigan Bank & Trust. The top left section has the heading "Business Partner." followed by a testimonial: "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." Below this is another testimonial: "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." attributed to Claudia Murch, Assistant Vice President and Battle Creek Branch Manager. The bottom left shows the Southern Michigan Bank & Trust logo and contact information: (269) 979-8822 • www.smb-t.com. The bottom right features a photo of a woman in a business suit smiling, and a logo for the Equal Housing Lender.

What do expiration dates really mean?



As you cruise down the grocery store aisles with coupons in hand, the bargains call out. Rainbow trout is \$2 a pound cheaper than it was yesterday. There is a manager's special

on strip steak – reduced from \$12.00 to \$5.99 a pound. One percent milk is 'marked down for rapid sale.'

Everyone wants to save a few bucks, but how about freshness, quality, and safety?

The regular fish delivery to the store was yesterday. Now a day old, the trout has lost some of its luster and probably smells, of all things, a bit fishy. It may be no bargain after all.

The steak has a 'sell by' date that's tomorrow, but what's wrong with that? You're planning to have it tonight for dinner. How about the milk? Will you drink a gallon before it goes sour?

Any food you buy in the supermarket

is presumably safe on the day you buy it. To give you an idea of how fresh the item is and how much longer you can store it, most food labels contain dates and a somewhat confusing array of terms.

If the term is 'expiration date,' then that's exactly what it means. On that date, the food is no longer considered safe to eat, and you proceed at your own risk. Some states require that milk cartons be pulled from the shelves by their expiration date. But federal law requires only that infant formula and some baby foods be labeled with expiration dates.

'Sell by' refers to how long the store should keep the item on its shelves. It's the last day that the food will be at highest level of quality, but it will be safe to eat for several days thereafter.

If you're interested in getting the freshest products, you should pay attention to 'sell by' dates. In most cases, the freshest items will be at the back of the case or on the bottom of the stack.

'Use by' is a more definite term meaning roughly the same as 'expiration date.' Safety after that date depends a lot

on the nature of the product and its packaging.

'Pack date' and 'born on date' leave the interpretation to you. Breweries and beer distributors to stress their notion of freshness, use the 'born on date.' More likely on canned goods, the pack date may be in code, most commonly MMD-DYY (November 25, 2009 would be 112509). There are many variations, some of which may be difficult to decipher.

Canned goods, of course, are for stashing away – from 18 months to 5 years or longer after they are packed. High acid foods such as tomato sauces will not keep as long as low-acid ones such as green beans.

Dry goods like sugar, flour, and salt are typically not dated and can be kept for several years without deterioration if stored in a cool, dry place.

So with the New Year upon us, why not look through your cupboards and clean out those products that are no longer the freshest or safest? Knowing food-dating standards can help keep you and your family safer and healthier.

When you can't plan life's little accidents there's ...

BECKLEY ROAD
URGENT CARE

M-F 9 a.m. – 8 p.m.

Weekends & Holidays 9 a.m. – 6 p.m.

BATTLE CREEK  HEALTH SYSTEM

(269) 979-6888

5352 Beckley Road • Battle Creek, MI 49017

bchealth.com

Entertainment Calendar

Events in January & February

January

Throughout January

: Southwest Michigan Watercolor Society exhibit, Art Center of Battle Creek, (269) 962-9511, www.artcenterofbattlecreek.org.

12, 19, 26: Coaches Show, Battle Creek Revolution Hockey, JW Barleycorns - McCamly Plaza Hotel, 6-7pm, (269) 963-7050, www.bcrevolutionhockey.com.

13: 13th Annual Celebrity Luncheon at Cornwell's, Cornwell's Turkeyville, USA, 12-1:30pm, www.calhouncounty-fair.org.

13: Birds and Beans, Kellogg Bird Sanctuary, Hickory Corners, \$, (269) 671-2510, www.kbs.msu.edu.

15: Lew Boyd Swing Band, Burnham Brook, (269) 965-5901.

15-17: Marshall's 22nd Community Follies, Marshall Middle School, Fr-Sa 7pm, Su 2:30pm.

16: The Singing Chef, Tibbits Opera House, 7-9pm, \$, www.tibbits.org.

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

17-23: Quincy High School Winter Show, Tibbits Opera House, Coldwater, \$, 4pm, www.tibbits.org.

21-23: Michigan High School Football Coaches Association, McCamly Plaza Hotel, Kellogg Arena.



21-23: Smile, Tibbits Opera House, Coldwater, \$, 4pm, www.tibbits.org.

23: Xtreme Spirit Cheer & Dance Championships, Kellogg Arena, (269) 963-4800, www.kelloggarena.com.

23: Winter Zoo Snooze, Binder Park Zoo, www.binderparkzoo.org.

24: Bridal Show, Kellogg Arena, (269) 963-4800, www.kelloggarena.com.

26: 63rd Annual Marshall Area Chamber of Commerce Dinner, 6pm, Schuler's Restaurant, www.marshallmi.org.

28-30: Two by Two, Tibbits Opera House, 8-10pm, Coldwater, www.tibbits.org.

28-31: RV Dealers Show, Kellogg Arena, (269) 963-4800, www.kelloggarena.com.

30: Ice Fest and Carving, Warm Up the Winter in Coldwater, Along US 12 on Chicago Street, 10am-3pm, (517) 279-6902.

February

1: Opening Day 2010 Season, Cornwell's Turkeyville USA, (269)781-4293, www.turkeyville.com.

4: Midday Matinee, Marshall District Library, 12pm, www.marshalldistrictlibrary.org.

10: Birds and Beans, Kellogg Bird Sanctuary, Hickory Corners, \$, (269) 671-2510, www.kbs.msu.edu.

11: Cereal City Concert Band, Burnham Brook, 7pm, \$5, (269) 961-5676.

11: Bingo for Books! Marshall District Library, 1-3pm & 7-8pm, www.marshalldistrictlibrary.org.

12: George Pendill Trio, Burnham Brook, (269) 965-5901.

19: Lew Boyd Swing Band, Burnham Brook, (269) 965-5901.

19-20: AAUW Used Book Sale, Marshall District Library, www.marshalldistrictlibrary.org.

26-27: MHSAA Wrestling, Kellogg Arena, (269) 963-4800, www.kelloggarena.com.

Experience Downtown.

Experience downtown Battle Creek. Shop. Dine. Replenish. Catch Up.
 Visit downtownbattlecreek.com for up-to-date event information, places and spaces.
 On Facebook @ Downtown Battle Creek and Twitter @ DowntownBTLCRK.

Live it up!
 In downtown Battle Creek

Battle Creek Area Chamber of Commerce – A Year in Review



As the largest business advocacy organization in Calhoun County, we had another GREAT year! The Battle Creek Area Chamber of Commerce has

received reaccreditation from the U.S. Chamber of Commerce with five stars. This is the highest honor which can be bestowed on a local Chamber, ranking us with just a handful of Chambers nationally, recognizing all of our program and procedures.

We successfully established the Battle Creek Area Leadership Challenge, graduating 19 students in our first class and enrolling 25 in our second. We continued great success with the Battle Creek Self Employment Program, now with 138 graduates who have created and improved 41 local businesses.

We added many new members and volunteers, and awarded over \$79,000 in Accident Fund rebates to Chamber members. We provided 10 member discounts to help our members' bottom lines, 28 networking events, 100 photo opportunities and ribbon cuttings, and cost effective marketing for our members on our website and in the *Insight*.

We re-designed and improved our communications with our members through our new *Insight* and new website.

We took strong pro-business positions on 13 pieces of legislation and successfully supported pro business candidates for positions at all levels of govt.

We worked hard on a large number of high profile advocacy initiatives on behalf of the membership. We weighed in at all levels of government, to oppose the card check legislation, on GO 21 to improve freight rail transportation and other transportation funding, on the downtown transformation proposal and local tax abatements for our members, tax legislation for aircraft maintenance, and on the part time legislature proposal.

We were appointed to the Michigan Chamber Professionals policy group and the Michigan Economic Developers Association Legislative Affairs Committee, and joined a statewide coal-

ition advocating for Medicaid reforms.

We'll continue progress on all of these initiatives into the future.

We know this has been and continues to be a challenging time for many of our members. This is why we have strategically re-focused on our mission, and made significant investments in our advocacy and communications vehicles. It is all about driving value to our members. That is why we are here as your Chamber: to build and strengthen business resources to help our members and your bottom line.

And, if times are tough- all the more reason to be involved in the Chamber, to help your business grow and remain

strong in the Battle Creek area. The key word here is INVOLVED — in the Eye Opener Breakfasts, the monthly business expos, the mixers, committees, and on our website and in the *Insight*. Take advantage of member discounts to cut your costs of doing business. I urge everyone to work together with your Chamber and each other.

On behalf of our staff and our Board of Directors, I thank all of our members for your support. We have a bright future ahead and another great year coming up. To contact the Battle Creek Area Chamber of Commerce please visit the website at www.battlecreek.org or by phone at 269-962-4076.

NorthPointe Woods
An Active Senior Living Community

Jeff Hagen, Executive Director
Bill Roble, Director of Plant Maintenance
Rob Bork, Director of Marketing & Community Outreach

Providing Exceptional Senior Living In the
Battle Creek Area For Over 10 Years
Independent Apartments & Assisted Living Apartments


700 North Avenue
Battle Creek

269-964-7625

www.northpointewoods.org



Call for more information
or to schedule a tour.

Managed by Life Care Services, LLC
A Not-For-Profit Community-
Based Organization 

“Feels like home.”

Oaklawn Medical Group – Beadle Lake office now open

The new Oaklawn Medical Group physicians office located at 14231 Beadle Lake Road, just south of I-94 at exit #100, is now open. January 4 was the first day of seeing patients for Internist Stephen Durant, M.D. and Family Practice specialist Roger S. Kilbourn, D.O. The two physicians are



teaming to provide primary care for area residents of *all* ages.

Dr. Durant is board certified in Internal Medicine, focusing on primary care for adults 18 years and older. A native of Lansing, Dr. Durant achieved both his bachelor and medical degree from Michigan State University before




Three names you can trust.

Dr. Stephen Durant, Dr. Roger Kilbourn
and *Oaklawn*.



Oaklawn Hospital has been providing skilled and compassionate health care in the Marshall - Battle Creek area for more than 80 years. Now you can receive that same award winning care in our new physician office located just south of I-94 at Exit 100. Oaklawn Medical Group - Beadle Lake offers two outstanding primary care physicians to the Marshall/Battle Creek area. Internal Medicine specialist Stephen Durant, M.D. and Family Medicine specialist Roger Kilbourn, D.O. are now accepting patients. For three names you can trust for all your health care needs, call (269) 962-0441.

 **Oaklawn Medical Group** | Beadle Lake
Internal and Family Medicine

14231 Beadle Lake Rd. (269) 962-0441

www.oaklawnhospital.org

heading to San Antonio and Lackland Air Force Base for a three-year residency at Wilford Hall Medical Center. Following his residency Dr. Durant worked as a staff internist at Luke Air Force Base in Glendale, Arizona for four years and continued to practice in Arizona upon leaving the Air Force. He and his wife, Carrie, are pleased to be back in their home state of Michigan and close to family. The Durants have a 16-year-old son, Michael, and a 12-year-old daughter, Natalie.

Dr. Kilbourn is board certified in Family Practice and sees all ages, from infants to seniors. As a D.O. he is also trained and experienced in spinal adjustments. Originally from Oregon, Dr. Kilbourn earned his bachelor's degree at Oregon State University. He attended medical school at Michigan State University, then did a psychiatric internship at Sparrow Hospital and a family medicine residency at Ingham Regional Medical Center.

Prior to joining Oaklawn, Dr. Kilbourn practiced Family Medicine in Flushing, Michigan. He now lives in Marshall with his wife Gail and their three sons, Joshua (9), Jacob (7), and Matthew (2).



Selecting a Financial Advisor

In these difficult times, many have discovered the need for more help with their investments. They are not achieving their financial goals. Yet asking someone new to manage their life savings is scary. The following recommendations are developed from extensive financial experience:

Look for a sound investment strategy: Make sure your financial advisor recommends a portfolio strategy. Portfolio strategy is the study of how to blend investments in order to minimize volatility (short term swings in value), without sacrificing long-term returns. Good investments are easy to find. Yet the right mix of investments (a suitable portfolio) is time consuming to develop. If you do not want to take risks you don't need to, or if your investment performance completely derailed you in 2008, you likely need a more suitable portfolio strategy (mix). The individual investments you hold are likely decent performers.

Look for a customized plan: Your advisor should offer a customized plan that lays out what you need to do in order to achieve your financial goals. If retirement is in your future, does the plan identify specific savings targets? If you are retired, does the plan spell out how much income you can draw while minimizing the chance of depleting your principal? Does it identify estate/income tax shelters which may be appropriate? Unreasonable expectations and poor planning can cause you to miss your goals as quickly as a poor portfolio strategy.

Look for an advisor compensation scheme that matches your needs: If you want an advisor to keep up with your changing needs over your lifetime, do not pay him everything up-front. If your broker receives lots of up-front commissions, but none for the next two years, do not be surprised if he stops calling you. Instead, look for a fee based approach where as much compensation as possible is deferred to the future. In certain fee based accounts your advisor's compensation will decrease if your investments decline in value. This will give your advisor extra incentive to pay attention.

Look for an "Investment Advisor," not a broker, if you are interested in a long-term relationship. Most people do not understand the critical difference between an investment advisor and a broker. An investment advisor is compensated for ongoing investment advice, with transactions usually free. A broker is compensated for transactions only. To you, this means that an investment advisor has a legal requirement to contact you, and to recommend investment changes as your needs change. Brokers have no such obligation. Be careful, even if your advisor's job title is 'advisor,' unless your account paperwork says 'Advisory,' you may have a brokerage account.

In 1999 I earned my MBA from The Wharton School of Business, internationally recognized for finance. I understand Wall Street, where many of my Wharton peers took jobs...and that is why I work for a firm headquartered

in the Midwest. Wells Fargo Advisors matches my values. I am not asked or given bonus compensation to steer a client to an investment that is not in their best interest. This value is part of our heritage and is perhaps the reason that our eight financial advisors in Battle Creek average over 25 years of experience.

Call us at (269) 979-4147 and ask for Ben Roosevelt for any questions.

Investment and insurance products are not FDIC insured, not bank guaranteed, and may lose value. Wells Fargo Advisors, LLC, Member SIPC, is a registered broker-dealer and a separate non-bank affiliate of Wells Fargo & Company.

Wells Fargo Advisors did not assist in the preparation of this article, and its accuracy and completeness are not guaranteed. The opinions expressed in this article are those of the author and not necessarily those of Wells Fargo Advisors or its affiliates. The material has been prepared or is distributed solely for information purposes and is not a solicitation or an offer to buy any security or instrument or to participate in any trading strategy.

Do your investments keep up with your changing needs

WELLS FARGO ADVISORS

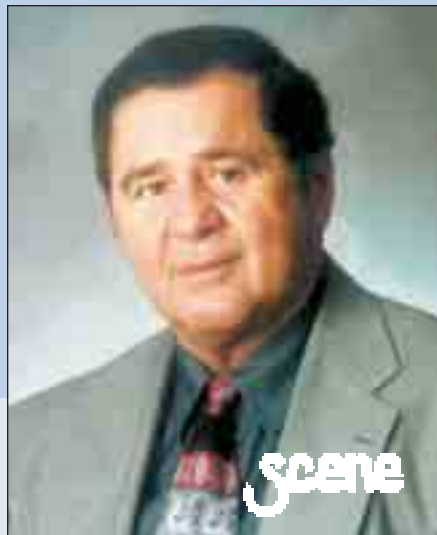
Retirement Income. Investment Advisory Services. Business Transition Plans. Wealth Transfer Strategies. Trust/IRA Accounts.

Our investment advisory services assist to assure you that we will keep up with your changing goals, needs and risk tolerance through time. Our tradition is steeped in more than **100 years of brokerage experience** through our predecessors A.G. Edwards & Sons and Wachovia Securities.

Benjamin Roosevelt, MBA | Financial Advisor | 269-979-4147
3566 SW Capital Ave., Suite 200, Battle Creek, MI 49015

Wells Fargo Advisors, LLC, Member SIPC

MBA Finance,
The Wharton School



CARL ANGELO

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

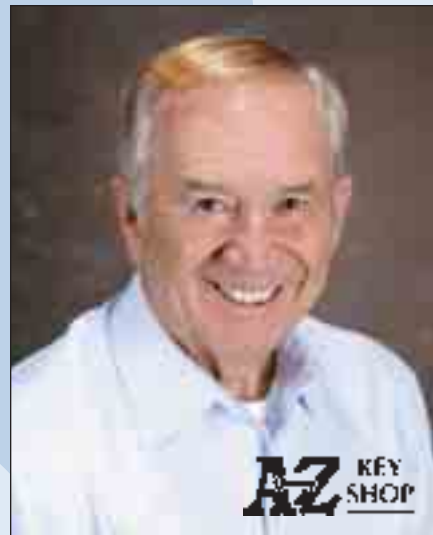
269-979-1411



FRED B. BACHMAN

A licensed funeral director and President of Bachman Hebble Funeral Service Inc. Fred is an integral part of a team of funeral directors and support staff serving families with compassion.

269-965-5145



BILL BACK

Owner. Offering general locksmithing, including sales and service of safes, keys and locks of all kinds. Also houses and maintains a military museum in the store.

269-968-8573



THOMAS G. CASALE, MD, FACS

Board Certified General Surgeon. Providing a wide variety of General Surgical Services and the only physician in the area that performs Laparoscopic Inguinal Hernia Repairs.

269-753-0640 / 269-781-4267



SATYA B. CHAPARALA, MD

Senior partner of The Lung Center & The Sleep Clinic. Specializes in evaluating and treating sleep disorders. Over 20 years experience.

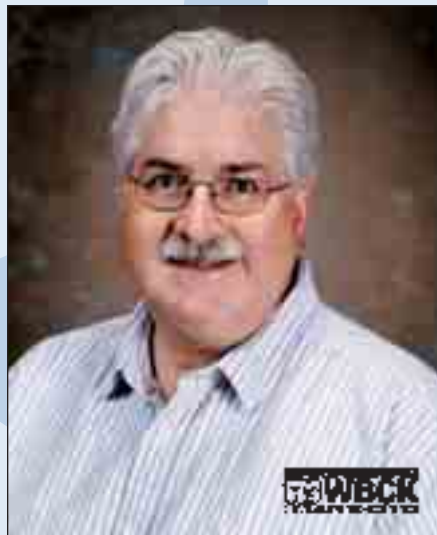
269-969-6099



JOHN J. CHMIEL

Handles personal, business and life insurance, IRA's, mutual funds and many other financial services. State Farm also has bank products including CD's, mortgages, savings and checking accounts.

269-965-4556



TIM COLLINS

Operations and Program Director and occasional on-air personality. Tim also runs the radio station's technical plant and works as a musician and volunteer at the Franke Center.

269-963-5555



MICHAEL L. COPE

Battle Creek Reg. Pres. and Dept. Mgr. of Business Banking in West and Central Michigan, including operations in Muskegon, Grand Rapids, Kalamazoo, Lansing, Jackson, Midland and Ann Arbor.

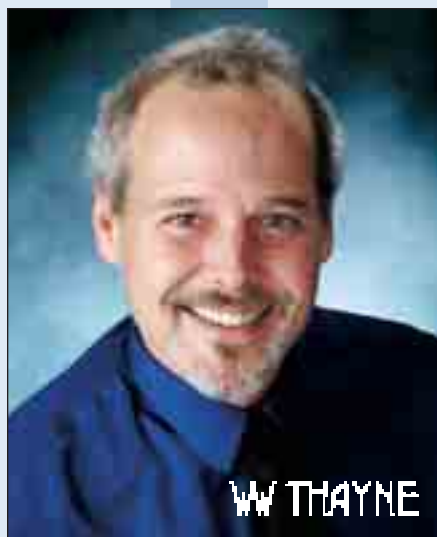
269-966-6266



KARL DEHN Pres., CEO, BCU.

Downtown transformation project, Kellogg's corporation consolidation downtown/infrastructure improvements. Development opportunities, homeland security/defense, information technology and advanced manufacturing.

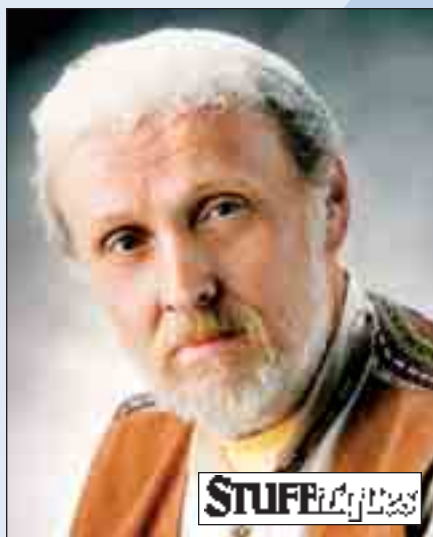
269-962-7526



FREDERICK A. DERUITER

President & CEO, Publisher for Scene Magazine. Responsible for layout and design of Scene Magazine. Also responsible for layout, design and art direction for W.W. Thyne Advertising Inc.

269-979-1411



RICHARD F. DERUITER

Co-Owner. Responsible for purchasing estate items, restoration and sales of unusual antiques & collectibles. Currently maintains 15 antique booths at various malls. Call for requests and appraisals.

269-968-6784



MICHAEL E. DOWNING

Associate Broker. Provides homeowners with marketing assistance to sell their homes and buyers with necessary services to procure housing.

269-968-6101



TOM FORDE

News Director and also co-hosts the Morning Show with Roy LaFountain and is the co-host/producer of the "Live with Renk" Show.

269-963-5555



ANDREW J. GORDON, MD, FACS

Board Certified General Surgeon. Providing a wide variety of General Surgical Services with an emphasis on Minimally Invasive Surgery and an interest in complicated anterior abdominal wall hernia repair.

269-753-0640 / 269-781-4267



JEFF HAGEN

Executive Director. Responsible for all operations, programs and services provided by this senior living community comprised of 100 independent apartments and 50 assisted living suites.

269-964-7625



DAVE HARRIS, J.D.

Miller College President. The College is expanding its undergraduate offerings and increasing its partnerships with area organizations, has also established alliances with universities in China.

269-660-8021



MIKE KELLEY

Office Products Sales Manager for the Battle Creek branch. Responsible for all retail and commercial sales in the Battle Creek / Marshall area with 37 years experience in the office products field.

269-317-0382



DEREK KING

Owner. Specializing in loose diamonds, custom work and on-site repairs. Battle Creek's only Pandora dealer. King Jewelers is a locally owned and customer service oriented jeweler.

269-979-5758



ROY LaFOUNTAIN

Hosts the Morning Show, with Tom Forde and began his career in radio more than 30 years ago here in Battle Creek. You're invited to join Roy weekday mornings 5:30-9:00.

269-963-5555



FRANKLIN PETERSON

City Manager, is responsible for daily administration of city operations and implementation of the policies and goals of the Springfield City Council.

269-965-2354



DAVE POWELL

Dean. Responsible for the academic curriculum, technical training and fleet of over 40 aircraft available to the nearly 700 students enrolled in the college's program.

269-964-6375



RENK

Radio Talk Show Host of "Live with Renk" is heard week-days at 9am. Renk talks about local, state, national and world issues that affect you, each day.

269-963-5555



CHRIS SARGENT

President & CPO. Dedicated to helping individuals in need. Joined UWGBC in 2004 as director of resource development, named vice president in 2007 and president in January 2009.

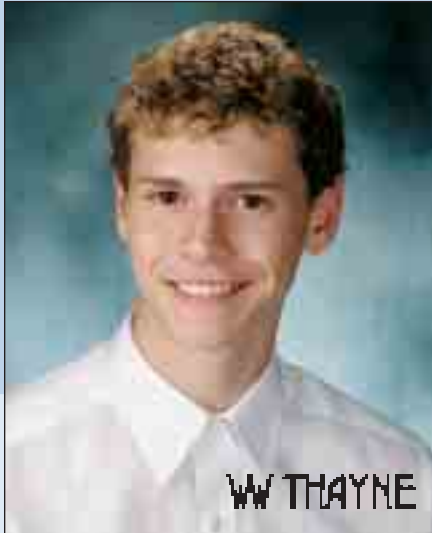
269-962-9538



T.R. SHAW, JR.

Owner/President. Helps families through all aspects of funeral planning, memorialization and after-care. Active in many civic and military affairs. Serves on the board of Michigan Funeral Directors Assn.

269-979-3838



DAVID SHERBAN
Graphic Artist. Responsible for layout and design of Senior Times, speciality projects and design for W.W. Thayne Advertising.
269-979-1411 ext 202



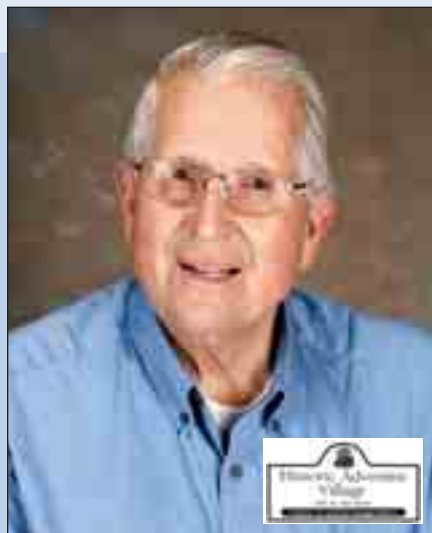
KEITH SHERBAN
Corporate VP and Computer Systems Manager. Specializes in digital design, web page development, photography and digital retouching. Technical writer and video script writer and producer.
269-979-1411



CHUCK STALLARD
Licensed Funeral Director. Helps families through all aspects of funeral planning, memorialization and aftercare. Active in Kiwanis and several other community activities.
269-979-3838



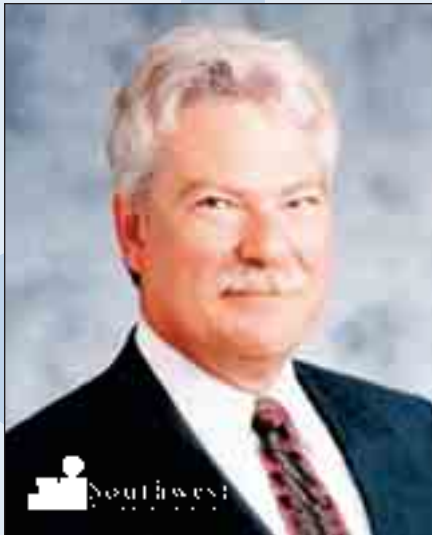
STEVE STOIMENOFF
Market Manager. Working closely with Account Managers, help local businesses grow their brands, advertise their sales, and recruit the best staff available anywhere.
269-963-5555



DUFF STOLTZ
Director and Keeper for the Adventist Village. Duff is a walking talking history book for the Seventh Day Adventist faith, and historian for the Battle Creek community.
269-965-3000



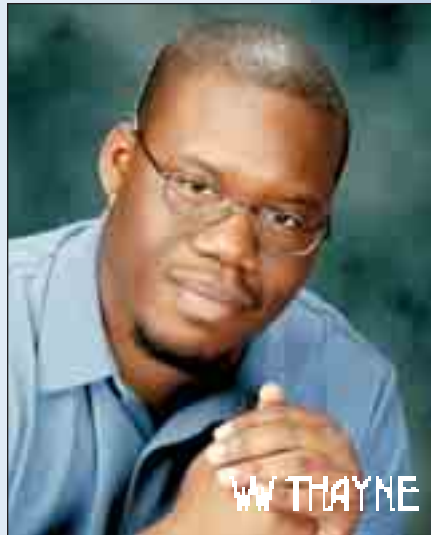
LEE TALMAGE
Exec. Dir. Promotes and administers affordable rental and home-ownership initiatives. Including 400 rentals, 590 rental assistance vouchers, and specialized property management services.
269-965-0591



STAN TOOLEY

Pres. / CEO. Stan's accomplishments since August of 2007 are above measure. Provides state of the art acute rehabilitation and looks forward to many new opportunities in the year to come.

269-965-3206



MATT TRAVIS

Graphic Artist. Creatively executes ideas and concepts. Solves design issues in areas such as identity systems, logos, page layouts, packaging, posters, web page design and other print media.

269-979-1411



DOUG VOSHELL

Mktg. Dir., BCU. Responsible for business retention & expansion assistance, domestic & intl. business attraction & development of Ft. Custer Indus. Park, W.K. Kellogg Airport, BC Aviation and SmartZoneSM.

269-962-7526



CHARLES D. WALKER

Provides expert guidance and innovative solutions for individuals to meet their financial goals through his network of specialists and a wide array of products and services.

269-969-9683

Professional Business Portraits

You've started a new business; you just got hired in at a new firm or even received that new promotion you've been waiting for. **Now you need a quick, convenient and affordable professional business portrait** you can email to other area businesses and media.

Scene Magazine is the solution for you.

Just \$100 supplies you with a professional, quality portrait on a disk that's ready to email. No long photo shoots or long waits for an open appointment. Just give us a call, we'll find out what's most available to YOU.

Walk in the door and spend about 10 minutes with our photographer; immediately see every photo taken and choose your favorite. Another few minutes and you're out the door with a disk in hand and an image ready for printing or emailing.

Call today at **269-979-1411** ext 100 to schedule your opportunity for quality and convenience.

WW THAYNE scene

Build a Better Mouse-trap

BY SHERII SHERBAN

I walked away from the 2010 economic outlook presentation provided by George Erickcek of the WE Upjohn Institute with a positive attitude. I'm not surprised that many in the room believed that it was somewhat depressing because truly some of it was. But what I did hear, was that we do have options and choices to make 2010 a much better year than 2009, and even better in 2011.

According to Erickcek, "2010 is looking better and better." That doesn't mean there won't be challenges and that we don't have obstacles, but with some foresight we can try to be aware of them and make changes now. All in all however he seems to believe that, "Battle Creek and Calhoun County will get it right this time."

His two biggest cautions were to be aware of the "double dip scenario" meaning could the current economic growth we are seeing simply be inventory restocking? Secondly, we have reached a stagnation level in education achievement. The majority of our local workforce is not educated to level our knowledge-based economy needs. In fact, it's a nationwide trend.

Gross Domestic Product or GDP actually increased in the third quarter by 2.2% nationwide. The forecast has slight increases sup-

ported by productivity, not by new hires. Housing starts are increasing slightly but we will still have an increase in foreclosures. And the Dow Jones has enjoyed a nine-month run.

It is said that one of our previous presidents wanted a one handed economist – why? So that they couldn't say, "On the other hand." But the reality is, sometimes it's hard to make the right choices until you have all the information. So here's the bad news. The recession was deep, greater than -6.0%.

As we are starting to see indicators move in a more positive (or less negative) direction we need to make adjustments to be a part of the solution. The banking

system has a lot of money to lend but is not. Banks make their money from lending it out to others, not holding it in reserves, so they need to start lending.

The employment rate of decline is slowing but may not return to pre-recession levels until 2011, or later. Consequently, the slight increases expected in GDP are less because of new hires but more related to productivity. Consumer confidence will slowly improve but is dependent upon employment. Since two-thirds of our economy depends on consumers, employment is a key issue. And the increases in the auto industry in 2010 are projected to be better than the latter half of 2009.

continued



dry eye is a *treatable* disease

Don't suffer from Dry Eye one more day! Learn about the exciting new range of treatments to combat DRY EYE DISEASE. Dry Eye Symptoms Include: Red, Burning or Itching eyes, Foreign Body Sensation, Sandy/Gritty Feeling, Light Sensitivity, Eye Soreness, Watering/Tearing Eyes, Contact Lens Discomfort, Arthritis/Joint Pain.

FREE Dry Eye Seminar!

Come to an informative Dry Eye Disease seminar with Dr. Larry Vander Plas. Seating is limited. Refreshments will be served. For reservations call 979-6383 Ext. 1035 or e-mail marketing@swmeyercenter.com. **Our next FREE Dry Eye Seminar is February 9, 2010 – 6-7pm**



DR. LARRY VANDER PLAS



3600 Capital Ave. SW, Battle Creek, MI 49015
269-979-6383 or 1-800-274-6699
www.swmeyercenter.com

Specialist in Orthodontics

New Patients Always Welcome



arthur a. sonneborn d.d.s., ms



Arthur A. Sonneborn
D.D.S., MS

- Orthodontics for Adults and Children
- Complimentary Initial Consultation
- Member American Association of Orthodontists
- Flexible Payment Options Available

7 Heritage Oak Lane | Suite 8 | Battle Creek, MI 49015
269-979-9329 | www.sonnebornortho.com



But how does the automotive industry affect us in Calhoun County? It is projected that for every automotive job there is, it translates to four other jobs. Showrooms are still pretty quiet for the big three in Detroit. There was a significant loss of market share for the big three, and the top ten selling vehicles demonstrate that. Only three of them are made in Detroit. Topping the list at number one is the Ford F Series, followed by the GM Silverado at number three and finally, the Ford Fusion at number 10. Detroit's market share in 2001 was 75% and that has fallen significantly in 2009 to a mere 44.7%. Other vehicles in the top ten were the Toyota Camry, Toyota Corolla / Matrix, Honda Accord, Honda Civic, Nissan Altima, and Honda CR-V, in that order.

Because of the connection of employment to the automotive industry it is no surprise that the turnaround for the state of Michigan is somewhat postponed. We have lost nearly 65% of the workforce in the auto industry alone in the last decade. Overall, 830,000 jobs were lost in Michigan from 2000-2009 and the most current unemployment rates available show November 2009 unemployment at a dismal 14.7%. And it is expected to continue to decline in 2010 and 2011. So maybe it's time for a complete restructuring in the state in regards to unemployment.

Bringing it closer to home, 2009 for Calhoun County was not a good year either. Although Calhoun County continues to fair better than the state in unemployment, 2,900 jobs were lost. Most of those jobs were in manufacturing and business and professional services. Further, nearly 2,100 people moved out of the county. Finally, housing prices will continue to retreat and residential building activity has basically been flat.

So why did I leave the room optimistic?

Well we did discover that the casino had a clear impact in Calhoun County and overall the number of jobs did increase, by nearly 600 jobs. Though some increase in retail was expected because of more people working, the impact was minimal. Surprisingly, Erickcek did expect a more negative impact on competing activities in Leisure and Hospitality but very little effect was seen. While there was a slight decrease, the net result was basically flat. Jobs in private education and health care declined a bit as well but government did experience a notable increase in jobs.

While Calhoun County is not out of the woods yet, the numbers are changing in the right direction. By 2011 all indicators should be going in the right direction. To keep going in that direction we need to help get consumers in a better

mood and encourage education. As it stands today, the education level of our workforce does not meet the need. Surprisingly, only 16% of full-time students at KCC complete their two-year degree in three years. Nationwide the number is 20% at all community colleges. More troubling is the results for four year institutions. Only 50% will complete their four-year degree in six years! And these numbers are for full-time students only. Part-time students were not included in the number above.

According to a study done by the Bill Gates Foundation, dropouts are happening because of job responsibilities and financial stress, not because of an inability to handle the classes. Consistently, the WE Upjohn Institute puts the blame on financial stress and lack of career counseling.

If we look at Calhoun County as a nation of its own Erickcek clearly sees that exports as well as imports are significantly higher than the US economy. In other areas Calhoun County is, for the most part, even. Basically we import parts, build on them and export them as a new product.

We are more dependent on exports than the nation. So how can we create a growth strategy from this information?

We need to export more and import less. In other words, become more self-sufficient and attract more consumers. But how?

Rather than competing on cost in the next two years the successful companies will turn towards producing quality products and design enhancements. According to Erickcek, "There will be a growing importance on innovation. Being lean and cost-conscious is important but is not the thing what we should be competing on. We need to be more alert to design and innovation." In other words, we need to build a better mousetrap.

Although design can be risky, inaction can be fatal. Design will however beat out engineering. Realistically, it can be expensive to develop new designs, but it forces the manufacturer to become more customer-focused rather than provider-focused. The advantage that we can have over the mass-produced, poorly-made products is our workforce. Consequently, we need an educated workforce to keep that quality edge going.

The solution is to be sure our workforce is educated to the level that we need in order to build a better mousetrap. I think we can do that. The innovative steps that Battle Creek is taking in the food industry is a step in that direction. Local businesses can look at the products they provide; quality products promoted in a quality way can be the key for you too.

For more information regarding the economic outlook visit www.upjohninstitute.org.

We're building a great name in physical rehabilitation.



Southwest Regional Rehabilitation Center
393 E. Roosevelt • Battle Creek • 269.965.3206 • www.sw-rehab.org



Healthy & Drug Free

*“I have suffered **migraines** since my youth and tried a variety of medications to deal with the pain. I've had **lower back pain** for years and it became a struggle to get out of bed or even to dress myself. Seeking help from medical doctors, I grew accustomed to pain medications that never improved my life. Then I met Dr. Mark. He challenged me to change my entire life, my foods, and my activities. I was not happy with him because I wanted immediate results. Today, I am proud to say that I've lost 80 pounds, and run up to 30 miles a week. I had to start slowly but I love being pain-free!”*

“There are hundreds in our community who suffer from migraines and back pain. Covering up symptoms is not the answer. Nicole has learned that good health happens with dedication and commitment.”





Dr. Mark E. McCullough, D.C., Board Certified Chiropractic Physician

Convenient hours | Most insurance accepted and filed for you!
269-964-3300 | 1346 W. Columbia Ave. | Battle Creek, MI 49015




Aluminum Kitchenware



Antique – ancient; old; of ancient times; out-of-date; old-fashioned; in style of a former period; relic.

Vintage – type or model of a particular year or period; of a good period choice, representative of or dating from a period long past.

Collectible – any of a category of aged things collected included but not limited to antiques and/or vintage articles.

Years ago my mother worked at Ben Franklin Five & Dime on West Michigan Avenue (parking lot now) across from McCamly Park. Behind that store on Jackson Street (it was two way then) was Sullivan's Dairy, the favorite ice cream store for all ages. The part I don't remember was the containers that cottage cheese and other products from Sullivan's came in, colored aluminum. The entire primary colors in dark and pastel.

I do remember sitting in front of our 10" screen TV and watching Captain Kangaroo, eating cereal from my favorite blue bowl or eating popcorn out of a green bowl with my dad in the afternoon while Channel 3 Club House was on. Those were my priorities in life at that time, a certain bowl for each occasion.

Now I don't know about you, but I didn't pay attention when the milk man came or what was bought at the dairy, let alone what they came in. Quite a few

companies made these wonderful, now very collectible, pieces that consisted of but not limited to: several sizes of glasses, bowls, pitchers, shakers, etc. I always thought it a treat to go to grandma's and be able to eat from one of her aluminum custard dishes. Little did I know that all of the grandchildren were given those to use because our grandparents were afraid of us breaking the "good stuff".

As luck would have it for me a collector called and asked if I would be interested in seeing his accumulation of aluminum kitchenware. Imagine my surprise to see over 500 pieces in a multitude of colors, shapes and sizes. This collection had many makers of these fine pieces, with each piece in pristine condition I might add: Royal Sealy, West Bend, Bascal, PermaHues, Sunburst, Color Craft, Beacon Ware, Hal Sey L&M.

I was told that these aluminum pieces are harder and harder to find, that once in awhile he finds them at garage sales for less than a dollar and always in antique and secondhand stores for up to \$40 for a set of 8 glasses in a holder. The bowls run from fifty cents to \$10 each, pitchers \$10 to \$35 each, salt & pepper sets \$4 to 15, with the largest and most expensive purchase for him was \$200 for the following:

- 8 3" juice glasses
- 8 6" milk glasses
- 8 10" water glasses
- 3 pitchers
- 8 4" cereal bowls
- 8 6" salad bowls

- 10 12" chip or popcorn bowls
- 10 15" bowls
- 15 sets of salt & peppershakers
- 8 creamers
- 8 sugars
- 8 platters

Each set or individual glass or bowl was a different color and very nice.

My caller stated that the going price now is very high for aluminum ware because of them being so scarce, wonder if it's because of the collectors? Most of the pieces that I have written about were thrown away because of condition or upgrading of the dishes in the house, either way they are very hard to find now.

I now have in my basement on several sets of shelves over 400 pieces of aluminum dishes, this is my husband's collection. He has been collecting for over 10 years with the help of my mother and friends. This collection has also had help from a few of our trips; one store provided him with at least 90 pieces that he purchased.

As I have mentioned in the past, if prices are quoted above they are not all conclusive and should not be used as a standard to go by when purchasing a product. Dealers buy if they feel they can make a profit with re-sale; collectors will pay what their budgets will allow.

When you decide to start collecting anything, buy a book on the subject by an expert, this will help you with the difference between old and reproduction. Most of these books have the price and buying guides, plus a listing of other articles or publications to read.

SCENE Web Links

Waterfront Restaurant



**Waterfront
Restaurant**

www.waterfrontbattlecreek.com

Arts & Industry Council



**Arts & Industry
COUNCIL**

www.WherelsArt.com

Art Center of Battle Creek



**ART CENTER
OF BATTLE CREEK**

www.artcenterofbattlecreek.org

Bushman Family Chiropractic



**BUSHMAN
FAMILY CHIROPRACTIC**

www.bushmanfamilychiro.com

Fun With Food

BY JOANNA STELLOH PHELPS

Warm Up With Soup



As I tell my students in my cooking classes, a recipe is a road map, sometimes you take the interstate, sometimes you take the back roads, and sometimes you take a detour. You can adjust or change the seasonings to your preference. Even when measuring spices exactly, it may not taste the same as someone else's version because of older or newer spices. My number one rule is to taste and adjust the seasonings to your liking. Why not try this winter's day soup recipe and add or subtract, as you like. Happy New Year!

Mediterranean Vegetable Soup

Ingredients:

- 5 tablespoons butter
- 1 cup chopped onion
- 1 cup chopped celery
- 2-3 tablespoons Wondra flour (just enough to slightly thicken)
- 1 box (32 oz.) chicken (or beef) broth
- 1 bag (8 oz. size) Mediterranean-style frozen vegetables (or any frozen vegetable blend)
- 2 zucchini or yellow squash, sliced
- 3 teaspoons minced garlic
- 1 can (15 oz) garbanzo or white kidney beans, drained
- 1 can Italian flavored diced tomatoes, not drained
- 1 can tomato soup
- 2-3 tablespoon pesto sauce
- Salt and Pepper to taste
- Shredded Parmesan to garnish

Instructions: In stock pot, melt butter and add onions and celery; sauté until translucent. Add Wondra flour just to thicken slightly and quickly stir in broth. Add remaining ingredients and cook until cooked through, about 20-30 minutes. Adjust seasonings and serve hot topped with Parmesan cheese.

THANK YOU!

\$5,409,049

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED.

THANK YOU
FOR CREATING OPPORTUNITIES AND
INSPIRING HOPE
FOR A BETTER TOMORROW.

Want to make a difference? United Way is creating lasting change, by focusing on education, income and health. That's what it means to Live United. WWW.UNITEDWAYBATTLECREEK.ORG

Proud To Be A Part Of
A Growing Industrial Park

Drake's Batter Mix Company

DRAKE'S **The Original Crispy Fry Mix**

1631 Pratt Ave., Marshall, MI • 269-781-3911

◆ WE'RE ALWAYS LOOKING FOR GOOD PEOPLE ◆

Don't Touch that Dial! REALTORS® Bring Real Estate to Radio

REALTORS® are turning to the airwaves to help consumers get the facts about real estate. *Real Estate Today*, the NATIONAL ASSOCIATION OF REALTORS® produced, radio show, debuted in February 2009 and is currently broadcast on

more than 25 stations across the country. On Saturday, July 11, 2009, the show first aired on 77WABC in New York City, the number-one radio market in the nation.

The show also airs nationwide on XM and Sirius Satellite Radio, and

worldwide at www.RETRadio.com – visit the site any time to listen to current or past programs.

Real Estate Today covers the benefits and challenges of homeownership, from expert advice on buying and selling, to remodeling and landscaping, to the state of the current market and home financing issues.

The show's interactive experience offers listeners an opportunity to exchange information and learn from some of the nation's most recognized experts on a variety of real estate related topics such as buying and selling homes, obtaining mortgages, seasonal markets, home improvements and more. Guests often include key lawmakers, NAR leadership, staging and remodeling experts, and respected members of the national media.

Hosted by award-winning radio broadcaster Gil Gross, the show offers a fast-paced format that includes the week's top real estate news, listener call-ins, field reports and customizable segments on local market conditions.

Tune in to *Real Estate Today* at:

- Station: WOOD Newsradio 1300
- Frequency: 1300 AM
- City: Grand Rapids
- Time: Sundays 7-9 PM
- Website: www.woodradio.com

Satellite radio subscribers can hear *Real Estate Today* on:

- XM Satellite Radio: *America's Talk*, XM Channel 158, Saturdays 5-7 p.m. EST
- XM Satellite Radio: *Talk Radio*, XM Channel 165, Saturdays 1-3 p.m. EST
- Sirius Satellite Radio: *Sirius/XM Stars*, Sirius Channel 102, Saturdays 6-8 a.m. and Sundays 9-11 p.m. EST

To find a local REALTOR® to help you with your real estate needs: Visit the Battle Creek Area Association of REALTORS® website at www.bcaar.com.

Would YOU Like
to Help Your
Neighbors

WE

will clean and check both
your furnaces for \$99, and each
additional neighbor for \$49!
Call for details 269-963-7910



Calhoun County's ONLY
Authorized Armstrong
Dealer



THE YELLOW
TRUCK PEOPLE

269-963-7910 • 466 Main St. Battle Creek, MI
simselectricinc@hotmail.com • www.simselectricinc.com

License # Electrical – 6112007 • License # Mechanical – 7103902

Helping Business Grow and Save



Kellogg Community Federal Credit Union (KCFCU) offers a full range of Business Banking Services to southwest Michigan.

Over the past 68 years we have grown to over \$300 million dollars in asset size by working one on one with people to help them with their financial needs; including helping local businesses grow and save money.

KCFCU is proud to serve both individuals and business members alike in southwest Michigan. Our business members have experienced KCFCU's willingness to partner with them to help them save money, purchase new equipment, renovate their existing facility, or purchase a new facility. Your business can experience what many others have come to value and trust - a more pleasant way of banking with people who really care about you and your business.

KCFCU can finance up to \$5,000,000 to your business and we are looking for loan opportunities! Currently many banks in Michigan have taken the approach of shrinking their business loan activity. KCFCU has gone in the opposite direction, welcoming the opportunities to help businesses where we can. KCFCU is strong financially and this gives us the ability to make things happen.

There are many advantages to having a local relationship with your banker. Since all our assets are here in southwest Michigan we understand this market and the challenges that you may face. We make our decisions

locally so you can enjoy a quick turnaround and your money also stays here in the community helping to keep our economy strong.

As a financially sound credit union you don't have to worry about us leaving the market, we are committed to our members and the community. We will come out to your business to meet with you so we can better understand

your business needs. Our interest rates are competitive, and we don't charge prepayment penalties. Our goal is to become a trusted advisor for your business. Our great rates and low fees will give you peace of mind on your finances so you can concentrate on growing your business. Call us today at (269) 441-1527 to discuss how we can help.

kcfcu has a variety of loans to help your **business grow!**

No matter how large or small your business, KCFCU offers a variety of business lending products to help it succeed! KCFCU offers low interest rates, flexible terms and our business lending professionals will work just as hard as you do to make your business thrive. Call Pat Peruchietti at 269.441.1527!

Commercial Mortgages | Working Capital Lines of Credit | Equipment Loans

KELLOGG COMMUNITY
federal credit union
security. solutions. service.

Visit our new Portage and Marshall branches.

www.kelloggfcu.org | 269.988.9251 | anyone can join.

How to Put Soul in Your Business and Money in Your Bank



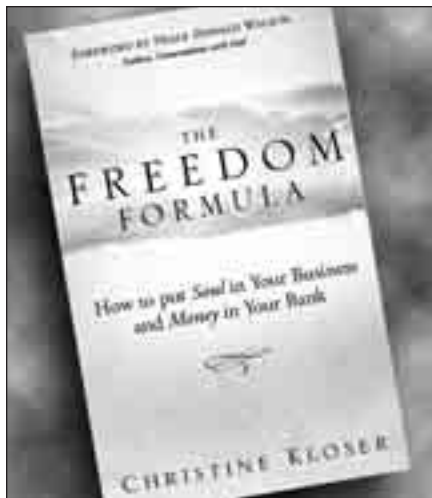
Whether you are starting out a new second career or trying to save an existing small business, these newly developed steps may be just the formula for you.

During these demanding economic times, small business owners find it more difficult to get credit and/or see a major increase in credit rates due to the massive bailout of big business. Considering that small businesses represent 99.7% of all employers, it's more important than ever for small business owners to find new ways to keep their businesses thriving.

Having been an entrepreneur since 1991, I've seen my share of ups and downs. Then in 2000 all of that changed and I went through very challenging times where I feared everyday that I wouldn't be able to make ends meet. I'll never forget the day when I called a bankruptcy attorney because that was the only way I thought I could get myself out of the mess I was in.

After I hung up the phone with the attorney, I was distraught. I just couldn't believe this was happening to me... until I felt a small glimmer of hope inside. I felt it was rooted in a newfound possibility to have a business based on the spiritual principles I had come to understand as a yoga teacher. What if I relied on putting more spirit into my business? Would that change anything for me?

This was the quest I set out on when I decided not to file for bankruptcy.



Since there weren't any books on spirituality in business, I had to find my own way. I hungered for this knowledge, so I set up interviews with some of the world's leading experts on business and spirituality including: Michael Gerber, Dr. Joe Vitale, Seth Godin, Neale Donald Walsch, Bill Phillips, and hundreds more. Through these interviews, and the practical application of everything I learned from them, I designed a formula for integrating spirituality into business. This formula will work for the new entrepreneur or the person that needs to restructure their business into the next decade.

It all came down to five simple steps.

First, you had to uncover the soul in your business - what is the real reason you started your business? What do you *love* about your business? How do

you truly want to help your clients and customers? Where do you find deep fulfillment and meaning in your business? This first step is about connecting your passion and purpose with your business.

The second step is about making two critical connections. You've got to see your business as part of a larger plan and connect that with your passion. You need to have the belief that everything happening in your business is happening for a reason, even if it's challenging.

Next, you need to connect to your market. This involves doing research to fully understand who your market is, what their needs are and what their pain is. Only then can you communicate with your market in a manner that authentically resonates with them.

The third step is to design your business vision. You've got to become crystal clear how you want your business to look. Your business vision needs to be built on the joy and love you have for your business and the work you do. If not, you'll grow to resent it and nobody will want to do business with you.

After you design your business vision, the fourth step is to implement it! Take time to make changes in your business so it reflects the vision you created. When you are joyful in living your business vision, clients will flock to work with you and your company.

Finally, you've got to maintain your energy and stay aligned and enthusiastic about your business. Your energy is one of the most valuable assets you have, so keep your energy up and your numbers will go up, too.

These five steps are exactly what I did to go from the brink of bankruptcy to success again. I share them with the intention that you, too, will experience the growth and joy you are looking for in your business. If your business is not developing the way you would like then these steps may work for you.

Christine Kloser is the award-winning author of *The Freedom Formula*® and creator of the *Freedom Formula Experience*. She is widely recognized as an expert in the field of conscious entrepreneurship and is dedicated to coaching entrepreneurs to be profitable and powerful forces for positive change in our transforming world.



ALLEN ANTIQUE BARN

- Over 300 Booths on Two Floors
- Stairs and Elevator to Second Floor
- Limited Dealer Space Available
- Brown's Clock Repair
- Furniture Reconditioning Supplies

9247 West Chicago Road, Allen, Michigan
517-869-2888 / allenantiquebarn@hotmail.com



www.allenantiquebarn.com

Hours: 10:00-5:00 - 7 Days

OWNERS: DEREK & EILEEN SCHROEDER

Battle Creek Reads. One Book. One Community.



Steve Lopez

Start your new year out with a great read: *The Soloist* by Steve Lopez.

Battle Creek Reads is a community-wide reading program where people can connect through a shared

reading experience. It will kick off on February 23 with the unveiling of the complete Battle Creek Reads calendar of events with a local focus.

On Tuesday, February 23, the Local Author Reception will be held at *Starbucks* at McCamly Plaza Hotel from 4-6pm. Local authors will be on-site. You can stop in to meet with fellow community readers, chat about the 2010 Battle Creek Reads selection, or curl up on a chair next to the fireplace with your book and a chai latte!

The 2010 Battle Creek Reads selection is top notch and will bring in not only a great author, but also a story that landed on the big screen.

Dive deep into the life of Steve Lopez, a columnist for the *L.A. Times* as he discovers Nathaniel Ayers. Lopez, intrigued by Ayers talents, creates a new column, the homeless violinist. As Lopez dives into this new column, he learns Nathaniel is not only a homeless violinist, but also battling mental illness and was once a promising classical bass student at Juilliard. Enlisting the help of doctors, mental health professionals and professional musicians, Lopez attempts to help Nathaniel move off Skid Row, regain his dignity, develop his musical talent and free himself of the demons induced by the schizophrenia. Throughout, Lopez endures disappointments and setbacks with Nathaniel's case, questions his own motives for helping his friend and acknowledges Nathaniel has taught him about courage and humanity. With self-effacing humor, fast-paced yet elegant prose and unsparing honesty, Lopez tells an inspiring story of heartbreak and hope.

The goals of Battle Creek Reads are to bring people together through the shared experience of reading the same book, to encourage people to read for pleasure, to foster discussion and interaction among different segments of the community, and to have fun! Read the book, tell your friends, neighbors and co-workers and come to a Battle Creek Reads event.

Sherii Sherban, excutive editor of

Scene Magazine, joined the group this year to help make the selection. "We had a great list of books to choose from this year," said Sherban. "It is even more interesting because it is based on a true story and what we get to see is how one person can make a difference in the life of another." The frustrations of helping another person is not always a neat and

tidy process but with determination we can each choose to help another person. This selection will be of interest to all ages from high school to mature adults.

To keep up with event details, visit BattleCreekReads.org and to pick up a book, visit Willard Library, the Helen Warner Branch and Barnes & Noble at Lakeview Square Mall.



MICHAEL E. DOWNING REALTOR

- ASSOCIATE BROKER • HALL OF FAME AWARD WINNER
- 34 YEARS OF EXPERIENCE • OVER 2,300 CLOSED TRANSACTIONS
- RECIPIENT OF THE LIFETIME ACHIEVEMENT AWARD
- MEMBER OF THE RE/MAX 100% CLUB FROM 1983 thru 2008

269-968-6101 W • 269-963-2433 H
 269-968-3930 WFX • 269-963-0221 HFX
 269-967-6315 Cell Phone

www.mikedowning.biz
 e-mail: DowningMik@aol.com

RE/MAX Perrett Assoc. Inc.,
 317 E. Columbia Ave., Battle Creek, MI 49015

8 TIME PLATINUM AWARD WINNER



Home the Choice!

Foundation for Behavioral Resources

FBR

FOSTERING SELF RELIANCE






WORK FIRST

MICHIGAN WORKS!

Connecting JOBS people

600 SOUTH LINCOLN • AUGUSTA • MI • 49012 • 269-731-5775

BC Health System Makes Top 100

Battle Creek Health System is listed as one of the top 100 most 'wired' hospitals in the US by Hospitals & Health Networks magazine. This is the fourth year in a row the hospital has been recognized for its technology. The electronic health record initiative includes an adverse drug event (ADE) alert system, computerized physician order entry (CPOE), integrating anesthesia information, and the timely incorporation of equipment that health care providers use for bedside patient care. It has been estimated that new advances in electronic medical protocols could take up to 10 years to make their way into the daily practice of physicians. This electronic medical record system is available now at BCHS.



Williams



Shaull

Shaull Receives Gift of Life State Award

Penny Shaull, director of health information management at Battle Creek Health System was one of only six people in the state of Michigan to receive the 2009 Community Service and Professional Service Award from the Gift of Life Foundation. Shaull has improved organ donation in Battle Creek by speeding up the hospital's notification given to Gift of Life when a patient becomes a potential organ donor. She implemented a 'pop-up' computer notification for nurses as they chart medical information, prompting them to call Gift of Life. That message system is now used throughout Trinity Health, which includes Battle Creek.

Dr. Ignaczak Named Interim VP of Medical Affairs

Thomas F. Ignaczak, M.D. has accepted the position of interim vice president of medical affairs at Battle Creek Health System. In addition to these new responsibilities, he will continue to practice with the Associated Internal Medicine Specialists group. Dr.

Ignaczak, a longtime member of the BCHS medical staff, received his medical degree from The Ohio State University School of Medicine. He completed his residency in internal medicine at Washington University in St. Louis, Missouri and received rheumatology training at the National Institutes of Health in Bethesda, Maryland and the University of Michigan. Dr. Ignaczak is board-certified in internal medicine and rheumatology and has a consultative rheumatology practice located at Associated Internal Medicine Specialists, in Battle Creek, Michigan.



Ignaczak



Barnes

Barnes Joins Sims Electric

Please welcome Sims Electric's new Office Manager, Beth Barnes. Beth has a very upbeat, friendly personality and works well with customers. Beth came to Sims Electric back in August 2009. Her main responsibilities are dispatching service calls, billing, accounts receivable, answering telephones, type proposals, filing, and many general office duties as required.

Kellogg Community College Receives Award

Kellogg Community College's Adult Education Enhancement Initiative (AEEI) received the Michigan Association of College Registrar and Admission Officer's (MACRAO) Equal Educational Committee (EEO) Equity in Education Award during the Annual Conference. The EEO Equity in Education Award is awarded to one college or university per year that encourages and promotes equal educational opportunities in higher education for all, especially the economically and educationally disadvantaged.



Photo: KCC's Vice President of Student Services, Dr. L. Marshall Washington, and AEEI Program Coordinator, Ms. Judy Reed.

Maurer Employee of the Quarter

Monarch Community Bank has announced the Employee of the Quarter for the bank. Denise Maurer, vice president and new accounts manager received the award. Maurer was chosen by her co-workers for the award. She has worked at Monarch for 10 years. Prior to earning the title as new accounts manager, Maurer was a senior new account representative, teller supervisor, and IRA specialist. Her current duties include providing excellent customer service, new account training, opening new accounts, and being a liaison for employees.



Maurer



Beard

Beard and Young Receive Recognition

Cheryl Beard and Paula Young of Battle Creek Unlimited received recognition for marketing and advertising excellence at the Annual Economic Development Awards competition sponsored by the Mid-America Economic Development Council at the 2009 Competitiveness Conference. Beard was awarded with a first-place designation in website development for www.bacunlimited.org as well as the BCU 2008-2009 annual report. Young received third-place recognition for print advertising and the quarterly newsletter distributed by Foreign-Trade Zone #43, based at the U.S. Customs Port of Battle Creek.

Leadership Academy Graduates

Kellogg Community College employees, Rick Scott, Paula Puckett, Barbara Sudeikis, John Jones, and Nicole Finkbeiner completed Mesa Community College's Academy for Leadership Development. The Academy for Leadership and Development offers opportunities to acquire and understand major research and theoretical developments in leadership. Participants have opportunities to develop proficiency in selecting, integrating, and applying

appropriate concepts from social and behavioral science and adult education in formulating and implementing approaches to leadership problems and issues. The academy provides a systems approach to transformational leadership. The program is dedicated to long-term change.

Photo (l to r): Barbara Sudeikis, John Jones, Paula Puckett, Rick Scott and Nicole Finkbeiner



BCHS Nurses Honored at The State Level

Two nurses at Battle Creek Health System were chosen to attend the 2009 Institute of Nursing Excellence leadership conference this past month. The BCBS nurses selected were Heather Banning (below, left), RN in perioperative (surgery) services and Tamara Morse (right), RN, BSN of Family Birth Center. The Institute of Nursing Excellence is sponsored by the Michigan Center for Nursing to enhance participants' leadership skills, support evidence-based practices, promote professional networking with peers from around the state, and allow individuals to recharge their passion for nursing as a career. To be considered for this opportunity, nurses must spend at least half of their time at the bedside consistently demonstrating caring service, clinical excellence, strong professional values, a love for nursing, community outreach, and strong leadership potential.



Elks Honor Local Marines

Battle Creek Elks Lodge #131 participated in the Toys for Tots program for the fourth consecutive year. Toys for Tots is a program sponsored by the Marines. Local Marines were honored during a holiday lasagna dinner and collected the toys donated by its members. These toys are then distributed to local children. Despite the local economy, the Elks still exceeded their goal. To become a member, call 269-962-8593.

Good Morning Battle Creek!

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

NEWS/TALK FM 95.3 WBCK BATTLE CREEK

creative
CUSTOM PICTURE FRAMING

GINNY SUE'S
FRAME & DESIGN

BY APPOINTMENT **269-781-2564**

A-E

ALLEN ANTIQUE BARN

9247 W. Chicago Rd., Allen, MI 49227
517-869-2888 www.allenantiquebarn.com

ALLEN ANTIQUE MALL

9011 W. Chicago, Allen, MI 49227
517-869-2788

AREA AGENCY ON AGING

200 W. Michigan Ave., Suite 102
Battle Creek, MI 49017

ART CENTER OF BATTLE CREEK

265 E. Emmett, Battle Creek, MI 49017
269-962-9511 www.artcenterofbattlecreek.org

ARTS & INDUSTRY COUNCIL

77 E. Michigan Ave, Suite 190., Battle Creek, MI 49016
269-441-2700 www.WherelsArt.com

BATTLE CREEK DOWNTOWN PARTNERSHIP

115 West Michigan, Battle Creek, MI 49017
269-968-1622 www.downtownbattlecreek.com

BATTLE CREEK HEALTH SYSTEM

300 North Ave., Battle Creek, MI 49017
269-966-8000 www.bchealth.com

BATTLE CREEK PUBLIC SCHOOLS

3 W. Van Buren St., Battle Creek, MI 49017
269-965-9500 www.battlecreekpublicschools.org

BATTLE CREEK TILE & MOSAIC CO.

1338 W. Michigan, Battle Creek, MI 49017
269-962-8779 fx: 269-962-0620

BATTLE CREEK TRANSIT

339 W. Michigan, Battle Creek, MI 49017
269-966-3477 www.battlecreektransit.com

BUSHMAN FAMILY CHIROPRACTIC

515 Capital Ave., SW, Battle Creek, MI 49015
269-753-0302 www.bushmanfamilychiro.com

CHRISTIAN COUNSELING CTR. OF BATTLE CREEK

4625 Beckley Rd., Ste. 300, Battle Creek, MI 49015
269-979-8119 www.christiancounselingbc.com

CSM GROUP INC.

100 W. Michigan Ave., Suite 200, Kalamazoo, MI 49007
269-746-5600 www.csmgroup.com

EDWARD ROSE & SONS

115 Pine Knoll Dr., Battle Creek, MI 49014
269-962-0222 www.edwardrose.com

ETHERIDGE CENTER FOR DENTAL HEALTH

736 Capital Ave., SW, Battle Creek, MI 49015
269-968-9121

EVERGREEN SENIOR CARE & REHAB CTR.

111 Evergreen Rd., Battle Creek, MI 49037
269-969-6110 www.nexcarehealthsystem.com

F-O

FAMILY Y CENTER

182 Capital Ave., NE, Battle Creek, MI 49017
269-963-9622 www.ymcabattlecreek.org

FARLEY ESTES & DOWDLE FUNERAL DIRS.

105 Capital Ave., NE, Battle Creek, MI 49017
269-962-5527 www.farleyestesdowdle.com

FOUNDATION FOR BEHAVIORAL RESOURCES

600 South Lincoln, Augusta, MI 49012
269-731-5775 fx: 269-731-5346

FOUR STAR MUFFLER

819 Capital Ave., SW, Battle Creek, MI 49015
269-962-5581

GENERAL SURGICAL ASSOCIATES, PC

215 E. Michigan, Wright Medical Bldg. Ste. 3E, Marshall
269-7814267 www.generalsurgicalassoc.com

GENERAL SURGICAL ASSOCIATES, PC

391 Southshore Dr., Ste. 111B, Battle Creek
269-753-0640 www.generalsurgicalassoc.com

GINNY SUE'S FRAME & DESIGN

By Appointment
269-781-2564

HOG CREEK CRAFT & ANTIQUE MALL

10750 W. Chicago Rd. (U.S. 12), Allen, MI 49227
517-490-4131 www.hogcreekmall.com

INTEGRATED HEALTH PARTNERS

165 N. Washington, Battle Creek, MI 49017
269-660-3850 fx: 269-660-3859

JIM HAZEL CITGO

14301 Beadle Lake Rd., Battle Creek, MI 49014
269-966-9153

LEGACY AT THE OAKS, THE

706 North Avenue, Battle Creek, MI 49017
269-964-4655 www.trilogyhs.com

LAKEVIEW SCHOOL DISTRICT

15 Arbor Street, Battle Creek, MI 49015
269-565-2411 www.lakeviewspartans.org

McCULLOUGH FAMILY CHIROPRACTIC

1346 W. Columbia Ave., Battle Creek, MI 49017
269-964-3300 www.ivaluelife.com

MICHIGAN TILE & CARPET

99 E. Columbia Ave., Battle Creek, MI 49015
269-962-6227 www.michtile.com

MONARCH COMMUNITY BANK

107 N. Park & 15975 W. Michigan, Marshall
269-781-5103 & 269-781-6000 www.monarchcb.com

OAKLAWN HOSPITAL

200 North Madison, Marshall, MI 49068
269-781-4271 www.oaklawnhospital.org

P-Z

PARTNERS INSURANCE AGENCY OF SW MI

165 N. Washington, Battle Creek, MI 49017
269-660-3867 fx: 269-660-3862

PROGRESSIVE PRINTING & GRAPHICS

148 E. Columbia, Battle Creek, MI 49015
269-965-8909 www.progressiveprinting.net

RE/MAX Perrett Assoc., Inc./MIKE DOWNING

121 Capital Ave., NE, Battle Creek, MI 49017
269-968-6101 www.battlecreek-homes.com

SR. DIAGNOSTIC CTR. OF SOUTHCENTRAL MI

3630 Capital Ave., SW, Brickyard Creek Office
269-441-1136 www.seniordiagnosticcenter.com

SENIOR TIMES

4642 Capital Ave. SW, Battle Creek, MI 49015
269-979-1479 www.scene.pub.com

SIMS/KNOLL'S ELECTRIC

466 Main, Battle Creek, MI 49014
269-963-7910 fx: 269-962-7276

SONNEBORN ORTHODONTICS

7 Heritage Oak Ln, Ste. 8, Battle Creek, MI 49015
269-979-9329 www.sonnebornortho.com

SOUTHWEST MICHIGAN EYE CENTER

3600 Capital Ave. SW #203, Battle Creek, MI 49015
269-979-6383 www.swmeyecenter.com

SOUTHWEST REG. REHABILITATION CTR.

393 E. Roosevelt, Battle Creek, MI 49017
269-965-3206 www.sw-rehab.org

STUFFNIQUES

9011 W. Chicago, Allen, MI 49227
517-869-2788 269-979-1411 ext. 103

TAKING THE LEAD DOG TRAINING

2050 17 Mile Rd., Marshall, MI 49068
269-781-7800 www.MichiganDog.com

TLC EYECARE & LASER CENTERS

363 Fremont, Suite 301, Battle Creek, MI 49017
269-964-3018 www.tlceyecare.com

WELLS FARGO ADVISORS, LLC

3566 Capital Ave., S.W., #200, Battle Creek, MI 49015
269-979-4147 www.wfadvisors.com/benjamin.roosevelt

WORCESS INSURANCE AGENCY

55 N. McCamly, Battle Creek, MI 49017
269-965-3221 www.worgess.com

WW THAYNE ADVERTISING

4642 Capital Ave., SW, Battle Creek, MI 49015
269-979-1411 fx: 269-979-3474

WOULD YOU LIKE **YOUR BUSINESS** TO
APPEAR IN SCENE'S BUSINESS LISTINGS?
CALL 269-979-1410

Advertiser's Index

Allen Antique Barn	32
Allen Antique Mall	39
Area Agency on Aging	39
Art Center of Battle Creek	29, 39
Arts & Industry Council	28, 38
Battle Creek Downtown Partnership	14
Battle Creek Health System	13
Battle Creek Public Schools	38
Battle Creek Tile & Mosaic	11
Battle Creek Transit	38
Bushman Family Chiropractic	29
Christian Counseling Center of Battle Creek	39
Circa VI Salon & Spa	
Alyssa DeRuijter, Stylist	10
CSM Group	37
Drake's Batter Mix	29
edwardrose.com	38
Etheridge Family Dentistry	39
Evergreen Senior Care & Rehab Center	38
Farley Estes & Dowdle Funeral Directors	11, 38
Foundation for Behavioral Resources	33
Four Star Mufflers	38
General Surgical Associates	4
Ginny Sue's Frame & Design	35
Hog Creek Antique Mall	39
Hunt Club	39
Kellogg Community Federal Credit Union	31
Legacy at the Oaks	37
McCullough Family Chiropractic	27
Michigan Tile & Carpet	3
Monarch Community Bank	3
NorthPointe Woods	15
Oaklawn Hospital	16
RE/MAX Perrett Associates	
Michael E. Downing, Realtor	33
REMEMBER BOOK	40
Senior Diagnostic Center	39
Sims Electric	30
Sonneborn Orthodontics	26
Southern Michigan Bank & Trust	12
Southwest Michigan Eye Center	26
Southwest Regional Rehabilitation Center	27
Taking the Lead Dog Training	39
TLC Eyecare & Laser Centers	4
United Way of Greater Battle Creek	29
VanHorn's Market	10
Waterfront Restaurant	7, 28
WBCK FM 95.3	35
Wells Fargo Advisors	17
Worgess Insurance	10
WW Thyne Advertising	2



Celebrating 25 years of building around you.

Whatever you want your building to be, CSM construction management experts have the special talents and skills necessary to help you build it. For 25 years, CSM has been providing exceptional building experiences—for builders, for communities, and for the people who use our buildings.

CSM GROUP
Building owners' trust.

MILWAUKEE • GRAND RAPIDS • 269.746.5400 • csimgroup.com



Call about our move-in specials

THE LEGACY — a special neighborhood designed for individuals with memory challenges.

Featuring:

- Staff specially trained to work with and care for those with Alzheimer's Disease and other forms of dementia
- "Life stations" to engage residents to reminisce about days gone by while engaging in familiar tasks
- An activity program designed specifically for those living with dementia
- A secured courtyard
- Family-style dining
- Private suites

THE LEGACY AT THE OAKS

Also offering Short-Term Rehab and Long-Term Care in our Health Center.

THE OAKS
OF GRAND RAPIDS

The Legacy at The Oaks at NorthPointe Woods
706 North Avenue
Battle Creek, MI 49717
(269) 964-4655
www.trilogia.com

HAVE YOU SCENE US!

TAKE A FRESH LOOK AT YOUR
Arts Council
 NEW INITIATIVES
 NEW RESOURCES
 NEW WEBSITE

Visit the Arts and Industry Council
 Located in the Commerce Florie Building
 77 E. Michigan Ave. # 103, Battle Creek
 269-441-2704



ACCREDITED INSTRUCTORS

Taking the Lead
DOG TRAINING

- Puppy Classes • Obedience
- Agility • Showmanship
- Group or Private Lessons
- Behavior Consultations

New Classes Starting Soon 269-781-7800 | www.MichiganDog.com



BATTLE CREEK PUBLIC SCHOOLS
 BC PS
 Pride. Performance. Potential.

- CURRICULUM CHOICES
- FINE ARTS OFFERINGS
- TECHNOLOGY MULTIMEDIA CLASSES
- BEFORE & AFTER SCHOOL ACTIVITIES
- EXTRACURRICULAR ACTIVITIES
- ADVANCED LEVEL CLASSES

3 West VanBuren Street • Battle Creek • Michigan 49017
 269-965-9465 • www.battlecreekpublicschools.org

FREE ESTIMATES

FOUR STAR MUFFLERS

Your Full Service Automotive Shop!

Locally owned and operated
HOURS: Mon-Fri 8-6 & Sat 10-2

AMERICAN EXPRESS MasterCard VISA

2995 6th St. (near Helmer & Dickman) | Battle Creek, MI 49037 | 269-962-5581



Apartment Hunting?

edwardrose.com

Offering The Best In **Battle Creek!**

THESE THINGS ENDURE
Character • Reputation • Integrity

ESTER & DOWD
 Funeral Directors

105 Capital Ave., N.E. at North Avenue • 962-5527



Evergreen
 Senior Care & Rehab Center

111 Evergreen Road, Battle Creek
 Phone: 269-969-6110 | Fax: 269-969-8748



Summit Pointe

BATTLE CREEK TRANSIT

"WHEREVER LIFE TAKES YOU"

www.battlecreektransit.com • 269-966-3474



HAVE YOU SCENE US!



Providing services to help you or your loved one remain at home longer.

Region 3B
AREA AGENCY ON AGING
HEALTH • INDEPENDENCE • CAREERS

200 W. Michigan, Suite 102
Battle Creek, MI 49017
Located inside Burnham Brook Center
269-966-2450 | 1-800-626-6719

www.region3b.org



Senior Health Assessment
Specializing in...

Over 50? Consider a healthcare checkup.

SENIOR DIAGNOSTIC CENTER OF SOUTHCENTRAL MICHIGAN

269-441-1136 • www.seniordiagnosticcenter.com
Behavioral Health Resources Building • 3630 Capital Avenue, SW.
South of Beckley Rd. in the Brickyard Creek Medical Office Park



Etheridge Family Dentistry
guiding your way to overall health

736 Capital Ave. SW
Battle Creek, MI 49015
269-968-9121
Kip Etheridge D.D.S., P.C.




Donald E. Eckerty
M.A., L.L.P., L.P.C.

Christian Counseling Center of Battle Creek
Caring Professionals, Great Outcomes.

4625 Beckley Rd., Ste. 300, Battle Creek, MI 49015
269-979-8119 | www.christiancounselingbc.com
email: smunoz@christiancounselingbc.com




544 W. Columbia Ave.
Battle Creek, MI 49015
269-962-0800
Mon-Sat 11am-2am
Sun Noon-2am

Meet Your Friends for The Big Game or a Great Meal!



ART CENTER OF BATTLE CREEK

265 E. Emmett, Battle Creek, MI 49017 | 269-962-9511
www.artcenterofbattlecreek.org



ALLEN'S NEWEST MALL!

23,000 SQUARE FEET OF NEW CONSTRUCTION
QUALITY ANTIQUES & COLLECTIBLES

HOURS: 7 DAYS - 10-5
10750 W. CHICAGO ROAD (US 12) • ALLEN, MICHIGAN
517-869-2250 • www.hogcreekmall.com



ALLEN ANTIQUE MALL

427 Booths | Dealers From 6 States
Outpost Grill & Restaurant | Bus Tours Welcome

9011 W. Chicago, Allen, Michigan • 517-869-2788
7 days 10-5 | Take I-69 south to Coldwater exit 13, 10 miles east

Scene Magazine
4642 Capital Ave., SW
Battle Creek, MI 49015-9350
CHANGE SERVICE REQUESTED

NEED SOME HELP FINDING THE PERFECT GIFT?

HOW 'BOUT THIS?



Be sure to pick up a REMEMBER Book for the boss, a teacher, a history buff, a parent, an in-law, a collector, or a former citizen and always be REMEMBERED for the PERFECT gift.



REMEMBER

Milestones of significance in Battle Creek, Marshall & Springfield



For information about purchasing your copy please call 216-979-1411 ext.100 OR visit SCENE MAGAZINE at 4642 Capital Avenue SW Battle Creek, MI 49015

\$ JUST 20