

FREE
VOLUME 36, NUMBER 12
BATTLE CREEK / MARSHALL

MEN IN BUSINESS ISSUE



MEN IN BUSINESS ISSUE

Scene

M A G A Z I N E



HAVE YOU SCENE US!

FOUR GENERATIONS OF
OUTSTANDING CUSTOMER SERVICE

**Geothermal
Furnaces - A/C - Heat Pumps**

CTI 269-441-1900
www.ctimechanical.com

LICENSED & INSURED **Mechanical Contractors, Inc.** **24 HOUR EMERGENCY SERVICE**

Your New Lifestyle
Awaits You...

For information or to schedule your private tour. Call or visit us at www.beaconridgecondos.com

Bruce Phillips Realtors
269-965-5744



BATTLE CREEK PUBLIC SCHOOLS
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

Evergreen 269-969-6110
Senior Care & Rehab Center
www.nexcarehealth.com
111 Evergreen Rd
Battle Creek, MI

**Short Term Rehab
Skilled Nursing Care**

Restore Recover Rejoice



edwardrose.com
The Best Rental Solution In
Battle Creek!

Heat Included!



Because We Care
Since 1882

ESTES & DOWDLE
Funeral Directors

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



ALLEN'S NEWEST MALL!

HOG CREEK ANTIQUE 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



Visual design solutions

- Brochures
- Newsletters
- Annual Reports
- Posters & Banners

ALLEGRA
DESIGN • PRINT • MAIL

(269) 968-2403 1514 W. Columbia Ave. | Battle Creek, MI 49015
www.allegrabattlecreek.com



HAVE YOU SCENE US!

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



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



www.region3b.org

CCMCF is an Eden® registered home dedicated to resident centered care in a home-like environment.



Callhoun County MEDICAL CARE FACILITY
1150 E. Michigan Ave., Battle Creek, MI 49014 | 269-962-5458 | www.ccmcf.com



ART CENTER OF BATTLE CREEK

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



RICHARD A. HENRY | JOSEPH U. STASA
THOMAS C. COLEMAN | MARK R. RIVERS



703 Capital Ave., SW, Battle Creek, MI 49015
269-962-5191 • www.henryfuneralhome.org



Individual Weight Loss Programs
Customized By A
Physician



the center for
medical weight loss®

215 E. Mansion St., Ste. 3D, Marshall, MI 49068
269-719-8084 | www.mdbethin.com

Neysa
Bartlett, DO



CENTRACARE
COMPREHENSIVE COMMUNITY-BASED OLDER ADULT SERVICES

Our Mission:
Deliver exceptional,
comprehensive
healthcare for
frail, older adults.



200 W. Michigan Ave., Ste. 103 | Battle Creek, MI 49017
269-441-9300 | 877-284-4071 toll free | www.mycentracare.com

A program of Comprehensive Senior Care Corporation



The Power of Work

GOODWILL INDUSTRIES
OF CENTRAL MICHIGAN'S HEARTLAND

269-964-9455
Call today



Over 200 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

Letter to the Editor

Dear Sherii Sherban,

I have attached a letter to express my heartfelt thanks to *Scene Magazine* for the issue on Substance Abuse Prevention published in February, 2011. I came across this issue while struggling with my teenage son's experimental drug use. The issue is several months old but I still found it and it offered me much needed information and resources to help me with this very upsetting situation. Thank you.

Reading *Scene Magazine's* issue on Supporting the Prevention of Substance Abuse (Volume 36; number 2) helped me as a parent and a person. I am a resident of Calhoun County. I am also the mother of a 14 year old boy and I couldn't have stumbled across this issue at a better time.

We are a team, just the two of us. After the years of him being practically in my pocket, I hadn't yet shifted into the parenting a teenager gear. To be honest, I was avoiding that shift and it was the wrong move. This past summer I was forced

to realize that my little angel is really a teenage boy that tries hard for me *not* to know exactly who he is. I discovered that he has been experimenting with marijuana. It hit me hard. I never in a million years thought that I would have this kind of problem with him. Not my son. I wish I had seen this issue before I made this discovery because it is full of information that every parent should take the time to seek out and study.

I had no idea what to do. I was caught completely off guard and I allowed my emotions to take over. I flew completely off the handle and I cried as I grounded him, I cried to him that I would administer routine urine tests, I cried that I was sorry as I took away his cell phone, I cried as I lectured until I was spent for words, and I continued to cry for days. When I tried to tell him that marijuana is bad for him he actually smiled and said "No, it's not." I was not prepared to list the potential affects and in turn just stood before him flabbergasted and stumbling around for

words. The articles in *Scene Magazine* educated me about what can happen to my son if he continues to go down this road.

I should have had a plan in place for when this happened. I should have been preparing for it. I should have educated myself about the high rate of adolescent drug use, of the consequences, and of the help that is available right here in Battle Creek. I should have seen the warning signs and been firm and to the point about what I will and will not accept from him, rationally discussed with him the potential consequences of marijuana use, announced his punishment, and set forth to conquer the problem with all the available help that *Scene Magazine* pointed out to me.

I was completely unprepared to handle this situation. I reacted as if his actions were a personal assault on me but after reading this issue I feel more confident when I talk to him about drug abuse and together we are working toward his drug free future.

Thank you *Scene Magazine*.

IT'S WORTH TALKING TO THE EXPERTS



Owners – Alicia & Hans Stark

Service Defines Michigan Tile & Carpet Co.

Serving Battle Creek, Marshall and Surrounding area's for over 43 years!

Service and Products

- Design service at no charge
- Largest showroom in the area and the largest stocking inventory
- Mohawk Floorscapes® The Most Innovative showroom in the industry
- Protect and Care- to protect your investment Free ask for details!
- 3 day installation guarantee on stock products
- Staff Mechanics

Product Maintenance

- Our own fleet of service trucks
- Hot Water Extraction – no residue cleaning
- Ceramic Tile Cleaning and Sealing with 22-year sealer
- We maintain what we sell



WE'RE GREEN

We recycle padding, Carpet, as well as all paper and plastics.



COLUMBIA **MICHIGAN TILE & CARPET** **MOHAWK FLOORSCAPES**

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

ARTICLES:



Customer Service... What is it? Sherii Sherban 8



Year in Review Shirley DeRuiter 24

SCENE COLUMNS:

As Scene By	Richard F. DeRuiter	6
Health Scene	Peter Phelps	14
Scene A STARR	Nathan Cox	16
Fun With Food	Joanna Stelloh-Phelps	17
Business Perspectives ...	Kara Beer	23
Oaklawn Health	Dan Stulbert	28
Real Estate Scene	Kathy Perrett	31
Create Our Community ..	Linda Holderbaum	39

SCENE FEATURES:

Scene Letters	4
Entertainment Calendar	13
Men In Business	18-22
Local Interest	30, 34, 35, 38
Business to Business	32
Business Listings	36
Advertiser's Index	37

STAFF:

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

COVER: *This month's cover was created with the digital magic of Rick DeRuiter, the incredible lens of Keith Sherban and inspired by the gentlemen who make our community great for business!*



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

© 2012 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.

A REALLY RARE FIND



Q: Rich, any plans for 2012?

A: Any year that ends in 2 always adds another decade to my birth date when I'm filling out forms. I'd like to add at least four more 2's, and who knows, maybe

with some more advances in medicine they will be able to reverse your age to the one you liked the best. As for my plans in 2012, I want to keep doing what I'm doing right now, I love it. Running through my mind is the most memorable line that ever began a book... "It was the best of times and the worst of times."

I suppose you wonder why that fascinates me. Well, it is because when you live in the world of antiques, you live that line over and over again, as you see products from different eras and their impact on history. My regret is that I don't stay abreast with new technologies that affect us now, and in large part it's only because I'm too busy loving what I do. Sure, I can work the computer, but I already find myself lacking in "new tech," like texting, face booking and twittering. Hopefully this "unknown idiomatic" part of my life will filter in as I start handling collectables

from this era. I'm quite sure it will because previous unknown things from the past are now just part of my daily lexicon.

Q: Rich, I'm not sure I got all that, but at least your mind is willing to wander in new directions. Speaking of wandering, I noticed your car was gone for a few days. I'm guessing, "picking," was your adventure.

A: My wife loves to go to Soaring Eagle Casino and I always agree because part of the deal is that I get to stop at all my favorite picking spots. I'm not particularly fond of gambling unless I'm in control. When I'm picking and haggling, I always make more than I ever do at a casino and it's a form of gambling where I'm never at a disadvantage... I'm playing the part of the house.

Q: How was that "part" this time?

A: Oh, you mean the picking. I found some great stuff. As I always say, you can't be any happier just crawling around on the floor and looking for items behind dusty corners and remembering to avoid everything at eye level. Don't get me wrong, there is great stuff at eye level, but I'm looking for those long hidden treasures. Even though I have a long line in my restoration schedule, I put a couple of new purchases at the front. I could not put a 60-year old lamp made from even older car parts (lights, horns, handles and postcards)

that I had just purchased at the end of the line. I found the lamp in a dusty corner covered with a giant lampshade from the seventies. I swear no one had seen the lamp for years. I knew I had the perfect shade at home. It's already cleaned, re-shaded and electrified and you will be electrified too when you see it. The great part is when I left that picking spot, it was with a couple of boxes of other great stuff too.

Q: Tell me one thing you found that you had never seen before?

A: First I have to tell you one little side story. I just love it when I'm paying for items and the owner doesn't even remember some of the items or how he missed raising the price. Okay, now for the item. I found this item I had never seen before way back on a bottom shelf. It was a large covered Art Deco oval bowl, it was made out of large tortoise shells covered with a fine delicate line pattern. It was gorgeous, covered with dust and had been waiting years just for me to find... even the people in line were amazed, especially when they heard the price. It's a cash register bell ringer for me. Unfortunately I love it too much to part with. By the way, getting that Royal Flush on a poker machine was all right and as you know a REALLY RARE FIND, but never as "life" rewarding for me.

DON'T MISS YOUR CHANCE TO WIN!



WANTED

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

TWO WINNERS EVERY ISSUE

MORE WINNING!
TWO TICKETS to What A Do Theatre's presentation of The Last Five Years!!!

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 DINNER FOR TWO FROM CULVER'S in Battle Creek.** Submit your discovery by Feb. 10, 2012.

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!



LAST MONTH... Page 30
LAST MONTH'S WINNERS...
JOANNE SESSIONS & BUD PETTIT

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!

OMNI "Gives Back" to Family Enrichment



The Family Enrichment Center was awarded a \$1,000 OMNI "Gives Back" Grant to purchase an early literacy curriculum and accompanying teacher training materials. The curriculum is called High Scope and encourages children to participate in their own education by planning, carrying out and reviewing their own activities as part of their learning experience. It is a highly recommended program for children who come from low-income families and are considered at risk.

"When our center opened 10 years ago our goal was, and still is, to provide affordable child care to all families without compromising quality," said Marylou Bax, Program Director. "Receiving this grant from OMNI will help us purchase the curriculum and staff training materials that are needed to meet this goal."

OMNI's CEO, Ted Parsons, had this to say about Foster Adoptive Family Resources & Support Center, "Children having a good start in life is so important. If we don't give our kids every opportunity to succeed, how will they? The Family Enrichment Center providing High Scope is a great idea and we are eager to hear how successful it was in its first year."

OMNI is now accepting applications for the grant program. To apply visit www.omnigivesback.org.

OMNI Community Credit Union has over 31,000 members across SW Michigan with \$272 million in assets. For four consecutive years, OMNI has given a Cashback Rebate of \$3.2 million dollars to say thank you to members. The credit union continually reinvests in its membership and the communities they serve with new branches, some of the area's best interest rates on loans and savings accounts, no fee checking, low fees, over 28,000 free ATMs, OMNI scholarships and is involved in over 40 community events annually. Anyone in Southwest Michigan can bank with OMNI. To find out how you can join, call 866-OMNI-WOW or visit www.omnicommunitycu.org.

OMNI Gives Back Grant Program

OMNI Community Credit Union
We Pay You To Belong.

OMNI Community Credit Union has set aside \$50,000 to reinvest in the community in 2012. Building on their success from 2011 where funds were donated to over 48 organizations, their continued commitment to give back demonstrates their strength as a community leader. Groups may request funding by visiting the website at omnigivesback.org. Grants are awarded quarterly.

866-OMNI 269-441-1400 | www.omnicommunitycu.org

Customer Service... What is it?

Where oh where has customer service gone? Maybe you're like me and just want to talk to a real person from time to time. Not a computerized system that takes you through all the predetermined problems in life, but a real, honest-to-goodness, customer service representative.

As I lament over this concept I am forced to examine if my expectations for customer service are too high or if maybe I'm just too impatient. And then I reflect on a call just today with my current insurance company. After waiting on hold for nearly 30 minutes I spent more time answering computerized questions by pushing the

Here's the reality, I have power as a consumer and so do you. Sam Walton, founder of Wal-Mart, knew it and told others, "There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else."

You might be surprised that I am not the only person wishing that customer service was not so illusive but rather what a customer receives from the moment they walk through the door or pick up the phone. Story after story can be read from the frustrated consumer on the

Customer

appropriate numbers only to get on the phone with an actual customer service representative who asked the same questions all over again. The result of all that wasted time ... she told me to call my local agent because she couldn't help. What was the point in all that? When I asked her why she didn't just say that when I presented my first question she responded with, "I just needed to confirm it." And then she hung up on me. Wow, I'm glad she felt better about it but I was just irritated.

In the words of Thomas Watson, former CEO, IBM, "If you don't genuinely like your customers, chances are they won't buy." Or stay with you I would like to add. Today I felt like I was an inconvenience for the customer service representative and am wondering if working with another insurance company might be in my family's best interest.

by Sherii
Sherban



internet. There is even a page on facebook to share frustrations at www.facebook.com/CustomerServiceStories. The bottom line is that customers are more likely to share their bad experiences than good ones. As a result, it is important to recognize when a customer is telling you they are upset and take the opportunity to fix it and make them a customer for life.

Rich DeFabritus, Marketing Manager, Avaya's SME Communications business unit, also wonders where customer service has gone. While even he can't answer

continued

**"i'm
gonna
have to
put you
on hold"**

Service?



Foundation for Behavioral Resources

Senior Home Support & Home Health Support

Augusta family health clinic

MICHIGAN WORKS!

Connecting JOBS & people

child development center

Fostering Self Reliance

FBR

600 South Lincoln, Augusta, MI 49012 269-731-5775

that he says, “Regardless of how competitive the pricing or how fancy the website, a small business is at risk if customer service isn’t priority number one.”

For DeFabritus, customer service can be a “make or break” proposition for the small business. The challenge lies in meeting certain expectations no matter how long a company has been operating or even if it might be the only game in town. The way they do business can impact who comes through the door, who stays, who strengthens stability and leads to growth. The irony is that the customer service experience is completely controllable by the small business owner, and something that should rank high on the priority list if there is any expectation of success and longevity.

Has customer service gone social? Some would say yes while others simply detest the online revolution. Social media can be a very valuable tool for both proactive as well as reactive customer support but there are those that will never have their needs met in that kind of a forum. It can help to build customer loyalty and be an effective customer engagement channel. Unfortunately, it can also be the tool that can be your downfall. Social media is designed to be a quick response situation and if you cannot get to responses for days then you are setting your customers up for dissatisfaction.

In this age of automated everything the amount of quality human interaction between organizations and their customers has reached an all-time low. I completely understand the need to keep costs down and how technology has given us the ability to make phone payments, troubleshoot and so many other functions without ever speaking to a live person, but it can get a little ridiculous. I have yet to meet anyone who enjoys finding their way through the maze of choices on automated phone answering systems. I’ve never heard of anyone who enjoys filling out scores of form fields online in hopes of getting some type of response for their problem via email.

The good news is that excellent customer service can be achieved in large and small businesses alike. The ability of an organization to constantly and consistently exceed the customer’s expectations requires businesses to recognize that every aspect of their business has an impact on customer service, not just those aspects that involve face-to-face customer contact.

Working Together To Serve You Better

FUNERAL DIRECTORS & PRENEED ADVISORS

JOHN DOWDLE

ROSS SCHIMMEL

JON BARNES

CHARLIE JOHNSON

DEONNE ESTES

ANDY EMERSON

Farley ESTES & DOWDLE

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

It includes understanding customer needs and wants and meeting those in an effective and customer friendly way. Ultimately, it leads to customers that keep coming back, not simply because of a product or service but also because of the relationship developed.

A common thread from comments by the frustrated focus is the value of customer loyalty. As more and more companies merge and get bigger one of the most valuable things lost is the loyalty of the company to the customer. Whereas a small local business may have looked out for the interests of the individual, some employees of the larger national chain seemingly have so little invested in the person on the other side of the counter that there can be a total lack of empathy.

Some businesses get consumed by reducing expenses but lost sales can be the result instead; the customer can be lost in this process too. Why, because at some point, having the least expensive widget will no longer be the deciding factor. Surprisingly Steve Jobs knew this and applied this concept when previously bringing new products to market. "A lot of companies have chosen to downsize, and maybe that was the right thing for them. We chose a different path. Our belief was that if we kept putting great products in front of customers, they would continue to open their wallets." And they did.

To be fair, for some companies, today's definition of customer service is seemingly equated to that of the complaint department. Face it; most don't go to customer service to compliment them. Still, in this economic climate, companies really cannot afford to alienate clientele through bad customer service, and yet they do so every day. Why? Although customer service is often defined by how a business responds to product and service failures, it can also be a value-added component that customers are willing to pay for – such as warranties or road side assistance.

Customer service used to be an integral component of the marketplace. As a result customers were more tolerant, and businesses were interactive. Unfortunately, some businesses have made the choice to eliminate direct conversation with a person and replace that with the interactive computer. Even our grocery stores are converting to self-checkouts. For some it is quick and convenient but when you have an issue it is time consuming.

continued

The Original Crispy Fry Mix

We're Always Looking For Good People

Drake's Batter Mix Company

A Proud Part of the Marshall Business Community

1631 PRATT AVE., MARSHALL, MI | 269-781-3911

BATTLE CREEK TILE & MOSAIC CO.

Since 1958

MIKE STAIB

JOHN ZANETTI

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



ALLEN ANTIQUE BARN

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

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

Call Us For All Your

Electrical



&

COOLING

NEEDS



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

So what should customer service consist of?

- Employees with the resources they need. This empowers them to meet customer expectations.
- Having a real voice on the other end of the phone that you can understand -- not endless button pushing. This implies that you actually answer the phone.
- Being allowed to be involved in the decision-making process instead of endless excuses and denials. Don't make promises unless you will or can keep them.
- Take the extra step. Provide an apology and restitution if your company has made a mistake or misrepresentation.
- Be helpful, even if there is no immediate profit in it. So go the extra mile.

As a business owner you must also recognize that your staff represent you in all that they do. If you want the customer to keep coming back be sure your staff have the tools and the interest in meeting the needs of your customer. The quality of customer service will never exceed the quality of the people who provide it. That may be as simple as training or as difficult as changing staff.

In the words of Jeff Bezos, CEO, Amazon.com, "We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better."

One of the things we have decided to do at *Scene Magazine* is recognize those organizations that have stepped up to the plate and hit a home run with customer service. My first kudos goes out to the folks at Omni Community Credit Union. Their staff went above and beyond to help me find an organization overseas that could help me with a very specific transaction they were unable to provide. They didn't need to and while it didn't benefit them at the time the long-term consequences of that service makes me continually glad to be a member.

If you've had a great experience let us know. We hope to share more customer service success stories throughout 2012. As part of this effort we also want to encourage our readers to buy locally and support the jobs that our neighbors have. Together, we can make a difference. Give it a try.

Send your submissions to Sherii Sherban at sherii@wwthayne.com or give me a call at 979-1412 ext. 102. We really want to hear from you.

Entertainment Calendar

Events In January and February

JANUARY

14-15: WINTER SPORTS PARK, Binder Park Golf Course, (269) 979-8250, dgrosso@properwella.com.

21-22: WINTER SPORTS PARK, Binder Park Golf Course, (269) 979-8250, dgrosso@properwella.com.

22: ANNUAL BRINDAL SHOW, Kellogg Arena, 12-3:30pm, (269) 963-4800, <http://kelloggarena.com>.

24: HARLEM GLOBETROTTERS 2012 WORLD TOUR, Kellogg Arena, 7-11pm, (269) 963-4800. Tickets available at ticketmaster.com or 1-800-745-3000.

26-29: CAMPER & RV SHOW, Kellogg Arena, (269) 963-4800, <http://kelloggarena.com>.

28: ICE FESTIVAL, Downtown Coldwater, 10am-4pm, (517) 279-9375, www.coldwaterdda.org.

28-29: WINTER SPORTS PARK, Binder Park Golf Course, (269) 979-8250, dgrosso@properwella.com.

29: CARDBOARD CLASSIC SLED RACE, Victory Park, Albion, 12:30-4:30pm, (517) 629-5533.

FEBRUARY

2: CLASSICAL JEWELS, presented by Battle Creek Symphony, WK Kellogg Auditorium, 7:30-10pm, (269) 963-1911, www.musiccenterscmi.com.



4: SNOWMOBILE AUCTION, White Star Auction House, Bronson, 9am, (517) 369-1153, www.snowmobileauction.com.

4: FESTIVUS 2012, Leila Arboretum, 12-3pm,

4-5: 'LIVE GREEN' FAIR AND HOME SHOW, Kellogg Arena, All day event, (269) 963-4800, <http://kelloggarena.com>.

4-5: WINTER SPORTS PARK, Binder Park Golf Course, (269) 979-8250, dgrosso@properwella.com.

10-11: MURDER AMERICA STYLE, Cornwell's Turkeyville USA, All day event, (800) 228-4315, www.turkeyville.com.

10-11: WINTER SPORTS PARK, Binder Park Golf Course, (269) 979-8250, dgrosso@properwella.com.

16-19: JOSEPH & THE AMAZING TECHINOLOR DREAMCOAT, Franke Center for the Arts, (269) 781-0001, www.frankecenterforthearts.org.

17-18: MURDER AMERICA STYLE, Cornwell's Turkeyville USA, (800) 228-4315, www.turkeyville.com.

18: HUNTING & SPORTSMAN'S AUCTION, White Start Auction House, Bronson, 9am, (517) 369-1153, www.snowmobileauction.com.

18: WING HOUSE MUSEUM TOURS, Coldwater, 12-4pm, (517) 278-2871, www.branchcountyhistoricalsociety.org.

18: CABARET, LOVE & CHOCOLATE, First Congregational Church, 7:30-11pm, Presented by Ars Voce Ensemble, (269) 963-1911, www.musiccenterscmi.com.

18: CHESTERFIELD DANCE CLUB, Battle Creek Country Club, 7-11:30pm, (269) 968-4506, www.chesterfielddance.org.

18-19: WINTER SPORTS PARK, Binder Park Golf Course, (269) 979-8250, dgrosso@properwella.com.

23-26: CHURCH BASEMENT LADIES, Cornwell's Turkeyville USA, (800) 228-4315, www.turkeyville.com.

24: WINTER CONCERT, Cereal City Concert Band, Pennfield High School, (269) 962-2153, <http://cerealcityconcertband.org>.

At Lakeview Ford Lincoln,
we are committed to serving Battle Creek. We will work hard to earn your business and contribute to the community.
- Vince Pavone, Proud Dealer

LAKEVIEW
Ford LINCOLN
REACH HIGHER

On the Magnificent Motor Mile...
295 W. Dickman RD., Battle Creek, MI 49037 | www.shoplakeviewford.com | 269-441-2500

Who's got your back?



Oh, it's coming all right; it's just a matter of time. I'm speaking about snow, lots and lots of snow. Which means that unless you hibernate for

three months, you or someone else will need to 'move' it so you can get around to work, church, school, or the market.

One of the best ways of removing snow is using a snow blower/thrower, but there are places and occasions where you must wield the 'Arm-Strong' snow remover (the shovel). Certainly you'll burn lots of calories digging out your car and cleaning up the sidewalks and you'll tone and buff up your upper body, but all that bending and lifting heavy loads of the white stuff can also really do a number on your back if you don't employ the correct body mechanics.

"There have been numerous studies that indicate that handling snow with a shovel has the potential for putting great stress on the L5/S1 disc," says Dr. Daryl Warder, a board-certified

neurological surgeon at Bronson Battle Creek Hospital. "Since the most severe injuries and pain occur in this section of the back, it is prudent to review how you can prepare for lifting and shoveling."

Warm up. When you first go out to shovel, your muscles may not be 'warmed up.' March in place to get your blood moving, and try stretching your arms and legs, give yourself a couple of quick bear hugs, and bend over and touch your ankles.

Snow is not the only culprit. Ice beneath the snow can potentially cause even worse injuries.

Pick the right shovel. Snow shovels come in a variety of blade and handle shapes. Try to choose one that allows you to push the snow. If you must lift the snow, remember to bend at your knees and let your legs do the heavy lifting not your back.

Pace yourself. We all like to see progress in our jobs, but understand that you do not necessarily need to move all of the snow at one time. Perhaps you clear a path from your front door to the sidewalk, take a break, and shovel a little more. If you are dealing with deep

snow, clear the snow in layers a couple of inches at a time instead of the entire pile. Take a break every 10 minutes or so... pace yourself. Drink some water to replenish what you may have lost through perspiration.

Use appropriate lifting techniques. Try to push the snow instead of lifting it. Bend at the hips and let your legs do the heavy work, keeping your back straight. If you must lift the snow, place one of your gloved hands as close to the snow blade as possible keeping the heaviest part of the shovel close to your body.

Snow is not the only culprit. Ice beneath the snow can potentially cause even worse injuries. Slipping on the ice can cause fractures, sprains, and broken bones. Watch out for those falls.

"Those are all physical things you can do to prepare for winter exertion, but don't overlook your heart as well," said Dr. Warder. "Don't smoke or eat a heavy meal before you go out to shovel. Avoid caffeinated beverages as stimulants can increase the heart rate and cause blood vessels to constrict. Most important, if you experience any kind of pain, stop immediately and seek assistance."

As mentioned earlier, try and use a snow blower if possible, or keep the economy going by hiring a teenager letting that young muscled-back do your shoveling. You will probably rather 'pay in gold than in pain.'

This health message is brought to you from your friends at Bronson Battle Creek Neurosurgery.

About Daryl Warder, M.D., Ph.D

- Medical School: Johns Hopkins University
- Residency: Duke University Medical Center
- Fellowship: Allegheny General Hospital, Pittsburgh
- Fellowship: The Children's Hospital of Philadelphia
- Specialties: Brain and Spine surgeries & Pediatric neurological surgeries



our eyes are on the future

We are Bronson Battle Creek. We're a team of associates, physicians and volunteers on a shared journey: to make sure everyone in the Battle Creek area receives the highest-quality medical care.

As part of the leading healthcare system in the region, we're committed to surrounding each individual with an exceptional care experience. And building a healthier future for our community. It's our vision.

We can't wait to make it a reality.

bronsonbattlecreek.com

 **BRONSON**
Battle Creek

Parents: Model responsible money management behaviors for your children



Developing independent life skills in children, including understanding the value of money and money management, is an important part of parenting. In today's society where debit cards and electronic transactions prevail over paper money, it comes as little surprise that many youth are making major financial mistakes that can impact them well into adulthood.

It also seems that parents are reticent

to discuss finances with children. A recent survey by TrueCredit.com found that about 20 percent of parents, nearly one in five, had never spoken with their kids between the ages of 4 and 18 about money basics.

At Starr Commonwealth, we utilize the Ansell Casey Life Skills Assessment (ACLSA), a free online resource (www.caseylifeskills.org) that helps us generate treatment plans for at-risk youth in need of independent living skills. Much of what we have learned and teach to youth in our programs also is applicable to parents looking

for advice in talking to children about money basics.

For example, one activity we like to do with youth in our program is to have them research and pick out a favorite pair of shoes online. They often pick very trendy, designer, high-priced shoes. After pricing the shoes, we then go to a variety of stores – from the mall and high-end department stores to discount and thrift stores – to demonstrate how many complete outfits that you could buy for the same price as those shoes.

Another tip for parents is to use Monopoly money or something as simple as crackers to symbolize your income. Ask your child to divide it according to what they think you spend monthly on housing, food, utilities, transportation, clothing, and medical needs and so on. Afterward, show them how much of the stack actually goes to what. Denominations aren't as important as emphasizing that you have to think carefully and abide by a budget every week or month.

Of course, being budget savvy and financially literate starts with you. Children learn by observing, so parents should model responsible financial behavior. You should also try to find ways to incorporate lessons, not lectures, into your everyday situations. It is never too early to start talking with children about the importance of healthy money management. Help them understand today that a dollar earned is a dollar earned.

Nathan Cox is Senior Day Treatment Counselor for Starr Battle Creek. Starr Battle Creek, 155 Garfield Ave., provides early intervention and community-based programs for at-risk youth and vulnerable families of Calhoun County, including day treatment, foster care, mental in-home counseling, juvenile diversion, suspension center, and credit recovery and enhancement programs. About 250 youth are being served daily by these programs. For more information, please call 968-9287.

North Pointe Woods
An Active Senior Living Community

Carl Griggs, Director of Plant Maintenance | Paul Blankenship, Director of Dining Services
Anthony Jones, 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

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

Call for more information
or to schedule a tour.

“Feels like home.”

Fun With Food

BY JOANNA STELLOH PHELPS

SOUP! Beats winter.



Now that the holiday rush is over, you can relax at home with this tasty hardy soup. Perfect for keeping the winter blues away. You can double the recipe

and freeze half for another meal too.

Rustic Tuscan Soup

Ingredients:

- 8 oz. bacon, chopped
- 2 tablespoons olive oil
- 1 medium onion, chopped
- 2 teaspoons minced garlic
- 2-3 tablespoons Wondra or flour
- One 32 oz. container chicken broth
- 2 large potatoes, peeled and cubed
- 1 pound Smoked or Italian Sausage, sliced
- 2 cups kale or Swiss Chard, chopped
- 1 cup cream
- 2 teaspoons onion powder
- 2 teaspoons garlic powder
- Salt and pepper to taste

Instructions: In stockpot, cook chopped bacon until brown, about 5-6 minutes; add olive oil, onions, and minced garlic and sauté until onions are tender. Stir in flour and cook for about 30 seconds and then add broth while continuing to stir. Add potatoes and simmer for 10-15 minutes; add sausage and simmer another 10 minutes. Add kale, cream, and remaining seasonings and heat until heated through and kale is slightly wilted. Do not allow soup to boil.



Cataract Surgery is convenient with Southwest Michigan Eye Center's on-site surgery in Brookside Surgery Center.

Put the color back into your world...with Refractive Cataract Surgery from Southwest Michigan Eye Center. If you are experiencing blurred vision, night-time glare and/or poor color vision, then the No Shot, No Stitch Cataract Surgery Technology may be an option for you now with an array of Intraocular Lens Implants (IOL's) including the ReSTOR® or Toric multifocal lens implants. Sight is restored almost immediately, and in most cases, you can return to normal activities within 24 hours of treatment. Like other treatments at Southwest Michigan Eye Center, the cost Refractive Cataract Surgery is covered by Medicare and most supplemental insurance after your deductible has been met.

The short road to cataract recovery is just a screening away!



Left to Right:
Randall C. Stout, M.D.,
P. Jeffrey Colquhoun, M.D.
Larry M. Vander Plas, M.D.

*Complete Local Eye
Care with over 60 years
combined experience.*



**SOUTHWEST MICHIGAN
EYE CENTER**

A Vision of Excellence

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



AIMS

Associated Internal Medicine Specialists

AIMS is a multi-specialty group practice specializing in the areas of Internal Medicine and Rheumatology, with a mission to deliver excellent health care with skill, compassion, integrity and respect for human dignity.

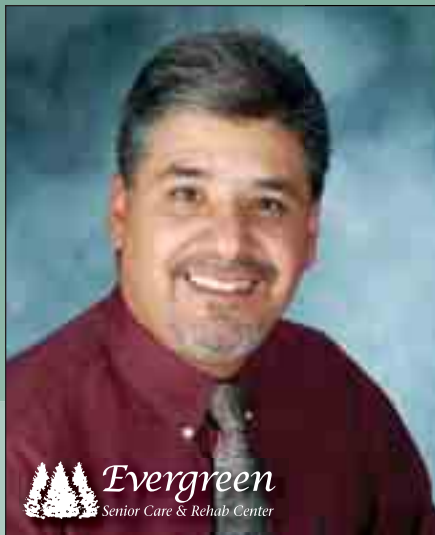
STAFF - BACK (left to right): Robert W. Shurmur, D.O. Benjamin D. Smith, D.O. | Antonio P. Giannelli, PAC
Jocelyn M. Pouliot, M.D. | Charles J. Wilmanski, M.D.
FRONT: Daniela Renkiewicz, M.D. | Lakshmi P. Kocharla, M.D.
Julia M. Hoekstra, PAC | Susan A. Smith, ANP

2845
Capital Ave., SW
Suite 302
Battle Creek, MI 49015
269-979-6333
www.bc-aims.com





SCENE MAGAZINE'S MEN IN BUSINESS



JOSE AMARO

Director of Environment Services. Responsible for the Maintenance Department, including hands-on repair work, Supervision of Housekeeping and Laundry Departments and is the Facility Safety and Building Operations Officer.

269-969-6110



ROD AUTON, MSW

Executive Director, "Lead an excellent team of caring providers who are committed to serving frail older adults using the PACE model of comprehensive, integrated and coordinated healthcare."

269-441-9300



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



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



JOHN J. CHMIEL

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

269-965-4556



THOMAS C. COLEMAN

Licensed Funeral Director. Consults with families regarding both at need and preneed funeral planning and is involved in all aspects of the funeral home's operation.

269-962-5191



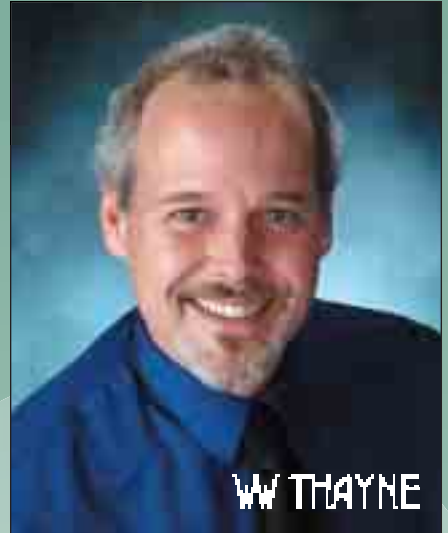
SCENE MAGAZINE'S MEN IN BUSINESS



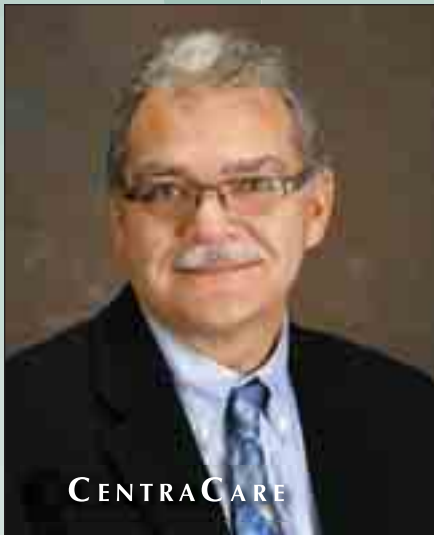
MICHAEL L. COPE
Battle Creek President and
Department Manager of Business
Banking Michigan
269-966-6266



JAMIE DAVISON, II
Jamie has proven to be a knowledgeable
funeral director with Bachman Hebble for
many years. He demonstrates extensive
experience explaining the advantages for
a pre-arrangement.
269-965-5145



FREDERICK A. DERUITER
President & CEO, Publisher for Scene
Magazine. Responsible for layout and
design of Scene Magazine. Also respon-
sible for layout, design and art direction
for W.W. Thayne Advertising Inc.
269-979-1411



WENDELL DIGGS, PA
"My goal is understanding each patient
on a personal, social, spiritual, and physi-
cal level, so that care may be customized
to meet their unique holistic need."
269-441-9300



MICHAEL E. DOWNING
Associate Broker. Provides homeowners
with marketing assistance to sell their
homes and buyers with necessary ser-
vices to procure housing.
269-968-6101



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



SCENE MAGAZINE'S MEN IN BUSINESS



PHILLIP E. HARTER

After 26 years as Calhoun County Probate Court Judge, Phillip E Harter now practices with Chalgian & Tripp Law Offices in the areas of probate, estate planning, and mediation..

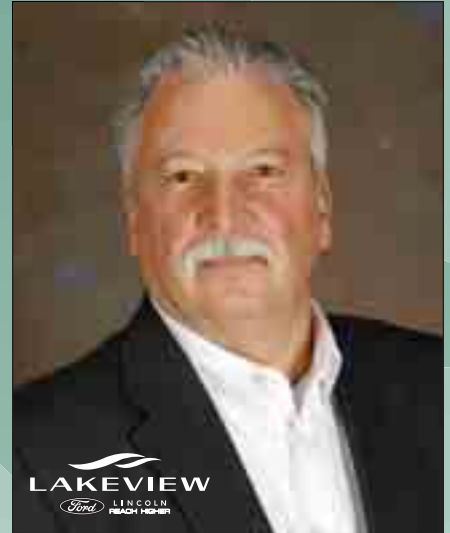
269-963-3900



RICHARD A. HENRY

Began serving families in 1948, established the Richard A. Henry Funeral Home, Inc. in December 1963 and serves as President of the firm.

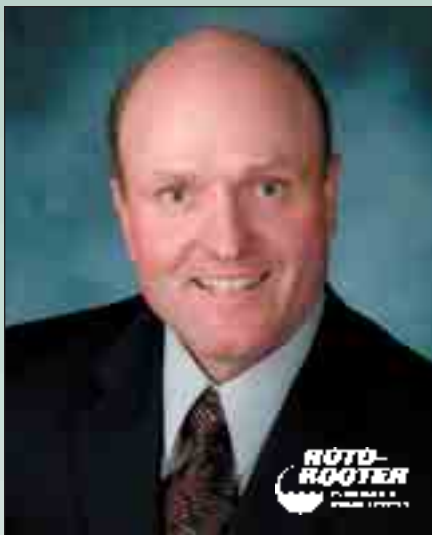
269-962-5191



STEVE HOFFMAN

Fixed Operations Dir. Helps individuals and fleets through all aspects of automotive needs and manages employee certification requirements. Community Activities: American Legion member, Make-A-Wish & Child Car Seat Tech.

269-441-2500



BOB HUBBARD, JR.

Licensed Master Plumber / Owner. Celebrating 40 years experience. He offers a wide variety of services – including new plumbing and drain installations, repairs, and water testing.

269-962-1070



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



CHAD KYGER

VP/Gen. Mgr. As a fourth-generation heating and cooling professional, Chad combines a lifetime of experience with modern technology to help provided highly-efficient comfort solutions in residential, commercial, and industrial applications.

269-441-1900



SCENE MAGAZINE'S MEN IN BUSINESS



MARK NAAS

Mark, being a native of Battle Creek, graduated from Lakeview High School. Mark truly has a passion for helping families through the funeral process. For cremation options contact Mark at...

269-965-5145



JOHN RUSWINCKEL

President and CEO. Responsible for strategic planning, vision and community partnerships and collaborations. Will provide leadership to the Lifespan organization through healthcare reform.

269-660-3600



MARK R. RIVERS

Mark has been a Licensed Funeral Director with the Richard A. Henry Funeral Home since 1979. He is involved with at need and preneed funeral arrangements, and the daily operations of the business.

269-962-5191



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.

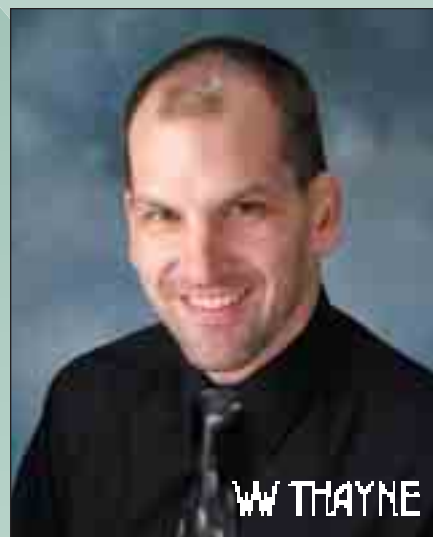
269-962-9538



T.R. SHAW, JR.

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

269-979-3838



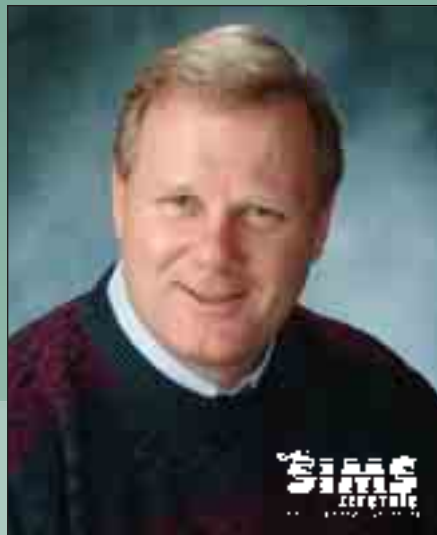
KEITH SHERBAN

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



SCENE MAGAZINE'S MEN IN BUSINESS



ANDY SIMS

Owner of Sims Electric/Knolls, a heating and electric company. Andy oversees the operation of his 23 people. Andy also does heating and electric estimates.

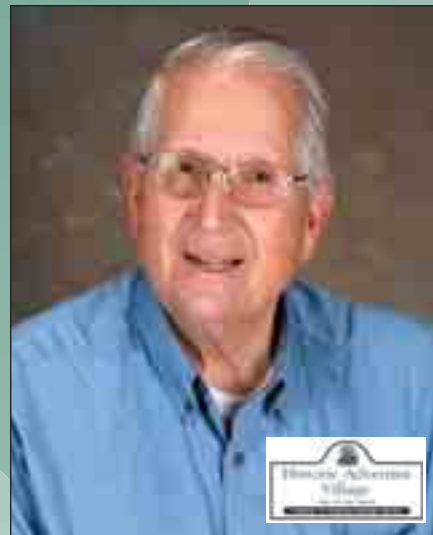
269-963-7910



CHUCK STALLARD

Licensed Funeral Director. Helps families through all aspects of funeral planning, memorialization and aftercare. Immediate Past President of Battle Creek Kiwanis Club and active in several other community activities.

269-979-3838



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.

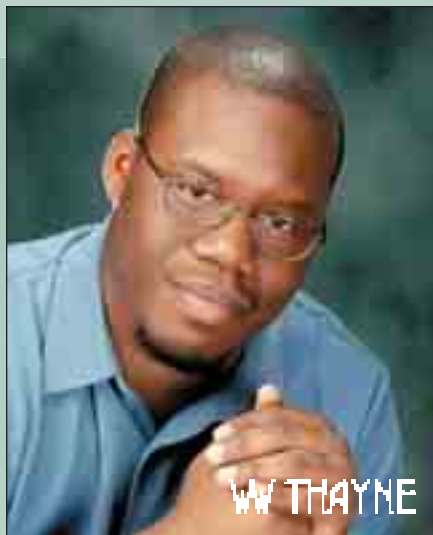
269-965-3000



JOSEPH U. STASA

Licensed Funeral Director, consults with families regarding both at need and preneed funeral planning and is involved in all aspects of the funeral home's operations

269-962-5191



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



GARY WORTZ, MD

Medical Director, "Thirty years experience delivering exceptional healthcare to older adults so they can maintain high quality of life while aging in place at home".

269-441-9300

It's a Brand New Year!



A logo does not make a brand; a brand is much bigger than its executional elements. Building a brand means taking the time to figure out what drives

your target audience. Consider what they truly care about, deep down, at the most fundamental level. Then find a way to connect with those feelings and needs through language and design. Establishing this point of connection, beyond rational benefit, requires that you craft a creative brand experience around the insights of your audience. Put your consumer first; above your product features, above your personal beliefs or suppositions, and then harness the power of design.

Seeking this understanding and connection with your consumer cannot wait. The need to establish a brand places an increased urgency to find ways to maintain visibility of our message in the community; ways that can be measured are efficient and reach big audiences.

So, creating a buzz about the Chamber and its 100 years in Battle Creek sounds like an easy task, right? Yet, in truth, there are many intricacies to guaranteeing success.

Collaboration is first. The Chamber

is interested in bringing together interesting community connections that you will hopefully see as mutually beneficial. Collaboration delivers creativity and cultivates partnership. Thus the Chamber is only as successful as its membership. We need help growing our network. We are looking to foster existing members and seeking new partnerships in the New Year.

Value is second. A strong, relevant and active agenda is the key to bringing about the value of Chamber membership. It often gathers the support of people, members and a growing network of our community. Whether your involvement is to grow your network, service to the community or engaging the political process, you will see increased value in your membership over the next year. We have exciting new opportunities through committees, advertising, service-oriented staff and highly-anticipated events.

Conversation is third. Whether it is over a cup of coffee/tea, diet coke or lunch, ideas are generated. Hearing from our members on what they would want to see from their Chamber is important. We can't grow if we don't have your feedback on what's going well and what you'd like to see improved. I strongly encourage each of you to have a conversation with me and ask "so what" does this mean to my business?

With the start of the New Year, how many of us sign up at the local gym and say, "This year, I am going to go to the gym and get healthier and lose weight"? If you've ever been to the gym on January 2nd, you know what I am talking about. Just like a gym membership, a Chamber membership is only as useful as you make it. With over 600 member organizations and 16,000 employees represented by the Battle Creek Area Chamber of Commerce you have a target audience to promote yourself, your business and your expertise. You can create a buzz for yourself if you attend a networking event, golf outing, Chamber Eye Opener, committee meeting or advertise in one of our publications. We want to help you grow your network of existing partnerships as well as future business and friendships.

So what does this all mean? Well, I'm glad you asked. It means that the Battle Creek Area Chamber of Commerce is growing, building success and momentum and looking to our members to help us be the organization you deserve. We want to create value in each of your memberships and make it everything you expect it to be. We need to hear from you so we can grow and strengthen the partnership.

Looking forward to many conversations with each of you!



T

he year 2011 was a good year for *Scene Magazine*, even with the ups and downs everyone experienced due to the economy. When I can remember more good than bad, it's a good year.

I have always believed *Scene's* success is due in part to the fact that we are a family business that started with my husband, Rich, who believed over 30 years ago that Battle Creek and Marshall needed a "positive" local publication that would make people and businesses feel good about themselves. *Scene* has strived to keep that image all these years. I believe one of the reasons *Scene* is still around is because, as a family business, we never felt we had the option to fail. Failure also meant we gave up on the community and that's something Rich said could never happen.

We started out 2011 by honoring our Man of the Year, Jack Mawdsley, an individual who believed in people and helping them succeed. The vast amount of people who attended his party was proof of that.

This was followed by the issue honoring 25 years of helping people by the Substance Abuse Council. Interestingly, the first man and woman that we honored were Dave Steger and Penny DeGarmo, who were instrumental in the founding of the Substance Abuse Council. It seems fitting now that the tribute couldn't be more appropriately timed. We felt it was important to tell their story and how they were striving to keep people from drug and alcohol abuse. We have answers right here in Battle Creek, and we wanted to share that knowledge. This issue came out in mid March but nine months later, we received a letter from a mother who found the issue. She recognized a problem her son was having and through this issue was able to get some help and support. Her letter to *Scene* can be found in this issue.

In April *Scene* made it a priority to recognize those that are crucial to the success of our community, volunteers and non-profits. This issue shared information about such groups to help our readers.

In the next issue, we chose to talk about Women in Business and the success women are having in the growth of their companies and this community.

This was followed by our annual Health issue in which we encouraged doctors and other healthcare professionals to share their expertise with our readers.



YEAR IN REVIEW

SCENE MAGAZINE

SMITH CITY TWO THOUSAND ELEVEN MARSHALL

This is one way we all learn what is new in specific health fields, whether new medicine or technology. Doctors have learned to change the word “advertising” to “education” and know that through *Scene Magazine* they can share their knowledge with everyone here.

We all need to brag a little about the communities we live in, so the next issue did just that. Fort Custer Industrial Park, the City of Springfield and other areas were featured to encourage newcomers to our area as residents. Did you know that area companies use *Scene* as a recruiting tool? As a result, we are sure we have had a hand in recruiting families to our community and welcome them warmly.

continued



By Shirley DeRuiter



Dr. John A. Abraitis

Clinical Psychologist

100 Country Pine Lane, Suite 3, Battle Creek
(off Capital Ave. - a block south of Beckley)

Psychological Counseling May Help You Work Through Life's Problems and Improve Your Life Experience

- Individual and Relationship Counseling Available
- Fully licensed Clinical Psychologist
- Over 25 Years of Experience
- Most Insurance Accepted
- Fee Reductions are Available
- Flexible Scheduling

Do you ever experience any of the problems below?

- Anxiety
- Insecurity
- Low self-esteem
- Panic
- Phobias
- Depression
- Anger
- Aggression
- Stress
- Worries
- Problems of abuse
- Relationship problems
- Marital problems
- Dependency
- Parenting problems
- Poor assertive skills
- Poor communication
- Fear of emotional closeness
- Sexual Problems
- Compulsions
- Perfectionism
- Eating disorders

So why feel miserable?

Call **269-660-1111**
for an appointment... *You Deserve it!*

Last year *Scene* featured the U.S. National Balloon Championship and International Challenge event held in Battle Creek. The event was just a teaser, which has led to the biggest event to be held in Battle Creek, the World Balloon Championship coming in August of 2012. This issue was an opportunity to meet all the balloonists, put a face with the balloon photo and learn more about the sport of ballooning. This event could not have happened without countless volunteer hours and many supportive sponsors from both Battle Creek and Marshall.

Published in September, the next issue referred to as the "Community Yearbook" is filled with photos of men and women in our community showing both their "youth" picture and a current picture. Set up in a yearbook-like style, it was just plain fun to see what these men and women looked like as children. It's always interesting to read their current personalities from their young faces long ago. Arts are important to the culture of any successful community as well so this is the issue in which we recognize their contribution.

The next issue continues to be dear to our hearts as it honored our men and women who have sacrificed everything for their country. This is a free section and it is *Scene's* thank you to them. The photos of these heroes in uniform are a lasting memory for loved ones for their service. *Scene's* salute to veterans is always a very popular issue.

Since *Scene* is a small business, it's important to us to honor small businesses right here in our community. In our next issue, we made sure everyone knew our Downtown area was open. Michigan Avenue was once again drivable and the retailers couldn't be happier. Columbia Avenue, another area trying to grow, was also featured.

In the Christmas issue, *Scene* believed it was a time for saying thank you and to share with you memories people have of years gone by. Some of the stories in our Christmas story contest were true, others were on subjects that made the writers feel good about the holidays. Traditionally *Scene* has recognized our man or woman of the year in the first issue of year but when we chose Greg Geise the timing needed to be adjusted (if you haven't heard he's retiring). Interestingly enough, Greg started at the Binder Park Zoo the same year *Scene* became a city magazine.

For our year to come in 2012, *Scene* has chosen to start out with one of Battle

What A Do Theatre PRESENTS

THE LAST FIVE YEARS

Theatre – An escape for everyone.

"The Last Five Years is a very special piece of work. It's instantly clear, as well, that this poignant, richly dramatic and piercingly honest two-character show is destined to be a hit."
Chicago Sun-Times

"A journey through lost love, failed art, forgotten connection, and back again – a trip that is well worth taking."
Boston Theatre Review

"Unpredictably heartfelt insights, energized by a seductive, rhythmic drive."
Newsday

"Brimming with persistent melodies and a heartfelt, compelling story."
Associated Press

"The Last Five Years is exciting, innovative and altogether inspiring. You better go see it."
Chicago Tribune

WRITTEN & COMPOSED BY JASON ROBERT BROWN | DIRECTED BY RANDY WOLFE | MUSICAL DIRECTION BY BRENT DECKER

FEBRUARY
10-11,
16-18, 24-25



RESERVE ONLINE VISIT:
www.whatado.org
BOX OFFICE:
269.282.1953

4071 WEST DICKMAN ROAD | SPRINGFIELD, MI 49037

Creek and Marshall's favorite subjects... HISTORY. Working with the Historical Society, you will read numerous articles on the history of aviation. Many businesses with longevity in our community will also be featured. It seems a natural combination that this is the issue in which we feature groups affiliated with Senior Citizens as well.

While *Scene* is planning to take a very focused look at non-profits throughout the year our third issue will take a specific look at their leadership. This issue is valuable in helping to remind our readers that there is help right here in this community.

What else will *Scene* bring you in 2012? We will focus on youth and education; men and women who have played such an important part in the success of our community; progress made in healthcare; successes in small business; the contributions of veterans; and we will feature the talents of local writers in our annual Christmas Story Contest.

Half way through 2012 we will brag once again, constantly reminding those of us living and working here why Battle Creek, Marshall and the City of Springfield offer the best in products, services and people. Some of the folks will be highlighted in the annual Community Yearbook.

We are so proud to bring you the Official Souvenir Program for the World Balloon Championship. Can you imagine what a huge honor this is to have Battle Creek chosen to host such an event? To give you some perspective, out of 103 pilots, only seven are from the United States. That means international pilots, their families and interpreters will be in our community for ten days or more. It's your opportunity to get involved in some way so our visitors feel the welcome we have to offer. This keepsake will travel the world.

Thank you Battle Creek, Marshall and the City of Springfield for being a part of *Scene Magazine*. It's your magazine and with your input we will continue to honor our communities and tell you why it's an honor to be involved. You have kept *Scene* around for over 36 years and I hope it will continue to serve you through all the members of our family, through our children and grandchildren. It has been quite an honor for us.




We always welcome comments, suggestions and contributions from the community. Contact me at shirley@scenepub.com or by phone at 979-1411 ext 103.



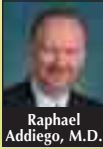

The TLC Eye Care Specialists – Premier Providers in the Latest Technologies for Cataract Surgery, Retina Procedures, and Laser Vision Correction would like to remind you that **January is...**

Glaucoma awareness month

Make healthy eyes your New Year's resolution!

877-852-8463

 Paul Ernest, M.D.	 Kevin Lavery, M.D.
 Raphael Addiego, M.D.	 Surendar Purohit, M.D.

363 Fremont St., Ste 301 | Battle Creek, MI 49017 | www.tlceyecare.com
Other locations: Adrian, Ann Arbor, Chelsea, Jackson, Kalamazoo, Lansing, Saline, Southfield, and West Bloomfield

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.

Oaklawn's Valet Parking Team Celebrates First Anniversary

This January marks the first anniversary of Oaklawn's valet parking service, and it's been a hit with virtually everyone right from the start. Whether they park your car or not, the valets are the first faces that people see as they approach the entrance, and these gentlemen always provide a warm, friendly greeting. Derek (Maddox), Al (Long), and James (Dixon) have been crewmembers since Day 1, and I enjoyed spending a few minutes with them recently to hear some stories and perspectives on the roles they fill.

The first thing I noticed when I stepped into their glass office was the number of baked goods on the counter. They admitted the holidays had brought an onslaught of snacks from grateful customers, but that it's not unusual to receive cakes, cookies, and even pizzas throughout the year.

"Our service is totally free," says Derek, "and we have signs that say no tipping, but some of the patients that we see regularly have expressed their appreciation with tasty treats. Many have said they used to rely on family or friends to drive them because



Left to right: James, Al, and Derek are usually the first friendly faces you'll meet when visiting Oaklawn.

it took too long to find parking or it was difficult to walk that far, but now they can drive themselves right up to the entrance and let us take care of their parking."

"There are a lot of patients who come here two, three times a week," said James, "and we not only get to know them on a first name basis, but many of their family members too. Our goal is to help them in any way we can, and it's a good feeling to see how grateful they are. If a patient needs a wheel chair and they're alone, we'll wheel them up to their appointment or call someone to do it if we're real busy."

"The ones who come quite regularly

sometimes get different nurses or lab techs, but they see our faces everyday," says Al, "and I think they like the familiarity. We've had some people swing through the driveway just to say hello, even when they don't have an appointment. We consider them our friends and feel a real loss when, on occasion, we learn one of them has passed away."

"We get to interact with patients during good times, too," Derek added, "like when they're leaving with a newborn. I've got two kids, including one under a year. It's fun to see the excitement of a new dad and give him a hand with the car seat as he uses it for the first time."

To date they've parked over 18,500 cars without a ding. "That's more than 39,000 when you count retrieving them," said a smiling James.

"We obviously aren't here to give medical advice," said Derek, "but if we can make their hospital experience just a little simpler, and see them off with a smile and some warm conversation, then we feel we've made a positive impact."



Beautiful beginnings.

Birth Center

Bringing beautiful babies into this world is one of our greatest pleasures and we do it about 650 times a year. You'll enjoy the comfort and hotel-like amenities (including whirlpools) of our private birthing suites, but it's the care that our doctors and nurses deliver that will impress you most. We believe there's no finer place to bring a new life into this world. At Oaklawn we make sure every beginning is beautiful. Find your Oaklawn baby doctor at (888) OAKLAWN.



oaklawnhospital.org 269.789.3929



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

ADVERTISING CONSULTANTS, INC.

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

KCC Scholarship Applications Due January 27



The Kellogg Community College Foundation announces January 27, 2012 (postmarked) as the deadline for student applications for their Gold Key, Kellogg Company Careers, Harper and Hites scholarships. The applications submitted by this deadline will be reviewed for the fall 2012 academic year awards. Please note that the KCC Foundation is unable to accept applications received after the deadline date.

Gold Key Scholarships. Gold Key Scholarships, among the College's most prestigious awards, demonstrate a commitment to recognize outstanding academics and leadership potential for students as they begin their college career at Kellogg Community College. The first Gold Key Scholarships, established at Kellogg Community College nearly 20 years ago, were inspired by Mrs. Elizabeth H. Binda, who served as a KCC Trustee and KCC Foundation Board Director Emeritus at that time. Since the first Gold Key awards, outstanding students have benefited from the generosity of donors who continue to make the scholarships possible. This past academic year, the KCC Foundation awarded 11 Gold Key Scholarships.

Gold Key Scholarships are fully funded in the amount of \$6,000. Recipients are awarded \$2,500 annually for two years, with an additional \$1,000 available for continuing their educational pursuits after completion of a two-year degree program at Kellogg Community College.

Kellogg Company Careers Scholar-

ships. The Kellogg Company Careers Scholarships are for KCC students who are working towards an Associate Degree in a business-related field. The scholarships demonstrate the Kellogg Company's commitment to recognizing and encouraging talented students while also preparing them for corporate work and leadership in the Battle Creek Community.

Kellogg Company Careers Scholarships are fully funded scholarships totaling \$6,000 for tuition, fees and books. Recipients are awarded up to \$3,000 each year for two years while attending KCC.

Harper Transfer Scholarship. The Walter and Lucille Harper Scholarship recognizes outstanding academic and personal achievement, and is awarded to graduating Kellogg Community College students transferring to a baccalaureate degree granting institution of higher learning. Eligible applicants must graduate spring 2012 with a minimum 3.0 cumulative GPA, provide an acceptance letter from the college to which they will transfer, and demonstrate financial need. All awards will be sent directly to the baccalaureate degree granting institution.

Hites Transfer Scholarship. The Robert F. Hites Family Scholarship recognizes outstanding academic and personal achievement, and is awarded to graduating Kellogg Community College students transferring to a baccalaureate degree granting institution of higher learning. Eligible applicants must graduate Spring 2012 with a minimum 3.5 cumulative GPA, and provide an

acceptance letter from the college to which they will transfer. Recipients will receive \$3,000 per year, for a total of \$6,000. All awards will be sent directly to the baccalaureate degree granting institution.

Applying. Application forms with additional information are available online at the Kellogg Community College Foundation web site at www.kellogg.edu/foundation. KCC Foundation Scholarship booklets, which include applications, for 2011/2012 are available at area high schools' counseling departments, in addition to the KCC Financial Aid, Advising, and Student Services Departments. The KCC Foundation Scholarship deadline for other scholarships is March 2, 2012. For more information, please call the KCC Foundation at (269) 965-4161 or (269) 965-3931, ext. 2736.

About the KCC Foundation. The KCC Foundation was founded in 1998 by the college to seek private funding to assist students with various needs. A non-governmental, nonprofit 501(c)(3) with its own funds, the KCC Foundation is managed by a volunteer Board of Directors.

Working together with area individuals, organizations and businesses, the KCC Foundation is able to help many students achieve their academic aspirations. This year, the KCC Foundation awarded over 200 scholarships totaling just over \$382,000 to individuals with unmet financial need and to students exhibiting a high degree of academic excellence and leadership ability.

Realtors® Support New Refinancing Rules that Help Reduce Foreclosures



President Obama recently announced a new plan to help underwater homeowners refinance to lower their monthly mortgage payments. Working with the Federal

Housing Finance Agency, the President is revising the Home Affordable Refinance Program (HARP), aiming to help one million homeowners who owe more than their homes are worth avoid foreclosure.

Realtors® commend President Obama for pledging to help more struggling homeowners refinance their mortgage. When people lose homes to foreclosure, families, our communities, the housing market and our economy all suffer. Helping even more families stay current on their mortgage and remain in their homes will help support the housing recovery.

HARP was created in 2009 and allows homeowners to refinance their mortgages at lower rates without having to meet the typical requirement of having at least 20 percent of equity in their home to do so. Under current guidelines, many homeowners have been ineligible for the program because their home values had to be no more than 25 percent below what they owed their lender and some were unable to afford the closing costs and appraisal fees.

With the new rules which will take effect by December 1, some of the extra fees to participate in HARP have been waived and homeowners' eligibility won't be contingent on how far the home's value has fallen. Homeowners with loans backed by only Fannie Mae or Freddie Mac can participate and must be current on their mortgage.

The Battle Creek Area Association of REALTORS® is hopeful that the recent changes to HARP will encourage other mortgage investors to help struggling homeowners refinance. Though the process for refinancing can be cumbersome, the money saved is worth it. Realtors® have been advocating tirelessly for the government and lenders to take more aggressive steps to modify loans, as well as streamline the short sales

process, another alternative for struggling homeowners.

The National Association of Realtors® is also calling upon Congress and the Obama Administration to create policy solutions that stimulate housing and economic recovery. In a recent five-point housing solutions plan outlined in part by NAR, lenders and the government are urged to take more aggressive steps to modify loans and approve short sales to help reduce high foreclosure inventory levels. Realtors® are hopeful that reduced fees and improvements to refinancing programs such as HARP will help more struggling homeowners reduce their

monthly mortgage payments and avoid losing their home to foreclosure.

The changes to HARP are just one step toward reducing foreclosures and fixing the housing market. There are some early signs of stabilization in the housing market, but until foreclosures are significantly reduced and housing inventory reaches a more normal level, there can be no true recovery.

Looking to sell or buy a new home? Contact a REALTOR® who knows the local market and can help you with your real estate needs. To find a REALTOR® in your area, please visit our website www.bcaar.com. It's a great time to buy!



MICHAEL E. DOWNING REALTOR

- ASSOCIATE BROKER • HALL OF FAME AWARD WINNER
- 36 YEARS OF EXPERIENCE • OVER 2,400 CLOSED TRANSACTIONS
- RECIPIENT OF THE LIFETIME ACHIEVEMENT AWARD
- MEMBER OF THE RE/MAX 100% CLUB FROM 1983 thru 2008, 2010

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





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.

Foundation Releases Annual Report



**Sterling Speirn,
President, CEO**

The W.K. Kellogg Foundation announces publication of its 2011 annual report, entitled "Who Knows What: Understanding Vulnerable Children." Community members share insights and knowledge about vulnerable children in W.K. Kellogg Foundation 2011 annual report. New grantmaking commitments totalled \$306 million for the fiscal year.

CRIA Hosts Osmun at Burnham Brook



Osmun

Randy Osmun addressed members of the community regarding issues of race, class and privilege in the workplace at Burnham Brook. His insightful presentation will help employers to close gaps and uncover ways to equip employees and employers for building a successful, inclusive and diverse workforce. CRIA helps promote education, awareness and understanding of issues and activities relating to race and culture that are happening throughout Calhoun County.

Dougherty New Regional Sales and Service Manager



Dougherty

Ted Parsons, CEO of OMNI Community Credit Union has announced the hiring of Jim Dougherty, as the Regional Branch Sales and Service Manager. Jim comes to OMNI with an MBA from Anderson University and 10 years of experience in the financial services industry. In his new role at OMNI, Jim will be responsible for the sales and service culture of all OMNI branches and the contact center.

Howe Receives Harley Simmons Award



Howe

The Battle Creek Area Chamber Foundation Silent Observer Committee presented the 2011 Harley Simmons Award to William R. Howe IV, Criminal Investigator for the Calhoun County Prosecutor's Office. The award was established in honor of the late Harley Simmons. The award is to recognize an individual who has significantly contributed to the safety and security of citizens in the Battle Creek area. It is awarded in honor of his/her crime reduction efforts and/or support of crime prevention in our community.

Holiday Inn Receives National Award

Holiday Inn Battle Creek was recently honored by receiving the 2011 IHG National Quality Excellence Award. The Holiday Inn Battle Creek is 1 of 33 Holiday Inn's in the North Americas to receive this prestigious award and hosted a party to unveil the award. They had a Chamber Ribbon Cutting Ceremony to celebrate.



Calhoun County Alcohol Compliance Scores High

Local retailers have demonstrated a strong commitment to keeping our kids safe with a 97% compliance rate throughout the county in December. Although there are fines and consequences for selling to youth, the sole purpose of the checks is to ensure compliance with the law and reduce the access and availability of alcohol to our children. Statistics confirm that when access to alcohol or other drugs is reduced, youth use rates drop.

What A Do Theatre Relocates



Creech

What A Do Theatre has relocated to 4071 West Dickman Rd., one block from Begg Park and the Springfield Farmers Market. Having started at First United Methodist Church, the theatre was able to move to their own 8,000 square feet permanent home, including an intimate 99-seat black box theatre sooner than originally planned.

Silent Observer Receives "Gives Back" Grant

OMNI Community Credit Union has awarded the Battle Creek Area Chamber Foundation Silent Observer Program with a \$2,000 OMNI "Gives Back" Grant. The grant will be split between the renewal of the TipSoft v5 Online (CrimeReports) subscription which disperses tips to 1,600 law enforcement agencies and the marketing and advertising of the Silent Observer and Fast Fifty Student Programs. Pictured are Kara Beer, Executive Director, Battle Creek Area Chamber of Commerce, Alicia Davis, Program & Special Events Manager, Battle Creek Area Chamber of Commerce Debi Southworth, Chief Lending Officer of OMNI Community Credit Union and the Area Chamber Foundation Silent Observer Committee.



KCC donates \$16,000 to United Way

Kellogg Community College employees donated \$16,000 to the United Way of Greater Battle Creek. KCC's goal for the year was to donate \$14,500, so the college surpassed its goal by \$1,500. The college collected donations through voluntary paycheck

donations, a tailgate honoring the women's soccer team, and a Cider & Donut Rally/Costume Party. Pictured are President and CPO of United Way, Chris Sargent; KCC's United Way Co-Chairs Tammy Douglas and Meredith Stravers, United Way Annual Campaign Specialist, Alicia Freudenburg; and KCC President, Dennis Bona.



Jessup Group Opens New Office

Jessup Group held a Chamber Ribbon Cutting Ceremony to celebrate the opening of their new office space, located at 15 Capital Avenue N.E., Suite #100, in Battle Creek. Jessup Group has provided core accounting services to local, regional, and national clients for more than 25 years. Jessup Group offers Auditing and Review Services, Financial Management Services, tax and tax planning, and works extensively with small businesses, health care, as well as non-profit organizations.



New Sleep Center Opens in Battle Creek

Bronson Battle Creek "NEW" Center for Sleep Health opened on the south side of Battle Creek near the corner of B Drive South and M-66. It was formerly housed in the Fieldstone Center at Battle Creek Health System (now Bronson Battle Creek). The center celebrated with a Chamber Ribbon Cutting Ceremony.



JA Recieves Grant From Enbridge Energy

Enbridge Energy Company has invested in Southwest Michigan-area students by providing Junior Achievement of Southwest Michigan (JA) with a \$5,040 grant to support JA's fifth-grade program in local schools. This specific grant will fund the purchase of all materials used by JA in fifth-grade classrooms throughout Calhoun County.



S.N.A.P. Receives "Gives Back" Grant

The S.N.A.P. Childcare Center has been awarded a \$1,000 OMNI "Gives Back" Grant to provide supplies like cups, bowls, napkins, plates, silverware, paper towels, Clorox wipes and dish soap for their food program. Pictured are Mark Cramer of OMNI and (left to right) Mary Wallace and Danielle Shodder.



Firekeepers On Schedule for Fall 2012 Opening

by Michael Facenda

The Nottawaseppi Huron Band of the Potawatomi (NHBP), owners of FireKeepers Casino in Battle Creek, recently announced that significant progress has been made toward the fall 2012 opening of FireKeepers Casino's expansion.

The expansion plans include increasing amenities, gaming space, entertainment and dining options to the facility that opened just two years ago in August 2009. The expansion will showcase a vibrant and upscale 242 room resort-style hotel complete with an indoor pool, exercise facility, full service restaurant, and business center. Bingo operations will be expanded to 10,000 square feet, doubling the capacity from 250 players to 500 per session.

Included in the expansion is a multi-purpose event center. The full service event center will be capable of seating over 2,000 guests in a concert setting. When not in use as a concert venue, the versatile space can be configured to accommodate banquets, weddings, corporate meetings, trade shows, and other events. The facility will bring increased visitation to Calhoun County by providing options for midweek business meetings and conferences along with increased visitation for concert and special event attendance.

The NHBP continues to make a concerted effort to focus on supporting local businesses and suppliers. During the development of FireKeepers Casino over 700 construction jobs were created and over \$100 million in subcontractor contracts were awarded to local area suppliers. This commitment to local suppliers has been extended through the hotel expansion plans including **Hoffman Brothers**, a Battle Creek based company, imported 80,000 tons of fill sand to bring site grade up to elevation and completed all underground site utilities including storm, sewer, fire, water. All site concrete including curb and gutters, sidewalks and light pole bases has been completed.

Key Dates and Milestones

- Meetings with Tribal Membership - Spring 2010
- RFP for project team - Summer 2010
- Ground Breaking - Spring 2011
- Casino construction complete - Fall 2012
- FireKeepers Casino Resort Opening - Fall 2012

The NHBP has more than 1,100 members and is led by Tribal Council Members including Homer A. Mandoka, Jamie Stuck, RoAnn Beebe-Mohr, Dorie Rios, and Nathaniel Spurr. NHBP's seven county service area covers Allegan, Barry, Branch, Calhoun, Kalamazoo, Kent and Ottawa counties.

The Great American Horse Moves to Leila Arboretum

After some serious ‘grooming’ in the form of repairs to small cracks in its legs and torso and overall restoration, the impressive bronze sculpture named “The Great American Horse,” by renowned sculptor and artist Roy Shifrin, can be found galloping along a rolling ridge in Leila Arboretum. A re-dedication and unveiling ceremony welcomed the impressive work that is based on a weathervane representation of a horse.

Executive Director Brett Myers expressed excitement about adding this work of art to the Arboretum. “Our primary collection consists of natural works of art... the grand trees and vistas of the Arboretum,” said Myers. “But we actually have a number of wonderful bronze, steel and stone sculptures throughout the Arboretum and Children’s Garden and this is a fine addition.”

The piece is one of three that were cast by the Vermont artist, who has been invited to attend the rededication ceremony. When



contacted about the restoration of his work, Shifrin was pleased to hear of the refurbishment and recalled fond memories of his visit to Battle Creek in 1987 and said, “I am happy to learn that it will be relocated to Leila Arboretum.”

The restoration work was done by Alchemist Foundry in Kalamazoo. Work began after it was removed from its previous location at the beginning of the downtown transformation initiative. Artisans dismantled and reassembled large

sections of the horse and after repairs were completed gave it a fresh patina overall.

Leila Arboretum Society (LAS) Board President, Rick Maison, expressed appreciation to City leaders and the BCU Downtown Development Authority for their support in making this move possible and to Tim Brutsche of Brutsche Concrete for donation of the custom base and for delivery and placement of the work. “We are looking forward to adding this equestrian beauty to Battle Creek’s favorite green space. In line with its weathervane inspiration, it will face toward our downtown with its back to the prevailing winds. Residents will be able to enjoy it up close from inside the Arboretum or admire it galloping along the crest of a ridge as they drive by on W. Michigan Ave.”

LAS is a 501c3 non-profit organization dedicated to preserving and enhancing Leila Arboretum. For more information or to become a member, contact (269) 969-0270 or visit lasgarden.org.

VISIT SCENE MAGAZINE AT www.scenepub.com FOR...

COUPONS!

Because of the increasing popularity of Scene Magazine’s website (as many as 20,000 unique visitors annually) we thought it would be a great advantage for merchants to place coupons on the site that area consumers can print and use in their stores. **Scene advertisers** can place their coupons on our website for a **whole month** for a small fee of **\$25**. If you’re not a Scene advertiser?

The coupon site is available to you too for just \$50. **An added bonus - Scene will create the coupon for you without charge.**

How it works: Simply go to www.scenepub.com - click the coupon button - a list of available coupons will appear - click on the logo of the business you plan to visit - a coupon will come up ready for you to print and use!



Evaluate Poor Sleep Patterns

Sleep is not just a time out. It's an essential process for renewing your every-day physical health and mental wellbeing. If the time you spend sleeping is not productive, you can expect your waking hours to be unproductive too.

Because Battle Creek has a rich history for being a place where everyone has access to quality health care, it should not surprise you that yet another health resource has recently opened. It is called the Battle Creek Center for Sleep Health (BCCSH). Formerly housed in the Fieldstone Center at Battle Creek Health System (now Bronson Battle Creek), the center is located in a restful area on the south side of Battle Creek near the corner of B Drive South and M-66.

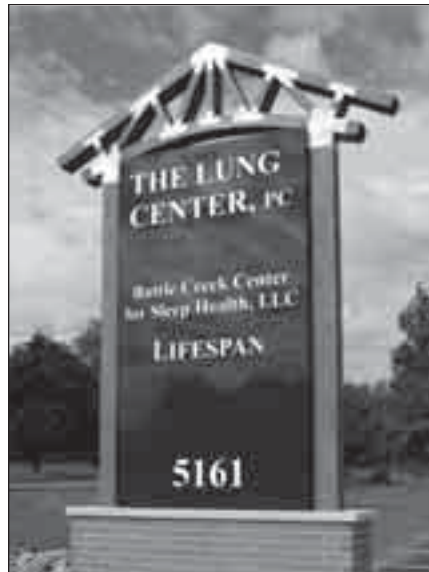
Poor sleep hygiene is often overlooked when a person tries to analyze her or his sleepiness. We have terrible sleep habits. Think about it, we lie around in bed and watch television, we snack in bed, and we tend to alter the times when we go to bed and when we arise, or even when we sacrifice sleep to meet our busy daily schedules – all of those contribute to our overall sleepiness. What's a body to do?

BCCSH is one of the largest sleep centers in southwest Michigan. Though state-of-the-art clinically, it also offers eight large, comfortable patient rooms similar to hotel accommodations with queen-sized beds, TV, and private bathroom and shower facilities.

The BCCSH meets the needs of its customers by offering flexible hours, conducting sleep studies five days a week, including both daytime and nighttime so those who work nights can be tested during their regular sleep times. Pediatric sleep testing and services are also available.

The Sleep Center director is a board-certified sleep physician. The highly skilled and experienced professional staff includes registered polysomnographic sleep technologists, and a registered electroencephalographic (EEG) technologist.

The Battle Creek Center for Sleep Health is one of only a select few sleep labs in Michigan accredited by the American Academy of Sleep Medicine (AASM). AASM center accreditation



reflects a commitment to ensure that sleep disorder patients receive the highest quality of care.

You spend a third of your life sleeping. If you're not getting a good night's sleep, the other two thirds of your life will suffer as well! That's why a sleep study at the Battle Creek Center for Sleep Health may be just what the doctor ordered for your health.

Sleep studies. Sleep studies at BCCSH are offered by referral from a physician only. If you think you have a sleep disorder, consult your primary health provider. When you do, describe your symptoms as clearly as possible. It might be helpful to have your bed partner help in describing your symptoms for the physician as well. Ask your physician if she or he thinks a sleep study would be helpful.

The sleep test. The sleep test, called a polysomnogram, is noninvasive – there are no drugs or needles, nothing goes under the skin. This is a procedure that measures brain activity, heart rate, eye and leg movements, muscle tension, chest and abdominal movement, blood oxygen levels, and airflow during sleep.

You can expect about two-dozen wires and sensors put on to you with tape or paste, but the equipment should not interfere with the way you lay in the bed.

If your physician orders a sleep study for you, here is what you might expect.

- Sleep studies last about 6 to 8 hours (total time in lab is about 10 hours).
- Night sleep studies usually finish between 6-7am.
- Day sleep studies usually conclude between 4-5pm.
- (If your sleep/wake schedule does not fall within those hours indicated above, then special arrangements will be made to meet *your* schedule.)

Who should seek sleep services? If you or a family member has a history of high blood pressure, congestive heart failure, heart attack before age 60, diabetes, snoring, or a history of diagnosis of sleep apnea, a sleep study may be helpful. If you have a child who snores or who has attention deficit disorder (ADD) or attention deficit/hyperactivity disorder (ADHD), talk with your pediatrician to determine if a visit to the sleep center might help.

The BCCSH also offers apnea link screening at no charge, and patients may self-refer.

An advertisement for Waterfront Restaurant. It features a background image of a restaurant building with a boat in the foreground. The text reads: "Come See Why Nothing Compares..." at the top, "Waterfront Restaurant" in a large font across the middle, "BEST VIEW IN TOWN!" below that, "NOW Remodeling!" in a bold, italicized font, and "Look For New Name!" in a large, bold font. At the bottom, it provides the address "315 W. Columbia Ave.", phone number "269-962-7622", and website "www.waterfrontbattlecreek.com".

A

ALLEGRA PRINT & IMAGING

1514 W. Columbia Ave., Battle Creek, MI 49015
269-968-2403 www.allegrabattlecreek.com

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

ASSOCIATED INTERNAL MEDICINE SPECIALISTS, P.C.

2845 Capital Ave., S.W., Battle Creek, MI 49015
269-979-6333 www.bc-aims.com

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

B

BATTLE CREEK DOWNTOWN PARTNERSHIP

115 West Michigan, Battle Creek, MI 49017
269-968-1622 www.downtownbattlecreek.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](http://www.battlecreektile.com)

BEACON RIDGE CONDOMINIUM COMMUNITY

Call for a Private Tour
269-965-5744 www.beaconridgecondos.com

BRONSON BATTLE CREEK

300 North Ave., Battle Creek, MI 49017
269-245-8000 www.bronsonbattlecreek.com

C-F

CALHOUN COUNTY MEDICAL CARE FACILITY

1150 E. Michigan, Ave., Battle Creek, MI 49015
269-962-5458 www.ccmcf.com

CENTER FOR MEDICAL WEIGHT LOSS

215 E. Mansion St., Ste. 3D, Marshall, MI 49068
269-719-8084 www.mdbethin.com

COUNTY SEAT LOUNGE

128 S. Jefferson, Hastings, MI 49058
269-948-4042 www.countyseatlounge.com

CTI MECHANICAL CONTRACTORS, INC.

Battle Creek, MI 49014
269-441-1900 www.ctimechanical.com

DR. JOHN A. ABRAITIS, Clinical Psychologist

100 Country Pine Lane, Ste. 3, Battle Creek, MI 49015
269-660-1111

EDWARD ROSE & SONS

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

EVERGREEN SENIOR CARE & REHAB CTR.

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

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](http://www.fbr.org)

G-K

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

GOODWILL INDUSTRIES / CENT. MI'S HEARTLAND

4820 Wayne Road, Battle Creek, MI 49037
269-964-9455 www.goodwillcmh.org

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](http://www.ihp.com)

L-R

LAKEVIEW FORD

295 W. Dickman Rd., Battle Creek, MI 49037
269-441-2500 www.shoplakeviewford.com

LEGACY AT THE OAKS, THE

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

MICHIGAN TILE & CARPET

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

NORTHPOINTE WOODS

700 North Avenue, Battle Creek, MI 49017
269-964-7625 www.northpointewoods.org

OAKLAWN HOSPITAL

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

PARTNERS INSURANCE AGENCY OF SW MI

165 N. Washington, Battle Creek, MI 49017
269-660-3867 [fx: 269-660-3862](http://www.pia.com)

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

317 E. Columbia Ave., Battle Creek, MI 49015
269-968-6101 www.mikedowning.biz

RICHARD A. HENRY FUNERAL HOME

703 Capital Ave., SW, Battle Creek, MI 49015
269-962-5191 www.henryfuneralhome.com

S-V

SCHWEITZER

P.O. Box 1340, Battle Creek, MI 49016
269-963-1579 www.schweitzerinc.com

SENIOR TIMES

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

SIMS/KNOLL'S ELECTRIC

466 Main, Battle Creek, MI 49014
269-963-7910 [fx: 269-962-7276](http://www.simsknolls.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](http://www.stuffniques.com)

TLC EYECARE & LASER CENTERS

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

TSC GROUP INC.

135 Hamblin Ave., Battle Creek, MI 49017
269-447-7496 www.tscgroupusa.com

W-Z

WW THAYNE ADVERTISING

4642 Capital Ave., SW, Battle Creek, MI 49015
269-979-1411 [fx: 269-979-3474](http://www.thayne.com)

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

Advertiser's Index

Allegra Design • Print • Mail.....	2
Allen Antique Barn	12
Allen Antique Mall	3
Area Agency on Aging.....	3
Art Center of Battle Creek.....	3
Associated Internal Medicine Specialists.....	17
Battle Creek Downtown Partnership	23
Battle Creek Public Schools	2
Battle Creek Tile & Mosaic.....	11
Beacon Ridge Condominium Community.....	2
Bronson Battle Creek.....	14
Calhoun County Medical Care Facility	3
Center for Medical Weight Loss	3
CentraCare	3
Circa VI Salon / Spa Alyssa DeRuitter, Stylist	31
CTI Mechanical Contractors	2
Drake's Batter Mix Company	11
Dr. John Abraitis Clinical Psychologist	26
edwardrose.com.....	2
Evergreen Senior Care & Rehab Center	2
Farley Estes & Dowdle Funeral Directors	2, 10
Foundation for Behavioral Resources	10
General Surgical Associates.....	27
Ginny Sue's Frame & Design	7
Goodwill Industries	3
Henry Funeral Home	3
Hog Creek Antique Mall	2
Lakeview Ford.....	13
Legacy at the Oaks.....	37
Michigan Tile & Carpet.....	4
NorthPointe Woods	16
Oaklawn Hospital.....	28
OMNI Community Credit Union	7
RE/MAX Perrett Assoc. Inc., Michael E. Downing Realtor	30
Schweitzer Contracting	37
Sims Electric	12
Southwest Michigan Eye Center	17
Southwest Rehab & Rehabilitation Center	38
TLC Eyecare & Laser Centers	27
Waterfront Restaurant	35
What A Do Theatre	26
WW Thayne Advertising.....	29

Memory loss requires specialized care. Fortunately, that's our speciality.

FREE TRIAL

Receive up to four hours of complimentary services at our campus. Call today for more details.

No obligation. Some restrictions apply.

Recognizing the symptoms of Alzheimer's, dementia or other forms of memory challenges can be difficult. Knowing how to provide the proper care can be even harder. Take a break from the responsibilities of care giving to simply relax

and learn some tips for coping. Plus, give your loved one the chance to experience specialized care from experts who really understand the issues related to memory loss. To schedule your complimentary services, give us a call today.





269-964-4655 • 706 North Avenue • Battle Creek, MI 49017 • theoakshc.com

Proud to have renovated the
K2 Headquarters in Downtown Battle Creek



CELEBRATING
50
years
1962-2012

CONTRACTING
for the future



SCHWEITZER

General Contracting | Concrete & General Trades
Construction Management | Millwright Services | Painting & Blasting
Design & Build Construction | Steel Fabrication & Erection | Miscellaneous Services

9807 BELLEVUE ROAD, BATTLE CREEK, MI 49016
269-963-1579 | www.schweitzerinc.com

Credit Union Helps Launch Battle Creek Restaurant in Tough Times

Michael Miller dreamed of being a small business owner and creating local jobs for his community. So in 2009, he came up with the idea of opening a **Culver's** restaurant in Battle Creek. Miller knew that his business could be a success, but securing the capital he needed to get started was no easy feat.

Miller took his idea to dozens of banks, but found little success – until he called his local credit union, **OMNI Community Credit Union**, which was able to provide the financing he needed to make his business plan a reality.

Today, Miller is the proud owner of a thriving small business and the recipient of the 2011 Battle Creek Chamber of Commerce Small Business of the Year Award. His business has seen \$2 million in sales and created 48 local jobs.

“Twenty-eight different financial institutions turned me down for financing my business,” **Miller** said. “OMNI Community Credit Union was the only

one that was willing to take a chance on my dream. Without their support, I could never have succeeded in bringing Culver's to Battle Creek.”

OMNI Community Credit Union is not alone in supporting local small businesses.

It's part of a Michigan and nationwide trend: Credit unions are ramping up small business lending at a time when other financial institutions are stepping back. And federal legislation has been introduced that could increase credit unions' small-business lending even more.

Michigan credit unions' small-business loans surpassed \$1 billion for the first time in early 2011 with member business loan growth of 29 percent for the 12-month period ending June 30, according to the National Credit Union Administration. During the same 12-month period, Michigan banks' small business lending dropped 10.1 percent.

Nationwide, bank lending to small businesses fell by \$15 billion in the first quarter of this year, according to the U.S. Small Business Administration. [*CNN Money*, “Small business lending plummets,” 6/16/2011]

“Credit unions are stepping up to lend as other institutions are stepping back,” said **David Adams**, CEO of the **Michigan Credit Union League & Affiliates**. “Small businesses continue to struggle with access to low-cost capital and credit unions are providing a good alternative for certain types of small business loans.”

Credit unions' small-business lending could grow even more with the right policies: The U.S. Senate Banking Committee is considering a plan to let credit unions lend up to 27.5 percent of its assets for small-business projects, up from the current cap of only 12.25 percent of total assets. Increasing the small-business lending cap could potentially pump \$13 billion into the economy and create 140,000 new jobs in small businesses without any taxpayer costs, according to the Credit Union National Association.

“Our credit union is proud to help local entrepreneurs like **Michael Miller** open new small businesses in our community at a time when other financial institutions are saying no,” said **Ted Parsons**, CEO for **OMNI Community Credit Union**. “OMNI Community Credit Union is looking forward to continued partnerships with small businesses and anyone with a good business idea so together, we can strengthen our local economy and help create more local jobs. Credit unions can do even more with the right pro-business, pro-growth policies that allow us to lend more to entrepreneurs and innovators in Michigan.”

Michigan's credit unions have been making business loans since their inception in the 1930s, helping local small businesses launch and grow. Lending has grown from \$345 million in 2005 to more than \$1 billion today. In 2010, 33 credit unions pledged \$43 million in loans to the Credit Union Small Business Financing Alliance, partnering with the MEDC and the Michigan Small Business & Technology Development Council to help train entrepreneurs and fund new businesses in the state.

**We're building a great name
in physical rehabilitation.**

393
Southwest
Regional Rehabilitation Center

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

Each month Scene Magazine will feature a local personality who's mind and actions are involved in the creative process, and help to inspire us to... create our community. — by Linda Holderbaum



A vibrant use of color, design and imagination mark the work of Sharon Farrell (“pen name” Sharion). Born in Greenville, she began painting at the age of five. Sharon received her Bachelor of Arts degree from Michigan State University during the time when abstract art was the “rage.” She continued her studies at the American Academy of Art in Chicago but ended up working in Chicago for Foote, Cone & Belding Advertising as Broadcast Production Assistant among other duties. While enjoying the big city, Sharon missed the trees and lakes of her home state and moved back to Michigan in the mid 1980s. By the late 1980s she had her own column in the Village Press Newspaper in Richland and was working for The Schlatter Group in Battle Creek. Then she spent 18 years in property management in Kalamazoo and Portage.

Then after years of working, Sharon

came to the realization that it was finally time to do her own artwork. Within the first year of her art production she created 11 paintings and had one of those works accepted in a juried show – which was a great incentive to keep creating. Her business background kicked in and she realized that she needed a business plan – so she signed up through the Art and Industry Council to learn how to write one and how to set up a website. So this artist, who is just as vibrant, colorful and imaginative as her artwork, became a powerhouse of creativity.

“My real love is acrylic painting – that is enough” says Sharon. In addition to painting her second medium of choice is photography. Like the other artists who have been showcased in these articles, the need to continue to grow leads them to try other creative areas. Sharon is expanding her talent by experimenting with watercolor and gouache and has started work in block printing.

“I’ve always wanted to be a snowbird and now I am one” says Sharon – which

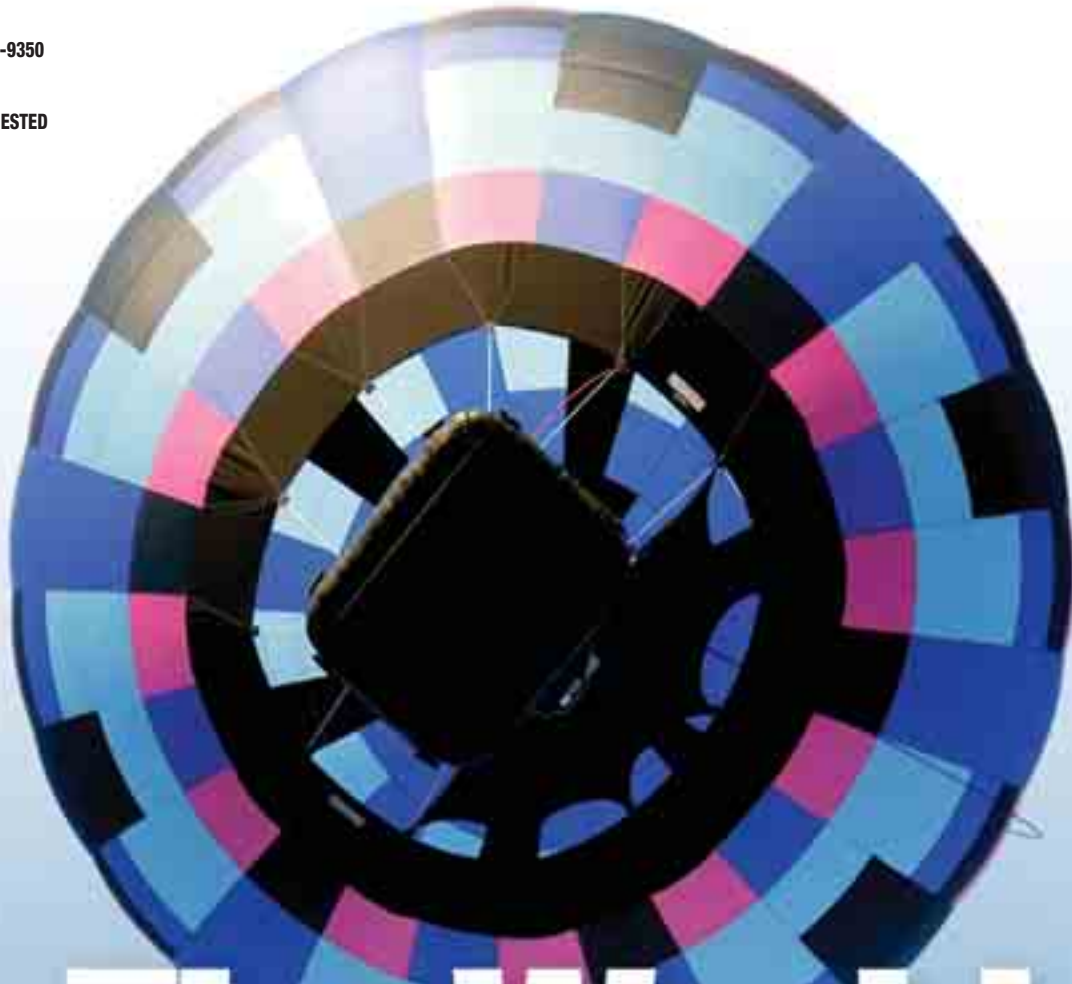
inspired her to create *Seaward*, an acrylic painting of a crab on the beach and *Beach Birds*, a photograph, both which were seen in the Art Center’s Michigan Artist Competitions in 2008 and 2009. The vibrant painting *Seaward* was used to promote the 2011 Grand Haven Art Walk in October.

Her paintings and photographs have been accepted in many juried exhibits including the Art Center of Battle Creek, the Carnegie Center for the Arts in Three Rivers, Ella Sharp Museum of Art and History in Jackson and the Kalamazoo Institute of Arts. She was the Exhibit Co-chair for the Battle Creek Society of Artists from 2007 to 2011 and is still on the committee. Her work is shown each year at various locations during the Spring and Fall into the Arts events in downtown Battle Creek. Her creations can be seen at Bronson Battle Creek with the BCSA exhibits, at the Battle Creek Community Foundation and year round in the Art Center’s Gift/Gallery Shop. Visit Sharon’s website at www.sharionart.com.

Sharon Farrell/Sharion

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

CHANGE SERVICE REQUESTED



The World Will Be Stopping By For A Few Days In August

AND THEY'RE GONNA NEED A FEW THINGS WHILE THEY'RE HERE...

Gasoline, car maintenance, meals, entertainment, snacks, shopping and anything else one might need on a trip out of town.

SCENE Magazine is the "Official Souvenir Program" for the 2012 World Hot Air Balloon Championship.

Call us at 269-979-1410 – and let the World know where to find you!

