

PUBLISHER'S NOTEBOOK



Mary Kramer

Collaboration:
Never too late

Nearly three years ago, Peggy Dzierzawski's father was dying. While she dealt with the inevitable, Dzierzawski knew she had the professional experience to help her father make end-of-life decisions. As president and CEO of the Michigan Association of Certified Public Accountants, she had worked with Hospice of Michigan to create a resource guide that could help patients and families prepare for the end of life.

She and her dad used it, then tapped Hospice of Michigan for his end-of-life care.

"He wasn't supposed to last the week," Dzierzawski recalled recently, "and he lived more than 15 weeks. He even went to the funeral home with me and picked out his casket. When he was relieved of all the (financial) worry and free of pain, he was better and I was better."

The resource guide, and a Hospice-created workbook that helps people make decisions and discuss them with family members, are terrific tools and a great collaboration between two major statewide nonprofits.

The idea was hatched when accountant Judy Trepeck served on the board of the Southeast Michigan hospice. "I heard the kind of questions that came to hospice staff members on a frequent basis," Trepeck says. "Social workers and caregivers were being asked about financial decisions by people who had never used a CPA."

So with the approval of the MACPA board, she enlisted volunteers who were experts in financial and tax planning to begin compiling the guide. The information is clear and useful, from planning for the care of dependents and issuing advance directives to planning a "green funeral" and helping families connect to the Social Security Administration.

"We created something from scratch," Trepeck said. The guide has been embraced around the country by accounting and financial associations, which have adapted it for their own states.

The resource guide complements a hospice-created "Have you Had the Talk Toolkit," which offers consumers a checklist of questions and decisions that should be made before a health crisis occurs.

Nobody likes to think about these things, but what's worse is to face a health crisis in a family where everyone has an opinion about what the loved one "would want."

April is designated "financial literacy month." Maybe that's a good time to resolve to consider the inevitable — and the unexpected — and make some decisions now. You can download the free guide, "Financial Affairs at the End of Life," on both organizations' websites, hom.org or www.michcpa.org.

Michigan

CRAIN'S MICHIGAN BUSINESS

Fortified

Downtown Battle Creek bulks up with emphasis on food

BY MATTHEW GRYZAN
CRAIN'S MICHIGAN BUSINESS

Talk food with Jeff Samson, and his enthusiasm ignites like turning all eight burners of a Viking stove on high.

But his rapid-fire thoughts go well beyond the menu of his new restaurant in downtown Battle Creek. He believes that every aspect of food — processing, safety, delivery — is the linchpin for the re-emergence of this city of 52,000.

Samson's Malia Mediterranean Bistro, opened about three months ago, often has waiting lines — one result of an infusion of people and money into downtown by the Kellogg Co., W.K. Kellogg Foundation and other entities. Two weeks ago, the Kellogg Co.

held a ribbon-cutting for a location dubbed K2, where more than 600 company employees now work.

"When a corporation the



MATT GRYZAN/CRAIN'S MICHIGAN BUSINESS

Jeff Samson says a sophisticated young to middle-aged clientele for his new Malia Mediterranean Bistro is a positive sign in downtown Battle Creek.

magnitude of Kellogg brings hundreds of employees to a downtown campus ... and you don't listen to the reverberation

and start making adjustments, you're crazy," said Sampson, 53, who has been watching and waiting five years for the optimum time to open the restaurant he named after his daughter.

Eddie Moore, 83 and a local institution as second-shift attendant at the Michigan Avenue parking ramp, applies a different measure

to Battle Creek's new-found bustle: You're lucky now to find a good parking spot.

Moore remembers how empty the ramp has been in recent years. The three-tier structure

was built to accommodate visitors to the Cereal City USA museum. But the museum, completed in 1998, closed four years ago and has stood vacant since.

That probably will change soon. The Battle Creek Mathematics and Science Center will relocate from near-by Springfield to the former museum in fall 2012. The center provides accelerated math and science training to 350 students in 16



An artist rendering shows the W.K. Kellogg Institute for Food and Nutrition Research after a planned \$54 million expansion.

school districts in Barry, Branch and Calhoun counties.

Over the next year, the 45,000-square-foot building will be renovated in a \$14 million project funded equally by the Kellogg Foundation and the Kellogg Co. 25-Year Fund. The Kellogg Co. donated the museum to Battle Creek Unlimited, a central player in the city's re-emergence plans.

What were artists' renderings and news releases are becoming reality.

At its meeting Tuesday, the Battle

Creek City Commission is slated to award construction contracts for a \$6.5 million streetscaping project this summer that will close sections of Michigan Avenue, which winds through the heart of downtown. Work may begin as early as next week, depending on the weather.

City Manager Kenneth Tsuchiyama said Battle Creek may create a festival and events plaza for week-end activities that attract visitors from around West Michigan.

Construction starting next week isn't soon enough for Samson.

"The faster that people see we are serious about wanting to turn this town around, the faster that people from the outside are going to walk in here and put their money on the table" for investment, he said.

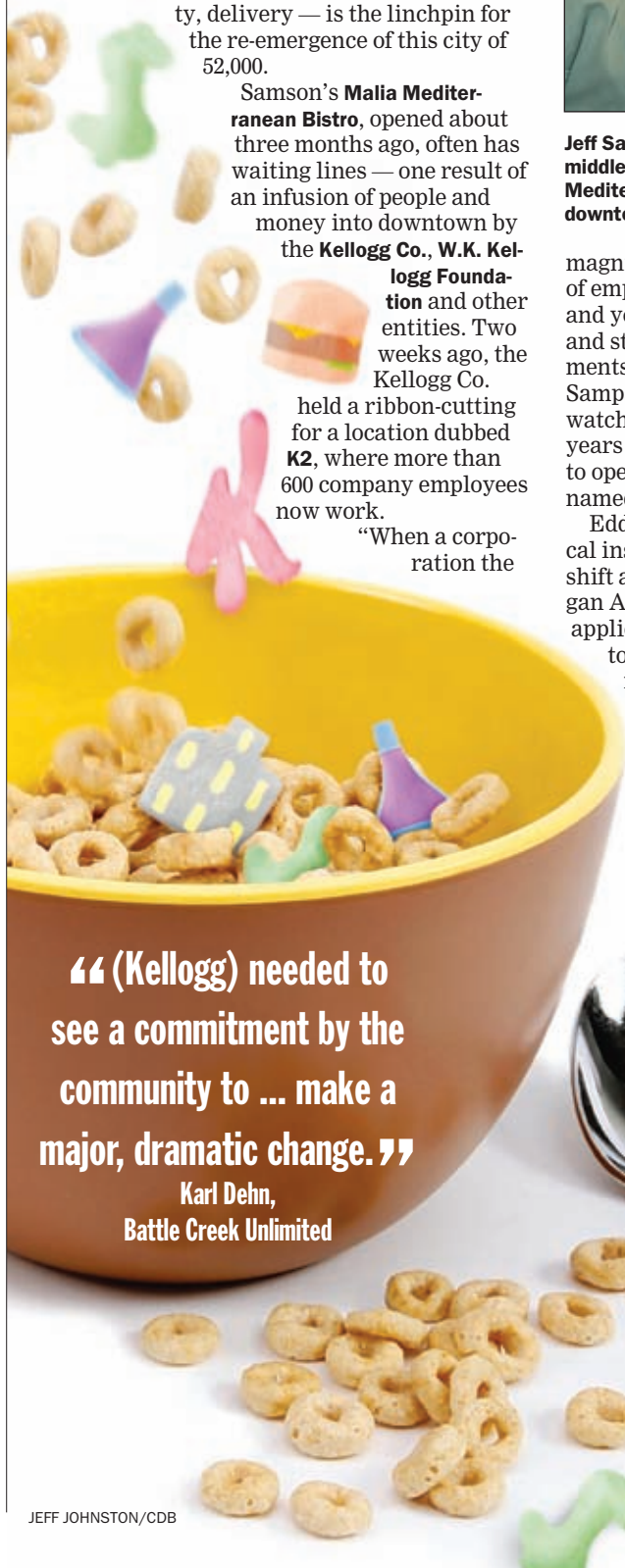
The right recipe

By a number of accounts, 2011 is shaping up as a watershed for Battle Creek — the culmination of projects and plans launched years ago that are finally reaching completion. So much has happened piecemeal, involving so many players, that the best way to keep everything straight is to follow one common thread: food.

In the past two years alone, there has been a cascade of food-related news:

■ A \$54 million expansion of the W.K.

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“(Kellogg) needed to see a commitment by the community to ... make a major, dramatic change.”

Karl Dehn,
Battle Creek Unlimited

JEFF JOHNSTON/CDB

CRAIN'S MICHIGAN BUSINESS

Battle Creek: Downtown bulks up with emphasis on food

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Kellogg Institute for Food and Nutrition Research.

■ A \$14 million investment by one of the world's largest food-testing companies in a laboratory to serve the Midwest.

■ The headquarters for a newly formed organization that serves as the main partner with the **U.S. Food and Drug Administration** to develop national training for state and local food inspectors.

■ The launch of the K2 building downtown, which consolidates several locations for Kellogg.

While the dollars invested and square footage are impressive, it's the steady rise of human activity that tells downtown's story.

"Our sales are up at least 30 percent over last year at this time," says Chris Stevenson, a manager of the **Arcadia Brewing Co.**, across the street from the Michigan Avenue parking ramp. "The average age of our customers is probably a little lower than it used to be. We get a lot of Kellogg employees for happy hour and dinner afterward."

New types of customers are what Samson sees at Malia, too.

"We have a young to middle-aged clientele who like fresh foods, homemade pastas, local produce when available, scratch sauces, homemade dressings, view of an



COURTESY OF KELLOGG CO.

Downtown Battle Creek is home to the Kellogg Co. world headquarters.

open kitchen — the whole experience of dining," he says.

Two more restaurants are slated to open this summer west of Malia in the ground-floor space of the parking ramp.

A survey in February on behalf of the **Battle Creek Downtown Partnership** indicated that seven of 10 business owners saw a marked increase in customer traffic and revenue compared with July last year.

But downtown finding itself with more affluent and cosmopolitan residents and downtown workers is far from a coincidence.

A frank exchange of views

Like many Michigan cities,

downtown Battle Creek has struggled over 50 years as suburban flight took hold and retailing moved to outlying malls. And like Grand Rapids and other communities, Battle Creek responded in the mid-1970s by bricking over a four-block section of its main thoroughfare to create a pedestrian mall downtown — only to reopen the street in 1992 when the experiment failed.

It was hoped that Cereal City would reinvigorate downtown six years later. But the attraction closed after it mustered only about a third of its projected attendance.

The top management of Kellogg had discussions in late 2006 with executives of Battle Creek Unlimited to determine whether the core

city ever could help retain the highly educated and well-paid executives, researchers and technicians at the Institute for Food Research, which was slated for expansion.

"There was concern by the company of the trend of deterioration that was going around downtown," says Karl Dehn, president and CEO of Battle Creek Unlimited, a private, nonprofit corporation that coordinates, plans and acquires properties to foster economic development.

"They had concerns about this being a place where they could attract talent and recruit people, and we needed to address that for their long-term planning.

"They needed to see a commitment by the community to reverse this trend and make a major, dramatic change in how we did downtown development."

With a 157,000-square-foot expansion on the drawing boards and a proposed consolidation of its Porter Street building and other operations, Kellogg certainly had the financial muscle to be the cata-

lyst for downtown development. The world's leading producer of ready-to-eat cereals and a smorgasbord of other convenience foods posted earnings of \$1.2 billion on revenue of \$12.4 billion last year.

The company has made Battle Creek its home ever since founder W.K. Kellogg whipped up his first batch of flaked grains, which ultimately would become Kellogg's Corn Flakes.

Dehn and James Hettinger, Dehn's predecessor at Battle Creek Unlimited, oversaw research and developed a plan to leverage the area's expertise in food science and add emphasis in food protection, nationally and globally. Satisfied with Battle Creek Unlimited's overall direction, Kellogg's top brass approved the expansion of the Institute of Food and Nutrition Research in early 2007.

One outcome of the planning was the creation of the **International Food Protection Training Institute**, a nonprofit that is developing a national curriculum for an integrated food safety system.

During the past two years, the institute has trained more than 1,300 food inspectors from 47 states and seven countries. It also provided emergency training for inspect-



Dehn

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