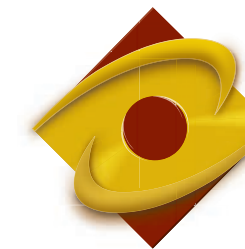


Michigan 50

COMPANIES TO WATCHSM
FOR 2010



MICHIGAN 50
COMPANIES TO WATCHSM
CELEBRATING SECOND-STAGE ENTREPRENEURS



Count on Us. Count on More.

For most people, it's just a briefcase. For our clients, it's a symbol of expertise, courage, and unwavering service. For Clark Hill attorneys and other professionals, it represents a toolkit of integrated resources, networks, and talented teams—all centered on anticipating and responding to your ever-changing business needs and challenges.

With Clark Hill at your side, you can be assured that we will be there, always, when and where you need us, giving you the competitive edge to stay ahead and win in the marketplace.

800.949.3124 | clarkhill.com

CLARK HILL

ARIZONA ILLINOIS MICHIGAN WASHINGTON DC

Celebrating the companies that are building Michigan's future

Jennifer M. Granholm
Governor, State of Michigan..... 5

Big Rock Valley: a unique environment for entrepreneurs

Darlene Lowe
Chairman, Edward Lowe Foundation..... 6

Michigan celebrates small business award winners 7

The Michigan 50: economic impact..... 8

Second stagers grow despite challenging economy *Penny Stump*..... 9–11

Alumni Update: riding out the recession, CTW honorees gear up for growth *Compiled by Melissa Phillips*..... 12–13

Michigan 50 Companies to Watch for 2010..... 14–38

Resources for second-stage business owners 39

Design
Andrea Hunter, Michigan Economic Development Corporation

Publisher
Foresight Group, Lansing, Michigan

Editorial
Joy Kitamori, Companies to Watch manager
TJ Becker, editor
Melissa Phillips, production editor
Nancy Goodrich, copy editor
TJ Becker and Nancy Goodrich, profile writers
Richard Blue, contributor

Michigan Companies to Watch Web site: Michigan.CompaniesToWatch.org

Michigan 50 Companies to Watch is presented by Michigan Celebrates Small Business and its founding organizations: the Michigan Economic Development Corporation, the Small Business Association of Michigan, the Michigan Small Business & Technology Development Center, the U.S. Small Business Administration—Michigan, and the Edward Lowe Foundation. Copyright ©2010 by the Edward Lowe Foundation

AKASHA-US Inc.	14
Ameri Pro Restoration LLC.....	14
Appia Communications Inc.	15
Assets International LLC.....	15
Atomic Object	16
The C2 Group	16
Campfire Interactive Inc.....	17
Classic Instruments	17
Covenant Eyes Inc.	18
D2 Abatement Inc.	18
DICE Corp.....	19
DornerWorks Ltd.	19
Edgewater Automation.....	20
eFulfillment Service Inc.....	20
Elite Cleanroom Services.....	21
Emagine Entertainment Inc.	21
Energy Steel & Supply Co.	22
Enovate.....	22
Essential Bodywear.....	23
FISHER/UNITECH.....	23
Global Energy Innovations Inc.....	24
Global LT Inc.	24
Great Lakes Drug Development Inc.....	25
Heat Transfer International (HTI).....	25
Integrated Nonclinical Development Solutions.....	26
Kilwin's Chocolates and Ice Cream	26
KM International Inc.	27
Lambert, Edwards & Associates.....	27
Lansing Urgent Care	28
Loadmaster Corp.....	28
Maestro eLearning	29
Maggie's Organics	29
Marble Arms.....	30
Metabolic Solutions Development Co.....	30
NanoBio Corp.	31
NEX Solutions.....	31
Premier Food Supplies LLC	32
Pure Entropy Technologies/ Encryption Security Solutions.....	32
Pure Visibility Inc.	33
Ryba Marine Construction Co.....	33
Sensitile Systems LLC.....	34
Somat Engineering Inc.	34
Standard Components Inc.....	35
Stewart Manufacturing LLC.....	35
Tolera Therapeutics Inc.....	36
Velesco Pharmaceutical Services.....	36
Vendor Managed Solutions Inc.	37
Versus Technology Inc.....	37
VMX International LLC.....	38
The Wireless Source	38

Thanks to this Michigan start-up,
your personal health coach can now
meet you anywhere in the world.



Ted Dacko
President
HealthMedia, Inc.

MichiganAdvantage.org

A “Michigan 50 Companies to Watch” in 2007, HealthMedia, Inc. began as the brainchild of University of Michigan researcher Dr. Victor Strecher. By combining advanced technology with his knowledge of behavioral science, he’s made it possible for anyone to access a personal health coach via the Internet. With investment and support from the Michigan Economic Development Corporation,SM he was able to commercialize his great idea and grow it into a \$20 million a year enterprise, recently purchased by Johnson & Johnson.

Is your great idea ready to go? Then go to MichiganAdvantage.org today. Discover how our SmartZonesSM can incubate your new technology. And how our Michigan Small Business & Technology Development CenterSM can help you with coaching, market assessment and legal support. Our aggressive incentives and funding can ignite your success. So bring your idea here. And let Michigan give your entrepreneurial venture the Upper Hand.



Celebrating the companies that are building Michigan’s future

For more than 100 years, we have been the cradle of innovation. Michigan entrepreneurs have created some of the world’s most successful companies. Today, we are rediscovering our entrepreneurial spirit and leveraging a powerful resource that will allow us to reclaim our heritage of innovation and prosperity: second-stage companies.

Second-stage companies like the **Michigan 50 Companies to Watch** are helping achieve our goal to diversify Michigan’s economy and compete in the global economy. These firms are key because they have moved beyond the startup phase and have delivered proven products and services to the marketplace. Perhaps more important, they combine a flair for discovery with the intent and capacity for significant, sustainable growth. In fact, this year’s class of honorees represents \$377.7 million in projected annual revenue and 1,481 jobs for Michigan citizens for the year ending 2009.

Recognizing how influential second-stage companies are to Michigan’s economic future, the state has created a variety of initiatives and funding vehicles to hasten growth.

We are accelerating the commercialization of technologies through direct investment in startups and funding a host of specialized entrepreneurial support services. We are increasing equity capital investment that is attracting and investing in venture capital and private equity funds. We are encouraging traditional lending to small businesses through programs like the Capital Access Program and Michigan Supplier Diversification Fund. And, our Centers of Energy Excellence program is building public-private partnerships that are pushing revolutionary breakthroughs in alternative energy.

Programs like Companies to Watch are also critical to identifying today’s innovators, celebrating their achievements and supporting their future success. So, we salute the 2010 class of **Michigan 50 Companies to Watch**.

Thank you for all that you do for Michigan. Keep up the great work!

Warm regards,



Jennifer M. Granholm
Governor



Big Rock Valley: a unique environment for entrepreneurs

I think the desire to build is part of any entrepreneur's DNA. Whether it's improving an existing product or process or devising something entirely new, entrepreneurs simply can't resist scratching their itch for innovation.

Ed Lowe and I shared that love for building. He launched an entirely new industry with the introduction of Kitty Litter, and I founded a successful interior design and antiques company. But our passion for building extended beyond operating our own businesses. We wanted to create resources to help other entrepreneurs—along with a physical environment where entrepreneurs could meet, learn from each other and pursue common causes. This ultimately resulted in the Edward Lowe Foundation and Big Rock Valley, the foundation's home in southwest Michigan.

In recent years, we've been hosting a special retreat at Big Rock Valley for Companies to Watch honorees—an event that gives new honorees a chance to learn from each other as well as from past honorees. This has become one of our most popular events, and many participants have found it life-changing, especially those who are discovering the power of peer learning for the first time.

Change is a constant theme at Big Rock Valley. We continually refine our curriculum as we learn more about our audience and their needs. Our physical environment is also changing. Soon we'll be opening a new conference center—a 10,600-square-foot building that will allow us to accommodate larger groups.

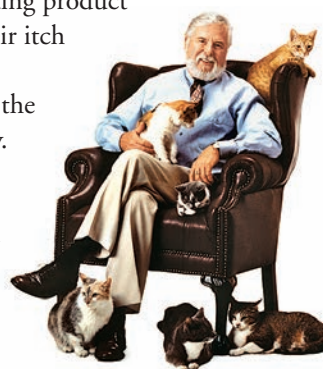
Big Rock Valley began with a 160-acre parcel that Ed bought in 1964 and today includes 2,600 acres of woodlands, prairies and wetlands. As we developed the property, we tried to develop a setting that was not only conducive to relaxation but also sparked innovative thinking. That's why we have a caboose in the middle of the woods (which was one of Ed's favorite "pondering" places) and have converted five railroad boxcars into housing for retreat participants. Guests are sometimes surprised, but quickly get it. In fact, one retreat participant sent a Twitter message during her stay: "Can you get somewhere on a stationary boxcar? I think you can."

Land stewardship is another major theme at Big Rock Valley. We use innovative land management to preserve the property's unique biodiversity, and we make it available to academic researchers to expand the knowledge base of conservation science. We also try to use the property as much as possible in retreat activities. Guests tell us that the isolation and natural beauty of Big Rock Valley has been instrumental in many of their break-through moments.

I think Ed would be proud of how Big Rock Valley has evolved. It was a special place for him—and one he wanted to share with other entrepreneurs. Although the foundation's programs are implemented nationally, Big Rock Valley remains a critical resource as we help second-stage entrepreneurs like the **Michigan 50 Companies to Watch** honorees continue to build upon their successes and accelerate their growth.



Darlene Lowe
Chairman
Edward Lowe Foundation



Congratulations to the 2010 Award Winners

Michigan Small Business Person of the Year

Charles Reid, *President*
Charter House Innovations

Jeffrey Butland Family-Owned Business of the Year

Michael DeWitt, *President*
Peter James DeWitt, *Vice President*
Timothy DeWitt, *Secretary/Treasurer*
Peter Jason DeWitt, *Plant Manager*
DeWitt Barrels Inc.

Young Entrepreneur of the Year

Michigan and Midwest Region
Stewart W. Beal, *President*
Beal Inc. & Beal Properties LLC

Innovation of the Year

Kyle Schwulst, *Founder/CEO*
ElectroJet Inc.

Michigan Veteran Small Business Champion

Daniel P. Whisnant, *Government Sales Manager*
Stryker Medical

Michigan Women in Business Champion

Debra Power, *Co-founder/Co-president*
Carrie Hensel, *Co-founder/Co-president*
Women's Exchange of Washtenaw

Small Business Journalist of the Year

Lucy Ann Lance, *Co-owner*
Lance & Erskine Communications LLC

Michigan Minority Small Business Champion

William R. Ross, *President*
Booker T. Washington Business Association

Michigan Financial Services Champion

Derek L. Edwards,
Vice President/Senior Business Banker
Huntington National Bank

Michigan Small Business Counselor of the Year

James D. Beauchamp, *Senior Business Consultant*
Michigan Small Business & Technology
Development Center

Government Contracting Award

Glen Simula, *President/CEO*
GS Engineering

Main Street USA Best Small Business

Josh Little, *President*
Maestro eLearning

Michigan 50 Companies to Watch

see pages 14–38

2010 Economic Impact

of the Companies to Watch in Michigan

Economic Impact in 2009

\$377.7 million in total annual revenue
 21% increase in total annual revenue compared to 2008
 1,646 full-time equivalent employees • 1,481 in Michigan • 165 out of state
 360 net new jobs projected for 2010 • 349 in Michigan • 11 out of state

Increasing Impact

From 2006 through 2009, these companies generated \$1.1 billion in revenue and added 642 employees (both in Michigan and out of state), reflecting a 72 percent increase in revenue and 64 percent increase in jobs for the four-year period. That translates into a 20 percent annual revenue growth and an 18 percent annual growth in employees.

These companies project continued growth in 2010, with a 21 percent revenue increase and 22 percent growth in employees (both in Michigan and out of state) compared to 2009. If their projections hold, these companies will have generated \$1.6 billion in revenue and added 1,003 employees over the last five years—a 109 percent increase in revenue and 100 percent increase in jobs since 2006.

Regional Distribution

Region	No. of Companies	Region	No. of Companies
Detroit	15	Kalamazoo	4
Ann Arbor	8	Lansing	4
Grand Rapids	5	Upper Peninsula	3
Traverse City	5	Bay City	1
Flint	4	Northern Lower Peninsula	1

Business Sector Distribution

Business Sector	No. of Companies	Business Sector	No. of Companies
Manufacturing	11	Energy	2
Computer software and systems	6	Engineering and related services	2
Remediation and recycling	5	Food services	2
Scientific research and development	4	Information technology and media	2
Management consulting	3	Internet	2
Apparel	2	Entertainment	1
Business services	2	Health and medical services	1
Construction and building materials	2	Public relations	1
Educational services	2		

	2006	2007	2008	2009	2010 (projected)
Revenues in millions	\$220	\$254	\$311	\$378	\$459
Employees	1,004	1,212	1,429	1,646	2,007

Second stagers grow despite challenging economy

by Penny Stump

To say that Michigan has been facing tough times is an understatement at best. In addition to being a poster child for the recent recession, in the past 10 years Michigan has lost one-third of its manufacturing employment and 78 percent of auto manufacturing jobs. Yet despite the gloom and doom that surrounds many of its large corporations, Michigan has companies that are not only surviving but thriving.

Known as second-stage companies, these entrepreneurs have moved beyond the startup phase and are focused on growth. They typically have 10–99 employees, \$1 million to \$50 million in revenue, and are powerhouses when it comes to job creation. From 2000 to 2007 second-stage companies only represented 12.5 percent of Michigan’s establishments but accounted for nearly 35 percent of the state’s jobs, according to YourEconomy.org, an online research tool developed by the Edward Lowe Foundation.

Created in 2005, the Michigan 50 Companies to Watch awards program recognizes the important role that second stagers play, from innovating new products and services to stimulating the state’s economy. For example, this year’s class of Michigan 50 honorees reported

\$378 million in 2009 revenue, while employing more than 1,450 Michigan workers. And from 2006 through 2009, these companies generated more than \$1 billion in revenue and added more than 600 new jobs.

Impressive numbers for sure. Perhaps even more encouraging is the fact that CTW honorees are no one-hit wonders. Below is a look at how past awardees are continuing their growth trajectory by addressing unmet market needs, identifying new niches and responding to shifts in their industries.

Finding the right opportunities

Some CTW honorees are setting themselves apart by improving on existing products and services. Take **Accuri Cytometers**, which is making flow cytometry accessible to more scientists.

Life scientists use flow cytometers to study the size, shape and surface of cells in various applications including microbiology and DNA analysis. Yet conventional systems have been expensive, unwieldy and require considerable maintenance and training to use. Recognizing the need to build a better mousetrap, Accuri’s co-founders, Jennifer Baird and Collin Rich, developed and commercialized a system that’s affordable, easy to use and compact enough to sit on lab benchtops.

en•tre•pre•neur

[ahn-truh-pruh-nur, -noor, plural -neurs]

—noun

1. a person who organizes and manages any enterprise, esp. a business, usually with considerable initiative and risk.

“Baird and Rich were very good at understanding the market and filling a need with an innovative technology,” observes Jeff Williams, Accuri’s president.

Among recent milestones, the company completed a \$4 million series D financing in July 2009—a time when venture capital was either slow or nonexistent. The financing attracted investors from both in and outside Michigan. In 2009 Accuri introduced an optional accessory that adds automation to its C6 system, and the company expects to double revenue this year.

Other CTW honorees are capitalizing on new business models to offer clients value and generate profits. For example, **Billhighway** in Troy, Mich., has become a leader in the emerging business sector known as “SaaS” (software as a service).

Founder Vince Thomas launched Billhighway in 1999 while still a student at Eastern Michigan University. Initially his company offered financial-management tools and services to any customers it could enlist. Yet Thomas’ experience with campus fraternity life led him to realize there was a huge opportunity by narrowly targeting member-based organizations.

Focusing on this previously untapped niche, Billhighway has created a powerful Web-based system that manages cash and accounting transactions for clients in real time. “No other company does what we do,” says Thomas. “We’ve developed a unique product that brings major cost savings to our customers.”

Adapting products or services for other markets has resulted in additional stability and even significant growth during turbulent times.

Indeed, Billhighway has boosted clients’ collection rates to 98 percent and increased cash for some organizations by 250 percent.

Today Billhighway boasts a client roster of more than 1,600 member-based organizations throughout the United States and Canada, and the company expects to more than double its revenue in 2010.

Adapting to changing markets

Although many second-stage companies initially stake a foothold in one industry, adapting their products or services for other markets has resulted in additional stability and even significant growth during turbulent times.

Case in point: For many years **Ingenuity IEQ**, a Midland-based indoor air quality control company, served university and independent R&D laboratories. Yet in 2005 the company recognized that its core customer base was dramatically reducing expenditures.

“We knew our products and services would adapt to the hospital market, and within a year we had changed the direction of the company and positioned Ingenuity IEQ for the new work our customers required,” says Mike Fox, president. “Strategic thinking on our part, acute awareness of where our customers were heading and positioning ourselves ahead of the curve allowed us to quickly respond to the market.” As a result, Ingenuity IEQ has achieved double-digit revenue growth over the last three years.

Federated Logistics is another example of how diversification can spark growth for second-stage companies.

Founded in 1997, Federated began as an airfreight pickup and delivery service, then expanded into trucking, warehousing and third-party logistics. More recently the company has expanded into light manufacturing for automotive clients.

“I realized I could create cost-saving solutions for our customers by establishing an automotive subassembly operation here in Michigan that would reduce the need to outsource the work to Mexico or China,” explains CEO Rob Wierzbicki.

Public and private organizations in Michigan understand the critical role that second-stage companies play in economic growth.

In contrast to competitors in the subassembly market that outsource transportation, Federated is able to offer substantial savings to customers by sharing overhead and other costs with its trucking operations. What’s more, its new subassembly business has enabled Federated to hire talented, experienced Michigan workers who had lost jobs in other manufacturing companies.

Wierzbicki expects to grow Federated’s subassembly business into a \$10 million operation by 2011.

Being proactive is a critical ingredient in Federated’s recipe for success. “We go to the customer with opportunities; we don’t wait for the customer to come to us,” Wierzbicki explains.

Working with Uncle Sam

FutureNet Group Inc. (FNG) has sharpened its competitive edge by becoming a government contractor.

Founded in 1994, FNG provides environmental consulting, engineering, construction and technology services that range from hazardous waste inspection to Web portal development. The company’s strategy to pursue government contracts began in 2003 when Perry Mehta became CEO.

No snap decision—or easy undertaking—as the company first had to obtain a long list of certifications (including those from the Small Business Administration’s 8(a) Business Development and HUBZone Empowerment Contracting programs). “I was determined to make myself an expert in this field,” says

Mehta, who now feels like he has earned a “Ph.D. in government contracting.”

FNG’s specialization has paid off. The firm has won multiyear contracts with the city of Detroit, the state of Michigan, and numerous federal agencies such as the U.S. Environmental Protection Agency, Army Corps of Engineers and Department of Defense.

Over the last three years, FNG has achieved revenue percentage increases in the triple digits. Today the Detroit-based company has offices in four states, with plans to expand operations in the western portion of the United States.

Partners in growth

Public and private organizations in Michigan understand the critical role that second-stage companies play in economic growth. Assistance from these providers can help accelerate the growth, say CTW honorees.

Wendy Achatz, co-founder of **Achatz Homemade Pies**, credits the Michigan Small Business Technology Development Center network for helping her get costs in line, undertake a major expansion and evolve from a local supplier to a national player. “In addition, each of our six stores is experiencing double-digit revenue increases,” Achatz says.

FNG has also benefitted from government assistance, says Mehta: “The state procurement network helped us get on government schedules, and the Small Business Administration provided the oxygen that fueled our growth.”

Ingenuity IEQ’s Fox values his membership in the Small Business Association of Michigan. For one thing, the organization connects him with a larger community of small business owners. It’s difficult to affect public policy by yourself, Fox explains. “But by joining with thousands of other small businesses, my voice is amplified and focused to effectively address the challenges faced by entrepreneurs.”

See page 39 for a listing of Michigan-based organizations that provide resources to second-stage companies.

Alumni Update

Riding out the recession, CTW honorees gear up for growth

Company, City Highest Ranking Official	2010 Projected FTE* Growth	Revenue Growth		Milestones
		2009	2010 (projected)	
Accuri Cytometers, Ann Arbor <i>Jennifer Baird, CEO</i>	25%	230%	100%	Launched second instrument product and is expanding internationally through distributors.
BB&E, Farmington Hills <i>Aaron Etnyre, Tom Barzyk and Doug Barber, managing partners</i>	No change	20%	7%	Added new clients in concert with building existing client base.
Billhighway, Troy <i>Vince Thomas, CEO</i>	20%	70%	125%	Finalized a major project, which helped double its client base. Moved corporate office to Troy.
Crypton, West Bloomfield <i>Randy and Craig Rubin, co-founders</i>	No change	0%	5%	Created an application using proprietary technology that resulted in a unique waterproof, stain- and bacteria-resistant carpet.
DECC Co., Grand Rapids <i>Fred Mellema, president/owner</i>	29.6%	-54%	10–15%	Diversified customer base and launched new processes to attract new clients.
DNA Software, Ann Arbor <i>Donald Hicks, president/CEO</i>	7.1%	25%	10%	Continued build-out and R&D on technology for predicting atomic structures. Hired two industry-leading scientists.
EBW Electronics, Holland <i>Cory Steeby, president</i>	41.4%	-40%	60%	Successfully diversified customer base to include automotive, office furniture, and consumer and commercial lighting industries.
Electro-Optics Technology, Traverse City <i>David Scerbak, CEO</i>	13.2%	-20%	25%	Placed sample product into numerous OEM systems, which led to increased orders as the company migrated from scientific to industrial markets.
Emerald Steel Processing, Madison Heights <i>Linda O'Brien, CEO</i>	9.1%	0%	20%	Both diversified customer base and increased number of customers.
Federated Logistics, Taylor <i>Robert Wierzbicki, president/CEO</i>	45.7%	42%	38%	Positioned pricing to be extremely competitive and lowered its break-even point.
Food for Thought, Honor <i>Timothy Young, president/chef</i>	88.9%	-40%	20%	Strengthened sales and marketing muscle; gearing up for expansion of branded product under the Food For Thought label.
Forensic Fluids, Kalamazoo <i>Bridget Lorenz Lemburg, president/CEO</i>	43.8%	50%	50%	Entered new markets, added employees and expanded its facility. Secured two Indiana state contracts.
ForeSee Results, Ann Arbor <i>Larry Freed, CEO</i>	40%	32%	40%	Launched Session Replay product. Added 50 new clients, which increased revenue and staff size. Moved into new, larger facility that allows more room for growth.
FutureNet Goup, Detroit <i>Perry Mehta, president/CEO</i>	46.7%	120%	70%	Secured new contracts and gained several new clients.
GS Engineering, Houghton <i>Glen Simula, president</i>	3.2%	18%	20%	Awarded a five-year contract to provide engineering support to the U.S. military.
ImageSoft, Southfield <i>Scott Bade, president</i>	12.8%	11.1%	25%	Selected by the Oregon Judicial Department to provide services throughout their circuit courts, paving the way for market expansion and revenue growth.

Alumni Update

Riding out the recession, CTW honorees gear up for growth

Company, City Highest Ranking Official	2010 Projected FTE* Growth	Revenue Growth		Milestones
		2009	2010 (projected)	
Ingenuity IEQ, Midland <i>Michael Fox, president/CEO</i>	24.2%	4%	15%	Updated contact-management process, which led to more effective and efficient customer-asset handling. Registered in key government databases.
Jacobsen/Daniels, Ypsilanti <i>Darryl Daniels, COO</i>	15.8%	10.5%	20%	Became SBA 8(a) certified, opening the door to new prospects and business potential.
LookInTheAttic, Ypsilanti <i>John Coleman, president</i>	9.1%	15.5%	20%	Implemented new processes for painting and refinishing.
McGraw Wentworth, Troy <i>Thomas McGraw, president</i>	No change	2%	0%	Enjoyed 13th consecutive year of revenue growth, welcomed 20 new clients. Awards included: Best Agent/Broker to Work For from Business Insurance magazine and the Detroit Free Press' Top Workplace.
Media 1, Grand Haven <i>Chris Willis, CEO</i>	23.1%	-30%	20%	Developed the SharePoint platform, a collaborative online learning system. Won the International Best of Show from the Society of Technical Communication (the only company to receive this prestigious award two consecutive years).
Netarx, Auburn Hills <i>Michael Souders, president/COO</i>	10.3%	104%	62%	Acquired business unit of Analysts International, which quadrupled employee count. Invested in new facility in South Bend, Ind. Awarded the Elite Small Business-Metro Detroit's Best and Brightest to Work For.
Patriot Services, Walled Lake <i>Stephen Potter, CEO</i>	50%	-30%	45%	Secured a five-year contract with the U.S. Department of Defense and received its Patriot award for support of the National Guard and Reserve. CEO will serve in Afghanistan in 2010 with the U.S. Army.
PMV Technologies, Madison Heights <i>Scott Goemel, partner</i>	20.6%	10%	25%	Invested in datacenter that enables PMV to hosts client applications and data on its infrastructure, yielding lower overall cost and better service for clients.
Portable Church Industries, Troy <i>Pete van der Harst, founder/president</i>	12%	13%	0%	Paid off bank loan and implemented processes to increase customer satisfaction and profitability.
Re-Source Partners Asset Management, Clinton Twp. <i>Jeffrey Korona and Andrew Loria, co-chairman</i>	12.5%	12%	10%	Increased client base. Exceeded goal of recycling more than 26 million pounds of e-waste in environmentally sound way.
SenSound, Grosse Pointe Farms <i>Sergio Mazza, president/CEO</i>	No change	0%	100%	Introduced a new product that is more compact and lower priced.
TechSmith, Okemos <i>Bill Hamilton, president</i>	5%	0%	10–15%	Launched new versions of several software products, including versions to support Mac computers.
Vestaron (formerly Venomix), Kalamazoo <i>John McIntyre, president/CEO</i>	30.8%	25%	200%	Succeeded in production scale-up and initial evaluation of flagship product, and gained significant advances with its synthetic counterpart.
* Full-time equivalent employees				

profiles: 50 companies to watch for 2010

AKASHA-US Inc.

Ann Arbor

AT A GLANCE:

Adam Kasha, president
Founded in 1988 (*current leadership since 1997*)
Primary business: decorative glass manufacturer
Sites in Michigan: 1 • Sites elsewhere: 0
Full-time equivalent employees:
17 in 2009 • 21 expected in 2010
www.akasha-us.com

A wholesaler of decorative accents, AKASHA makes glass gems, marbles, stones, shells and other products used primarily in floral arranging and candelscaping.

The company has been growing rapidly, achieving a 32 percent increase in annual revenue for 2009, with a 33 percent increase projected for 2010.

A switch in sales channels has helped spark AKASHA's growth. After pursuing independent retailers for many years, in 1999 the company began to target larger merchants, such as Pottery Barn, Crate & Barrel, Target and Walmart.

Technology has also helped fuel AKASHA's success. When furnace production of red glass became cost prohibitive due to price hikes in selenium, AKASHA developed a technique for coating glass after furnace production. "This innovation saved costs and led to a series of new color finishes as well as a wide range of other applications," says Adam Kasha, president.

Preparing for future growth, in 2009 AKASHA established its own manufacturing and export enterprise in China, which enables it to manage the import, sales and distribution of U.S. products into China.



Ameri Pro Restoration LLC

Lansing

Ameri Pro Restoration helps clients bounce back from building disasters. Founded in 2007 as a water-damage specialist, the company quickly expanded into fire, mold and construction restoration along with basement waterproofing.

Investing in advanced equipment has enabled Ameri Pro to restore homes and businesses more quickly—and with lower costs—than competitors. For example, Ameri Pro uses moisture meters and moisture-detecting infrared cameras to ensure structures have been dried properly.

Empathy for clients is also a hallmark. "Any time a homeowner experiences a disaster in their home it takes a traumatic toll on them emotionally," says Ron Brown, president. Ameri Pro's fire restoration services include everything from cleaning soot-stained clothes in just hours to coordinating directly with their insurance company.

In testimony to its quality services, Ameri Pro has dozens of letters of praise from clients—and enjoys a closure rate of more than 85 percent on disaster restoration projects, compared to a 60 percent industry average.

AT A GLANCE:

Ron Brown, president
Founded in 2007 (*current leadership since 2007*)
Primary business:
remediation services
Sites in Michigan: 3
Sites elsewhere: 0
Full-time equivalent employees:
28 in 2009
40 expected in 2010
www.ameri-pro.com



Appia Communications Inc.

Traverse City



A provider of managed communications and networking services, Appia Communications helps small and mid-sized companies save money and increase productivity through Internet Protocol (IP) technology.

Since its launch in 2001, Appia has expanded its footprint from one geographical market to eight

and plans to open three more in 2010.

New products are also contributing to Appia's growth. Two recent innovations include: a patent-pending, permissions-based network security solution, and a high-compression, IP-based video communication product and service.

Superior customer service is a major ingredient in Appia's secret sauce. "Our employees understand that their role is to serve as ombudspersons for the customer, even if that means upsetting internal apple carts," says Victor von Schlegell, president. "Customers often comment that we are able to find solutions to communications and networking problems that our competitors can't."

As a result, Appia has a very low rate of customer turnover and has made the MSPmentor 100, a global ranking of top managed service providers, for two years in a row.

AT A GLANCE:

Victor von Schlegell, president
Founded in 2001 (*current leadership since 2001*)
Primary business: managed IT and telecommunications
Sites in Michigan: 1 • Sites elsewhere: 3
Full-time equivalent employees:
35 in 2009 • 40 expected in 2010
www.appiaservices.com



Assets International LLC

Southfield

AT A GLANCE:

Michael Zwick, president
Founded in 2001 (*current leadership since 2004*)
Primary business:
asset recovery
Sites in Michigan: 1
Sites elsewhere: 1
Full-time equivalent employees:
17 in 2009
25 expected in 2010
www.assets-international.com



A private investigation firm, Assets International specializes in locating missing heirs. It has recovered more than \$10 million for clients throughout the United States, Canada, England, Norway, Sweden, Argentina, Israel and Pakistan.

The company's success stems partly from identifying unserved market niches. Competitors in asset locating typically look at court documents, such as bankruptcy records, and then locate the owners. In contrast, Assets International targets private sources, such as banks, public corporations and insurance companies.

To market itself to clients who may be unaware of its services, Assets International exhibits at conferences for probate and estate professionals. It has also hired a full-time employee who focuses on relationship development and speaking engagements.

Proprietary databases, social media and advanced telecommunications have helped Assets International achieve a strong track record of success, but so has old-fashioned, face-to-face communications. "Many in our industry rely solely on mailing paperwork and the telephone and never actually meet their clients," says president Michael Zwick. "We will literally go that extra mile so they know that our service is perfectly legitimate."



profiles: 50 companies to watch for 2010

Atomic Object LLC Grand Rapids



Failure is not an option for Atomic Object. In an industry where cost overruns, missed deadlines and poor quality are common, this software developer has an enviable track record of success.

That's possible because of the company's fanatical devotion to testing. In

fact, Atomic creates tests before it writes complementary production software. The company further distinguishes itself from competitors by its ability to work in multiple domains, technologies and industry segments.

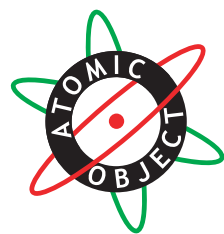
In 2006 Atomic won its first out-of-state-customer. Since then the company has aggressively expanded its out-of-state clientele, with 45 percent of 2009 annual revenue coming from outside of Michigan.

Each year Atomic dedicates 10 percent of its capacity to speculative projects, partnering with a customer and retaining an equity stake in the resulting startup in lieu of fees. "We benefit from creating residual income. Our partners benefit from a reduced cost for development. Michigan benefits from the creation of new, growing companies," says Carl Erickson, president.

For example, Blue Medora, incubated at Atomic's office in 2008, has since grown to several employees and licenses software to IBM.

AT A GLANCE:

Carl Erickson, president
Founded in 2001 (*current leadership since 2001*)
Primary business: custom production software
Sites in Michigan: 1 • Sites elsewhere: 0
Full-time equivalent employees:
23 in 2009 • 27 expected in 2010
www.atomicobject.com



The C2 Group Grandville

AT A GLANCE:

Michael Seaton, CEO
Founded in 1988 (*current leadership since 1988*)
Primary business:
video and Web production
Sites in Michigan: 1
Sites elsewhere: 0
Full-time equivalent employees:
27 in 2009
30 expected in 2010
www.c2experience.com



A provider of Web and video production services, The C2 Group has found that focusing on a couple of specialty niches has led to a strong track record of success.

On the Web side, C2 concentrates on developing enterprise-level sites built on the Ektron content management system. On the video side, the company focuses on curriculum projects and has established itself as a leader within the ministry arena.

"We decided to eliminate other offerings such as print, TV and branding that full-service agencies provide and zero in on being the best at a couple of services," says CEO Michael Seaton. "It's not flashy, but it has proven to work for C2."

Indeed, the company has been achieving double-digit percentage growth in annual revenue and more than doubled its staff since 2006. C2 has also won numerous kudos, including the 2008 Ektron Partner of the Year, a coveted award for which it was selected from more than 200 partners worldwide.



Campfire Interactive Inc. Ann Arbor

A developer of product lifecycle management (PLM) software, Campfire Interactive's solutions deal with all elements of product development before the onset of manufacturing.

Initially the company focused on the engineering aspect of product development for automotive clients. Yet recognizing the importance of multidimensional decision making, Campfire soon began to develop solutions that addressed sales forecasting and other financials, quality, project management and scheduling—and integrated them into one software system.

"Suppose you want to make a product for 79 cents," says Pradeep Seneviratne, president. "That's a financial decision, but our software enables clients to take other factors into consideration so they're not making something that violates engineering or quality conditions."

Campfire's system further distinguishes itself by providing high-end financial capabilities that no one else offers. What's more, its system costs 20 percent less than competitors' and is very easy to use.

Armed with its new capabilities, Campfire has been winning clients in a number of industries. Annual revenue growth has been strong, including a 59 percent increase in 2009.

AT A GLANCE:

Pradeep Seneviratne, president
Founded in 2000 (*current leadership since 2000*)
Primary business:
product lifecycle management software
Sites in Michigan: 1 • Sites elsewhere: 0
www.cfi2.com



50 companies to watch for 2010: profiles

Classic Instruments Boyne City

AT A GLANCE:

John McLeod, president
Founded in 1977 (*Current leadership since 2005*)
Primary business: automotive instruments
Sites in Michigan: 1 • Sites elsewhere: 0
Full-time equivalent employees:
22 in 2009 • 21 expected in 2010
www.classicinstruments.com

Combining modern technology with vintage styling, Classic Instruments makes gauges and instruments for the hot rod, classic car and custom car markets.

Thanks to its lean manufacturing processes, Classic Instruments can build to order and ship products within two days. This keeps inventory low and gives customers numerous choices at a low cost. "It also helps to be able to tell a customer that his or her product was built in the last 48 hours, which means it was calibrated at that time, and we know the product's history," says president John McLeod.

Innovation is a hallmark at Classic Instruments, and the company holds a number of patents. Among them are a series of instruments developed by Tom Gale, a former design executive at DaimlerChrysler, which are sold under the "All American" name.

In recent years, Classic Instruments has expanded its custom work, letting customers specify anything from dial faces to pointer designs. In addition to generating some of the largest growth for the company, custom work has helped improve the firm's R&D activities, says McLeod.



Covenant Eyes Inc.

Owosso

AT A GLANCE:

Ronald DeHaas, CEO

Founded in 2000
(current leadership since 2000)

Primary business:
Internet
accountability and
filtering software

Sites in Michigan: 2

Sites elsewhere: 1

Full-time equivalent
employees:

52 in 2009 • 58 expected in 2010

www.covenanteyes.com



A pioneer of Internet accountability, Covenant Eyes provides software to monitor Internet surfing and block objectionable sites.

Launched in 2000, Covenant has achieved strong growth with annual revenue increases ranging from 28 to 51 percent during the past three years. The company counts approximately 64,000 customers (primarily families) in more than 200 countries and has five patents pending for its accountability, filtering and uninstall processes.

Two important milestones occurred in 2007 when Covenant released an accountability program for Mac computers and a filter for Windows. The filter was a particular breakthrough, says CEO Ronald DeHaas. "It analyzes objectionable Internet content in real time and employs an age-based sensitivity adjustment for protecting children and adults from objectionable content."

The company continues to innovate, releasing accountability applications for mobile devices, including the iPhone and Windows PDAs in 2009. In addition to adding a new layer of Internet protection for existing customers, both platforms are attracting new customers.



D2 Abatement Inc.

Eastpointe

Within its extensive portfolio of environmental services, D2 Abatement offers lead and asbestos abatement, industrial cleaning, mold remediation, waste management and recycling.

Since its launch in 2003 the company has experienced strong growth, averaging annual revenue increases of 36 percent. Staff has increased from six employees in 2005 to 39 in 2009, and D2 expects to add another 14 positions this year.

Adept at turning lemons into lemonade, when D2 was unable to secure a bank loan, it developed a creative finance plan, offering customers a cost-effective discount agenda to motivate early payment. This relieved financial pressures—and eliminated the need for a loan.

D2 employees are cross-trained, licensed and certified in all company services. "Cross-training gives D2 the flexibility to immediately respond to asbestos emergencies, chemical spills and emergency-response service," says CEO Duane Jones. "It also gives employees the opportunity to learn new skills while increasing their value, knowledge and work performance."



AT A GLANCE:

Duane Jones, president/CEO

Founded in 2003 (current leadership since 2003)

Primary business: remediation services

Sites in Michigan: 1

Sites elsewhere: 1

Full-time equivalent employees:

39 in 2009 • 53 expected in 2010

www.d2abatement.com



DICE Corp.

Bay City

AT A GLANCE:

Clifford Dice, president/CEO

Founded in 1985 (current leadership since 1985)

Primary business: custom monitoring software

Sites in Michigan: 1

Sites elsewhere: 0

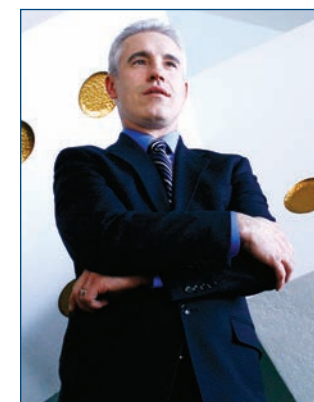
www.dicecorp.com

A developer of custom software for the security and alarm industries, DICE reduces risk on a variety of fronts.

Many of the company's monitoring solutions revolve around public safety, such as detecting fire signals or burglar intrusions. Other applications include assessing environmental conditions in commercial buildings to ensure food quality and reduce energy costs.

Preventive medicine and home healthcare have become recent growth areas for DICE. For example, its software is used to wirelessly monitor the condition of patients in their homes and track data pertaining to heart activity, diabetes and general welfare.

DICE stands out in a competitive industry by offering large-scale installations and a turnkey software product that will automate an entire company from front to back.



Innovation is also a hallmark at DICE, which has developed more than 70 proprietary products. The company believes in involving customers in its R&D and has built a wiki where clients can provide ideas for enhancing documentation as well as products.



DornerWorks Ltd.

Grand Rapids



An engineering consulting firm, DornerWorks provides expertise on embedded systems (electronic hardware and software design for complex systems that control or monitor a larger device or system). The company has carved a niche within safety-critical markets—systems like airplane flight controls or

surgical tools where people's lives could be affected by a system failure.

DornerWorks provides clients with full-service design solutions, taking them from an electronic system idea to a robust product that has been tested and is ready for manufacturing. This can include everything from determining what microprocessors and parts should be used on circuit boards to creating and validating software for electronic hardware.

Although DornerWorks initially served the aerospace industry, expansion into medical markets has helped fuel growth in recent years.

Encouraging young engineers is important to DornerWorks. In addition to other charitable activities, the company sponsors an annual scholarship in engineering and computer science at Calvin College.

AT A GLANCE:

David Dorner, president

Founded in 2000 (current leadership since 2000)

Primary business: engineering consulting

Sites in Michigan: 1

Sites elsewhere: 0

www.dornerworks.com



Edgewater Automation St. Joseph

A developer of custom assembly and test equipment, Edgewater Automation designs and builds tools used in the manufacturing of solar panels, batteries, medical devices and advanced automotive applications.

The company leverages the latest technologies, such as robotics, to create custom equipment that will increase efficiencies for its clients, says president Rick Blake. For example, Edgewater created a robotic 8-station rotary dial for an electronics customer, which is capable of soldering electronic switches to circuit boards at a higher quality, faster speed and lower cost.

Edgewater has sought patent protection for two of its creations: a lithium ion battery cooling technology and a lift tool for the appliance industry.

In both 2007 and 2008 Edgewater was named to the Inc. 5000 fastest growing privately held companies, and it has won six awards from the Cornerstone Chamber of Commerce in southwest Michigan.

As Edgewater expands its capabilities in pharmaceutical, medical and solar markets, the company has added 15,000 square feet to its production facility, nearly tripling space.



AT A GLANCE:

Rick Blake, president
 Founded in 2001 (*current leadership since 2001*)
 Primary business: custom automation equipment
 Sites in Michigan: 1
 Sites elsewhere: 0
 Full-time equivalent employees:
 56 in 2009 • 58 expected in 2010
www.edgewaterautomation.com



eFulfillment Service Inc. Traverse City

AT A GLANCE:

John Lindberg, president/CEO
 Founded in 2001 (*current leadership since 2001*)
 Primary business:
 order fulfillment services
 Sites in Michigan: 1
 Sites elsewhere: 0
 Full-time equivalent employees:
 55 in 2009
 62 expected in 2010
www.efulfillmentservice.com



Endearing itself to e-commerce entrepreneurs, eFulfillment Service provides storage, order filling and shipping services for small to medium-sized businesses.

The company eschews traditional industry practices, such as annual contracts and shipping minimums (like requiring clients to ship 500 packages per month or pay a penalty fee). Instead, eFulfillment offers pay-as-you-go services, which have quickly attracted hundreds of smaller e-commerce accounts.

“We were meeting a pent-up need in the marketplace—the order volume of many Web stores was large enough to outstrip their in-house capabilities but wasn’t large enough to interest the existing fulfillment companies,” says CEO John Lindberg.

Although warehouse and shipping services are not new, the technology needs of online businesses are. With that in mind, eFulfillment continually improves its software to ensure smooth communication between its warehousing, shipping, and returns systems and clients’ Web-store systems.

In addition to providing jobs in the Traverse City community, eFulfillment has saved a 200,000-square-foot industrial building from abandonment.



Elite Cleanroom Services LLC Lapeer

Elite Cleanroom Services provides laundry services to automotive paint shops, cleaning everything from coveralls to tube wipers to tack cloth.

The company’s proprietary cleaning process recycles textiles that would otherwise end up in landfills by restoring products to an analytical level of cleanliness that’s as good as new. That’s no easy task as its customers operate in conditions that require extreme particulate control. More benefits: Elite’s cleaning process doesn’t degrade product or interfere with environmental water discharge limitations.

In addition, Elite has developed unique water-soluble robot covers for use in automotive painting. Unlike traditional covers that end up in the landfill after being contaminated with paint, Elite’s product decomposes completely when placed in a hot water tank with a proprietary additive.

Despite turbulence in the automotive industry, Elite’s future remains bright. “The opportunities are forthcoming as the need to reduce costs and generate less landfill play an ever more important role within the finishing industry,” says Robert Schodowski, Elite’s owner.

AT A GLANCE:

Robert Schodowski,
 owner/general manager
 Founded in 2000
 (*current leadership since 2000*)
 Primary business:
 industrial launderer
 Sites in Michigan: 1
 Sites elsewhere: 0
 Full-time equivalent employees:
 10 in 2009 • 12 expected in 2010
www.elitecleanroom.com



Caring For More Than One Environment!

Emagine Entertainment Inc. Troy

AT A GLANCE:

Paul Glantz, founder/chairman
 Founded in 1997
 (*current leadership since 1997*)
 Primary business: movie theater entertainment
 Sites in Michigan: 4
 Sites elsewhere: 0
 Full-time equivalent employees:
 95 in 2009
 119 expected in 2010
www.emagine-entertainment.com

Operating first-run movie theaters, Emagine Entertainment has been an industry leader at both the state and national levels.

The company was the first theater chain to open an all-stadium theater in Michigan—and the first in the world to install digital projection systems throughout its locations.

The company has four locations in southeast Michigan with a fifth slated to open in November. In addition to a state-of-the-art movie theater, Emagine’s new facility will feature 16 lanes of upscale bowling.

Giving back to the communities where it does business is important to Emagine. Each year the company donates more than \$100,000 in financial and in-kind support to local charities, schools and civic organizations. For example, in April 2009 Emagine provided free movies and concessions to Michigan’s unemployed and their families for four days, hosting more than 13,000 people.



Energy Steel & Supply Co.

Lapeer

AT A GLANCE:

Lisa Rice, president
Founded in 1982 (*current leadership since 2003*)
Primary business: fabricated steel
Sites in Michigan: 1
Sites elsewhere: 0
Full-time equivalent employees:
57 in 2009 • 59 expected in 2010
www.energysteel.com

Energy Steel & Supply has evolved from merely supplying steel for the nuclear energy industry to designing and fabricating essential components.

The company has devised a profitable business model. Due to high costs, many original equipment manufacturers (OEMs) dropped the accredited quality programs that allowed them to provide products and services to nuclear-power customers. Yet customers still require replacement parts. Energy Steel's strategy: partner with OEMs as the exclusive manufacturer of those parts.

The company's business model creates a three-way win: Customers get needed parts, OEMs receives compensation, and Energy Steel's sales accelerate.

Diversity is another strength at Energy Steel. The company produces heat exchangers, precision machined gears and bearings, valves and pump replacement parts, and more. "Most of our competitors specialize in a single area, such as raw-material supply, heat exchangers or pumps," says Lisa Rice, president. "We have the ability to do them all—and do them well."



energysteel

Enovate

Ferndale

Enovate manufactures mobile and wall-mounted computer workstations for the health care industry. Its products can be found in more than 1,600 hospitals including seven of the top 10 hospitals as designated by *U.S. News* magazine.

In 2009 Enovate made an important shift in business models, moving from a reseller of products to a company that makes its own. The company is manufacturing its products in Michigan, "tapping into the immense manufacturing talent pool of the Detroit metro area," says Fred Calero, president.

Among its innovations, the company has developed a patent-pending computer workstation that shuts off the power to the monitor when the keyboard tray is closed, hiding and locking patient information. Enovate also manufactures lightweight medical computer carts that leverage new power options and chemical advances to boost battery energy.

Fueled by new products and greater market demand, Enovate looks for an annual revenue increase of more than 50 percent in 2010 and expects to add 20 new jobs.



AT A GLANCE:

Fred Calero, president
Founded in 2003 (*current leadership since 2003*)
Primary business: health care computer workstations
Sites in Michigan: 2
Sites elsewhere: 13
Full-time equivalent employees:
58 in 2009 • 78 expected in 2010
www.enovateit.com

enovate™

Essential Bodywear

Commerce

Essential Bodywear founders Carrie Charlick and Marcia Negro recognized that women's passion for shopping does not extend to bras. Part of the problem, traditional retail stores lack a full range of sizes, styles and salespeople trained to fit undergarments.



Their solution: Taking bras, panties and shapewear to clients through home parties. Essential Bodywear's 350 independent sales professionals are certified bra fitters and ensure customers receive the best style and size for their body type. "With 91 sizes, Essential Bodywear can cater to all women to make them feel more comfortable and confident in their clothes," says Charlick, CEO.

Since its inception in 2003, Essential Bodywear has been achieving steady growth—and attracted several celebrities as clients.

The company not only supports women with their products, but also takes pride in philanthropic efforts to preserve health and self-esteem. For example, Essential Bodywear has created two bra styles that donate \$1 for each sale to the Susan G. Komen breast cancer walk.

AT A GLANCE:

Carrie Charlick, CEO
Founded in 2003 (*current leadership since 2003*)
Primary business: direct seller of intimate apparel
Sites in Michigan: 1
Sites elsewhere: 0
Full-time equivalent employees:
9 in 2009 • 9 expected in 2010
www.essentialbodywear.com



FISHER/UNITECH

Troy

AT A GLANCE:

Charles Hess, president/CEO
Founded in 1993 (*current leadership since 1993*)
Primary business:
product lifecycle
management software
Sites in Michigan: 2
Sites elsewhere: 8
Full-time equivalent
employees:
71 in 2009
71 expected in 2010
www.funtech.com



Targeting manufacturing customers, FISHER/UNITECH sells and supports 3D mechanical design, analysis and product lifecycle management solutions.

The company made an important move in 1997 when it began selling SolidWorks software. With SolidWorks, FISHER/UNITECH could sell maintenance contracts and provide technical support, enabling it to establish recurring revenue from customers.

As a value added reseller, FISHER/UNITECH has pioneered training, consulting and professional services. For example, in 2005 the company developed interactive online training that enables design engineers to become proficient with SolidWorks 3-D mechanical design software without significant downtime from work. FISHER/UNITECH continues to be the only SolidWorks reseller in North America to offer staffed, online courses for customers.

In 2009 the company launched "No Engineer Left Behind," a community service program for displaced designers and engineers. Conducted in Michigan, Ohio, Indiana, Kentucky, Wisconsin, Missouri and Kansas, the program provided 270 participants with free training on SolidWorks and the potential for an unpaid internship at a FISHER/UNITECH customer site.



Global Energy Innovations Inc. Flint

AT A GLANCE:



Kingsley Joel Berry,
founder/CEO/CTO
Founded in 2007 (*current leadership since 2007*)
Primary business: fuel cell
power development
Sites in Michigan: 1
Sites elsewhere: 0
Full-time equivalent employees:
8 in 2009
15 expected in 2010

www.geifuelcells.com

A spinoff of Kettering University, Global Energy Innovations (GEI) provides next-generation fuel-cell power systems.

Although hydrogen fuel cells are an excellent green energy source for both developed and developing countries, a major barrier limits their mass commercialization: a lack of hydrogen infrastructure for distribution and storage. GEI has solved this problem by developing high-temperature fuel cells that can cost effectively extract hydrogen from locally available fuels such as diesel, propane, natural gas, biofuels, methane and synthetic fuels.

The company's technology has applications in a wide variety of markets, ranging from commercial trucking and military to residential electric power generators and telecommunications.

In 2007 GEI signed a contract with a Fortune 200 company to build two fuel cell prototypes, giving the young company credibility and a launching pad for future products. A more recent milestone, GEI won an R&D contract from the U.S. Air Force and Applied Research Associates to produce a five-kilowatt power system by the end of 2010.



Global LT Inc. Troy

A provider of language services, Global LT helps employees of global corporations live and work anywhere in the world.

The company sets itself apart from competitors with its centralized business model. Although its service providers are located all over the world, Global LT has a single point of contact for all administrative functions. Another hallmark is its broad portfolio of services, which includes language training, cultural training, translations and expatriate destination services.

Staying flexible has contributed to the firm's success. When Hortensia Albertini founded Global LT in 1979, language training was conducted in a traditional classroom setting. Responding to a more mobile workforce, Global LT now offers online classes where instructors teach in a virtual setting.

Global LT employees represent 21 nationalities and speak 15 languages. Many are former expatriates, so they know what it's like to relocate, learn a new language and adjust to a different culture. "Because we've 'walked in their shoes,' we have the empathy necessary to provide the best service for clients," says Albertini.



AT A GLANCE:

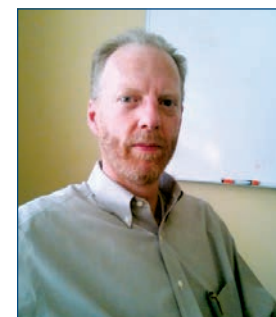
Hortensia Albertini, president
Founded in 1979 (*current leadership since 1979*)
Primary business:
language training and relocation services
Sites in Michigan: 1 • Sites elsewhere: 2
Full-time equivalent employees:
53 in 2009 • 53 expected in 2010
www.global-lt.com



Great Lakes Drug Development Inc. Brighton

AT A GLANCE:

Daniel Hartman, president/CEO
Founded in 2008 (*current leadership since 2008*)
Primary business:
pharmaceutical management consulting
Sites in Michigan: 1 • Sites elsewhere: 0
Full-time equivalent employees:
9 in 2009 • 9 expected in 2010
www.gldrugdev.com



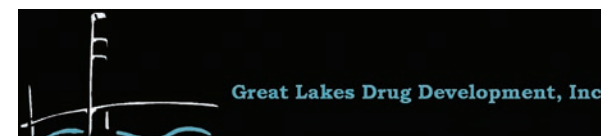
Founded in 2008, Great Lakes Drug Development (GLDD) provides a broad array of consulting services to support pharmaceutical companies. Its multidisciplinary team has expertise in clinical pharmacology, medical, pharmacometrics, clinical operations, regulatory,

biostatistics and project management.

GLDD's adaptive approach continuously evaluates all relevant data using basic principles of pharmacology, mathematical modeling and simulation techniques. In contrast to a traditional drug development approach where data acquisition and analyses would occur after study completion, GLDD conducts real-time data analyses. These quantitative assessments allow for earlier, more confident, data-driven decisions that translate into time and cost savings for clients.

The company operates under an open-book-management philosophy where financials are discussed openly and corporate strategic decisions are agreed upon before they are implemented. This philosophy carries over into the project work.

"Every member is comfortable sharing opinions and insight, even when the news is undesirable," says CEO Daniel Hartman. "Open and honest communication is necessary for efficient drug development. In many organizations bad news is attached to the messenger, resulting in suboptimal communication and decision making."



Heat Transfer International (HTI) Kentwood

A player in the alternative energy arena, Heat Transfer International (HTI) specializes in renewable energy power plants that use gasification to convert organic waste to energy.

HTI sets itself apart from competitors with its proprietary technology. HTI has created a ceramic heat exchanger and hot air biomass turbine. The module can generate power in areas that have limited access to water, and it eliminates expensive process equipment that would be required with a traditional steam turbine.

The company recently received a state grant to build a test center where it can test various wastes, learn which recipes create the most effective energy and verify air emissions.

"By utilizing waste, we reduce the volume of material put into a landfill, save the fuel used by trucks to haul it there and reduce land application runoff which dirties our water and soil," says president David Prouty. "Our system creates a healthier environment."

AT A GLANCE:

David Prouty, president
Founded in 2006
(*current leadership since 2006*)
Primary business: renewable energy systems
Sites in Michigan: 1
Sites elsewhere: 0
Full-time equivalent employees:
13 in 2009
20 expected in 2010
www.heatxfer.com



profiles: 50 companies to watch for 2010

Integrated Nonclinical Development Solutions

Ann Arbor



Founded in 2007 by six pharmaceutical-development professionals who decided to stay in Michigan when Pfizer closed its R&D site in Ann Arbor, Integrated Nonclinical Development Solutions (INDS) provides drug development support to pharmaceutical and biotech companies.

The INDS team consists of board-certified toxicologists, veterinarians, and information technology and business operations experts. Drawing upon its team's diverse experience, INDS designs and manages nonclinical safety programs and offers issue resolution and regulatory submission preparation services.

The company also develops informatics solutions including data warehousing and data visualization tools. INDS' expertise with data-analysis automation enables it to design and implement more efficient information-technology solutions for clients.

High quality work and cost savings for customers have led to fast growth. INDS projects an increase in 2010 revenue of more than 40 percent, fueled by both repeat business from existing customers and the addition of new clients based on referrals from existing customers.

AT A GLANCE:

James Herman, president
Founded in 2007 (*current leadership since 2007*)
Primary business:
pharmaceutical management consulting
Sites in Michigan: 1 • Sites elsewhere: 0
Full-time equivalent employees:
6 in 2009 • 7 expected in 2010
www.inds-inc.com



Kilwin's Chocolates and Ice Cream

Petoskey

Tempting taste buds since 1947, Kilwin's Chocolates and Ice Cream now has two company-owned stores and more than 70 franchisees.

Later this year Kilwin's will move its headquarters to a 40,000-square-foot facility, which will more than triple production capacity and bring staff together under one roof.

Although proprietary recipes have contributed to Kilwin's success, so has top-notch distribution. In 1995 Kilwin's invested in its own fleet of trucks to ensure quality and consistent delivery. The climate-controlled trucks can maintain -10 degrees (for ice cream) and 60 degrees (for chocolates) at the same time.

In addition, investments in technology have facilitated best practices and consistent operations between retail stores, says CEO Don McCarty. For example, all of Kilwin's recipe databases (holding more than 800 recipes) are online, with in-depth details on ingredients, pricing and nutritional information. In 2007 Kilwin's developed a proprietary point-of-sale-system that generates individual store and systemwide reports, along with accounting software integration.

AT A GLANCE:

Don McCarty, CEO
Founded in 1947 (*current leadership since 1995*)



Primary business:
ice cream store franchisor
Sites in Michigan: 1
Sites elsewhere: 1
www.kilwins.com



50 companies to watch for 2010: profiles

KM International Inc.

North Branch

AT A GLANCE:

Ronald Macey, president
Founded in 2004 (*current leadership since 2004*)
Primary business: asphalt machinery
Sites in Michigan: 1 • Sites elsewhere: 0
Full-time equivalent employees:
16 in 2009 • 22 expected in 2010
www.kminb.com

KM International (KMI) manufactures asphalt maintenance and repair equipment specializing in infrared technology and asphalt recycling processes.

Originally founded in 1983, the company was acquired in 2004 by its current management team who had a new focus: make the infrared process the preferred method for in-place asphalt repair.

When the new owners took over, KMI was headquartered in Imlay City, Mich., in an 1800s saw mill that made product development and efficient manufacturing impossible. In 2006 KMI constructed a new facility in North Branch, which has enabled the company to introduce a new product line and continually expand its offerings.

The company's latest innovation is its Asphalt Millings Recycler. Designed in-house in conjunction with the Michigan Department of Transportation, the equipment transforms previously discarded millings into useable asphalt within minutes at one-fourth the price of new asphalt—making recycling a more profitable undertaking. "Instead of just 'doing the right thing for the environment,' it's a smart solution for our customers' bottom line," says Ronald Macey, president.



Lambert, Edwards & Associates

Grand Rapids

Many agencies specialize in public relations or investor relations, but Lambert, Edwards & Associates (LE&A) sets itself apart by offering expertise in both.

Headquartered in Grand Rapids with offices in Lansing and Detroit, LE&A has more than 100 clients in 20 states and five countries. The agency serves middle-market companies and is organized into five practice areas: automotive, consumer, financial communications, health care and technology, and public affairs.

In 2007 LE&A launched a unique technology, Roadcast™, that serves as an alternative to traditional corporate roadshows and presentations. The product suite includes: virtual management presentations, video annual reports, meetings and conference capture, and customized virtual presentations.

Roadcast enables CEOs to create online, interactive presentations to use in place of a personal meeting or before one, explains Jeffrey Lambert, president. "Roadcast addresses the paradox of investors needing more CEO interaction and the increasing time demand on CEOs."

AT A GLANCE:

Jeffrey Lambert,
president/managing partner
Founded in 1998 (*current leadership since 1998*)
Primary business: PR and investor relations agency
Sites in Michigan: 3
Sites elsewhere: 0
Full-time equivalent employees:
41 in 2009
44 expected in 2010
www.lambert-edwards.com



Lansing Urgent Care

Lansing

“Get in, get out, get better!” sums up the approach of Lansing Urgent Care (LUC), which provides minor injury and illness care, along with onsite X-ray and lab services. The company is out to set a new standard for urgent care with its aesthetically appealing environment and swift, top-level care—without top-level pricing.

Since its launch in 2006 LUC has been achieving strong growth, and the company looks for annual revenue to increase more than 50 percent in 2010.

Investments in technology are helping LUC deliver high-quality service to patients—and ensure fast door-to-door times. The company recently converted to an electronic medical records system specific to urgent care, which improves accuracy and efficiency in everything from checking the patient in to capturing the doctors’ notes to medical billing.

Caring personnel are a critical part of LUC’s success. “We decided early on that simply hiring competent staff wasn’t sufficient,” explains Terry Matthews, medical director. “We only hire staff that possesses the often-lacking qualities in medicine of kindness and compassion.”



AT A GLANCE:

Terry Matthews and Catherine Matthews, co-owners

Founded in 2006 (*current leadership since 2006*)

Primary business: urgent health care services

Sites in Michigan: 1 • Sites elsewhere: 0

Full-time equivalent employees:
21 in 2009 • 30 expected in 2010

www.lansingurgentcare.com



Loadmaster Corp.

Norway

AT A GLANCE:

David Brisson, president

Founded in 1992 (*current leadership since 1992*)

Primary business: refuse equipment manufacturer

Sites in Michigan: 1

Sites elsewhere: 0

Full-time equivalent employees:
52 in 2009
60 expected in 2010

www.loadmaster.org



Keeping things clean, Loadmaster’s garbage trucks can be found in cities across the United States, as well as in Taiwan and Puerto Rico. The manufacturer has experienced annual sales growth averaging more than 27 percent over the last four years.

Innovation has been a hallmark of the company since owner David Brisson purchased Loadmaster in 1992 through a foreclosure sale and moved the truck-manufacturing company from Virginia to Michigan.

Since then Brisson’s team has redesigned the Loadmaster line, introducing more productive, durable products. For example, Loadmaster was first to introduce a rear load container reeving system, tag axle and regenerative hydraulics.

In May, Loadmaster plans to introduce an “automated side loader”—a garbage truck that can be driven by one person, who operates an automated arm from the right-hand seat position. Featuring IQAN technology and a programmable hydraulic operating system that are uncommon in its industry, the new truck is expected to generate significant growth for Loadmaster.



Maestro eLearning

Kalamazoo

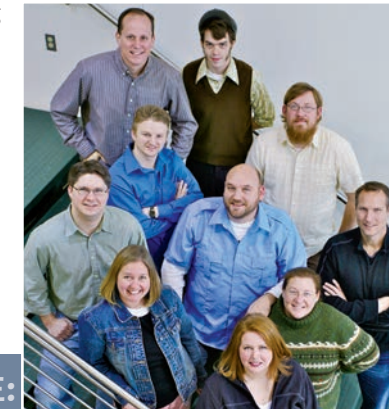
Leveraging multimedia technology, Maestro eLearning creates memorable online training programs.

In contrast to many online learning programs that are filled with stock photos and lots of text, Maestro incorporates 3-D animation, flash games and high-definition video into its products. Its offerings range from simple learning programs to complex learning management systems.

The company serves a wide variety of industries, but recently has seen particular growth in medical, biotech and pharmaceutical clients. For example, Maestro has created a new 3-D orthopedic anatomy training series.

Founder Josh Little chalks up Maestro’s success, in part, to having been in the corporate training trenches himself. His company can provide clients with an A–Z solution, Little says. “We have created a system where we can partner with them just as if they hired a team of expert instructional designers, graphic artists, programmers, project managers and learning strategists.”

Growing quickly: Maestro more than doubled annual revenue in 2009 from the previous year and looks for a 50 percent increase this year.



AT A GLANCE:

Josh Little, president

Founded in 2007 (*current leadership since 2007*)

Primary business:
online professional development programs

Sites in Michigan: 1 • Sites elsewhere: 0

Full-time equivalent employees:
13 in 2009 • 19 expected in 2010

www.maestrolearning.com



Maggie’s Organics

Ypsilanti

AT A GLANCE:

Bena Burda, president/CEO

Founded in 1996 (*current leadership since 1996*)

Primary business:
apparel made from organic materials

Sites in Michigan: 1 • Sites elsewhere: 1

Full-time equivalent employees:
8 in 2009 • 8 expected in 2010

www.maggiesorganics.com

Maggie’s Organics is the oldest U.S. clothing brand made from certified organic cotton and wool.

The company’s initial mission was environmental stewardship—to grow cotton as a rotational crop without using pesticides, from which it made socks and T-shirts. Yet after observing poor labor conditions and low pay of apparel workers in sewing factories, “we realized that there could be no environmental sustainability without social responsibility,” says founder Bena Burda.

Thus, Maggie’s Organics has led the charge in developing equitable labor standards throughout the apparel industry. In partnership with community development organizations, the company has created three independent, worker-owned-and-operated businesses that provide it with products.

In 2009 Maggie’s became the first apparel manufacturer



to become certified by a rigorous new labor standard, “Fair Labor Practices and Community Benefits.” The company has also won numerous awards including “Special Pioneer” by the Organic Trade Association in 2002 and “Social Accountability” by an international textiles association in 2005.



Marble Arms

Gladstone

Known worldwide for its hunting products, Marble Arms sold its knife business in 2004 to dedicate more time to the gun sights it makes for gun manufacturers and distributors of gun parts. A wise move, in 2009 Marble Arms achieved record sales for gun sights.

Innovation has been a major theme since the company's inception. For example, in 2007 Marble Arms developed and secured patent protection for the Catch .22, an ammunition dispenser that prevents contamination from dust or debris that may stick to lubricated bullets and damage the bore of a gun. Improving manufacturing processes has also been critical to keeping costs low, maintaining production in Michigan and expanding business.

For many years Marble Arms tried to keep up with industry fads, such as using exotic materials like fiber optic wire and glow-in-the-dark tritium to modernize its gun sights. Yet the company is now bringing back many vintage gun-sight designs, along with its Game Getter gun, which ceased production in the late 1930s. Sometimes you have to look backward to move forward, says Craig Lauerman, president.

AT A GLANCE:

Craig Lauerman, president
Founded in 1892 (*current leadership since 1994*)
Primary business:
gun parts manufacturer
Sites in Michigan: 1
Sites elsewhere: 0
Full-time equivalent employees:
19 in 2009
26 expected in 2010
www.marblearms.com



Metabolic Solutions Development Company Co.

Kalamazoo

AT A GLANCE:

Robert Beardsley, CEO
Founded in 2006 (*current leadership since 2009*)
Primary business:
pharmaceutical research and development
Sites in Michigan: 2 • Sites elsewhere: 0
Full-time equivalent employees:
10 in 2009 • 16 expected in 2010
www.msdrx.com

Launched in 2006, Metabolic Solutions Development Company (MSDC) has evolved from two scientists doing planning at a coffee shop, to a second-stage company with two drug compounds in clinical trials and several important collaborations to advance treatment for type 2 diabetes.

Drugs known as insulin sensitizers are used to control blood sugar levels and correct other metabolic symptoms in diabetic patients. Yet the insulin sensitizers currently available have side effects such as weight gain, fluid retention and increased risk of heart failure.

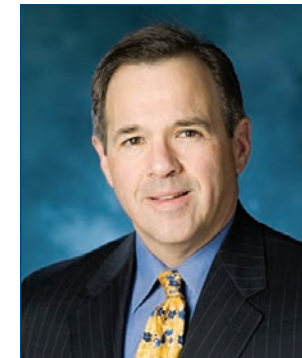
For years, drug manufacturers assumed these side effects are linked to the drugs' effectiveness through a common biological target, called PPAR-gamma. MSDC, however, has discovered a novel molecular target that achieves insulin sensitization without stimulating PPAR-gamma. Based on the results from early trials, MSDC's compounds could provide a treatment for diabetes without dose-limiting side effects.

In addition to treating type 2 diabetes, MSDC's platform has led to promising research into other diseases, such as dyslipidemia and Alzheimer's.



NanoBio Corporation

Ann Arbor



A rising star in the biotech industry, NanoBio is developing a new class of anti-infective products and vaccines. Initial applications include treatments for cold sores, nail fungus, acne, cystic fibrosis, influenza, hepatitis B and anthrax.

Unlike a chemical process utilized by antibiotics, the company's technology employs a physical process to disrupt the outer membrane of pathogenic organisms, thus killing them. The technology selectively targets microbes while being nonirritating to skin and mucous membranes.

In addition to topical anti-infective products, NanoBio's technology also enables a new approach to vaccines. Delivered via a nasal dropper, these vaccines offer a number of advantages such as:

- A potentially greater immune response.
- Antigen-sparing opportunities, which are particularly important in pandemic situations.
- Needle-free delivery.
- An inexpensive manufacturing process.

Among milestones, NanoBio has demonstrated safety and efficacy in humans in FDA-sanctioned clinical trials and secured significant funding from a major equity firm. In addition, it has signed an exclusive licensing agreement with GlaxoSmithKline for over-the-counter use of its compound to treat cold sores.

AT A GLANCE:

James Baker Jr., CEO
Founded in 2000 (*current leadership since 2006*)
Primary business:
pharmaceutical research and development
Sites in Michigan: 1 • Sites elsewhere: 0
Full-time equivalent employees:
20 in 2009 • 25 expected in 2010
www.nanobio.com



NEX Solutions LLC

Litchfield

AT A GLANCE:

Kevin Grossman,
general manager
Founded in 2004 (*current leadership since 2004*)
Primary business:
fabricated steel
Sites in Michigan: 1
Sites elsewhere: 0
Full-time equivalent employees:
72 in 2009
97 expected in 2010
www.newcoindustries.com



NEX Solutions supplies steel components and assemblies used in the construction of military vehicles, fire trucks, recreational vehicles, luxury pools and spas, distribution centers and airport baggage systems.

In addition to its diverse customer base, NEX Solutions has established a competitive advantage by focusing its production on parts for which the manufacturing process cannot be easily exported overseas.

Aiming to become the premier fabrication, weld and powder-coating facility in the Midwest, NEX Solutions sought an equity partner in 2007. This helped the company implement lean manufacturing processes and invest more than \$1 million in new equipment, technology and staffing.

Adding robotic welding cells, an in-house metallurgical lab and hiring a certified weld instructor has enabled NEX Solutions to serve customers with high demands and challenging projects. Case in point: it remedied a dangerous process for a specialty vehicle manufacturer by building a solution to safely lift and install fire truck cabs during assembly.



Premier Food Supplies LLC Ferndale

Premier Food Supplies (PFS) sells ethnic South-Asian food products to specialty grocery stores, ethnic restaurants and banquet facilities in the Midwest.

Owners of two Indian restaurants, PFS' principals launched their company after experiencing problems with existing distributors, including inconsistent pricing, unreliable deliveries and poor quality.

The emphasis on superior service has paid off. Rave reviews from customers have caused many manufacturers to seek out PFS as a distributor. PFS has been achieving strong growth since its inception—including a 22 percent increase in annual revenue during 2009.

Initially the company served Michigan, Ohio and Indiana, but in 2009 it established a Chicago operation, which tripled its customer base and gave it access to markets in Wisconsin, Minnesota and Missouri.

Preparing for additional growth, PFS is leveraging its restaurant expertise—and recipes—by introducing its own line of batters and soups for current customers and other restaurants. “While the retail market for South-Asian food is highly competitive, the food-service market is relatively untapped,” says Jagdish Rughani, president.



AT A GLANCE:

Jagdish Rughani, president
Founded in 2003 (*current leadership since 2004*)
Primary business: ethnic foods
Sites in Michigan: 1 • Sites elsewhere: 1
Full-time equivalent employees:
11 in 2009 • 13 expected in 2010
www.premierfoodsupplies.com



Pure Entropy Technologies/ Encryption Security Solutions Orion

AT A GLANCE:

Kevin Lasser, CEO
Founded in 2006 (*current leadership since 2006*)
Primary business: encryption software
Sites in Michigan: 1
Sites elsewhere: 0
Full-time equivalent employees:
8 in 2009
11 expected in 2010
www.essquared.com



Pure Entropy Technologies (PET) and its sister company, Encryption Security Solutions (ESS), are gaining ground in the cyber-security market.

Launched in 2006 the companies have a proprietary encryption algorithm, JUMBLE, which is used in both government and commercial applications. Stronger and faster than traditional encryption solutions, JUMBLE also sets itself apart by requiring less bandwidth space with less drain on batteries.

Used in military applications, such as providing encryption for unmanned ground vehicles, PET's technology prevents enemies from getting useful information or knowing what the U.S. military is seeing. Having adapted JUMBLE for commercial applications, ESS enables businesses to easily and affordably “lock down” information in contrast to competitors' encryption solutions that carry steeper price tags or are difficult to implement, says CEO Kevin Lasser.

In 2009 PET signed its first government contract—an important milestone as cyber security is an extremely competitive market where it's difficult to gain acceptance—thus boosting the company's credibility for future business.



Pure Visibility Inc. Ann Arbor



An Internet marketing company, Pure Visibility specializes in Web site optimization and AdWords management. Serving both local and national companies, Pure Visibility helps clients increase online exposure and sales.

In October 2009 Pure Visibility became one of 16 companies to be selected

as a Yahoo! Web Analytics consultant. This positions Pure Visibility as one of only two companies in the world with in-depth expertise with three of the industry's tools (Google, Urchin and Yahoo!).

Another coup, the company recently won a competitive contract with Compuware, triumphing over national agencies with global presence.

Investing in its home turf is important to Pure Visibility, and in 2009 the company shifted quarterly team-building events to volunteer activities. For example, its staff worked to tear down a crack house for Blight Busters and bagged onions for Food Gatherers. “Through these activities, we're enhancing team dynamics and building the kind of community we want to be part of,” says Linda Girard, CEO.

AT A GLANCE:

Linda Girard, CEO
Founded in 2005 (*current leadership since 2005*)
Primary business: Internet marketing
Sites in Michigan: 1
Sites elsewhere: 0
www.purevisibility.com



Ryba Marine Construction Co. Cheboygan

AT A GLANCE:

Thomas Morrish, president
Founded in 1983 (*current leadership since 1987*)
Primary business:
marine construction and engineering
Sites in Michigan: 1
Sites elsewhere: 0
Full-time equivalent employees:
38 in 2009 • 38 expected in 2010
www.rybamarine.com

A full service marine and land contractor, Ryba Marine Construction offers a diverse portfolio of services, such as concrete work, diving, dredging, pipelines, marine improvements and more.

In recent years Ryba began to aggressively pursue environmental projects, which has significantly accelerated sales. In fact, Ryba just completed an environmental dredging project on the Kinnickinnic River in Milwaukee, Wis., that was featured as the cover story in a recent issue of *World Dredging* magazine.

Using the most up-to-date technology and methods has kept Ryba a serious contender in a competitive industry. Employees receive annual training, and all technical systems are evaluated and updated yearly—from GPS applications to job-costing and software.

“Once a project begins, Ryba personnel look for innovative ways to save our customers money without sacrificing workmanship,” says Thomas Morrish, president. For example, the Kinnickinnic River project was completed ahead of schedule and under budget.



Tug Kathy Lynn





profiles: 50 companies to watch for 2010

Sensitile Systems LLC

Ypsilanti

AT A GLANCE:

Abhinand Lath,
president

Founded in 2004
(current leadership
since 2004)

Primary business:
architectural tiles

Sites in Michigan: 1

Sites elsewhere: 0

Full-time equivalent
employees:

30 in 2009 • 43 expected in 2010

www.sensitile.com

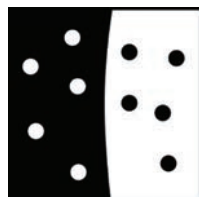


Sensitile Systems is transforming how people react to their environment. A manufacturer of architectural tiles and panels, Sensitile has developed a fiber-optic technology that enables color and intensities of materials to change according to external light and shadows.

For example, Scintilla Lumina is an acrylic tile that sparkles and shimmers due to thousands of tiny light points that originate from a strip of LED lights hidden along the edge of an installation. “Scintilla Lumina reconstructs the idea of a partition into a floating wall of light, or it can enable the wall of a corridor to become the source of illumination for that space,” says Abhinand Lath, president.

Sensitile also makes tiles from a proprietary micro-concrete mix in which fiber optics are embedded to transfer light from one point to another, causing a twinkling effect. The tiles can be used vertically or horizontally for walls, floors and countertops.

Recognized for its innovation, Sensitile has received numerous awards including the International Contemporary Furniture Fair 2005 Editors Choice award for material.



Somat Engineering Inc.

Detroit

Somat Engineering is a consulting firm specializing in infrastructure engineering solutions.

Founded in 1986, Somat made an important shift in 2005 to diversify beyond geotechnical engineering services and materials testing. Since then it added environmental engineering and remediation, civil and structural engineering design, and construction inspection and management. It also began to expand geographically, and today the firm has U.S. offices in Michigan, Ohio, and Washington, D.C., and abroad in Bangalore and Mumbai, India.

Information technology is also contributing to Somat’s growth, and the company has developed patent-pending technology that collects radio frequency identification (RFID) data from large and small roadway structures.

Somat is the U.S. integration partner for e-Plate Ltd., a leader in electronic vehicle identification (EVI) technologies. Somat and e-Plate are collaborating to develop EVI technologies that will improve safety and reduce congestion by helping vehicles to “see” each other via wireless signals and provide warnings to drivers to help prevent automotive accidents.



AT A GLANCE:

Gnanadesikan Ramanujam, president

Founded in 1986 (current leadership since 2000)

Primary business: engineering consulting

Sites in Michigan: 3

Sites elsewhere: 1

www.somateng.com



Somat Engineering,
INCORPORATED

Standard Components Inc.

Sterling Heights

AT A GLANCE:

Jim Wilkins, president/CEO

Founded in 2001 (current leadership since 2001)

Primary business:
tooling design and manufacturing

Sites in Michigan: 1 • Sites elsewhere: 0

Full-time equivalent employees:
45 in 2009 • 60 expected in 2010

www.scigage.com

A provider of indirect tooling, Standard Components (SCI) manufactures gauges, assembly tools and checking fixtures.

Flexibility and farsightedness have been critical to SCI’s success. In 2004 the firm shifted its core business from refurbishing components on scrapped automotive checking fixtures (devices used to see if the dimensions of various parts and assemblies conform to customer requirements) to designing and manufacturing checking fixtures. This move quickly transformed SCI into a multimillion-dollar company.

In 2008 the company began to diversify from its automotive customer base and pursue aerospace and defense clients—enabling SCI to survive when competitors went out of business due to the bankruptcies of Chrysler and General Motors Corp.

Preparing for future growth, SCI has invested in new equipment, such as a five-axis milling machine that allows for enhanced machining capabilities. The company is also gaining experience in working with composite materials, which are important in the aerospace and defense fields, and looks for annual revenue to increase more than 30 percent in 2010.



Stewart Manufacturing LLC

Hermansville

A provider of precision machining, Stewart Manufacturing serves the diesel engine, automotive and mining industries.

In 2005 the company won a contract with Cummins Turbo Technologies to produce a complex component for its variable geometry turbo chargers. Succeeding where competitors failed, Stewart Manufacturing developed an entirely new process that proved to be extremely robust. Today the company is the only source of this technology to Cummins in North America.

Flexibility is a hallmark at Stewart Manufacturing, and the company produces both high- and low-volume products in a wide variety of materials. “Our ability to do low-volume work that others don’t want is something very desirable to our customer base,” says Gregory Stewart, president. “We have learned how to do it and also be profitable.”

As a result, since 2003 Stewart Manufacturing has been able to grow from a relatively unknown company purchased out of receivership to a significant player in a highly competitive market.

AT A GLANCE:

Gregory Stewart, president

Founded in 2003 (current leadership since 2003)

Primary business: precision machining

Sites in Michigan: 2 • Sites elsewhere: 0

Full-time equivalent employees:
87 in 2009 • 94 expected in 2010

www.stewart-mfg.com



Tolera Therapeutics Inc. Kalamazoo



Tolera Therapeutics is developing novel T-cell targeting therapies to offer safer solutions for immune modulation and related medical needs. The core of Tolera Therapeutic's business is focused on the use of naturally occurring proteins to treat disease. "While the history of pharmaceutical

science has been primarily chemistry-based—its future will be biology-based," says CEO John Puisis.

The company owns a unique, proprietary protein structure that can safely target human immune system T-cells and alter their activity. This technology has applications across a wide range of diseases that either affect or are affected by T-cells, ranging from transplant rejection to autoimmune-related diseases, such as type 1 diabetes or multiple sclerosis.

Tolera Therapeutics already has secured three patents in Australia and is pursuing patents in the United States and Europe. Additional patents are expected as the company continues product development and enhancement efforts.

AT A GLANCE:

John Puisis, CEO
 Founded in 2007 (*current leadership since 2007*)
 Primary business:
 pharmaceutical research and development
 Sites in Michigan: 1
 Sites elsewhere: 0
 Full-time equivalent employees:
 7 in 2009 • 9 expected in 2010
www.tolera.com



Velesco Pharmaceutical Services Plymouth

AT A GLANCE:

David Barnes, CEO
 Founded in 2007 (*current leadership since 2007*)
 Primary business:
 pharmaceutical contract research organization
 Sites in Michigan: 2
 Sites elsewhere: 0
 Full-time equivalent employees:
 6 in 2009 • 10 expected in 2010
www.velescopharma.com



Launched by former Pfizer scientists in 2007, Velesco provides laboratory testing and drug formulation services to pharmaceutical companies that are developing new medicines.

Leveraging its scientists' expertise in analytical chemistry and drug formulation, Velesco sets itself apart from other contract research organizations by collaborating with clients to create a customized plan to bring new medicines to the market. The company's ability to troubleshoot on various issues allows clients to avoid regulatory pitfalls and efficiently move drugs through the development process.

In 2009 Velesco added a facility in Kalamazoo that enables it to manufacture capsules, topical lotions, oral liquids and other supplies used in clinical trials. Because these products are given to human subjects, manufacturing must be done in a GMP (good manufacturing practice regulations required by the Food and Drug Administration) clean-room environment.

The addition of its GMP facility dramatically increases the appeal of Velesco to clients, says co-founder and COO Gerry Cox. "Velesco is now a one-stop shop for pharmaceutical companies' early-drug development needs."



Vendor Managed Solutions Inc. Troy

At Vendor Managed Solutions (VMS), MRO strategy is the name of the game. The company provides procurement and management services that give clients great visibility into MRO (materials and services used to maintain, repair or operate machinery and processes rather than going directly into an end product).

With its proprietary e-commerce platform, VMS monitors and tracks clients' inventory, daily purchases, buying patterns, purchasing history, machine maintenance requirements, location of capital assets and more. In most cases VMS is able to reduce its clients' MRO spending by 35–45 percent.

"Prior to working with us, our clients tracked this information through multiple systems and systems interfaces," says Rumia Burbank, president. "We have provided them with a vehicle to view all of their MRO data in one system through the convenience of the Web."

Initially VMS served automotive and manufacturing clients, but diversification in recent years has sparked significant growth. Indeed, from 2007 to 2009 the company nearly tripled annual revenue.

AT A GLANCE:

Rumia Burbank, president
 Founded in 1998 (*current leadership since 2006*)
 Primary business:
 integrated materials management
 Sites in Michigan: 1
 Sites elsewhere: 0
 Full-time equivalent employees:
 60 in 2009
 110 expected in 2010
www.vmsglobal.com



Versus Technology Inc. Traverse City

AT A GLANCE:

Gary Gaiser, CEO
 Founded in 1988 (*current leadership since 1988*)
 Primary business: locating technology systems
 Sites in Michigan: 1
 Sites elsewhere: 0
 Full-time equivalent employees:
 42 in 2009 • 46 expected in 2010
www.versustech.com

Versus Technology designs real-time locating systems (RTLS) that make health care safer and more efficient.

The company's solution combines patented radio frequency identification and infrared technologies to precisely determine the whereabouts of patients, staff, equipment and charts. By providing patients and staff with locator badges and tagging equipment, Versus' system gives clinicians and administrators a bird's-eye view of people and equipment on map-like floor plans and list views.

What's more, Versus provides up-to-date information on patient status and alerts—including those not currently in the department. Caregivers can tell who has been in to see a patient, who is currently with a patient and who needs to see the patient next. "Ultimately, patients spend less time waiting for care and the care delivery process is more efficient," explains CEO Gary Gaiser.

Versus has been recognized as a market leader in health care RTLS by Frost & Sullivan, and its locating system is exclusively endorsed by the American Hospital Association.



VMX International LLC Detroit

AT A GLANCE:

Vickie Lewis, president
Founded in 2001 (*current leadership since 2001*)
Primary business: environmental consulting
Sites in Michigan: 2
Sites elsewhere: 0
Full-time equivalent employees:
57 in 2009 • 63 expected in 2010
www.vmxl.com

Green is a favorite color at VMX International. Since 2001 the consulting firm has been providing expertise in waste minimization and recycling, environmental compliance and energy audits, and technical contract labor.

VMX has refined processes that result in both cost savings and environmental excellence for its clients. Case in point, the company's waste minimization programs save the automotive industry millions of dollars every year by rerouting waste from landfills to recycling centers. VMX has also developed a database of facilities that use alternative methods of disposal to minimize landfill waste.

Superior customer satisfaction is a priority at VMX, and the company sets standards with each customer, monitoring these standards on a regular basis. "During the hiring process, VMX only considers employees with a true commitment to customer satisfaction, no matter how many advanced degrees or environmental expertise they may have," says Vickie Lewis, president.



The Wireless Source Bloomfield Hills

AT A GLANCE:



www.thewirelessource.com

Bob Sullivan, president
Founded in 1999 (*current leadership since 1999*)
Primary business:
electronics recycling services
Sites in Michigan: 1
Sites elsewhere: 2
Full-time equivalent employees:
29 in 2009
36 expected in 2010

A leader in cell-phone recycling, The Wireless Source offers a portfolio of collection services for businesses, consumers and nonprofit groups.

The company is adept at adapting to challenges. For example, in 2005 Wireless Source lost a major customer when it was acquired by a larger firm that already had a process for recycling mobile devices. In response, Wireless Source reinvented itself and created new services.

Among innovations, Wireless Source has designed a Web-based, trade-in platform that encourages cell-phone service providers to more fully embrace recycling. The platform offers consumers financial value for used phones when purchasing a new phone.

"The idea is to reduce the price of the new phone by leveraging the asset value of the used phone, resulting in more handset sales and an easier sales process for the retail clerk," explains Bob Sullivan, president.

Today Wireless Source has more than 7,500 retail stores using its technology. In addition to cell phones, the company has begun to process other electronic devices including laptops, MP3 players, digital cameras, gaming systems and camcorders.



Resources for Second-Stage Business Owners

MI-SBTDC: Growing your company



As your business grows, decisions become more complex and the expertise your company requires also changes. The MI-SBTDC Growth Group (G2) Specialists provide services to prepare your company for this next stage. Steps include guiding you in the evaluation and selection of strategies using our comprehensive tools and extensive network of consultants.

Companies with the potential and desire to increase their sales, hire more employees or diversify into new markets can use the Michigan G2 Initiative. The specialists will help your team prioritize strategies, develop implementation plans and monitor your progress toward achieving success.

Qualified business specialists provide expertise on business models, financing, market research, market diversification, strategic actioning and using metrics to monitor your business. Growth Group Specialist Nancy Boese will answer your questions regarding the program: boesen@gvsu.edu. **More information:** www.misbtcdc.org

SBAM: Helping second-stage entrepreneurs succeed in Michigan



Thousands of companies like yours join the Small Business Association of Michigan (SBAM) to achieve more than they could on their own. Our vision is simple: Michigan needs to promote economic gardening, which fosters the growth and prosperity of our own Michigan-based small businesses. SBAM's political power helps us champion second-stage entrepreneurs by influencing policy and working to keep your business needs foremost in the minds of our elected officials. We hold them accountable so that you can manage and grow your business. Unlike many other business organizations, everything SBAM does is focused exclusively on small business with no conflict from big business. Running your small business is your passion—being your champion is ours.

Our products and services are designed to save you time, save you money and help you succeed. Count on SBAM to get what you need to tackle human resources issues, legal questions, operational challenges, government relations issues and more. You can even receive one-on-one help at no cost to you. **More information:** www.sbam.org

SBA can help you grow



The U.S. Small Business Administration's mission is to preserve free enterprise and to strengthen the economy of our nation. We recognize that small business is where innovation thrives. Swifter and more flexible than big businesses, small firms lead the way in advancements in technology that drive our country forward. They keep intact the heritage of ingenuity and enterprise, and they help keep the American dream within reach of millions.

Every step of the way, SBA and our resource partners are there to help, from strategic planning to results-driven training, from long-term fixed asset financing at favorable rates to short-term lines of credit. Additionally, the American Recovery and Reinvestment Act significantly increased SBA loan volumes, expanding access to capital for small business owners. We have the small business resources to help you manage your growth and take advantage of opportunities. Visit our Web site, call or e-mail to see how we can help you. SBA Michigan District Office: 313.226.6075 or michigan@sba.gov. **More information:** www.sba.gov/mi

MEDC: Helping small business grow and prosper



The Michigan Economic Development Corporation (MEDC) is at the heart of a robust network that supports entrepreneurs growing businesses in Michigan. This network is comprised of public and private organizations that provide a variety of services to second-stage companies. We are aligning ourselves to ensure that Michigan's entrepreneurs have the resources and services to meet the needs of the small businesses that are vital to our economic prosperity. **More information:** www.MichiganAdvantage.org

The Michigan Business One Stop Shop is a new state-of-the-art initiative that streamlines state services in one place, providing entrepreneurs and businesses with 24-hour online access to state government. The One Stop Shop offers assistance with issues like licenses, permits and tax registrations, and features safe and secure e-payments. It is backed up by highly trained customer service specialists, available at 877.766.1779.

More information: www.michigan.gov/business

Cash flow isn't just important to business. It's everything.

PNC knows that cash flow is the lifeblood of your business. That's why we're committed to offering cash flow options that help improve your cash position. Our relationship managers will help you develop a total cash flow solution customized to your specific needs. From improved ways to both collect and make payments, to opportunities to effectively invest excess cash for financing the growth of your business, to online resources to help manage cash flow. Everything you need to enhance your cash flow today and in the future.



Call David L. Morrison at 248-729-8483 or the
PNC Service Center at 1-800-PNC-7908.

PNC congratulates all the winners recognized at Michigan Celebrates.

Business Checking¹ | Remote Deposit² | Merchant Services³ | Lines of Credit⁴



¹ Banking and lending products and services and bank deposit products are provided by PNC Bank, National Association, Member FDIC ² Remote Deposit is subject to bank approval. ³ Merchant services are provided by PNC Merchant Services Company and subject to credit approval. ⁴ All loans and lines of credit are subject to credit approval. ©2010 The PNC Financial Services Group, Inc. All rights reserved.

BB PDF 0709-062