



MICHIGAN 50

Companies to Watch 2013

Michigan 50 Companies to Watch celebrates the success second-stage companies bring to their communities, the region and beyond

PURE *M* ICHIGAN®

What do hundreds of Michigan companies have in common?

The right connections.

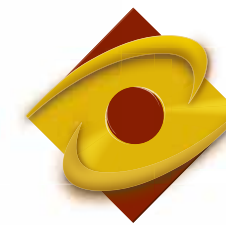
In today's economic climate, business owners need all the support they can get. That's why more and more Michigan businesses are turning to Pure Michigan Business Connect. This free program connects you to billions of dollars in resources that can help you expand your supply chain. Identify new business opportunities. And provide complimentary legal, accounting and Web services. Putting Michigan to work for you.

PURE MICHIGAN
Business Connect

To register your business,
go to puremichiganb2b.com

INSIDE

906 Technologies	17
Air Advantage LLC.....	17
Altus Brands LLC.....	18
APEC.....	18
BGL Asset Services LLC	19
Cadillac Culvert Inc.	19
Check Corp.....	20
Cherry Capital Foods	20
Constructive Eating Inc.	21
Critter Control	21
Daycare Works.....	22
Edibles Rex	22
Embedded Logix Inc.	23
Gazelle Sports.....	23
Genemarkers	24
Global Lift Corp.....	24
Grand Traverse Distillery	25
Gravity Works Design & Development.....	25
H & H Wildlife Design and Fur Dressing Inc.	26
Ideomed.....	26
ITB Packaging LLC	27
Jollay Orchards.....	27
Kyyba Inc.	28
LinTech Global Inc.	28
M22	29
Marshall Plastic Film.....	29
Marvel Technologies Inc.	30
MatchRX	30
Micron Manufacturing Co.....	31
Mills Pharmacy & Apothecary.....	31
Mindscape at Hanon McKendry	32
Moomers Homemade Ice Cream.....	32
Newmind Group Inc.	33
NITS Solutions Inc.	33
Nobis Agri Science Inc.....	34
Northern Fab & Machine LLC	34
OPS Solutions LLC	35
Panther Global Technologies.....	35
Phoenix Environmental Inc.....	36
Plymouth Technology Inc.	36
Preferred Solutions Inc.	37
PROLIM Corp.....	37
PRO-VISION Video Systems	38
QST Consultations Ltd.....	38
Resource Recycling Systems Inc.	39
Sentio LLC.....	39
Supermercado Mexico.....	40
TerraTrike	40
Uckele Health & Nutrition Inc.....	41
Vintech Industries Inc.....	41



MICHIGAN 50
COMPANIES TO WATCHSM
CELEBRATING SECOND-STAGE ENTREPRENEURS

Bold changes are unleashing a new era of innovation

Rick Snyder

Governor, State of Michigan 5

No one-night wonder: CTW's ongoing impact

Darlene Lowe

Chairman, Edward Lowe Foundation 6

Michigan Celebrates Small Business

award winners 7

The Michigan 50: economic impact 8

Pure Michigan Business Connect:

Opportunity through partnership

Shirley Gray 9–11

Alumni update

Compiled by *Melissa Phillips* 12–14

Michigan 50 Companies to Watch for 2013..... 16–41

Resources for second-stage business owners 42–43

Publisher

Foresight Group, Lansing, Michigan

Publishing Services

Courtesy of the Michigan Economic Development Corporation

Editorial

Joy Kitamori, national recognition program adviser

Melissa Phillips, managing editor

TJ Becker, editor and profile writer

Nancy Goodrich, copy editor

Jennifer Deamud, contributor

Shirley Gray, contributor

Michigan 50 Companies to Watch website: 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; Greater Lansing Business Monthly; and the Edward Lowe Foundation.

Copyright © 2013 by the Edward Lowe Foundation



"HOW DO WE ENERGIZE MICHIGAN'S ECONOMY?"

Nearly \$826 million spent with Michigan suppliers last year.

DTE Energy pledged to do \$750 million in incremental business with Michigan-based suppliers over five years as part of the Pure Michigan Business Connect Initiative. We are excited to announce we are on track to achieve this goal within three years. Since 2010, the company has done more than \$1.4 billion in supply chain business, which has helped add thousands of jobs right here in Michigan. But the numbers only tell half the story. What's most important is helping strengthen our economy and a broad array of Michigan-based companies, including many minority- and women-owned businesses. Now, that's progress.



NO SMALL ACHIEVEMENT: EFFECTIVELY IMPROVING CASH FLOW

AT PNC BANK, WE KNOW THAT CASH FLOW is the lifeblood of your business. CFO: Cash Flow OptionsSM from PNC can help business owners like you improve your cash position. Our PNC Bankers will work with you to develop customized cash flow solutions that enable you to achieve more.

To see how CFO: Cash Flow Options have helped other business owners with their cash flow challenges, visit pnc.com/cfo. And, contact a PNC Banker today to schedule a cash flow conversation.

Visit your local branch
or call 1-855-PNC-CFO (1-855-762-2365)
or email angela.gammage@pnc.com

PNC is proud to support the 2013 Michigan Celebrates Small Business Awards



All loans and lines of credit subject to credit approval and may require automatic payment deduction from a PNC Bank business checking account. Origination and annual fees may apply. ACHIEVEMENT is a registered mark of The PNC Financial Services Group, Inc. CFO: Cash Flow Options is a service mark of The PNC Financial Services Group, Inc.

©2013 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association. Member FDIC

000 PDF 0111-0125-27484

Dear friends,

It is my pleasure to congratulate the winners of the 2013 Michigan 50 Companies to Watch awards, and to thank you on behalf of your employees, suppliers and customers, as well as the people of Michigan for your relentless positive action fueling our comeback.

As you know, this is an exciting time for entrepreneurs and small businesses to be in Michigan. Bold changes to state government and improvements to our business climate are unleashing a new era of innovation.

Business taxes are lower than at any time in decades. We are getting rid of outdated and burdensome regulations that hinder economic growth and job creation. New sources of capital are available along with a host of state and private resources to start new ventures and grow current ones.

We are reinventing Michigan in a way that works better for everyone, especially our entrepreneurs and small businesses. Again, congratulations, and thank you for all you are doing to help us build a stronger state and a brighter future.

Sincerely,

Rick Snyder
Governor



Bold changes to
state government
and improvements
to our business
climate are
unleashing a new
era of innovation.





No one-night wonder: CTW's ongoing impact

Many people may not realize that Companies to Watch's magic extends beyond a single evening. Certainly, the awards ceremony is inspiring, and the energy in the room is downright infectious, but this is just the beginning.

Being named a Companies to Watch honoree opens the door to a number of new opportunities. For example:

- Founders and underwriters provide a variety of year-round programs to assist second-stage entrepreneurs, ranging from peer-learning roundtables and networking events to Economic Gardening® initiatives.
- The program raises honorees' visibility in the eyes of the press, and many media outlets have begun to cover awardees on a regular basis.
- Private equity and venture capital fund managers have approached Companies to Watch awardees because they view the recognition program as a reliable source for vetting growth companies.

Second-stage entrepreneurs are typically so busy trying to expand their markets and refine their competitive edge, they may not know about community organizations that could help accelerate their growth—and these organizations may not know about them. Yet once second-stagers are tapped as Companies to Watch awardees, they become more of a known entity, which enables program partners not only able to celebrate their success, but reach out to them as well.

Another important hallmark of the program: it's a catalyst for collaboration. In fact, one of the phrases we've been using to describe Companies to Watch is "A new view of success. Together." That's because Companies to Watch unites a diverse group of community and media partners. Even if these groups have different missions among themselves, when it comes to Companies to Watch, everyone works together to achieve a common goal of helping second-stagers.

Companies to Watch also shines a spotlight on a diverse group of entrepreneurs that may come from different industries and geographic locations, but are writing a new recipe for regional prosperity. Job creation is one key ingredient; however, product innovation, adapting their services for new industries, developing national and global markets, and giving back to their communities are also critical contributions.

Congratulations to the 2013 class of Michigan 50 Companies to Watch! You truly are exceptional!

Darlene Lowe

Darlene Lowe
CEO and chairman
Edward Lowe Foundation



CONGRATULATIONS

Small Business Person of the Year

Douglas Hekman
Quincy Street Inc.

Young Entrepreneur of the Year

Johnathan David Julien
LJJ Construction LLC

Jeffrey Butland Family-Owned Business of the Year

Helen Irene Zeerip
Teddy's Transport

Small Business Exporter of the Year

Donald Carbone
Managed Programs LLC

Small Business Exporter of the Year

Timothy Keighron
Managed Programs LLC

Veteran-Owned Small Business of the Year

Lane Coleman
Strike Group LLC

MI-SBTDC Small Business Counselor of the Year

Melissa Angel
Southwest Region

SCORE Counselor of the Year

Thomas Raymond
SCORE—Detroit Chapter

Main Street USA Best Small Business

Ryan and Erin Cottongim, Owners
Witches Hat Brewing Co.

Innovation Award

Paul Neeb, President/CEO
RealBio Technology Inc.

Government Contracting Award

David Goudreau, Owner
Northern Wings Repair Inc.

Michigan 50 Companies to Watch

see pages 16–41

2013 Award Winners



\$333 MILLION IN TOTAL ANNUAL REVENUE IN 2012

29.1 percent increase in total annual revenue compared to 2011

1,448 FULL-TIME EQUIVALENT EMPLOYEES IN 2012

1,284 in Michigan 163 out of state

359 NET NEW JOBS PROJECTED FOR 2013

295 in Michigan 64 out of state

ECONOMIC IMPACT of the 2013 Michigan 50 Companies to Watch

Increasing impact

From 2009 through 2012, these companies generated \$937 million in revenue and added 728 employees (both in Michigan and out of state), reflecting a 125 percent increase in revenue and 101 percent increase in jobs for the four-year period. That translates into a 31 percent annual revenue growth and 26 percent annual growth in employees.

These companies project continued growth in 2013, with a 46 percent revenue increase and 25 percent growth in employees (both in Michigan and out of state) compared to 2012. If their projections hold, these companies will have generated \$1.4 billion in revenue and added 1,087 employees over the last five years—a 228 percent increase in revenue and 151 percent increase in jobs since 2009.

Regional distribution

Region	# of companies
Detroit	16
Grand Rapids area	8
Traverse City	7
Kalamazoo area	6
Ann Arbor	3
Lansing	3
Bay area	2
Mount Pleasant	2
Upper Peninsula	2
Flint	1

Business sector distribution

Business sector	# of companies
Manufacturing	21
Information technology	9
Computer systems design	5
Retail trade	3
Agriculture and forestry	2
Food services	2
Scientific and technical consulting	2
Advertising/related services	1
Construction	1
Health care	1
Management consulting	1
Scientific R&D	1
Transportation and warehousing	1

	2009	2010	2011	2012	2013 (projected)
Revenues in millions	\$148	\$198	\$258	\$333	\$486
Employees*	720	908	1,159	1,448	1,807

** full-time equivalent in Michigan and out of state*



Pure Michigan Business Connect

THIS IS AN EXCITING TIME FOR BUSINESSES OF ALL SIZES AND IN ALL STAGES OF DEVELOPMENT TO BE IN MICHIGAN.

The state is undergoing a once-in-a-generation transformation —making bold changes to dramatically improve its business climate and unleash a new era of innovation.

Most importantly, Michigan is putting into place economic growth strategies that get results in the real world like economic gardening. Pure Michigan Business Connect (PMBC), the cornerstone of the state’s economic gardening toolkit, is facilitating new public-private partnerships and generating never-before-seen opportunities for sales, capital access and management services for Michigan-based companies, small businesses and entrepreneurs.

More than \$8 billion in commitments from Michigan firms is assisting in the growth of small businesses and providing the support necessary to expand the program’s reach. Since its launch in 2011, more than 1,000 businesses have benefited/joined:

- Over 12,500 companies represented in the B2B system (>1,600 active users)
- Almost 1,000 requesting services
- 25 companies providing vital pro-bono services
- Approximately 40 Michigan companies partnering with PMBC on increasing procurement in Michigan
- Nearly 500 companies that have received contracts through PMBC procurement commitments
- Over 1,000 companies that have been benefited from supplier summit unique procurements with buyers

PMBC is opening the door to millions of dollars per year in additional procurement opportunities for Michigan suppliers. As detailed below, the program is sponsoring automaker/supplier matchmaking summits which started last month with Ford Motor Company. Future summits are planned for Chrysler to include several key supplier partners as well as single company summits with Blue Cross Blue Shield, Boeing, General Dynamics, American Axle, Schuler, Borg Warner, and Johnson Controls.

PURE MICHIGAN[®] Business Connect

PURE MICHIGAN BUSINESS CONNECT IS THE CORNERSTONE OF A NEW TOOLKIT FOR ECONOMIC GARDENING WE ARE DEVELOPING THAT'S BUILT ON MICHIGAN'S BROAD ASSET BASE OF STRONG CORPORATE ENTERPRISES, INNOVATIVE ENTREPRENEURS AND RICH TECHNOLOGY RESOURCES.

Other PMBC strategies include formation of procurement partnerships with international corporations and delivery of critical business services to Michigan companies in partnership with Small Business & Technology Development Centers. In addition, the business-to-business (B2B) network is providing breakthrough B2B tools open only to Michigan businesses. The B2B website, www.puremichiganb2b.com, currently includes more than 12,000 qualified Michigan suppliers.

SUPPLIER SUMMITS

PMBC is looking for Michigan companies that can provide solutions to Ford Motor Company and 31 of its Tier 1 partners. The search culminated with Ford and PMBC hosting an invite-only matchmaking summit on March 21 in Dearborn. Prior to the event, Ford and 30 of its Tier 1 partners released 372 procurement needs in manufacturing, construction services, office/building supplies, warehousing/logistics, industrial equipment, marketing, IT, and

labor/HR. The MEDC and Pure Michigan Business Connect received more than 8,000 responses from over 1,000 Michigan companies statewide in less than three weeks.

Participating buying teams were: Ford, BASF, Lear, Continental, Team Detroit, Siemens, Walbridge, KUKA, Takata, Bosch, Blue Cross Blue Shield, Delphi, Dana, IAC, Piston Group, Faurecia, Dura, Aristeo, Autoliv, Comau, Cooper Standard, Detroit Thermal, Dakkota, Denso, Detroit Manufacturing Systems, Devon Industrial Group, Flex-n-Gate, Exhibit Works, MAG, MPS, and SET Enterprises.

PROCUREMENT

The state's largest utilities, DTE Energy and Consumers Energy, were on board for launch of Pure Michigan Business Connect in June 2011. The newest PMBC procurement partners, announced at the North American International Auto Show in Detroit last January, are Ford Motor Company, Chrysler, General Dynamics, American Axle, Schuler, Borg Warner and Johnson Controls. Ford was the first of these partners to commit to a Pure Michigan Business Connect supplier summit.

SERVICES

The PMBC business services program connects Michigan companies with other Michigan companies in need of business assistance and services. In partnership with the Small Business & Technology Development Center (SBTDC), PMBC assists all types of businesses, including entrepreneurs, business start-ups as well as first- and second-stage companies by connecting them to service partners who are giving back to Michigan by providing pro bono professional services. PMBC is currently offering the following programs: legal services, accounting services, human resources, small business operations and planning, business finance,

website design and federal tax incentive review. Other business services are being targeted as well. To date, 14,371 service hours have been committed over the next five years, with a total of 776 pro bono hours utilized by Michigan businesses.

B2B

The business-to-business network continues to be a viable resource for sourcing in Michigan. Launched in late fall 2012, active membership has doubled since early February and there continues to be an influx of new procurement opportunities available to Michigan suppliers. Currently, 12,612 Michigan suppliers are currently represented on www.puremichiganb2b.com and the site has almost 1,600 active users.

FOR YEARS, Governor Snyder said, growing Michigan startup and second-stage companies have struggled with the challenges of finding the right talent and access to capital. Speaking from personal experience as a successful venture capitalist and business executive, he said "Pure Michigan Business Connect is the cornerstone of a new toolkit for economic gardening we are developing that's built on Michigan's broad asset base of strong corporate enterprises, innovative entrepreneurs and rich technology resources." In a matter of months, PMBC has channeled those assets and resources into new partnerships, accelerated business growth and job creation.

The success of MEDC's new economic gardening strategy outlined above depends on the involvement of each of the state's business enterprises, from large established corporations to small businesses. If you're already in, thank you for participating. If you've not signed up yet and are ready to be a part of Pure Michigan Business Connect, either as a recipient or resource, visit www.michiganadvantage.org/business-connect to get started.

ECONOMIC GARDENING IN ACTION— procurement commitments by corporate and commercial enterprises, starting with the utilities, are seeding opportunity for hundreds of state-based companies to grow and expand, in turn leading to jobs for hundreds of workers and more profits for local businesses.



DTE procurement has equaled the creation of more than 6,800 full-time jobs over the last two years, according to CFO Dave Meador. Overall, DTE conducted business with more than 1,400 Michigan-based suppliers large and small in 2012.

DTE Energy purchased goods and services from more than 1,400 Michigan-based companies in 2012, including 211 new suppliers.

Consumers Energy has doubled to \$500 million its commitment to purchase Michigan-made goods and services through 2016, with payments to date of \$225 million and the award of more than 500 contracts to 237 suppliers around the state. Further, the Jackson-based utility is offering business customers rebates and incentives for the purchase and installation of energy-efficient equipment made in Michigan.

Moran Iron Works in the Northern Lower Michigan community of Onaway (pop. 880) has been hired by Consumers as a supplier of clean-air equipment for its power plants. As a result of expanding metal fabrication operations to accommodate the \$19-million contract, Moran has expanded its work force of 98 by up to 75 new jobs. The project includes flue gas duct work for the J. H. Campbell Complex Unit 3, the utility's largest coal-fired generating plant located in Ottawa County. Moran has previously made clean-air equipment for Campbell's Units 1 and 2 and for D.B. Karn Units 1 and 2 near Bay City.

Additional Consumers Energy contractors include **Grand River Construction**, Hudsonville, \$7.7 million; **Granger Construction**, Lansing, \$.4 million; and **Ideal Contracting**, Detroit, \$6.4 million. **Wholesale Oil & Gas** is a Detroit-based appliance repair parts provider for the Home Protection Plus program earning \$1.1 million in 2012.

Opportunity through partnership

Alumni Update

A quick look at past honorees’ progress

Company, City Highest ranking official	2013 Projected FTE* Growth	Revenue growth		Milestones
		2012	2013 (projected)	
Abraxas (formerly Team Support Services), Portage <i>Renee McParlan, Judy Lewis and Charles Fierke, partners</i>	17.7%	63%	23%	Purchased 500,000-square-foot building and rebranded the company, including name change. Expanded philanthropic efforts, raising \$70,000 for the Kalamazoo/Battle Creek United Way.
Agritek, Holland <i>Larry Kooiker, president</i>	2.8%	28%	10%	Gained high-value customers and undertook a more difficult and capital-intensive workload.
Argent Tape & Label, Plymouth <i>Lynn Perenic, president/CEO</i>	19.1%	36%	47%	Increased footprint in the health care and food and beverage markets. Started Argent Cares, an employee-driven charity program.
Arrow Strategies, Bingham Farms <i>Jeff Styers, president/CEO</i>	18.9%	31%	26%	Added new services. Named to the Inc. 500 5000 list of fastest growing companies for the sixth consecutive year.
Assets International, Southfield <i>Michael Zwick, president</i>	10.7%	50%	10%	Expanded into the oil and gas industry and began offering customized services to large, public companies.
Atomic Object, Grand Rapids <i>Carl Erickson, president</i>	17.5%	14.5%	15%	Donated 1% of its revenue to local events and organizations, and opened a new office in downtown Detroit.
Billhighway, Troy <i>Vincent Thomas, founder/chairman</i>	33.3%	75%	50%	Developed GIVE, a mobile donations app, and won Crain’s Cool Places to Work award.
BB&E Consulting Engineers & Professionals, Farmington Hills <i>Aaron Etnyre, president</i>	37%	50%	75%	Expanded nationally with offices now in 11 states and globally with an office in Japan; secured contracts with the U.S. Air Force and private sector clients.
BSA Software, Bath <i>Tom Szur, president</i>	15%	21%	19%	Gained new clients and grew market share regionally. Rewriting software to become cloud-based.
Charter House Holdings, Holland <i>Charles Reid, president</i>	1.8%	45%	5%	Entered the boutique hotel market and opened two new hotels and restaurants.
ChemicoMays, Southfield <i>Leon Richardson, president/CEO</i>	18.7%	15%	20%	Contributed more than \$100,000 to community charities and was named Supplier of the Year by its largest automotive client for the fourth consecutive year.
Covenant Eyes, Owosso <i>Ronald DeHaas, CEO</i>	5.6%	14%	17%	Improved business processes, added executive leadership and recently received a new patent.
DECC Co., Grand Rapids <i>Fred Mellema, president/owner</i>	8.7%	19.2%	15%	Secured contract with General Motors that will result in 10 percent revenue growth. Achieved five consecutive years of zero findings in external ISO certification audits.
Detroit Trading Co., Southfield <i>Donald Campbell, CEO</i>	14.6%	39%	19%	Partnered with Yahoo! Autos, purchasing a majority of leads generated on their site. Launched Auto Channel product.
Diversified Industrial Staffing, Troy <i>Todd Palmer, president</i>	28.6%	5%	7%	Expanded into Grand Rapids, Chicago and Houston, Texas, markets. Created a charity-of-the-month program where employees donate \$1 every time they wear jeans to work.
Dr. Shrink Inc., Manistee <i>Michael Stenberg, president</i>	13.9%	18%	20%	Developed three new products and purchased an ancilliary business. Now serves the constuction, industrial and disaster resoration markets as well as the marine market.
Duo-Gard Industries, Canton <i>David Miller, president</i>	No change	17%	8%	Completed major photovoltaic project, expanded production and increased profitability with CNC machine. Will build and donate winning design of a solar car charging station at Greenbuild 2013.
EBW Electronics, Holland <i>Dr. Patrick LeBlanc, chairman</i>	16.5%	33%	25%	Gained new business from both new and existing clients, increased manufacturing capacity through new equipment and lean processes. Has continued to diversify into the automotive industry.

Alumni Update

A quick look at past honorees’ progress

Company, City Highest ranking official	2013 Projected FTE* Growth	Revenue growth		Milestones
		2012	2013 (projected)	
Elite Cleanroom Services, Lapeer <i>Robert Schodowski, GM</i>	6.7%	18%	18%	Increased employee benefits, added management to oversee daily production, and increased R&D efforts to provide higher quality product to customers.
EnovateIT, Canton <i>Fred Calero, president</i>	5.4%	24%	20%	Invested \$1.7 million for equipment in 2012, increasing shop’s manufacturing capabilities. Expanded software development services.
Forensic Fluids Laboratories, Kalamazoo <i>Bridget Lorenz Lemberg, CEO</i>	21.4%	100%	100%	Hired a COO and 10 employees, gained new clients, expanded building and diversified into the therapeutic drug monitoring industry.
ForeSee Results, Ann Arbor <i>Larry Freed, CEO</i>	16.4%	23%	26%	Became leader in measuring mobile customer experience and gained big clients including Sam’s Club, Verizon, Staples, and Chrysler.
Great Lakes Stainless, Traverse City <i>Terry Berden, president/CEO</i>	21.9%	6.0%	21%	Invested \$350,000 in high-tech equipment for new woodworking division, which increased product demand in airports. Achieved ISO 9001:2008 certification.
IMAGE ONE, Oak Park <i>Rob Dube, president and Joel Pearlman, CEO</i>	8.7%	31.6%	12.5%	Landed another Fortune 100 company for its managed print services, expanded nationally into 15 states and also experienced organic growth within client base.
Ingenuity IEQ, Midland <i>Michael T. Fox, president</i>	27.6%	10%	17%	Expanded market penetration with federal agencies including the VA hospital network, with the goal to reduce their energy footprint and improve indoor air quality.
Innovative Analytics, Kalamazoo <i>Patty Ruppel, CEO</i>	12.5%	14%	25%	Streamlined marketing to focus on building long-term relationships with existing pharma and biotech clients.
Integrated Nonclinical Development Solutions, Ann Arbor <i>James Herman, president</i>	No change	20%	5%	Completed second phase of a data warehousing project for multinational pharmaceutical client and helped three companies move drug candidates to clinical testing.
KTM Industries, Lansing <i>Tim Colonnese, president/CEO</i>	18.5%	35%	45%	Achieved record-high profitability, invested in new equipment and improved manufacturing processes.
L’Anse Manufacturing Inc., L’Anse <i>Mark Massicotte, president</i>	26.1%	19%	20%	Expanded into the medical and aerospace industries, which increased customer base, work load and staff.
Level One Bank, Farmington Hills <i>Patrick Fehring, president/ chairman/CEO</i>	7.1%	8%	10%	Added new products and secured \$14 million in capital to grow the business, which resulted in hiring 38 employees.
Livio, Ferndale <i>Jake Sigal, founder/CEO</i>	25%	30%	50%	Decided to de-diversify and focus solely on the automotive industry, and launched new products and services.
LlamaSoft, Ann Arbor <i>Donald Hicks, CEO</i>	14.3%	60%	50%	Closed a \$6.1 million round of venture capital, released first iPad app, released new product and signed several big-name clients.
Macprofessionals, Novi <i>Lisa Glush, president/CEO</i>	No change	12%	15%	Increased profitability by refining offerings and focusing more on services.
Mango Languages, Farmington Hills <i>Jason Teshuba, CEO</i>	18.6%	17%	20%	Added nine languages to its product lineup and more than 300 customers from around the globe.
Marketplace Homes, Livonia <i>Mike Kalis, CEO</i>	63.9%	250%	50%	Raised more than \$50,000 for a scholarship to honor a team member who died. Added new service to sell homes in addition to leasing them.

Alumni Update *continued*

A quick look at past honorees’ progress

Company, City <i>Highest ranking official</i>	2013 Projected FTE* Growth	Revenue growth		Milestones
		2012	2013 (projected)	
Maximum Mold, Benton Harbor <i>David LaGrow, president</i>	10%	15%	2%	Gained ISO certification and increased customer base.
Medbio Inc., Grand Rapids <i>Chris Williams, president/CEO</i>	11.8%	19.9%	15%	Gained a new client, which resulted in increased manufacturing capabilities and revenue.
Menlo Innovations, Ann Arbor <i>Richard Sheridan, president/CEO</i>	11.8%	12.6%	15%	Moved into a larger facility and is incubating a new company within that space. Started project for prominent client and has diversified into new markets.
MFP Automation Engineering, Grandville <i>Roger Betten Jr., president</i>	10.1%	18%	20%	Grew customer base through larger projects and by diversifying into the wind, gas, oil, automotive and forestry industries.
Mutually Human, Grand Rapids <i>Mark Van Holstyn, president</i>	42.9%	18%	50%	Hired new employees and improved employee benefits, including the addition of an HSA and life and disability insurance.
Online Tech, Ann Arbor <i>Yan Ness, CEO</i>	30.2%	50%	30%	Raised \$20 million to open four new data centers within the next 24 months. Hired more senior executives.
Patriot Services Corp., Commerce Township <i>Stephen Potter, president</i>	-40%	40%	100%	Two owners and one employee have taken leave of absence to go to Afghanistan and Iraq and serve in U.S. military.
Portable Church Industries, Troy <i>Pete van der Harst, president</i>	40%	69%	6%	Shifted to management team-led organization after founder retired.
RTI Laboratories, Livonia <i>Jerry Singh, president</i>	5.7%	3.5%	10%	Secured DoD contracts, installed new equipment and invested in a laboratory information management system. Expanded footprint nationally and now has five locations.
Standard Components, Sterling Heights <i>James Wilkins Jr., president/CEO</i>	6.8%	29.1%	20%	Invested in a 5-axis milling machine, portable laser tracker and revamped website. Gained new aerospace and defense clients.
Superior Extrusion, Gwinn <i>Dan Amberg, president/CEO</i>	8.1%	33%	10%	Expanded both fabrication and maintenance facilities, upgraded equipment and began ISO 9001:2008 compliance process. Received a Gold Award through the United Way.
ThermoAnalytics Inc., Calumet <i>Keith Johnson, president/CEO</i>	13.3%	13%	12%	Shifted focus from military contracts to commercial software sales. Diversified into the architecture, energy, electronics and sporting textiles industries.
VanAire Inc., Gladstone <i>William VanDeVusse, CEO</i>	10.4%	19.6%	12.5%	Consolidated manufacturing operations from Houston, Texas, facility into Gladstone headquarters; achieved ISO 9001:2008 registration. Has virtually eliminated contract manufacturing to focus on core products.
Wellco, Royal Oak <i>Scott Foster, president</i>	17.9%	26%	30%	Has evolved from a company that provided wellness programs to one that fixes established programs and measurably improves health care costs and conditions. The payoff: competitors have become clients.



Michigan's #1 SBA Lending Partner

MCDC is a non-profit corporation certified by the U.S. Small Business Administration (SBA) to provide SBA 504 financing and SBA 7(a) packaging throughout Michigan.

504 Loan Program

Finance commercial real estate and equipment

- Up to 90% financing available
- Long-term, fixed-rate financing
- Extend lender limits

SBA 7(a) Loan Packaging

Working capital, business acquisition and debt refinancing

- Guaranteed loan program—up to 85% SBA guaranty
- Long-term financing—up to 25 years
- Lower risk and improve liquidity

With six offices to serve you, MCDCC's experienced staff will work with you through every step of your SBA Loan. Call us today.

Michigan Certified Development Corporation
Home office: 3737 Coolidge Rd, Suite 2, East Lansing, MI 48823, tel 517.886.6612
www.michigancdc.org

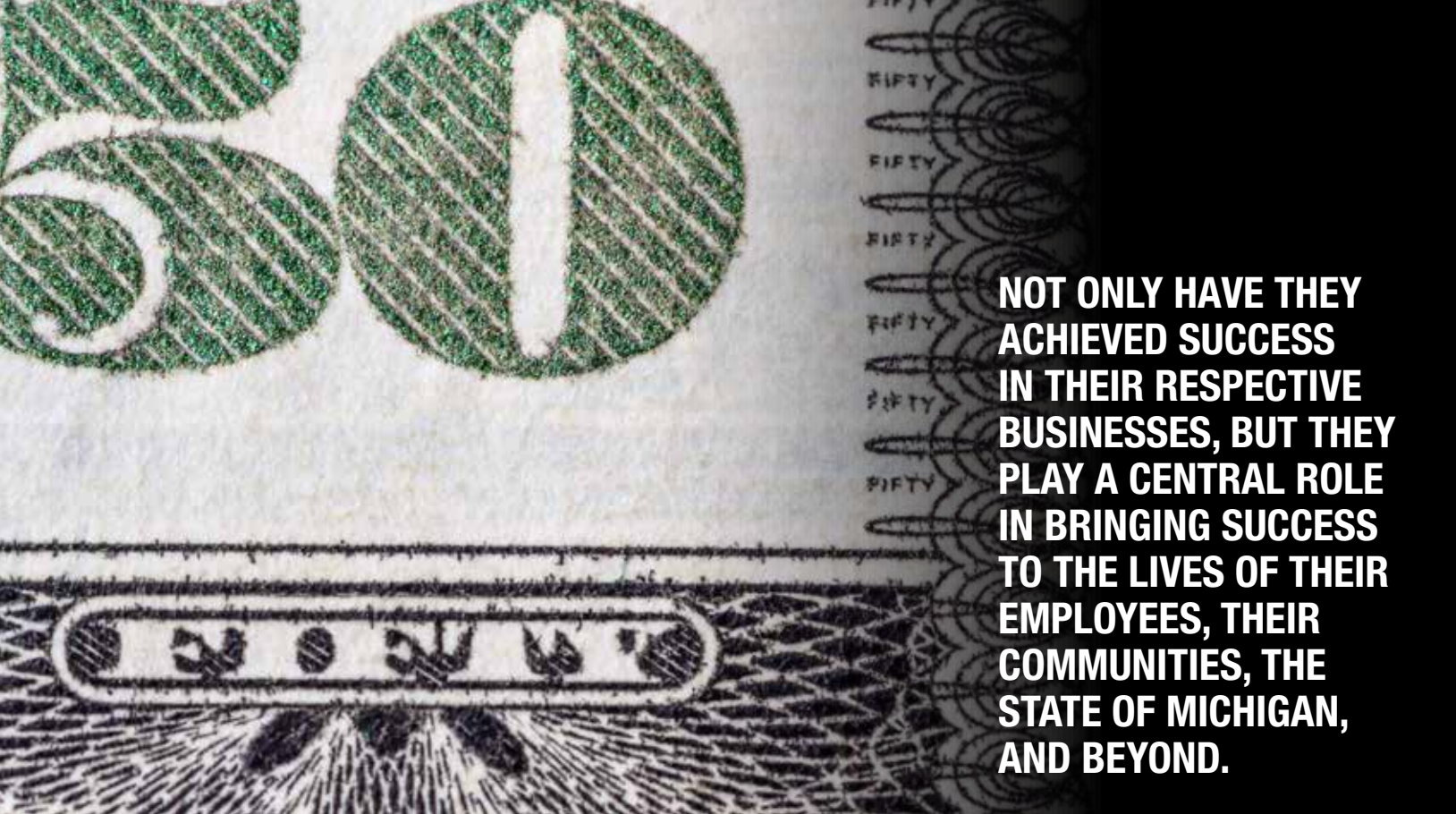


Supporting Economic Growth in Michigan for more than 100 Years.



ACCIDENT FUND HOLDINGS, INC.





**NOT ONLY HAVE THEY
ACHIEVED SUCCESS
IN THEIR RESPECTIVE
BUSINESSES, BUT THEY
PLAY A CENTRAL ROLE
IN BRINGING SUCCESS
TO THE LIVES OF THEIR
EMPLOYEES, THEIR
COMMUNITIES, THE
STATE OF MICHIGAN,
AND BEYOND.**

2013 Michigan 50 Profiles



For some, success is about accomplishing a big hairy audacious goal. Yet for Michigan 50 Companies to Watch winners, success goes beyond BHAG—it's a way of life.

These are second-stage companies with between six and 99 full-time equivalent employees and \$750,000 to \$50 million in annual revenue. They are accustomed to jumping on opportunities to serve their customers in ground-breaking ways—and often re-shape the future of their industries.

Success also takes the form of helping others to succeed. Philanthropy and community support are a hallmark of this award. Many Michigan 50 companies encourage their employees to volunteer and provide time off to support those efforts. Others allocate a percentage of revenue for community giving, while other awardees renovate blighted buildings in underserved areas, bringing life to communities in need. They also recognize that employees are not only the brains behind their business, but often the heart and soul—for this reason, company leaders come up with inventive ways to invest in and express their appreciation for employees.

The 50 companies honored this year were selected from 114 eligible applicants. (A total of 220 were invited to apply by nominators representing economic developers, service

providers, membership organizations and past Michigan 50 winners.) The selection process is rigorous, comprised of two applications, each followed by an intense review. The final review is made by a judging panel that includes professionals from economic and entrepreneurship development, financial lending, venture capital, business counseling and small business advocacy. Finally, the companies underwent a thorough due diligence process, which often delves into past history and justifications for future plans.

These companies join 400 past winners honored since 2005. These winners were recently asked to report on their expectations for future growth, and selected responses appear in the Alumni Update on pages 12–14. This sample group reports a 15 percent increase in hiring and 25 percent jump in revenue for 2013. Many have increased market share by developing new product lines or broadening their sales footprint nationally and abroad. Yet others demonstrate continued community support with generous donations to various causes.

The following pages contain profiles of the 2013 class of Michigan 50 Companies to Watch. Keep your eye on them, for they not only have achieved success in their respective businesses but also play a central role in bringing success to the lives of their employees, their communities in the state of Michigan and beyond.

906 Technologies, Marquette

Lee Francisco, CEO

Founded in 2005 • Current leadership since 2005

Primary business: develops websites and software

Sites in Michigan: 1 • Sites elsewhere: 0

Full-time equivalent employees: 25 in 2012 • 30 expected in 2013

www.906technologies.com



One-stop IT shopping is this honoree's focus. 906 Technologies is the only company in the Upper Peninsula to offer computer support, website services and software development—including mobile apps—under one roof.

Scratching his entrepreneurial itch, CEO Lee Francisco launched 906 Technologies in 2005 while working for Northern Michigan University as a computer technician. Four years later he left his day job to devote full attention to the business. Since then, 906 Technologies has doubled its revenue each year and projects a healthy 50 percent increase for 2013.



Recent growth has been sparked partly by becoming a preferred vendor for Cognizant, a large New Jersey-based IT provider. Due to the limited availability of mobile app developers, Cognizant subcontracts programmers from 906 Technologies to work with its clients. These engagements typically run from six months to a year and enable his employees to work with enterprise-level platforms at Fortune 500 companies, explains Francisco.

Giving back is important to 906 Technologies, and the company is involved with a variety of fund-raisers and events. In addition to money and computer equipment, 906 Technologies donates numerous hours to develop and maintain websites for nonprofit organizations, as well as providing pro bono computer services to local charities.

Air Advantage, Frankenmuth

Scott Zimmer, president

Founded in 2002 • Current leadership since 2002

Primary business: broadband service provider

Sites in Michigan: 3 • Sites elsewhere: 0

Full-time equivalent employees: 48 in 2012 • 61 expected in 2013

www.airadvantage.net



Air Advantage is devoted to lighting up fiber networks in underserved rural areas.

In 2009 this broadband service provider won \$64 million in federal grants and loans to expand broadband service in Michigan's Thumb. Since starting the project, Air Advantage has installed more than 375 miles of fiber, upgraded 60 existing towers and added 100 new towers.

Another milestone, the company recently received a patent for its Low Effort Wireless Installation (LEWI) system, which enables faster, more efficient installation. LEWI uses a computer program to measure signal strength—preventing weak signals—and configure the wireless radio equipment that delivers Internet service to customers. “If you can operate a laptop or tablet device, you can do an Air Advantage installation,” says president Scott Zimmer, noting there are no configuration schemes or IP addresses to remember.



Believing that everyone should be able to benefit from the Internet, Air Advantage provides free or deeply discounted service to public libraries in 15 communities, museums and other nonprofit entities. The company has also contributed to its community by renovating a 10,000-square-foot abandoned facility owned by the city, which has put the building back on tax rolls and enabled Air Advantage to expand its workforce.



Altus Brands LLC, Traverse City

Gary Lemanski, president

Founded in 2007 • Current leadership since 2007

Primary business: manufactures and distributes consumer products

Sites in Michigan: 1 • Sites elsewhere: 0

Full-time equivalent employees: 17 in 2012 • 19 expected in 2013

www.altusbrands.com

Altus Brands has developed a unique business model: Acquire small consumer product manufacturers and help them become more competitive.

Initially Altus focused on hunting and shooting markets, but more recently it has expanded into fishing, camping and outdoor recreation. Product categories include hearing protection, shooting platforms, game calls and hunting scents.

A savvy buyer, Altus has developed tools to quickly and accurately analyze opportunities. As a result, it has evaluated more than 150 businesses and closed on 10 acquisitions in just four years.

Altus works hard to grow its acquired brands. Leveraging a team of contract engineers whose expertise ranges from toys to high-tech electronics, Altus combines ideas from unrelated industries to solve consumer problems. In 2013 the company plans to introduce a new product in each of its four primary brands.

Altus also offers order fulfillment services to companies that have desirable products but poor distribution. Distribution now represents 10 percent of Altus' revenue, and it has a presence in more than 15 countries.

Dedicated to its community, Altus contributes dollars, products and time to numerous organizations. Among these is the Wounded Warrior Project and the Tony Semple Foundation for Hope, which facilitates outdoor experiences for youth with life-challenging medical conditions.



BGL Asset Services LLC, Mt. Pleasant

Brian Horanoff and Greg Gillespie, co-owners

Founded in 2002 • Current leadership since 2002

Primary business: corrosion engineering and monitoring services

Sites in Michigan: 1 • Sites elsewhere: 0

Full-time equivalent employees: 88 in 2012 • 102 expected in 2013

www.bglas.com



Corrosion control is the name of the game at BGL Asset Services. The engineering and consulting firm excavates and inspects pipelines for underground utilities—and installs cathodic protection systems.

An early break for BGL came in 2002, when new laws required corrosion contractors to certify their qualifications in order to work on crude oil and natural gas transportation and distribution lines that are federally regulated. "This created a large barrier to entry for prospective competitors and allowed us to be one of very few contractors working in this niche market," says co-owner Brian Horanoff.

Initially BGL focused on evaluating external corrosion conditions of buried natural gas and crude oil pipelines. Since then, it has added four complementary departments:

1. Surveying—which involves collecting compliance-related data for evaluation and mitigation recommendations.
2. Atmosphere inspection—focusing on repair of natural gas or crude oil pipelines attached to bridges.
3. Construction—including installation of cathodic protection systems for corrosion mitigation and test leads on pipelines.
4. Integrity management—pre-assessment of customer pipelines to assign and evaluate risk for high-consequence areas.

During the past three years, BGL has averaged 35 percent annual revenue increases and looks for another healthy double-digit increase in 2013, due to increasing federal compliance standards.



APEC, Lake Odessa

Kendall Wilcox, president

Founded in 1992 • Current leadership since 1992

Primary business: manufactures process equipment and control systems

Sites in Michigan: 1 • Sites elsewhere: 2

Full-time equivalent employees: 46 in 2012 • 51 expected in 2013

www.apecusa.com

"Processing the ingredients for success" is APEC's mantra. The company manufactures equipment and control systems that automate weighing, dosing, mixing, blending and coating processes. Although APEC focuses on animal feed and pet food markets, customers use its products to make everything from flavored drink mixes and vitamin supplements to plastics.

Over the years the company has made a number of key investments, including:

- Moving into a larger facility with a more efficient layout.
- Acquiring a software development company, which enabled it to design its own software platform for product automation.
- Installation of a powder coating system to improve the finish of equipment and environmental impact.

APEC is known for its agility and flair for customization. Among its innovations is the Mistcoater, which applies liquid coatings and flavorings onto dry products by using high-speed rotating disks instead of spray nozzles—a method that avoids clogs and enhances product uniformity. APEC introduced the Mistcoater to the pet food industry, and further refinements making the product easier to clean and maintain have extended its use into snacks and cereal products.

The company further sets itself apart by providing turnkey projects that can include ground-up design, manufacturing, electrical, software design and control panel building—along with end-user training.



Cadillac Culvert Inc., Cadillac

Charles Thomas and Donald Aldrich, co-owners

Founded in 2012 • Current leadership since 2012

Primary business: manufactures steel underground drainage culverts

Sites in Michigan: 1 • Sites elsewhere: 0

Full-time equivalent employees: 9 in 2012 • 10 expected in 2013

www.cadillacculvert.com



Cadillac Culvert is an entrepreneurial survival story.

A manufacturer of underground drains and corrugated metal products, the company was formerly a division of Premarc, which filed for bankruptcy in November 2011. Long-time employees Chuck Thomas and Donald Aldrich wanted to save the plant, and with help from the Michigan Small Business & Technology Development Center, they developed a viable business plan, secured financing through a local bank and the SBA, and completed the purchase in May 2012.

Among the company's hallmarks is its ability to manufacture both steel and concrete underground products. Fire pit rings, one of its unique product lines, are available in both single wall and concrete reinforced double wall designs. The company also manufactures concrete boat launch planks, and it recently developed two new product lines: underground shelters for private homeowners and concrete abutments for steel bridges.

Unlike competitors, Cadillac Culvert has the ability to deliver many items onsite. It's also developed a manufacturing process for some products that enables it to increase freight capacities to out-of-state distributors by threefold per load.

The company expects to bump up revenue by more than 25 percent this year and has established relationships with new vendors in Illinois, Missouri, Iowa and Oklahoma, which will extend its geographic market reach. The company is also beefing up in-house sales and marketing muscle.



Check Corp., Troy

Robert Check, president/CEO

Founded in 1993 • Current leadership since 1993

Primary business: manufactures flexible heating products

Sites in Michigan: 1 • Sites elsewhere: 0

www.checkcorp.com

Some like it hot, and Check Corp. is happy to warm things up.

A designer and manufacturer of flexible heating applications, the company introduced the first electrically heated pizza delivery bag in 1993. Over the years, Check has adapted its technology to a wide variety of heated products, ranging from vehicle seats to medical bags.

Diversification has been key to steady growth, and today Check serves five distinct markets: food service delivery, automotive aftermarket, agriculture and off-road seat heating, motorcycle seat heating, and medical recliners. Ninety-five percent of sales are beyond Michigan's borders—with a significant percentage of products exported to Central America, the Middle East, Europe, Japan and Australia.

For many years, Check purchased its electronics offshore. In 2009, however, the company decided to invest in its own electronics department, and within a year, it assembled its first electronic controller. The payoff: Quality and throughput improved immediately—and customers have even thanked Check for helping bring manufacturing back to Michigan.

Education is a focus of Check's philanthropic activities. The company has made a \$250,000 grant commitment with Oakland University's Department of Electrical and Computer Engineering to support students' research projects. Check also participates with a vocational center for students with cognitive, visual or hearing disabilities, providing students with light-assembly work experience.



Constructive Eating Inc., Ann Arbor

Carter Malcolm, CEO

Founded in 2005 • Current leadership since 2005

Primary business: manufactures children's tableware

Sites in Michigan: 1 • Sites elsewhere: 0

Full-time equivalent employees: 7 in 2012 • 9 expected in 2013

www.constructiveeating.com



Feeding kids creatively is Constructive Eating's mission. The Ann Arbor-based company designs and manufactures eating utensils, plates, place mats and plush toys for children.

Its flagship products revolve around a construction equipment theme, with cutlery including a "forklift" fork, a "front loader" spoon and a "bulldozer pusher." Recently, the company has introduced a more ethereal line of garden fairy products.

Like many competitors, Constructive Eating initially made its products in China. Yet when consumer concern began to rise over the safety of children's items produced overseas, Constructive Eating decided to move manufacturing to the United States.

This required it to develop new vendor relationships and invest in tooling, and the company has created a new modular insert system that helps lower costs.

Similar to its products, Constructive Eating's culture is youth-driven—albeit an older age group is at the wheel: Its workforce is composed entirely of high school and college students. To provide structure for its staff, which numbered 36 part-timers last year, Constructive Eating has created a development system that mimics academic advancement.

A Level 101 employee is a new hire while a Level 201 employee has demonstrated certain knowledge and skills. As employees advance, they receive higher wages, have more responsibility and are expected to provide greater leadership.



Cherry Capital Foods, Traverse City

John Hoagland, managing member

Founded in 2007 • Current leadership since 2008

Primary business: food distributor

Sites in Michigan: 2 • Sites elsewhere: 0

Full-time equivalent employees: 19 in 2012 • 19 expected in 2013

www.cherrycapitalfoods.com

A distributor of food that's either grown or produced in Michigan, Cherry Capital Foods is nuts about safety.

In 2010 it won third-party certification for good handling practices, unusual for a company of its size, and this paved the way to contracts with hospitals and educational institutions. (CCF not only inspects and documents its own food-safety practices, it also works with vendors to help them achieve good agricultural practices.)

Moving into a new 16,000-square-foot facility in 2010 enabled CCF to triple its warehouse space and increase cooler and freezer capacity. Its expanded infrastructure—and leadership in food safety—has helped CCF achieve dramatic growth.

Sophisticated systems also play a role in CCF's success. The company can procure and identify products from multiple farms on one order, received in one delivery and paid for on one invoice. It can also track each food item, including its temperature, from pickup at the farm gate until delivery—ensuring safety and providing records on everything from brussel sprouts to frozen chicken.

Although CCF emphasizes safety and convenience, much of its marketing revolves around the food and farmers it represents. In fact, the company lists all products by farm name and location. "Many of our customers use that same information in their marketing," says John Hoagland, managing member.



Critter Control, Traverse City

Kevin Clark, founder/CEO

Founded in 1983 • Current leadership since 1987

Primary business: wildlife control

Sites in Michigan: 8 • Sites elsewhere: 115

Full-time equivalent employees: 12 in 2012 • 13 expected in 2013

www.crittercontrol.com



Whether your pest problem is a wily woodchuck or angry alligator, Critter Control has got your back. A leading wildlife control firm, Critter Control has more than 100 franchised offices located across the country.

Launched in 1983, the company provides humane and environmentally sound solutions, with a focus on controlling vertebrate pests, such as squirrels, raccoons, bats and a variety of birds. It serves a wide customer base, ranging from homeowners to commercial and industrial clients to municipalities.

Critter Control does more than simply remove animals, says CEO Kevin Clark. "We were practicing green and integrated pest management services long before those became buzzwords. We educate the customers, repair animal damage and provide preventative services to lessen future human-wildlife conflicts." What's more, the company has led its industry in techniques for removing animals without trapping (such as one-way doors and bat check valves).

Critter Control has increased overall company sales by introducing new products and services such as attic restorations, air purification and environmentally friendly roof and deck cleaning. It has also put a heavier emphasis on Internet marketing and hired three new staff members devoted to IT and social media.





Daycare Works, Rochester Hills

Michael Garrett, partner
 Founded in 2002 • Current leadership since 2002
 Primary business: child care software solutions
 Sites in Michigan: 1 • Sites elsewhere: 0
www.daycareworks.com

A provider of software solutions to child care facilities, school districts and community education centers, Daycare Works helps clients manage staff and resource scheduling more efficiently. In addition to its financial, operational and customer management apps, the company also simplifies government compliancy requirements.

Unlike competitors’ products that are locally installed, Daycare Works has developed a software-as-a-service platform that supports organizations whether they operate a single facility or numerous locations. The platform’s modular design enables applications to be easily added or disabled.

Daycare Works has been able to attract many large clients by developing automated accounting templates that simplify the complex subsidy payment and accounting rules of individual states. It’s also added integration support for payroll and enterprise resource planning systems. Daycare Works further sets itself apart by being open to customer requests for new features or functionality.

During the past three years, Daycare Works has achieved average annual revenue growth of more than 80 percent. Although new clients typically have stemmed from referrals and word-of-mouth marketing, now Daycare Works is ramping up sales and marketing efforts. In particular, the company looks to gain greater market share with before and after school care programs and large child care organizations.



Embedded Logix Inc., Shelby Township

Deborah McLeod, president
 Founded in 2008 • Current leadership since 2008
 Primary business: designs industrial test equipment and data acquisition systems
 Sites in Michigan: 1 • Sites elsewhere: 0
 Full-time equivalent employees: 34 in 2012 • 45 expected in 2013
www.emlogix.net



Sense and sensor-ability is Embedded Logix’s calling card. With its proprietary technology for abstracting behavior of transducers and other instruments, the engineering firm develops test and measurement equipment to ensure clients’ products have been configured correctly and are fully operational. This includes the proper electrical connection of airbag assemblies, functionality of automotive seating systems and operation of antilock brake valves, to name a few.

The company also uses its platform to create process monitoring and control systems, which determine if products are being manufactured efficiently. For example, by using an infrared device, Embedded Logix can determine the perfect “recipe” for casting, thermoforming and injection molding.



Embedded Logix sets itself apart by being selective about its projects—and passionate about continuous improvement. “While our competition is designing to meet the customer requirements, we design to be a category killer,” says president Deborah McLeod.

Likewise, the company’s culture is nontraditional. Its facility features multiple environments so engineers can move from a coffee shop setting, laboratory, patio space or a traditional desk—changing spaces to suit the task at hand. Embedded Logix also advocates a family-friendly workplace with flexible schedules for employees. “Projects will come and go, but their child being Tomato No. 3 in the school play only happens once in a lifetime, and they shouldn’t miss it,” says McLeod.



Edibles Rex, Detroit

Tammy Tedesco, owner
 Founded in 1993 • Current leadership since 1993
 Primary business: catering services
 Sites in Michigan: 1 • Sites elsewhere: 0
 Full-time equivalent employees: 61 in 2012 • 65 expected in 2013
www.ediblesrex.com

Beginning life in 1993 as a small, 700-square-foot restaurant, Edibles Rex has evolved into a formidable caterer. In addition to handling corporate and social functions, the company operates a school food service division and dishes up more than 10,000 daily meals at charter schools and daycare facilities.

With a focus on healthy food and its impact on learning, Edibles Rex also provides consulting to school administrators to help them maximize food budgets. What’s more, the company:

- Works with the University of Michigan’s Project Healthy Schools, which is aimed at reducing child obesity.
- Offers lunchroom samples of fruits, vegetables and grains that may be unfamiliar to students.
- Sources 95 percent of its ingredients from Michigan companies.
- Tailors menus to meet special diet requests and religious preferences.

Over the years, Edibles Rex has outgrown three locations. It recently purchased an old meat processing building in Detroit’s Eastern Market and is renovating the 65,000-square-foot property to house operations, along with other food-related companies. The expanded space will allow the company to serve more schools and corporate clients. It will also help Edibles Rex enter new markets, such as senior and summer meal programs, and retail for signature items, such as its black bean brownie and low-fat white bean mayonnaise.



Gazelle Sports, Kalamazoo

Chris Lampen-Crowell, owner/co-founder
 Founded in 1985 • Current leadership since 1985
 Primary business: sports apparel and footwear retailer
 Sites in Michigan: 3 • Sites elsewhere: 0
 Full-time equivalent employees: 91 in 2012 • 91 expected in 2013
www.gazellesports.com



When it comes to encouraging a healthy lifestyle, Gazelle Sports is the leader of the pack. The Kalamazoo-based sportswear retailer stands out for its passion for education and top-notch customer service.

Launched in 1985, Gazelle Sports now operates three brick-and-mortar locations, as well as an e-commerce presence. Its Grand Rapids store, which opened in 2011, features an unusually large footprint of 15,000 square feet. This expansive space not only enables the company to offer a broader selection of products, but also a community space that hosts running clinics, yoga classes and special events.



One of Gazelle Sports’ core values is learning, which is reflected in its staff orientation. This program includes more than 60 hours of training, with an emphasis on relationships rather than transactions, and helps employees not only develop unmatched product knowledge but also deliver “the world’s best customer care.”

Customer care extends beyond store walls. The company has 10 staff members who focus on educational programs and events to improve people’s health and well-being. In fact, Gazelle Sports organizes and supports more than 130 local events and over 30 training programs related to health and fitness—several of which were created from the ground up with the help of Gazelle Sports’ leadership.



Genemarkers, Kalamazoo

Anna Langerveld, president/CEO

Founded in 2007 • Current leadership since 2007

Primary business: provides genomics research services

Sites in Michigan: 1 • Sites elsewhere: 0

Full-time equivalent employees: 6 in 2012 • 9 expected in 2013

www.genemarkersllc.com

This honoree digs DNA. A contract research lab, Genemarkers specializes in genomics and helps clients understand how genes behave in disease conditions and respond to specific treatments.

Founded in 2007, Genemarkers' early success stemmed from tapping an underserved market niche—personal care products, which includes cosmeceuticals and nutraceuticals. The company can test, for example, how ingredients or finished products regulate the expression of genes in anti-aging, anti-wrinkle and regenerative processes. As a result, Genemarkers has won an impressive client list of large multinational product companies, as well as companies that provide raw materials.

In 2012 Genemarkers developed two new products for the personal care industry:

- A gene expression panel focused on basic skin biology.
- A gene expression panel for evaluating the skin's response to ultraviolet light.

Future growth will also be generated by diversification. Genemarkers plans to target two new sectors: pharmaceutical companies with a dermatological focus and the rapidly emerging molecular diagnostics industry.

With that in mind, the company is obtaining CLIA (Clinical Laboratory Improvement Amendments) certification. Meeting these federal quality guidelines will enable Genemarkers to provide molecular diagnostics services to pharmaceutical companies that are conducting clinical trials, perform routine tests for physicians and develop more novel diagnostic tests and biomarker panels.



Grand Traverse Distillery, Traverse City

Kent Rabish, president

Founded in 2006 • Current leadership since 2006

Primary business: manufactures vodka and whiskey

Sites in Michigan: 4 • Sites elsewhere: 2

Full-time equivalent employees: 14 in 2012 • 20 expected in 2013

www.grandtraversedistillery.com



Grand Traverse Distillery (GTD) has put Michigan on the map for world-class spirits.

The company's first product, True North Vodka, which debuted in 2007, has been recognized as one of the four top vodkas in the world. Over the years, GTD has expanded its line of spirits, and it now offers more than a dozen products, with whiskey being the leading category.

Unlike many distilleries that only bottle and label the alcohol they've bought from large distributors, GTD buys locally grown grain and then mashes, ferments and distills spirits under one roof. A staunch supporter of Michigan agriculture, the company has purchased more than one million pounds of corn, rye and wheat since its launch in 2006.

GTD was the first Michigan distillery to take advantage of new state legislation in 2009 and 2011 that enabled small distilleries to open tasting rooms and retail businesses. Today the company operates three offsite locations and plans to open two more in 2013.

"One visit to our tasting room will do more than any amount of advertising or promotion," says president Kent Rabish. Consumer involvement is also critical to R&D, and GTD has recently developed three new whiskies based on customer feedback.



Global Lift Corp., Bad Axe

Lee Steinman, CEO

Founded in 2011 • Current leadership since 2011

Primary business: manufactures pool lifts

Sites in Michigan: 2 • Sites elsewhere: 0

www.globalliftcorp.com

When it comes to aquatic access, Global Lift is making some big waves. A manufacturer of commercial grade pool lifts, the company specializes in products that give handicapped individuals access to pools and spas.

Innovation is a hallmark of the company, and Global Lift has secured more than 40 patents that differentiate its products. Among these are a:

- Key lockout system to prevent unauthorized use.
- Portable rolling system that allows easy movement.
- Secure anchoring system to prevent tipping.

Global Lift further sets itself apart by being ISO 9000 certified and compliant with Americans with Disabilities Act (ADA) requirements on all products.

Another hallmark is its marketing strategy. In contrast to competitors who use in-house staff, Global Lift has broadened its exposure by establishing a national network that uses marketing firms in eight regions—firms that have strong relationships with major pool, hospitality and medical distributors.

The young company anticipates strong future growth due to a new ADA deadline that went into effect earlier this year and requires lifts on all new or altered public pools. In addition, Global Lift is developing lift products for residential and marine use. It's also investigating the export market, prompted by inquiries from international hotel chains.



Gravity Works Design & Development, Lansing

Jeff McWherter and Amelia Marschall-Miller, partners

Founded in 2009 • Current leadership since 2009

Primary business: computer systems design

Sites in Michigan: 1 • Sites elsewhere: 0

Full-time equivalent employees: 12 in 2012 • 15 expected in 2013

www.gravityworksdesign.com



From Web development and custom programming to graphic design, Gravity Works Design & Development prides itself on turning "I have an idea" into "you should see this."

Winning the Michigan High School Athletic Association as a client in 2010 helped the company get its start. Since then it has worked with six other athletic associations and attracted a diverse clientele that includes local businesses, nonprofits, government agencies and national franchises.

Gravity Works has a dual focus on design and development—a simple strategy, but one that differentiates it from competitors. The company has also been on the forefront of mobile applications and developed an iPad app in 2010 for the ONE Campaign (a grassroots advocacy that fights extreme poverty and preventable disease). Used to sign up ONE supporters on a U2 concert tour, this app featured several languages and registered more than 250,000 people from 280 countries.

Devoted to its community, Gravity Works is heavily involved in Lansing GiveCamp—an annual weekend event that pairs technology professionals with nonprofit organizations to develop anything from new websites and logos to mobile apps and databases. In addition to donating its time and expertise, the Gravity Works team helps prepare meals for the more than 100 hungry developers attending GiveCamp.



H&H Wildlife Design and Fur Dressing Inc., Reed City

Mark Marlette, president
 Founded in 2002 • Current leadership since 2002
 Primary business: commercial tannery
 Sites in Michigan: 1 • Sites elsewhere: 1
 Full-time equivalent employees: 21 in 2012 • 28 expected in 2013
www.wildlifedesigninc.com

Lions and tigers and bears, oh my! A commercial tannery, H&H Wildlife Designs and Fur Dressing serves taxidermists across the United States.

In 2004 the company was at a crossroads when three key employees quit. President Mark Marlette, who knew little about the tanning process at that time, taught himself and experimented with improvements. Believing prospective clients needed to see his product, Marlette leveraged his sales—and driving—skills and put rubber to the road. Ten months later, he had transformed the company's red ink into black, and business has continued to build. During the past three years, H&H has averaged annual revenue growth of 30 percent with another double-digit increase expected this year.

H&H has made a number of infrastructure investments in recent years, including equipment and a larger building. It's also implementing custom inventory and tracking software, which will improve communications with clients.

One of H&H's innovations has been adding fragrance to products—which it developed in conjunction with a company that makes fragrance for soaps and candles. “We continually receive calls from our clients telling us how much they love the smell of our skins,” Marlette says. “Clients have even asked if they could purchase our fragrance to use as an air freshener.”



ITB Packaging LLC, Holland

Julie Kortman, chairman
 Founded in 2011 • Current leadership since 2011
 Primary business: manufactures packaging dividers
 Sites in Michigan: 1 • Sites elsewhere: 0
 Full-time equivalent employees: 15 in 2012 • 21 expected in 2013
www.itbpackaging.com



“Divide and conquer” could be the battle cry at ITB Packaging. The young company has developed a new manufacturing process for high-quality packaging dividers that are easy to assemble and use—and offer customers significant savings.

ITB distinguishes itself in a number of ways:

- Because no tooling is required, ITB can give customers samples and quotes within 24 hours or less—almost unheard of in its industry.
- Its manufacturing process does not result in air cells, which offers higher part densities in the same container space. (The process also uses fewer environmental resources.)

Dividers can be made of soft, flexible materials that offer superior protection, such as fabric, bubble wrap and paper.

In 2012 ITB received a gold-level DuPont Award for packaging innovation and cost reduction, making it one of the youngest companies in the world to win the prestigious award.

Continuous improvement is firmly embedded in ITB's culture. “We are not a ‘me too’ company, but seek to be our own greatest competitor,” says Julie Kortman, chairman.

Case in point: ITB is developing equipment that will automatically install a divider into a corrugated box at the box manufacturer—providing even more value and lower costs for customers.



Ideomed, Grand Rapids

Keith Brophy, CEO
 Founded in 2010 • Current leadership since 2011
 Primary business: develops Web-based tools for disease management
 Sites in Michigan: 2 • Sites elsewhere: 0
 Full-time equivalent employees: 16 in 2012 • 38 expected in 2013
www.ideomed.com

The developer of a Web-based tool to manage asthma, Ideomed aims to be a leader in chronic condition management solutions.

When the company launched in 2010, it was developing an asthma inhaler. Yet it quickly shifted both product and marketing strategy. Instead of the inhaler, Ideomed created Abriiz, an online application that helps children with asthma and their parents manage the chronic disease through educational materials—and stay connected with a care team through Web and mobile apps. Another adjustment, rather than selling to consumers, the company embraced a B2B model that targets insurance companies.

Winner of a national Edison Award in 2012 for online tool innovation, Ideomed stands out on several points. In the general chronic disease space, lower-end solutions are little more than diaries while high-end solutions are device intensive. Unlike some competitors, Ideomed's focus is on behavioral change and patient engagement versus just technology. What's more, Ideomed's system is extremely flexible and can be tailored to client needs.

Indeed, Ideomed has expanded the Abriiz platform to heart failure, women's health and general wellness. Over the next two years, it plans to introduce Web-based tools for diabetes management, childhood obesity, chronic obstructive pulmonary disease, palliative care and smoking cessation.



Jollay Orchards, Coloma

Sarah Jollay, partner
 Founded in 1857 • Current leadership since 2006
 Primary business: orchard and family destination
 Sites in Michigan: 2 • Sites elsewhere: 0
www.jollayorchards.com



Not putting all its fruit in one basket has helped Jollay Orchards sustain growth. The seventh-generation family business has evolved from a u-pick farm into a year-round family destination that features a western town, petting farm, Ferris wheel, corn maze and many special events.

In recent years the company has opened a second location and a wholesale cider company, which sells to local markets and Midwest grocery chains. Future plans include a plum farm and winery.

In addition to its diversification, technical innovation has boosted the company's success. For example, in its wholesale cider business, Jollay Orchards has moved from traditional heat pasteurization to an ultraviolet light treatment that produces higher quality juice—and led to securing Whole Foods Market as a customer.

Giving back to the community is part of the company's legacy. Sally and Jay Jollay serve on numerous nonprofit boards and are active volunteers. One of their latest endeavors is Emerald Avenue: a coalition of agriculture-related businesses in Coloma that encourages the purchase of locally grown food. In conjunction with Michigan Works!, the Jollays have received a grant from the U.S. Department of Agriculture to create an official alliance and aid in marketing efforts.





Kyyba Inc., Farmington Hills

Tel Ganesan, president/CEO

Founded in 1998 • Current leadership since 2007

Primary business: engineering and IT staffing services

Sites in Michigan: 1 • Sites elsewhere: 2

Full-time equivalent employees: 26 in 2012 • 26 expected in 2013

www.kyyba.com

Deriving its name from a Japanese video game character known for his strength and invincibility, Kyyba is likewise proving to be a formidable force on the IT playing field. The Farmington Hills-based firm, which offers engineering and IT staffing services along with software development and automotive electronics solutions, has doubled its revenue in the past three years and looks for a robust 35 percent increase in 2013.

Founded in 1998, the company recently has been streamlining operations under one roof. In 2011 its software development company, Vision Tech, was rolled into parent Kyyba Inc., followed by Kyyba Engineering earlier this year. The mergers will eliminate a number of accounting and back-end redundancies—and better position its divisions for global growth.

In addition, the company is developing a new licensed product: an online solution for manufacturing and assembly plants. The visualization tool, which will be offered through a software-as-a-service (SaaS) model, provides upper management with a real-time dashboard to ensure productivity and product quality is in sync with organizational goals. Although the tool features a simple interface, underneath it performs complex analytics and forecasting.

Last year Crain's Detroit Business recognized Kyyba as one of its "cool places to work in Michigan" awardees. Another 2012 accolade, Kyyba made the Inc. 500/5000 list for the fifth year in a row.



M22, Traverse City

Keegan and Matt Myers, members

Founded in 2003 • Current leadership since 2003

Primary business: logo apparel retailer

Sites in Michigan: 2 • Sites elsewhere: 0

Full-time equivalent employees: 10 in 2012 • 13 expected in 2013

www.m22.com



Keegan and Matt Myers have transformed a highway sign into a symbol that celebrates the Northern Michigan lifestyle.

Owners of a kite boarding business, the brothers began making T-shirts and stickers featuring the M-22 road sign in 2003. Three years later they appeared on the cover of Traverse magazine, with Keegan clad in an M22 T-shirt. The brothers were flooded with requests for M22 apparel, prompting them to trademark the logo and step up production.

During the past three years, M22 has averaged annual revenue growth of more than 50 percent, selling everything from sweatshirts and baseball caps to coffee mugs and wine glasses. In spring 2011 the company introduced another logo: Love Michigan, which turns the lower portion of the state sideways, replacing the letter "v" in the word "love."

Preparing for future growth, M22 recently hired a product manager, who will focus on developing new items to expand the company's current product line. M22 is also opening new dealers throughout Michigan to increase its market reach.

M22 not only promotes Michigan through its products, but also its philanthropic efforts. Since its first day in business, the company has donated a percentage of all gross sales—not merely profit—to the Leelanau Conservancy.



LinTech Global Inc., Farmington Hills

Michael Lin, president

Founded in 1997 • Current leadership since 1997

Primary business: software developer and IT consultancy

Sites in Michigan: 1 • Sites elsewhere: 1

Full-time equivalent employees: 15 in 2012 • 25 expected in 2013

www.lintechglobal.com

Superior customer service is how LinTech Global stands out in the crowded IT space. A provider of enterprise application consulting, decision analytics, software development and systems integration, the company is constantly looking for new techniques and technologies to make its clients more successful.

Case in point, LinTech's deployment of Oracle Real-Time Decision, a tool that increases cross-sell and up-sell opportunities, helped a major insurance company generate an extra \$100 million in revenue in the same calendar year of installation. Another example, at the 2010 Oracle OpenWorld, a large financial customer recognized LinTech for implementing the most successful marketing campaign of its 90-year history.

In 2012 LinTech struck another home run by winning its largest competitive contract award with a federal agency. "The contract award provides greater financial stability, validates our processes and allows us to capture strategy in the federal market," says Michael Lin, president.

Preparing for future growth, LinTech is focused on new opportunities with federal agencies, primarily the Department of Defense (DoD). It's also entering new markets related to learning and classroom technologies, such as providing installation and help desk service of audiovisual and computer equipment for DoD training facilities.



Marshall Plastic Film, Martin

John Roggow, president

Founded in 2003 • Current leadership since 2003

Primary business: manufactures packaging products

Sites in Michigan: 1 • Sites elsewhere: 0

Full-time equivalent employees: 46 in 2012 • 49 expected in 2013

www.marshallplastic.com



Flexibility counts at Marshall Plastic Film, which makes blown film, bags and liners for industrial customers to package products.

A survival story, Marshall traces its roots back to 1972. In 2000 it was sold to a large international corporation, and three years later the new owner filed for bankruptcy. Yet Marshall's original owner and management team rallied and repurchased their plant, saving more than 50 jobs. The repurchase has returned Marshall to its entrepreneurial roots, enabling the company to be more nimble and provide better service.

Among its hallmarks, Marshall leverages production and test equipment that few competitors have—such as an optical scan unit that can detect a flaw in film the size of a pencil tip. Marshall has also carved a niche in the pharmaceutical industry by being the only provider of blown film with an FDA drug master file specifically for intermediate packaging (used to store drugs in bulk form between manufacturing processes).

Since 2009 Marshall has been focusing on three areas where it is difficult for other suppliers to compete: pharmaceutical products, autoclave/auto-masking materials and volatile corrosive inhibitor products. As a result, overall sales have increased about 70 percent during the past three years.





Marvel Technologies Inc., Novi

Bala Rajaraman, president/CEO

Founded in 2006 • Current leadership since 2006

Primary business: provides IT services

Sites in Michigan: 1 • Sites elsewhere: 0

Full-time equivalent employees: 55 in 2012 • 100 expected in 2013

www.marveltechus.com

Supporting SAP software is this IT company's specialty.

Founded in 2006, Marvel Technologies began to develop its own custom solutions in 2010—a critical move that has set it apart from other SAP service providers. In 2012 Marvel introduced two add-on products that have been certified by SAP after rigorous testing and approvals:

- CompEz, which seamlessly integrates with SAP's Human Capital Management application to simplify compensation and benefits planning.
- FormsEz, which works with any SAP application to create dynamic electronic forms that save time and resources.

At the end of last year, Marvel implemented both of these solutions at a major utility company in Philadelphia. "We are now the only company in the region to offer both services and solutions to SAP software users," says CEO Bala Rajaraman.

The decision to invest in custom solutions has been a profitable one. Since 2010 Marvel has more than tripled its annual revenue, and it expects to double its business this year. The company plans to further hone its competitive edge by developing more add-ons that enhance the functionality of SAP software and simplify its use.



Micron Manufacturing Co., Grand Rapids

Michael Preston, general manager

Founded in 1952 • Current leadership since 1996

Primary business: precision machining

Sites in Michigan: 1 • Sites elsewhere: 0

Full-time equivalent employees: 36 in 2012 • 39 expected in 2013

www.micronmfg.net



A provider of precision machining, Micron Manufacturing makes components for a wide range of products, including hydraulic pumps for wheelchair lifts, medical devices for stem cell separation and aerospace components used in the flare ejection system of fighter jets.

Founded in 1952, Micron has developed an international reputation for operational excellence and lean business systems. In 2008 it won a Shingo Silver Medallion, which is regarded as the Nobel Prize of manufacturing—further distinguishing itself by being the smallest company to ever receive the award. What's more, the company is happy to share its secret sauce and has conducted more than 100 tours, workshops, speeches and presentations since 2002.

To help appease its insatiable appetite for improvement, Micron has developed a number of creative tools, including its:

- Perfect Customer Calculator, which better aligns potential new customers with Micron's core competencies.
- Lego Towers, a measure used to track resource allocation and employee engagement.
- Hog Farm, a method that tracks process improvements by turning projects into "pigs."

Looking ahead, Micron plans to develop a proprietary line of next-generation products. A training university is also on the horizon, which will provide more formal training to employees as well as outsiders.



MatchRX, Royal Oak

John Kello, CEO

Founded in 2010 • Current leadership since 2010

Primary business: online marketplace for pharmacists

Sites in Michigan: 1 • Sites elsewhere: 0

Full-time equivalent employees: 20 in 2012 • 21 expected in 2013

www.matchrx.com

An online marketplace for independent pharmacists, MatchRX helps members better manage inventory so they can improve cash flow, minimize waste and fatten up the bottom line.

The company's patent-pending process connects neighborhood pharmacists across the country, enabling them to buy and sell overstocked, soon-to-expire and partial pack prescription drugs at discounted prices.

How it works: Members post items to the marketplace, setting their own sale price for other members to view and purchase. When a seller is notified of a purchase, MatchRX's secure system produces a packing slip, shipping label and schedules a pickup at the selling pharmacist's location.

In contrast to MatchRX's automated service, earlier systems required pharmacists to contact each other via telephone to schedule a purchase and arrange payment and shipment. "These inefficiencies are not only time-consuming for both parties but do not provide the level of financial protection and product tracking required. The key to our success has been ease of use, execution, and great member support," says CEO John Kello.

Since its launch in February 2010, MatchRX has grown to more than 2,000 members across the country with more than 25,000 open postings on any given day. On average, regular users save between \$3,000 and \$5,000 per month.



Mills Pharmacy & Apothecary, Birmingham

Pierre Boutros, pharmacy director

Founded in 1946 • Current leadership since 2010

Primary business: pharmacy

Sites in Michigan: 6 • Sites elsewhere: 0

Full-time equivalent employees: 44 in 2012 • 49 expected in 2013

www.millspharmacy.com



After opening four pharmacies and a long-term care pharmaceutical service, brothers Pierre and Hany Boutros wanted to introduce a new type of pharmacy to Oakland County. In 2010 they purchased a 64-year-old drug store and transformed it into a hybrid pharmacy and beauty-wellness boutique.

At Mills Pharmacy & Apothecary, customers will find homeopathic and natural alternative products alongside conventional drugstore items. The pharmacy also houses a state-of-the-art compounding lab for custom prescriptions and a natural foods market with organic, natural, gluten-free and raw offerings.

While everything is up-to-date on the product front, Mills Pharmacy & Apothecary takes a timeless approach to customer service with its informative, friendly staff. "We believe that the old-fashioned way of running a community-based business is the future," says Pierre Boutros, pharmacy director.

As part of its community focus, Mills Pharmacy & Apothecary is involved in a long list of charitable initiatives, from promoting wellness at lunches for seniors to monetary and food donations to various organizations such as St. Jude Children's Hospital, Detroit Rescue Mission Ministries and Street Threads.

This summer the company plans to open a second apothecary location at Detroit Metro Airport's McNamara Terminal—part of the airport's new retail program—and Mills Pharmacy & Apothecary was one of two local retailers selected to participate.





Mindscape at Hanon McKendry, Grand Rapids

Pete Brand and Paul Ferrier, co-founders

Founded in 2001 • Current leadership since 2001

Primary business: website development and interactive marketing

Sites in Michigan: 2 • Sites elsewhere: 0

Full-time equivalent employees: 22 in 2012 • 32 expected in 2013

www.mindscape-hm.com

A full-service website development and interactive marketing agency, Mindscape at Hanon McKendry helps clients streamline processes on everything from lead generation and online sales to client communication and back-office tasks.

Launched in Muskegon, Mindscape moved to Grand Rapids in 2007. A year later Mindscape sold a minority share of its business to Hanon McKendry, a Grand Rapids-based advertising and marketing firm, which raised Mindscape's visibility in the marketplace.

Creating a proprietary product has helped Mindscape differentiate itself in a competitive service space. Its webTRAIN content management system allows users to have complete control over website content: They can add pages, pictures and content; create password-protected areas; access elements that are important to search engine rankings and more. In a nutshell, the programming framework improves efficiency for website development—and creates monthly residual income for Mindscape.

Acquiring another agency in 2010 has sparked additional growth by enabling Mindscape to offer custom and mobile application development. During the past three years, Mindscape has achieved average annual revenue growth of more than 40 percent. In 2012 Mindscape opened a second office, in downtown Detroit, which is helping it transition from a regional player to a recognized national agency.



Newmind Group Inc., Kalamazoo

Daniel Jefferies, president

Founded in 2003 • Current leadership since 2003

Primary business: information technology

Sites in Michigan: 1 • Sites elsewhere: 3

Full-time equivalent employees: 11 in 2012 • 14 expected in 2013

www.newmindgroup.com

For the Newmind Group, having its head in the clouds has been a profitable move. The managed service provider has helped more than 800 organizations smoothly transition to cloud computing and software-as-a-service (SaaS) solutions.

Agile at overcoming obstacles, Newmind suffered a blow in 2006 when its largest client filed for bankruptcy. Yet the company regrouped quickly and decided to focus on cloud computing and SaaS—getting a head start on rivals.

In 2009 Newmind formed a reseller partnership with Google, which has sparked strong growth. During the past three years, Newmind's annual revenue has increased more than sevenfold.



Recently Newmind invested in a chat application that allows its website visitors to engage both sales and technical specialists in real time. Within a month its website bounce rate dropped more than 50 percent. What's more, Newmind uses data gathered from chat requests to improve website information and has increased the duration of visits by 60 percent.

Involved in its community at both a local and global level, Newmind's philanthropic initiatives have included aid to Haiti and support for the Kalamazoo Anti-Human Trafficking Coalition. The company is also very active in StartupZoo, an organization promoting entrepreneurship in Kalamazoo.



Moomers Homemade Ice Cream, Traverse City

Nancy Plummer, owner

Founded in 1998 • Current leadership since 1998

Primary business: manufactures ice cream

Sites in Michigan: 1 • Sites elsewhere: 0

Full-time equivalent employees: 16 in 2012 • 16 expected in 2013

www.moomers.com

Tempting taste buds since 1998, Moomers Homemade Ice Cream is an award-winning, family business that produces more than 150 flavors of ice cream. The company distributes its yummy products at its Traverse City retail store and through more than 80 wholesale accounts.

Moomers won national attention in May 2008 on a live broadcast of "Good Morning America." The television show's hosts had been visiting ice cream producers around the country, and after tabulating viewer votes, they proclaimed Moomers to be "The Best Scoop in America."

Innovation is a key ingredient at Moomers, which continually creates new flavors and recipes. In fact, the company has trademarked Cherries MOObilee (the ice cream featured on "Good Morning America," which is a confection of black cherry ice cream with local black cherries, fudge brownie pieces and chocolate swirl). Other mouth-watering blends include Coconut Almond Delight, Cinnamon Bourbon and Caramel Sea Salt.

Moomers' marketing strategy is a simple one: creating memories. For example, the company offers tours of its dairy farm and retail store. It also positions products as a cornerstone of special celebrations, from birthdays to weddings to corporate events. And people find plenty of ways to celebrate—in 2012 Moomers produced more than 50,000 gallons of ice cream.



NITS Solutions Inc., Farmington Hills

Neetu Seth, president/CEO

Founded in 2009 • Current leadership since 2009

Primary business: provider of IT and staffing services

Sites in Michigan: 1 • Sites elsewhere: 0

Full-time equivalent employees: 9 in 2012 • 13 expected in 2013

www.nitssolutions.com

NITS Solutions loves crunching data—the bigger, the better. The Farmington Hills-based technology firm builds analytical reporting tools that help clients make faster, better decisions.

Founded in 2009, the company has set itself apart by developing a proprietary Web-based reporting platform. This platform collects huge amounts of data and then quickly cleanses, validates and processes it—delivering actionable information in easy-to-read reports, graphs and interactive dashboards. NITS' technology can also handle marketing activities and generate reports on everything from direct mail and email blasts to survey calls and mystery shopping.



Although NITS originally built its platform to solve a particular automotive client's problem, the technology is both scalable and flexible, enabling the company to develop custom solutions for a wide range of industries. NITS' staff has particular expertise in the automotive aftermarket parts and heavy truck and equipment industry, and the company prides itself on implementing cost-effective systems that are faster and more robust than its competition. "Client delight is the only metric we use to measure our success," says CEO Neetu Seth.

Since its launch, NITS has been generating consistently strong sales growth, and the young company expects to nearly triple its annual revenue in 2013.





Nobis Agri Science Inc., Plainwell

Ben Nobis, COO

Founded in 1978 • Current leadership since 2004

Primary business: provides nutritional programs to dairy farmers

Sites in Michigan: 1 • Sites elsewhere: 0

Full-time equivalent employees: 18 in 2012 • 20 expected in 2013

www.nobisagri.com

Got milk? This honoree can make it happen. A provider of custom nutritional programs for dairy producers, Nobis Agri Science serves farms in Michigan, Indiana and Ohio.

The company sets itself apart from competitors with its top-notch team of nutrition consultants, who create unique programs that maximize production of high-quality milk while keeping costs low. The consultants work with customers to gather information about their cow herd's milk production, reproduction, health and cull rate—along with an analysis of homegrown forage crops and contracted commodity ingredients. "It's important to understand both the nutrient supply that can be delivered through the feed ingredients and the nutrient demand of the cows," explains COO Ben Nobis.

The company operates a state-of-the-art feed production facility, which leverages batching and mixing technology to precisely weigh and mix formulas. In 2005 Nobis renovated the facility, which resulted in doubling its production and finished product storage capacity, along with huge gains in equipment and employee efficiency.

Nobis' growth strategy, both past and present, is a straightforward one: Make customers profitable. Profitable dairy farms expand, which increases demand for his company's services, explains Nobis. In addition, profitable customers are happy ones, who spread the word about their success, resulting in new customers knocking on doors.



OPS Solutions LLC, Northville

Paul Ryznar, president/CEO

Founded in 2005 • Current leadership since 2005

Primary business: industrial automation

Sites in Michigan: 1 • Sites elsewhere: 0

Full-time equivalent employees: 6 in 2012 • 14 expected in 2013

www.ops-solutions.com

With a patented projection system, OPS Solutions reduces manufacturing errors by guiding assembly-line workers through each step of manual processes.

Using an industrial-strength, digital light processing projector, the company's Light Guide System can beam light, text instructions, CAD drawings or even videos onto the surface of a workstation. Operators then touch a screen or hit a mechanical switch to confirm a step is complete.

By reducing workers' reliance on memory, printed instructions or computers screens, OPS' system increases quality, productivity and training efficiency. "Although the software represents 50,000 lines of code, it's as simple to program as creating a PowerPoint document," says CEO Paul Ryznar.

The company was included in a 2006 Wall Street Journal article about promising inventions, which helped spark sales with automotive clients. Since the launch of its flagship product in 2010, OPS has grown quickly and expects to more than double revenue this year, fueled partly by a new turnkey version of Light Guide.

OPS won a significant first-round venture capital investment in October 2012, which will help it establish new headquarters in Novi and expand its staff. The company also plans to expand sales geographically and move beyond the automotive market into the aerospace, defense and service industries.



Northern Fab & Machine LLC, Menominee

Daniel Drifka, president

Founded in 2000 • Current leadership since 2000

Primary business: manufactures metal parts

Sites in Michigan: 1 • Sites elsewhere: 0

Full-time equivalent employees: 15 in 2012 • 17 expected in 2013

Production versatility combined with a commitment to high quality gives this company clout with customers. Serving a variety of industries, Northern Fab & Machine (NFM) makes everything from components for aircraft seats to thousand-pound welded assemblies for foundries.

In 2007 NFM purchased a building in Menominee's industrial park, which greatly expanded its space and capabilities. The purchase included a computer numerically controlled (CNC) machining center, and even though NFM hadn't planned to enter the machining market, this ended up being a major boon, enabling the company to keep work in-house that it previously had been outsourcing. It also led to more control over quality, price and delivery. Today NFM owns five CNC centers, and machining comprises about 50 percent of its business.

In the past three years NFM has averaged more than 40 percent growth in annual revenue, and it looks for another double-digit increase in 2013.

Preparing for future growth, the company is adding 6,500 square feet to its facility, which includes a 60 x 90-foot bay and 5-ton bridge crane. "This will allow us to take on larger projects that we have previously left on the table due to the physical constraints of our building," says president Daniel Drifka.



Panther Global Technologies, Wixom

Don Leith, president/CEO

Founded in 1985 • Current leadership since 1985

Primary business: manufactures precision machined components

Sites in Michigan: 1 • Sites elsewhere: 1

Full-time equivalent employees: 46 in 2012 • 60 expected in 2013

www.pantherglobaltech.com

Panther Global Technologies makes high-precision crankshafts that keep lawn and garden equipment purring.

In the mid-1990s, the company pioneered the use of powder metal counterweights in multipiece crankshafts. This helped manufacturers make chainsaws, line trimmers, blowers and other hand-held equipment affordable for the average homeowner, not just landscaping and lumber industry professionals.

"Panther has always been viewed as an engineering company that just happens to be in the manufacturing business," says CEO Don Leith. One example of its ingenuity: an injection process that allows components to be assembled using molten zinc

and form geometric assemblies at lower costs than traditional methods. Panther's MetalFlow process helped create a new steering U-joint assembly for a riding mower, which saved the customer nearly 40 percent over traditional parts. Other MetalFlow applications can be found in lawn and garden products, home appliances (washing machine components) and oil pump piston carrier assemblies.

Developing new products and moving into new markets, including the medical industry, has enabled Panther to re-invest in its Michigan manufacturing base. Since 2010 the company has more than quadrupled its Wixom workforce, and it expects to add more new jobs this year—and increase revenue by more than 40 percent.





Phoenix Environmental Inc., Whitmore Lake

Vicki Reid Smith, president

Founded in 1998 • Current leadership since 1998

Primary business: fuel and remediation system design

Sites in Michigan: 1 • Sites elsewhere: 0

Full-time equivalent employees: 23 in 2012 • 36 expected in 2013

www.phoenixenv.com

A designer and installer of fuel and remediation systems, Phoenix Environmental prides itself on its highly trained staff and strict adherence to safety standards. Unlike other providers, it does not install retail gas stations, but focuses on municipal, industrial, health care and large commercial clients.

Innovation is a hallmark of the company. Phoenix has developed patent-pending software that helps owners of underground storage tanks meet new federal regulations. The software allows for faster, more complete inspections by enabling owners to compare existing conditions with previous ones, along with current codes and regulations. The software also captures and stores all photographs and data, which can be accessed from any Web-enabled device.

In addition, Phoenix has developed an online, site-specific training course for clients, which covers basic operation of underground storage tanks—and how to respond to emergencies. This program allows up to 10,000 employees to take the course simultaneously at one affordable price.

Education is also a priority within Phoenix. Employees attend internal and external training, not only to gain expertise on the equipment that the company sells and installs, but also to enhance safety. As a result, Phoenix has maintained a near-zero turnover rate and near-perfect safety record since its inception.



Preferred Solutions Inc., Northville

Marie Seipenko, president/CEO

Founded in 1993 • Current leadership since 2002

Primary business: EMR training and software support

Sites in Michigan: 1 • Sites elsewhere: 0

Full-time equivalent employees: 13 in 2012 • 14 expected in 2013

www.prefsol.com



Founded as a general IT staffing company, Preferred Solutions has achieved impressive growth by focusing on electronic medical records (EMR) systems.

Two key ingredients in the company's recipe for success:

- Hiring nurses as consultants—individuals who not only understand EMR software but also how to support physicians in the health care environment. In contrast, competitors use consultants without such in-the-trenches experience.
- Building a rock-solid delivery process to ensure customer satisfaction.

Since 2008, when the company devoted itself to EMR training and software support, Preferred Solutions has quadrupled its annual revenue. What's more, almost all new customers stem from referrals.

Preparing for future growth, Preferred Solutions has incorporated analytics into its services, along with a "command and control" methodology that allows it to gather real-time data from clients during training periods and live launches. Preferred Solutions is transforming this methodology into a customer-service app that will enable it to deploy teams, in real time, to areas where customers most need help.

"Real-time analytics are unprecedented in our industry," says CEO Marie Seipenko, explaining that health care facilities can lose funding if they aren't compliant with EMR programs. "This app will allow us to help clients be compliant sooner."



Plymouth Technology Inc., Rochester Hills

Amanda Christides, president

Founded in 1991 • Current leadership since 2005

Primary business: industrial water treatment systems

Sites in Michigan: 1 • Sites elsewhere: 0

www.plymouthtechnology.com

Taking a cue from Roy Rogers, Hank Williams and other cowboy crooners, Plymouth Technology is singing about "cool, clear water."

The company provides manufacturers with an alternative to traditional wastewater treatment. Its patented Metals Removal System (MRS) allows industrial customers to reuse water—in some cases, more than 90 percent. The system also decreases waste, reduces chemical usage and brings manufacturers in compliance with government regulations.

Prior to installing MRS, one aerospace customer used more than 14 million gallons of water per year. Afterward, it was able to reuse 80 percent of that water and reduce solid waste by 67 percent (a landfill equivalent of 250 full refrigerators).

Creativity permeates Plymouth's culture. One example is the company's "Think" program: Employees email their suggestions to president Amanda Christides, who sends approved ideas to the entire staff on the same day; a monthly management review ensures ideas are put into action. Last year employees submitted more 150 ideas, on everything from holiday cards to new products, which helped Plymouth save more than \$350,000.

Education is another core value, and Plymouth provides more than 20 internships each year. The company also educates students on the value of local water resources at workshops and seminars—and opens its laboratory for presentations.



PRO-VISION Video Systems, Byron Center

Steve Peacock, president/CEO

Founded in 2003 • Current leadership since 2003

Primary business: rear vision and video recording systems

Sites in Michigan: 1 • Sites elsewhere: 0

Full-time equivalent employees: 24 in 2012 • 27 expected in 2013

www.seeingissafety.com



"Seeing is safety" is this company's motto. With its rugged rear-vision systems, PRO-VISION Video Systems prevents accidents and increases visibility for commercial vehicles. It also provides video recording systems to document what's going on in and around a vehicle.

The company has leveraged common technology to create innovative products. In contrast to traditional cameras, which are mounted on the back of vehicles and wired to the cab, PRO-VISION's flagship product is a patented miniature camera system that's built into a marker light. The camera uses the same group of wires as the marker light, which reduces installation time and costs. What's more, because the camera is inside the light, it's far less vulnerable to damage.

PRO-VISION has also developed video recording systems with wireless video file transfer for school buses and law enforcement vehicles. Being able to use the same platform for both markets has enabled PRO-VISION to achieve economies of scale and offer greater value. Its systems cost less than competitors, are easier to install and operate, and include a warranty that runs 400 percent longer.

During the past three years, PRO-VISION has demonstrated average annual revenue growth of 35 percent, and it expects to more than double revenue this year.





PROLIM Corp., Farmington Hills

Prabhu Patil, president

Founded in 2005 • Current leadership since 2010

Primary business: product lifecycle management software

Sites in Michigan: 1 • Sites elsewhere: 3

www.prolim.com

Product lifecycle management (PLM) is this honoree's sweet spot. Providing solutions from inception to implementation, PROLIM helps clients build products faster, better and cheaper.

Along with its German partner, PROLIM has developed Web-based monitoring tools that track workflow processes within organizations—and provide information that decision-makers can use to take action. PROLIM enables companies to slice through red tape, reduce inefficiency and be more productive.

PROLIM has also developed a methodology and software for talent acquisition, which enables customers to attract talent globally and hire them within 48 to 56 hours. This talent-scout-on-steroids system has given the company a significant competitive advantage, says president Prabhu Patil.

Helping other companies achieve growth and add value has accelerated PROLIM's own fortunes, and the company has been growing steadily since its launch in 2009.

On the philanthropic front, PROLIM focuses on youth; its activities range from supporting local Boy Scouts to helping children in India. In addition, PROLIM hosts an annual event at its headquarters that allows underprivileged children to take part in a sports day, along with the opportunity to plan and implement their own project.



Resource Recycling Systems Inc., Ann Arbor

JD Lindeberg, president

Founded in 1985 • Current leadership since 1985

Primary business: environmental consulting and engineering services

Sites in Michigan: 1 • Sites elsewhere: 4

Full-time equivalent employees: 26 in 2012 • 36 expected in 2013

www.recycle.com



Green is the favorite color at Resource Recycling Systems (RRS). A nationally recognized environmental consulting and engineering firm, RRS provides a variety of services including waste and recycling program development, green supply chain management and biomass energy and organics management.

For 25 years RSS has focused on creating a better world through the efficient use of resources. "This mission informs what customers we take on, who we hire and how we operate within every engagement," says president JD Lindeberg.

RSS serves municipalities, universities, hospitals, manufacturers, energy producers and businesses. The company prides itself on practical, economical solutions to difficult problems, and it has helped create award-winning recycling programs from the ground up in a number of cities, including Toledo, Ann Arbor and Cincinnati.

In addition to consulting services, RSS can make operational changes at the plant level to implement its recommendations. Another hallmark, the company has built a comprehensive solid waste and recycling infrastructure database that allows it to bring financial engineering, spatial analysis and management consulting expertise to clients in a systems-driven way.

In the past three years, RSS has achieved steady revenue growth, and in 2013 it looks for a significant boost of more than 60 percent.



QST Consultations Ltd., Allendale

Nancy Fitzgerald, CEO

Founded in 1985 • Current leadership since 2012

Primary business: medical research services

Sites in Michigan: 1 • Sites elsewhere: 0

Full-time equivalent employees: 33 in 2012 • 35 expected in 2013

www.qstconsultations.com

A clinical research organization serving pharmaceutical and medical companies across the country, QST Consultations has been involved with more than 65 drug and device approvals.

The company provides a wide range of consulting services including study design, data management, statistical analysis, medical writing, electronic common technical document submission and Federal Drug Administration (FDA) representation.

When the FDA releases new guidance documents, QST swings into action and quickly develops a new process to respond to requirements or revises its existing processes. It then notifies clients of the changes, how their programs are impacted—and what QST is doing to ensure that their FDA submissions will be compliant in a timely manner. Recently, two rivals contracted with QST for services because they could not compete on cost or timely delivery of the end product.

Employee development is a priority at QST, and in December 2012 it initiated an employee stock ownership plan to give all employees a stake in the company. QST executives regularly participate in client projects, providing insights and support not common in other companies. QST is also adding a new service that requires employee certification, and managers are participating in the certification process.



Sentio LLC, Southfield

Stephen Bartol and Chris Wybo, co-founders

Founded in 2007 • Current leadership since 2007

Primary business: medical devices

Sites in Michigan: 1 • Sites elsewhere: 0

Full-time equivalent employees: 20 in 2012 • 32 expected in 2013

www.sentiommg.com



Faster, safer surgeries are Sentio's specialty. The company has developed a proprietary nerve-mapping device that enables surgeons to find nerves they cannot see. This enables surgeons to perform minimally invasive procedures not otherwise possible—and means lower risk of complications, less pain and a speedier recovery for patients.

Sentio's nerve-mapping system is based on a novel technology called mechanomyography (MMG), which measures mechanical activity in contracting muscles after nerve simulation. In contrast, competitors' systems use older electromyograph (EMG) technology, where results are subject to error due to inherent electrical noise. Using sophisticated sensors instead of needles, Sentio's system is free of electrical noise, which makes it more reliable and easier to use.

In 2010 Sentio won FDA approval for its first product, which targets spine surgery. Launched in January 2012, this product is sparking strong revenue growth, which is expected to accelerate as Sentio begins international sales in Asia and Europe.

Spine surgery is not the only application for Sentio's system. The company is developing new products targeting ear, nose and throat surgery, orthopedic trauma, pain management and robotic pelvic surgery, where nerves are also at risk. Also in the works is a new tool that will improve accuracy in diagnosing neurological disorders.





Supermercado Mexico, Grand Rapids

Javier Olvera, president

Founded in 2006 • Current leadership since 2006

Primary business: specialty grocer

Sites in Michigan: 3 • Sites elsewhere: 0

Full-time equivalent employees: 41 in 2012 • 57 expected in 2013

www.supermercadomexico.com

An operator of urban grocery stores, Supermercado Mexico provides high-quality products and transports shoppers south of the border via colorful interiors, lively music and hospitable clerks.

Founded in 2006, the company credits the Michigan Small Business & Technology Development Center for helping with a number of issues, from leadership to bank loans—assistance that flattened the steep learning curve associated with opening its first store.

Due to tight margins inherent in the grocery business, fiscal savvy has been critical to Supermercado Mexico's success, and managers are vigilant about reining in costs. Since 2010 the company has opened two other stores, and combined purchasing has helped the company become more competitive.

With the help of a consultant hired in 2012, Supermercado Mexico has been strengthening its organizational structure and implementing consistent policies and procedures. This has been key to growing in a difficult economy, says Javier Olvera, president. "We have made huge gains in restructuring our company, and it's becoming a corporate structure, not just a small, family business."

A staunch supporter of the Hispanic community, Supermercado Mexico supplies food at wholesale prices to local churches for fund-raising festivals and participates in these festivals as well. "We step into the community as members, not just business owners," says Olvera.



Uckele Health & Nutrition Inc., Blissfield

Michael Uckele, CEO

Founded in 1962 • Current leadership since 2005

Primary business: nutritional supplements

Sites in Michigan: 1 • Sites elsewhere: 0

Full-time equivalent employees: 99 in 2012 • 106 expected in 2013

www.uckele.com



Be it man or beast, this awardee can cover your nutritional needs.

Uckele Health & Nutrition manufactures dietary supplements for horses, dogs and humans. In addition to its branded line, the company develops private label and custom formulas for customers.

Founded in 1962 as a dealer supplying feed for livestock and swine, Uckele has achieved significant growth in recent years by focusing on horses, which now account for 75 percent of sales. Uckele has also expanded its product line for humans and launched one for dogs.

Nutritional science is a cornerstone of the company, and Uckele has developed two proprietary processes that:

- Enable trace minerals to be better assimilated by the body.
- Enable probiotics to be used in a pellet formula for horses.

Uckele's product development team has also devised a simple system to identify the nutritional needs of individual horses. The U-Balance™ system begins with a hair mineral analysis that measures a horse's imbalances, excesses and deficiencies. Uckele then provides consultation about the test results and devises a custom nutritional program. This program combines a base formula of essential nutrients, fundamental for all horses, with specialty products to address the horse's specific needs. The formulas come in pellets that are easily incorporated into the horse's feeding program.



TerraTrike, Grand Rapids

Jack Wiswell, CEO

Founded in 1996 • Current leadership since 1996

Primary business: manufactures recumbent tricycles

Sites in Michigan: 1 • Sites elsewhere: 0

Full-time equivalent employees: 20 in 2012 • 30 expected in 2013

www.terratrike.com

Launched in 1996 by friends Jack Wiswell and Wayne Oom, TerraTrike has grown from two guys in a garage to the world's largest manufacturer of recumbent tricycles for adults.

During the past three years, the company has been averaging annual revenue increases of more than 30 percent, and it looks to double business in 2013.

In addition to its dealer sales network, TerraTrike operates a retail store in Grand Rapids, which gives it a direct pipeline to customers. In fact, customer feedback helped TerraTrike produce a new model in 2010. Known as the Rover, this trike features a higher seat and low suggested retail price of \$699. Voted "Recumbent Trike of the Year" by BentriderOnline.com, the Rover has made triking more affordable—and boosted TerraTrike's market share.

TerraTrike's culture is characterized by its fun-loving spirit. Without a dress code, the company even has a "no ties allowed" clause written into its corporate by-laws, and employees frequently head out for group rides at lunchtime. With several musicians on its staff, impromptu jam sessions are also common. "We work very hard, but we also have a lot of fun," says CEO Jack Wiswell. "When it comes down to it, we're making tricycles for adults—how serious can you really be?"



Vintech Industries Inc., Imlay City

James Schoonover, president

Founded in 2004 • Current leadership since 2004

Primary business: manufactures plastic extrusions

Sites in Michigan: 1 • Sites elsewhere: 1

Full-time equivalent employees: 65 in 2012 • 80 expected in 2013

www.vintechplastics.com



A manufacturer of plastic extrusions, Vintech Industries serves automotive, construction and RV markets. The company distinguishes itself with its design prowess and by continually striving to re-invent its industry.

Vintech is ISO 9001:2008 certified and has won several patents for its automotive attachments and motor home sealing systems. Among its innovations are:

- An alternative to traditional push pins. Vintech has created an attached system in its extrusion designs that outperforms, costs less and is considered a best practice for many automotive applications.
- A manufacturing technology used to extrude bulb seals onto various profiles by overcoming differentials in cooling. This enables Vintech to make parts other companies can't produce.
- A one-piece, slide-out seal for RVs, which is easier to install and has eliminated a common problem of seals either falling off or failing.

During the past three years, Vintech has more than tripled its annual revenue, and it forecasts a 22 percent increase for 2013.

Design expertise has made Vintech the "go-to company for our product type" says president James Schoonover, noting that Vintech changes part design on about 80 percent of products to better meet customer needs. "Our vision is to be the best extrusion company in the world."





RESOURCES

for second-stage business owners

Growing your company

As your business grows, decisions become more complex and the expertise your company requires also changes. The MI-SBTDC growth specialists provide services to prepare your company for this next stage. Steps include guiding your team to develop strategies using our comprehensive tools and extensive resources.

The MI-SBTDC finance specialists work alongside the growth specialists. The finance consultants have extensive experience in accounting and banking. The specialists help ensure financial records are accurate; prepare loan packages for submission to lenders; compare financials to industry benchmarks identifying areas of improvement; use financials as a tool for your business and develop “what-if” scenarios determining financial impact for new initiatives. Growth Group Specialist, Nancy Boese, will answer your questions regarding the program: boesen@gvsu.edu and 616.331.7373. More information: www.misbtdc.org

Connecting Michigan companies to new business opportunities

Pure Michigan Business Connect is a public-private initiative created to uncover and develop new business opportunities and support services for Michigan companies. This multi-faceted program helps Michigan companies connect to new procurement and R&D opportunities through matchmaking summits and PureMichiganB2B.com, a dynamic online marketplace with over 11,000 registered Michigan companies. Through its matchmaking summits, the program has hosted 21 visits from global purchasers, netting over \$200 million in bid opportunities for Michigan companies. Additionally, Pure Michigan Business Connect has worked with some of Michigan’s largest purchasers to initiate in-state procurement pledges of \$850 million. More information: www.puremichiganb2b.com

SBA is your small business resource

No other federal agency has as its core mission the responsibility to aid, counsel, assist-and-protect the interests of small business concerns, to preserve free competitive enterprise, and to maintain and strengthen the overall economy of our nation. We do this by focusing on the three “C”s—counseling, contracting, and capital. Our SBA funded resource partners provide free, confidential business counseling and low cost training. We help small businesses gain access to federal procurement opportunities and provide access to capital to America’s growing businesses. We deliver these programs by having a presence in communities across the state, by being proactive in delivering solutions, and by partnering with organizations that can help us help small businesses succeed!

The SBA Michigan District Office congratulates all of the winners of the 2013 Michigan Celebrates Small Business event. For more information, please contact us at 313.226.6075 or michigan@sba.gov. More information: www.sba.gov/mi

Helping second-stage entrepreneurs succeed in Michigan!

Thousands of companies like yours join the Small Business Association of Michigan 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. The Small Business Association of Michigan’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 the Small Business Association of Michigan 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 the Small Business Association of Michigan 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

GLBM is your business connection

The first issue of *The Greater Lansing Business Monthly* hit the streets in June 1987. In its 26 years of existence, the magazine has become known for its consistent quality and the positive focus of its content. *The Greater Lansing Business Monthly* began as the project of entrepreneur Chris Holman. He saw a need for a publication that would promote, publicize and support local companies; provide a forum for ideas; and keep members of the community informed of the services and products offered by businesses in the area. *The Greater Lansing Business Monthly* looks forward to many more years of supporting area businesses through the production of the monthly magazine. More information: www.lansingbusinessmonthly.com




Michigan Credit Unions Committed to Small Business

In 2012, small business lending at Michigan credit unions increased by 17% statewide. CU small business loans now total more than \$1 billion. We recognize the importance of supporting entrepreneurs and small businesses in the Great Lakes State.

www.mcul.org





BUSINESS CAN'T WAIT

ON OUTDATED TECHNOLOGY FROM THE PHONE COMPANY.

PC Mag has named Comcast Business Class the fastest business Internet provider in the nation. We deliver download speeds up to 66 times faster than DSL and T1. You'll get unlimited local and nationwide calling, and TV with networks to keep your customers informed and entertained. Plus, our secure, reliable network means your private data stays that way. Don't wait. Switch to Comcast Business Class.

Go to business.comcast.com or Call **248-233-4537**

Comcast.
BUSINESS CLASS

Restrictions apply. Not available in all areas. Speed comparison between Comcast 100Mbps service and standard 1.5 DSL or T1 (downloads only). Actual speeds vary and are not guaranteed. 2011 rating by PC Mag based on review of customer data from www.speedtest.net. Call for details. Comcast © 2012. All rights reserved.