

Propelling Impact and Innovation

2017



*Michigan Celebrates
Small Business*

PURE PROSPERITY



The Michigan Economic Development Corporation is a proud supporter of small businesses across Michigan. Known for its entrepreneurial spirit and world-class innovation, no other state provides the breadth and depth of entrepreneurial support for emerging companies like we do. Creating vibrant places to live, work and play across the entire state is why Pure Michigan means success.

1.888.565.0052
michiganbusiness.org

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION | PURE MICHIGAN®

Advanced Battery Concepts	19
Advanced Blending Solutions LLC	19
Air and Liquid Systems Inc.	20
Ambassador Software	20
America's Preferred Home Warranty	21
ASK.....	21
Brown Iron Brewhouse	22
Collective Idea Inc.....	22
Continuity Programs Inc.....	23
Dataspeed Inc.	23
Decypher	24
Doberman Technologies	24
Downtown Restaurant Investments	25
DROUGHT.....	25
Edify North	26
Environmental Testing and Consulting	26
Freshwater Digital	27
Goldner Walsh Garden & Home	27
Hurley Marine Inc.	28
Image360	28
Independent Machine Company	29
inFORM studio	29
J. Keller Properties LLC.....	30
JetCo Solutions	30
Kalkaska Screw Products.....	31
K & M Industrial.....	31
K-Tec Systems.....	32
Latitude 42 Brewing Co.	32
Love and Buttercream	33
ManoByte	33
McCreadie Group.....	34
Mixed Staffing & Recruiting	34
Mobile Defenders	35
Motor City Carpet & Flooring.....	35
MTW Industries LLC	36
Northern Promotions LLC	36
OneStream Software.....	37
P.J. Wallbank Springs Inc.	37
RBV Contracting.....	38
Safety Net	38
Sandalwood Engineering & Ergonomics	39
Stone House Bread	39
Tech Defenders	40
Torrent Consulting.....	40
Towel Tracker.....	41
United Technical Inc.	41
Van Straten Brothers Inc.....	42
Vollwerth & Baroni Companies	42
Xeratec Corporation	43
Youngtronics.....	43



Michigan's entrepreneurial history runs deep Rick Snyder, Governor, State of Michigan	4
Founding organization: SBDC	5
Award winners	6
Founding organization: MEDC.....	9
Founding organization: SBAM	10
Founding organization: SBA.....	12
Economic impact: 2017 Michigan 50 Companies to Watch.....	13
Alumni update.....	14
Founding organization: Edward Lowe Foundation	17
Michigan 50 Companies to Watch for 2017	18-43
Founding organization: Michigan Business Network	45
Michigan 50 Distinguished Alumni Awards.....	46
2017 SBAM Innovation of the Year Award	47
2017 SBAM Michigan 8(a) Graduate of the Year.....	48
2017 SBA Michigan Small Business Exporter of the Year.....	48
2017 SBA Michigan Small Business Person of the Year.....	49
2017 Small Business Administration (SBA) Center Awards	49
2017 SBA Michigan Woman-owned Small Business of the Year	50
2017 SBA Michigan Veteran-owned Small Business of the Year	50
SmartZone Best Small Business Finalists	51
SmartZone Small Business of the Year Award	51
Michigan SBDC Best Small Business Finalists	52
Main Street USA Award	52
PTAC Regional Best Small Business Finalists.....	53
Government Contractor of the Year Award.....	53

PUBLISHER | Michigan Celebrates Small Business
EDITORIAL | Jennifer Deamud, Michigan Small Business Development Center
 Joy Kitamori, Edward Lowe Foundation
 Mary Stier LLC on behalf of the Small Business Association of Michigan
 Madeline Steinebach, Michigan Small Business Development Center
DESIGN | Andrea Hunter, Michigan Economic Development Corporation
 Michigan Celebrates Small Business website: www.MichiganCelebrates.biz
 Michigan Celebrates Small Business (MCSB) honors and recognizes Michigan's small businesses and those champions that support them. Michigan Celebrates is presented by its founding organizations: Michigan Economic Development Corporation; Small Business Association of Michigan; Chris Holman (current president of Michigan Business Network); Small Business Advocate; Michigan Small Business Development Center (Managing Partner of Michigan Celebrates); U.S. Small Business Administration-Michigan District Office; and Edward Lowe Foundation.
 Copyright ©2017 Michigan Celebrates Small Business

Michigan Small Business Development Center

Keith Brophy, State Director
Michigan Small Business Development Center



of business evolution, strengthening our economy, workforce and growth as a state.

Day-in and day-out, entrepreneurs are hard at work across the state of Michigan. Each year we gather to celebrate the impact they are creating in our communities and the innovation they drive across many sectors. As a founding partner of Michigan Celebrates Small Business, it is my pleasure to welcome you to this year's awards gala and extend my congratulations to each awardee.

The Michigan SBDC is proud to play a role in Michigan's growth by providing no-cost business consulting, market research, business education and technology commercialization assistance to businesses of all stages, across

all 83 counties of Michigan. Our team of experts offer business assistance on areas like business planning, financial forecasting and financial infusion strategies, market research and strategic planning, to name a few.

The Michigan Celebrates awards gala is made possible by leveraging the support of many organizations. One of our hopes for this event is that it heightens your awareness of these many organizations that can serve as resources to your business.

We also strive to be on the forefront of identifying and providing innovative strategies and programs to meet the evolving landscape of small business needs. These efforts include areas such as raising small business awareness of cyber security, with a program now adopted by many states across the nation (www.smallbusinessbigthreat.com). We are also working with a variety of key partners to educate small businesses about the eventual impact of autonomous vehicles and other technologies, and how their adoption will create a ripple effect across main street businesses of many industries. The early recaps of this work are available by visiting www.smallbusinessgearchange.com.

Earlier in my career as a business owner and business builder, I was fortunate to receive support and assistance from many of these same organizations.

The Michigan SBDC wants businesses to be strong today, carry out smart and practical planning for tomorrow and even peek around the corner to be ready for the future.

I didn't always fully understand the roles and relation of every support organization at the time. I did know that their collective support and encouragement was key in propelling our small business success. In hindsight, I underestimated how much support was available to a Michigan business. I wish I had worked harder to understand all the pieces at the time.

Now, at this point in my career, I am pleased to be "on the other side" of the equation as the Michigan SBDC state director. During my time in this role I've gained a deep appreciation of value and support that our state offers to entrepreneurs. One of our goals for tonight is to help you understand this ecosystem.

While it may seem intimidating at times, the most important element for businesses to know is they are not alone in this task. You have a team to support you, including the expertise of over 90 Michigan SBDC consultants spread across the state, as well as an entire ecosystem of great partners. The founding partners of Michigan Celebrates Small Business are dedicated to helping you achieve success and celebrate your accomplishments! Congratulations to all of this year's awardees and we look forward to your continued success.

The organizations that provide entrepreneurial support to Michigan's businesses work collaboratively together to create a vibrant Michigan small business economy. The organizations in our small business ecosystem provide a rich range of resources. Collectively, these organizations foster multiple stages



April 18, 2017



Dear Friends,
Michigan is known for its entrepreneurial spirit and world-class innovation. We have the history, the resources and the state-sponsored partnerships that allow our small businesses to develop, grow and play a vital role in expanding our state's economy.

Most importantly, we have the people. Michigan's small business community is made up of dedicated entrepreneurs who don't just wait for success to find them, they seek it each and every day. This spirit isn't something that can be taught, it's created and developed from within, through a fearless and problem-solving attitude. Nowhere is that attitude more apparent than here at the Michigan Celebrates Small Business (MCSB) awards ceremony. In its 13th year, MCSB remains on the forefront of championing small business and keeping that entrepreneurial spirit alive and well in Michigan.

In fact, according to *Site Selection* magazine, Michigan continues to rank among the top seven states for major new and expanded facilities. Businesses are coming to Michigan and expanding their operations here because of the business friendly environment that ranks among the best in the nation. In addition, Michigan was also recently ranked a top 10 pro-business state by Pollina Corporate/AEDI.

So, without further ado, congratulations to the 2017 Michigan 50 Companies to Watch, the other award winners and Michigan small businesses everywhere. Thank you for your commitment to your communities and to our state, as we continue to build a stronger Michigan and a brighter future.

Sincerely,

Rick Snyder Governor

2017 Award Winners

Innovation, Government Contracting, SmartZone and Main Street Awards

Innovation of the Year Award

Presented by the Small Business Association of Michigan (SBAM)

Light Guide Systems—OPS Solutions LLC
Paul Ryznar, Founder, President and CEO

Government Contractor of the Year Award

Presented by the Michigan Economic Development Corporation (MEDC)

RBV Contracting Inc.
Rodolfo (Rudy) B. Villarreal and James (Jim) Foucher

SmartZone Small Business of the Year

Presented by the Michigan Economic Development Corporation (MEDC)

Vestaron Corporation
John Sorenson, CEO

Main Street USA Award

Presented by the Michigan Small Business Development Center

Sandlot Sports
Ryan Dost and Adam McCauley, Co-owners

2017 Small Business Administration (SBA) Small Business Awards

Michigan Small Business Exporter of the Year

Hosco Fittings LLC
Tom Murray, President/CEO
Jan Pitzer, VP of Sales and Marketing
Kevin Stacy, Operations Manager

Michigan Woman-Owned Small Business of the Year

GS Group LLC
Monica Starks, President
C. Denise Griffith, Chief Operating Officer

Michigan Veteran-Owned Small Business of the Year

Americhem Sales Corporation
Bruce L. Whetter, President

Michigan Small Business Person of the Year

Inontime LLC
Jon Lanning, President of Finance
Eric Bruins, President of Operations

Michigan 8(a) Graduate of the Year

CTI and Associates Inc.
Morgan Subbarayan, President

2017 Small Business Administration (SBA) Center Awards

Michigan SCORE Chapter of the Year

Tip of the Mitt
SCORE 0622 Petoskey Chapter
Margo Johnson, Chapter Chairperson

Michigan and Region V Women's Center of Excellence Award

Great Lakes Women's Business Council
Debra Loeser, Program Manager of WBC

National Veterans Business Outreach Center Excellence in Service

VetBizCentral
Matt Sherwood, Executive Director

Michigan Small Business Development Center Excellence and Innovation Award

Michigan SBDC I-69 Trade Corridor Region
Marsha Lyttle, Regional Director

Michigan 50 Distinguished Alumni Awards

Most Engaged Workforce

ITC Incorporated
Michael Camarota, President

Strategically Focused

Firstronic LLC
John Sammut, President/CEO

2017 Michigan 50 Companies to Watch

Advanced Battery Concepts
Advanced Blending Solutions LLC
Air and Liquid Systems Inc.
Ambassador Software
America's Preferred Home Warranty
ASK
Brown Iron Brewhouse
Collective Idea Inc.
Continuity Programs Inc.
Dataspeed Inc.
Decypher
Doberman Technologies
Downtown Restaurant Investments
DROUGHT
Edify North
Environmental Testing and Consulting
Freshwater Digital
Goldner Walsh Garden & Home

Hurley Marine Inc.
Image360
Independent Machine Company
inFORM studio
J. Keller Properties LLC
JetCo Solutions
Kalkaska Screw Products
K & M Industrial
K-Tec Systems
Latitude 42 Brewing Co.
Love and Buttercream
ManoByte
McCreadie Group
Mixed Staffing & Recruiting
Mobile Defenders
Motor City Carpet & Flooring
MTW Industries LLC
Northern Promotions LLC

OneStream Software
P.J. Wallbank Springs Inc.
RBV Contracting
Safety Net
Sandalwood Engineering & Ergonomics
Stone House Bread
Tech Defenders
Torrent Consulting
Towel Tracker
United Technical Inc.
Van Straten Brothers Inc.
Vollwerth & Baroni Companies
Xeratec Corporation
Youngtronics

High-impact services for high-growth companies



With nearly 5,000 combinations of services available, we have the experience today's growing businesses need to achieve their growth goals ... and so much more. Contact me today to learn more about:

- Outsourced accounting
- Business consulting
- Business valuation
- Tax planning and consulting
- Fund raising and due diligence

We've been helping Michigan businesses for more than 75 years and look forward to helping yours!

Chris Sing, CPA, CGMA, MBA
Principal
chris.sing@rehmann.com | 734.302.4130

rehmann.com



Business Law Experience



Luis E. Avila



Matthew W. Bower



Charles F. Gray



Harvey Koning



Timothy K. Kroninger



Richard P. Manczak



Fermin M. Mendez



Zachary J. Meyer



Eric R. Post



Kristen M. Veresh



Katie K. Wilbur



Varnum assists growing companies during every stage of development.

- Business and Corporate Services
- Employee Benefits
- Financing
- Intellectual Property
- Labor and Employment Relations
- Litigation and Trial Services
- Mergers and Acquisitions
- Real estate transactions
- Succession and estate planning
- Tax planning matters



www.varnumlaw.com

LET'S CELEBRATE SMALL BUSINESSES ACROSS MICHIGAN.

- Energy efficiency rebates
- Custom energy-saving solutions
- Local community support
- Dedicated business specialists

Consumers Energy for Business

Let's do business. Together.

Call us for more information at **800-805-0490**,
or visit **ConsumersEnergy.com/businessmatters**



#CE4BIZ

B7133

Growing Michigan's economy through business development and job awareness

There has never been a better time to be a business in Michigan. For three consecutive years now, Michigan has ranked among the top seven states for major new and expanded facilities, and has been continually ranked as a top state for corporate tax competitiveness, creating one of the best pro-business environments in the country.

Through our partners, helping businesses to open and grow is a key activity of the Michigan Economic Development Corporation (MEDC). As the state's marketing arm and lead advocate for growing Michigan's economy through business development and job awareness, the MEDC provides the resources to help your business grow and succeed.

Here are some resources the MEDC and its partners have made available to your small business:

- **Access to capital:** The MEDC works to increase the availability of capital for companies in Michigan at every stage of development, and can help connect your business with capital providers—federal grants, venture capitalists, banks, and others—as well as offer programs that can expand the reach of those capital providers.
- **Pure Michigan Business Connect (PMBC):** The first of its kind in the nation, Pure Michigan Business Connect services connect buyers and supplier along supply chains to deliver bottom-line results and shared success. By participating in the program, companies receive business assistance at little to no cost; access to a new business-to-business network; and opportunities to find new customers, while also leveraging procurement resources to increase their supply chain.
- **MEDC's Entrepreneur and Innovation Initiative:** MEDC's entrepreneur and innovation team oversees the state's entrepreneurial ecosystem, including Michigan's 17 SmartZones featuring technology business accelerators that provide essential services to the start-up community.



In addition to these programs, MEDC supports partner organizations that work directly with small business across the state. These include:

- **Michigan's Talent Investment Agency (TIA):** Created to address the gap between workers with the right skills and employers in need of highly skilled workers for the jobs of today and

tomorrow, TIA can help provide the employees you are seeking as your small business grows. TIA also coordinates programs related to job preparedness, career-based education, worker training, employment assistance and unemployment insurance.

- **Small Business Development Center (SBDC):** The Michigan Small Business Development Center is the state's most comprehensive entrepreneur and small business development program, which provides counseling, training, research and advocacy for start-ups, existing small businesses and innovative tech companies. Counselors provide support and a planning tool to help evaluate the direction of your technology, chart strategies and more.

- **Small Business Association of Michigan (SBAM):** Serving small businesses in all 83 Michigan counties, SBAM focuses solely on serving the needs of Michigan's small business community by promoting entrepreneurship, leveraging buying power and engaging in political advocacy.

Through these and other resources and partnerships, Michigan is prepared to go the extra mile to make sure businesses are comfortable in the state and in a position to create jobs—therefore playing a vital role in expanding the state's economy.

Known for its entrepreneurial spirit and world-class innovation, no other state provides the breadth and depth of entrepreneurial support for emerging companies, like Michigan. By leveraging the combined strengths of our organizations, we are working together to ensure small businesses receive the assistance needed to succeed and grow.

For more information on the MEDC, as well these and other initiatives, visit www.michiganbusiness.org.

★ Congratulations *Michigan 50*
Companies to Watch Winners! ★

Connect with other small business owners through Michigan's largest small business network.

With over 25,000 members, the Small Business Association of Michigan is the country's most influential small business association. SBAM helps small businesses succeed by promoting entrepreneurship, leveraging buying power and engaging in political advocacy.

www.joinsbam.org



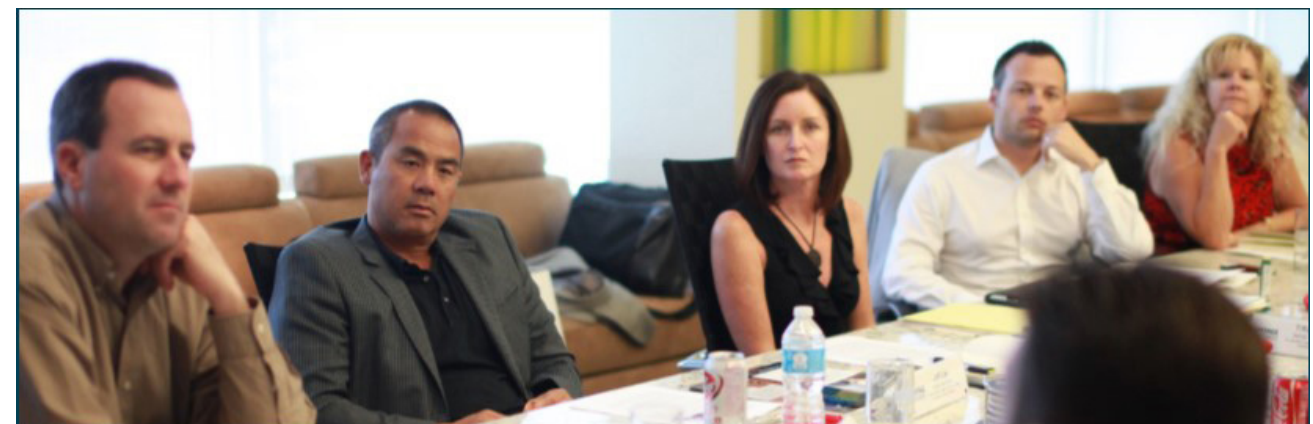
Tax | Accounting | Audit | Advisory

CONGRATULATIONS
TO THE 2017 AWARD WINNERS!



FROM THE TEAM AT HUNGERFORD NICHOLS CPAs + ADVISORS!
Proudly serving as the due diligence officer for Michigan Celebrates Small Business.

www.hungerfordnichols.com



Discover what thousands of CEOs already know. Vistage works.

Like you, members of a Vistage Advisory Board are proven business leaders and critical thinkers. They have smart ideas and insightful opinions and this is the forum to express them. Nine meetings a year, you'll encounter lively discussions where business leaders tell it like it is. Be our guest at an upcoming meeting. Experience it yourself.

Tap into the power of a Vistage group. If you are a CEO, key executive or business owner, call 586.443.5880 or go to www.vistagemichigan.com.

VISTAGE
MICHIGAN

U.S. Small Business Administration

When small business owners follow their dreams, everyone benefits. They create jobs and drive our economy, and as the world transforms, small business owners are our problem solvers. Faced with social, technological and economic changes, they see opportunities to build. At the U.S. Small Business Administration, we have the unique privilege of providing some of the tools to do that. Since 1953, our mission has remained the same—to help small businesses start, grow and succeed.



SBA Michigan District Office staff members based in Detroit and Grand Rapids and resource partners throughout the state, including Small Business Development Centers, SCORE volunteers, Women's Business Centers, and a Veterans Business Outreach Center, provide low and no-cost services to assist entrepreneurs, training in essential management skills, and one-on-one counseling to review business plans and answer your questions.

If you need financial capital, SBA's loan guaranty programs help lenders extend credit on favorable terms to small business owners. In FY16, the SBA approved more than 2,600 loans in the 7(a) and 504 programs in Michigan, providing nearly \$800 million to small businesses throughout the state. The SBA can also help you sell to the world's largest customer, the U.S. government, and the HUBZone and 8(a) Business Development programs ensure small businesses compete on a level playing field for billions of dollars in federal contracts awarded every year.

In fact, small business government contracts have seen tremendous success in the past year, with the highest-ever percentage of contracting dollars going to small businesses: 25.75 percent totaling \$90.7 billion. Also, for the first time ever, the federal government met its 5 percent statutory goal for contracts awarded to women-owned small businesses. Further, small disadvantaged businesses received their highest percentage of federal contracts—10 percent—double SBA's goal. In Michigan, nearly \$1.2 billion with approximately 3,700 federal contracts was awarded to small businesses in FY16.

Another way the SBA helps small businesses expand is with exporting. In late 2016, Michigan received \$820,000 in State Trade Expansion Program funding to assist small businesses with export-related activities or other export initiatives in line with the

STEP objectives, including participation in foreign trade missions, foreign market sales trips, subscription services provided by the U.S. Department of Commerce, as well as design of international marketing campaigns, export trade show exhibits, training workshops and more.

Meanwhile, entrepreneurs on the cutting edge can feel confident that the SBA is working to harness the power of technology for small business owners in every corner of the nation. The SBA has launched online tools to simplify the lending space and make it easier for lenders and prospective borrowers to make connections and do business together. We also offer approximately 100 online classes so owners and entrepreneurs can educate themselves on their own schedules.

Other initiatives the agency has embraced promise to make a difference in years to come. Last September, Metro Community Development received a \$100,000 grant from the SBA's Program for Investment in Micro-Entrepreneurs (PRIME) which aims to help low-income entrepreneurs gain access to capital to establish and expand their small businesses. The only award recipient from Michigan, Metro Community Development will provide training and technical assistance to disadvantaged microentrepreneurs to start, operate and grow businesses in the economically disadvantaged areas of Flint, Genesee County and Saginaw County.

We've also supported several Michigan accelerators—Lansing PROTO, Inge's Place, NextEnergy and Coolhouse Lab—with grants that have contributed to helping startups in a broad set of industries and sectors—from manufacturing and tech start-ups, to farming and biotech—with many focused on creating a diverse and inclusive small business community.

The SBA is proud to stand up for entrepreneurs and be part of a community that champions small businesses. To hear more about what we're doing, visit www.sba.gov/mi, text SBA to GOV311 (468311) for subscription link for email updates, or attend an in-person or online event.

Small business ownership is a long, exciting journey, and the SBA looks forward to continuing to be your partner along the way.

ECONOMIC IMPACT: 2017 Michigan 50 Companies to Watch

Economic impact in 2016

\$273.1 million in total annual revenue in 2016
36.3 percent increase compared to 2015

1,553 full-time equivalent employees in 2016
1,388 in Michigan; 165 out of state

611 new jobs projected for 2017
491 in Michigan; 120 out of state

Increasing impact

From 2013 through 2016, these companies generated \$824 million in revenue and added 861 employees (both in Michigan and out of state), reflecting a 113 percent increase in revenue and 124 percent increase in jobs for the four-year period. That translates into a 33 percent annual revenue growth and 31 percent annual growth in employees.

These companies project continued growth in 2017, with a 54 percent revenue increase and 39 percent growth in employees (both in Michigan and out of state) compared to 2016. If their projections hold, these companies will have generated \$1.2 billion in revenue and added 1,471 employees over the last five years—a 54 percent increase in revenue and 213 percent increase in jobs since 2013.

	2013	2014	2015	2016	2017 (projected)
Revenues in millions	\$129	\$222	\$200	\$273	\$421
Employees*	692	907	1,263	1,553	2,164

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

Regional distribution

Region	# of companies
Detroit metro	14
West	8
Southeast	7
Upper Peninsula	7
Northwest	4
Eastern Central	3
South	3
Southwest	2
East	1
Northeast	1

Sector distribution

















Business sector	# of companies
Manufacturing	14
Information technology	9
Food services	7
Professional services	7
Retail trade	3
Scientific or technical services	3
Construction	2
Advertising	1
Architectural services	1
Finance and insurance	1
Real estate and property management	1
Wholesale trade	1

ALUMNI UPDATE 2017










Each year Michigan Celebrates awardees from past years are asked to provide an update of their latest achievements. This year, 36 alumni responded with reports of new employee hiring, substantial customer contracts, development of new innovations and continued support of their communities.

We are proud to share their recent milestones as evidence of the vitality of Michigan companies.

 Michigan 50 Award  Exporter Small Business of the Year  Most Engaged Workplace Michigan 50 Award  Urban Small Business and Entrepreneurship  Family-owned Small Business of the Year  Innovation of the Year  Strategically Focused Michigan 50 Award  Small Business Person of the Year  Woman-owned Small Business of the Year			
	2014	365 Retail Markets, Troy; Joe Hessling, CEO	Team grew by 30 percent, shipped more than 50,000 devices and achieved 99.99 percent device and support uptime. Expanded to Canada, Italy and the United Kingdom. Team members supported the Gleaners Community Food Bank “Hunger Free Summer Food Fight” program and sent care packages to endorse education of children in the West African nation of Benin.
	2009	Achatz Handmade Pie Company, Chesterfield; Wendy and Dave Achatz, owners	Switched to open-book management to ensure each person in the company is aware of the financials and can help make important business decisions.
	2016	Afia Inc., Ann Arbor; Jeremy Nelson, co-founder/managing partner	Expanded into 25 states, launched a health cloud service line. Improved employee benefits with a 401(k) program and continued to donate 10 percent of profits to fund health care parity.
	2015	Air and Liquid Systems Inc., Rochester Hills; James Miller, owner/president	Two new patent applications filed and a new R&D project conducted. Community outreach took the form of mentoring college students, working with Gianna House and supporting the causes of employees, such as the Elks, Boy Scouts and Girl Scouts.
 	2011 2012	Applied Imaging, Grand Rapids; John Lowery, president	Purchased a 63,000-square-foot building and opened a second metro Detroit office. Named again as “Best and Brightest to Work For” in western Michigan and metro Detroit. Received “Elite Dealer” accolade (sixth time!) from <i>ENX Magazine</i> . President John Lowery was named Ernst & Young’s “2016 Entrepreneur of the Year” for the Michigan/Northern Ohio region.
	2015	Bromberg & Associates, Hamtramck; Jinny Bromberg, president	Added clients in a range of industries, contributing to 25 percent growth. Community projects involved grantwriting and language service support for Partnership with Friendship House, which expanded food access to the area’s diverse population. Provided translated documents and other services to deaf and limited English proficient citizens during the Flint water crisis.
	2015	Civionics Inc., Ann Arbor; Gerry Roston, CEO	Since launching its Percēv product in 2015 for Chrysler, anticipates deploying an additional system for that car manufacturer and securing several new customers. That initial deployment prevented two down-time incidents with a savings of almost 10 times the cost of the system. Won the advanced materials, sensor and manufacturing process category at the eighth Annual Global Automotive and Mobility Innovation Challenge.
	2015	Clarity Voice, Southfield; Gary Goerke, president/CEO	A strategic plan for growth realized an increase in employee counts, customer base and revenue, as well as the move to a new location. Earned an Inc. 5000 listing for the second consecutive year and a spot among the “Top 50 Best Small Workplaces” from <i>Fortune</i> magazine.
	2015	Creative Studio Promotions, Grand Rapids; Ann Vidro and Menda Wright, co-owners	Recognized as an Inc. 500 achiever. Awarded a sizable project with a multibillion dollar company located in Michigan. Involved in a number of community groups, including a sponsorship role with two large events that support Make-A-Wish and the YMCA.
	2010	DornerWorks Ltd., Grand Rapids; David Dorner, president/founder	New market expansion drove growth, including the addition of more than 12 high-tech jobs. Awarded an SBIR grant from DARPA. Received a \$200,000 grant from the Michigan Economic Development Corp. Invested \$1.3 million in new engineering facilities. Along with customer GE Aviation, cosponsored a volunteer day at the Goodwillie Environmental School in Forest Hills.

	2010	Edgewater Automation, St. Joseph; Rick Blake, president	Received ISO 9001:2015 certification. Opened first location in California, marking its fifth overall. Sponsored a new robotics lab to support advanced manufacturing studies at a local community college.
  	2015 2016 2017	Firstronic LLC, Grand Rapids; John Sammut, president/CEO	Signed three significant customers, launched five new programs, hired nearly 100 employees and secured working capital financing to sustain rapid growth. Achieved Inc. 5000 status for the second year in a row and earned the top award in its category by <i>Circuits Assembly</i> magazine. Held its second annual golf outing to benefit the Children’s Tumor Foundation.
	2009	Forensic Fluids Laboratories Inc., Kalamazoo; Bridget Lorenz Lemberg, lab director/CEO	Increased health care benefits for employees, hired 18 employees and invested \$1.6 million in capital equipment. Began plans to relocate to a 30,000-square-foot facility to triple its current space.
	2013	Gravity Works Design & Development, Lansing; Jeff McWherter, owner	Earned awards from the American Advertising Federation, W3 awards for web creativity and Davey awards from the Academy of Interactive and Visual Arts. Named to the Inc. 5000 list. Served as a stop on the Lansing Community College walking field trips for preschoolers, which offers an expansive curriculum for kids to explore their creativity.
	2011	Great Lakes Stainless, Traverse City; Terry Berden, CEO	Opened a mill work department, leading to projects for an airport in North Dakota, a casino in Michigan and a rail line in Florida. Contract manufacturing projects continued to be rewarding, including helping a young man develop a self-contained eyewash. Continued corporate philosophy of donating 10 percent of profits.
	2014	Happy Howie’s Inc., Detroit; David Collado, president	Expanded distribution of dog treats to 48 states, hired two key management staff. Continued donation of treats to local shelters. For the past two years, donated the Adoptable Dog of the Week section on its website to the Dearborn Animal Shelter—every dog listed found a home!
	2011	imageOne, Oak Park; Rob Dube, president	Launched imageOne University, a company-wide program for team members to learn all aspects of the business. Employees increased overall productivity, camaraderie and effectiveness, as a team and a business. Connecting a nationwide base of employees led to interaction in more ways than ever, including a podcast club, French club and movie club.
	2016	Innereactive Media, Grand Rapids; Samantha Toth, president	In its “Year of Efficiency,” became more streamlined in processes, internal training and assisting clients. New hires resulted from adding new clients. New capabilities were achieved with the completion of employee certifications. Kicked off first annual Logo Design-a-Thon to help startups obtain customized logos and collaterals.
	2015	Innovative Learning Group Inc., Troy; Lisa Toenniges, owner/CEO	Relocated to a new corporate headquarters renovated from a light industrial building. Unveiled a new corporate brand, redesigned website and logo. Named to the Inc. 5000 list of America’s fastest-growing private companies.
	2013	Innovative Surgical Solutions (dba Sentio LLC), Wixom; Stephen Bartol, CEO	Five new patents were issued and two new products developed for FDA submission. Participated in a mentoring program, working with young entrepreneurs referred by health care organizations in southeast Michigan. Through Hacking Health, assisted a group that soon launched a company.
 	2015 2017	ITC Incorporated, Holland; Michael Camarota, president	Diversified into new industries of retail display and architectural lighting and office furniture. Awarded first automotive job. Expanded software and electronics expertise by developing a system for a product featured on the front cover of Neocon preview magazine. Provided funding to refinish the gym floor at the Holland South Side Boys and Girls Club and became a major donor for its expansion to Holland Heights.
	2015	jacapps, Bingham Farms; Paul Jacobs, president/managing partner	Received a significant private investment and more than doubled staff. Received a trademark for “App Everywhere” and became the first mobile app developer in the radio space to be accepted for Apple CarPlay. Closed the single largest contract in the eight-year history of the company. Provided over 200 pounds of food to a local shelter in Detroit for Thanksgiving.
	2012	JEM Tech Group, Clinton Township; Jami Moore, president	Expanded into New York State and secured certification as a Woman Business Enterprise for that state. Recently launched new branding and website. Mentored small businesses throughout the community and provided support to Big Brothers Big Sisters.
	2010	Lansing Urgent Care PLC, Lansing; Dr. Terry Matthews and Catherine Matthews, co-owners	Opened a 24/7 clinic in Lansing and two other clinics in DeWitt and Haslett. Launched an occupational health program and associated services ranging from DOT physicals, breath alcohol and drug screenings, and spirometry testing. Secured a contract with Michigan State University to provide workers’ compensation services.
	2015	LinTech Global Inc., Farmington Hills; Michael Lin, president	Received significant prime contracts. Actively supports causes dealing with wounded, critically ill and injured veterans, entrepreneurship mentoring of veterans and hiring of veterans.

	2016	MMI Engineered Solutions Inc., Saline; Doug Callahan, president/CEO	Secured more than \$15 million in new business for the next 10 years, providing diversification for the company. Developed an internship/apprentice program with the Saline school system to hire and mentor students within the machines trade area. Recently awarded Navistar's Diamond Supplier of the Year, a recognition earned by 34 of more than 3,000 companies worldwide.
	2008, 2016	Motawi Tileworks Inc., Ann Arbor; Nawal Motawi, owner	Celebrating its 25th anniversary! Invested in a new kiln and tile dryer, which more than doubles capacity. Hired an experienced senior manager to give founder/artist Nawal Motawi time to dedicate to design work. Recently featured in a Forbes.com Q&A.
	2015	NewFoundry, Ann Arbor; Richard Chang, CEO	Purchased a new office building, added a 401(k) plan for employees and was accepted into the Federal government GSA program. Also accepted into the Goldman Sachs 10,000 Small Businesses program. Created, incubated and launched Thrive125, a nationwide volunteer program for Clark Hill. Conceived as a one-year program, it found a longer life because staff greatly enjoyed it.
	2013	PROLIM Global Corp., Farmington Hills; Prabhu Patil, CEO	Acquired three large accounts. Opened an office in Dallas, growing its business in Texas. Honored with the Fastest Growing Entrepreneurial Company in the Dallas Area award from the Caruth Institute for Entrepreneurship at the SMU Cox School of Business.
	2011, 2012, 2012	Proos Manufacturing Inc., Grand Rapids; Amy Proos, CEO	Improved sheet metal fabrication capabilities with a new fiber laser. Submitted patent application. Added new customers while increasing capabilities and offerings to all clients. Hired several employees with barriers to employment who traditionally would not be given a chance. Was a driving force behind city bus route changes, which allowed workers without transportation to seek work.
	2007	SPACE Inc., Midland; Kathie Fuce-Hobohm, dealer principal	Expanded its Anew process to reuse and upcycle existing furniture assets, which reduces client costs and the amount of product ending up in landfills. Launched its Random Acts of Kindness program. Each employee sold SPACE Inc. cookbooks and donated funds to a variety of causes.
	2015	Stardust Memorials, Traverse City; Jordan Lindberg, president	Dramatically expanded wholesale business and added new product lines. Increased employee offerings with an employer-sponsored continuing education benefit and expanded IRA program. Selected to the Inc. 500 list of fastest-growing private companies.
	2014	TEKWISSEN® Group, Ann Arbor; Ram Dinesh Singh, CEO	Named to the Inc. 5000 for the third year in a row. Continued a shift from providing staffing services to helping clients understand their existing workforce. Actively promotes hiring of veterans and provides skill-based training to maximize their contributions.
	2011	TriStar Molding Inc., Marcellus; Nick DeKoning, co-owner/CEO, and David McMorrow, co-owner/vice president/CFO	Expanded production for a number of customers. Continued to improve equipment capabilities, including auxiliary equipment and monitoring devices for presses. Continued process for employee training. Installed a new warehouse management tool.
	2011, 2013	Uckele Health & Nutrition, Blissfield; Michael Uckele, CEO	Launched a new product after completing a successful cell longevity study. Introduced a number of new technologies and processes to improve capacity and capabilities substantially. Provided relief for horses affected by the devastating floods in Louisiana. A Memorial Day offer to support K-9 military units received overwhelming customer response.
	2015	Worksighted, Holland; Mat Nguyen, president	Signed 35 new clients and added 18 employees. Introduced perks such as an employee snack bar, quarterly team outings and catered lunches. In conjunction with its annual Customer Appreciation Breakfast, partnered with the Boys of Girls Club of Greater Holland to collect toys for more than 50 children for the holidays.

-  Michigan 50 Award
-  Exporter Small Business of the Year
-  Most Engaged Workplace Michigan 50 Award
-  Urban Small Business and Entrepreneurship
-  Family-owned Small Business of the Year
-  Innovation of the Year
-  Strategically Focused Michigan 50 Award
-  Small Business Person of the Year
-  Woman-owned Small Business of the Year

Edward Lowe Foundation: Putting second stage first

When people hear the word “entrepreneur,” they often think of startups or very small businesses. Yet entrepreneurship is a continuum where different companies have different impact and require different services to grow.



Along this spectrum, the Edward Lowe Foundation focuses on second-stage entrepreneurs—companies with about 10–99 employees and \$1 million to \$50 million in annual revenue, albeit these numbers vary by industry and geography. Bottom line, these companies have moved beyond startup and want to continue growing.

“We champion second-stagers for many reasons, beginning with their ability to create jobs,” says Dan Wyant, the foundation’s president and chief operating officer. Citing statistics from YourEconomy.org, Wyant points out that between 2005 and 2015, second-stagers represented about 17 percent of U.S. establishments, but generated 37.2 percent of all jobs and 36.7 percent of sales.

Second-stage entrepreneurs often have national or international markets, which bring outside dollars into their communities, Wyant adds. “Many are attracting venture capital dollars, which can raise investor awareness for a region.”

By leveraging their experience and greater financial bandwidth, second-stagers are able to expand into new markets and introduce innovations that impact their industries. Their stability and deeper pockets also enable them to offer more diverse, high-quality jobs and provide better benefits for employees.

“Another hallmark, second-stagers are usually devoted corporate citizens,” says Colleen Killen-Roberts, the foundation’s director of entrepreneurship. “Whether it’s revitalizing a neglected neighborhood with new or renovated facilities or supporting local charities and nonprofits, they really care about investing in their communities.”

Understanding the challenges of second-stagers is just as important as recognizing their contributions, because helping them advance is a different ballgame than working with startups or microbusinesses.

With that in mind, the foundation has identified a number of pivotal points within second stage:

- **Overwhelmed:** Entrepreneurs tend to operate as lone wolves in early days, but in second stage they begin to realize they need some sort of outside help. They recognize the needs of their business has outgrown their capabilities. Depending on what’s keeping them awake at night, assistance might be a peer or trusted adviser, service provider, entrepreneur support organization, consultant or combination of sources.
- **Building the team:** Second-stagers are expanding staff and adding senior managers, which enables them to delegate and fill

in blind spots. Instead of being a technician immersed in their business, they now start working on their business. They move from being a manager of few to a leader of many; their role evolves into one of visionary and coach.

- **Growing to last:** At this point, second-stage leaders work on refining their company’s core competencies. They set big, long-term goals, such as going public or scaling the business to sell to investors, along with specific tactics for reaching those goals.
- **Focused opportunities:** As second-stagers become more strategic, they start to recognize very specific opportunities in which to invest time and resources. This could include expanding into a new geographic market, adding a new product line or service division, investing in new technology or acquiring another company.

To help accelerate entrepreneurs’ success in second stage, the foundation has developed a variety of programs. Among these are PeerSpectives®, a CEO roundtable system that enhances leadership and decision-making skills; Economic Gardening®, which provides entrepreneurs with customized, strategic information; and leader retreats, which help both second-stage leaders and staff with strategic direction and leadership development.

The foundation also educates communities and organizations about how to work with second-stage companies and develop the kind of supportive culture they need to flourish. One example, since 2005 the foundation has partnered with Michigan Celebrates Small Business to promote outstanding second-stage companies through the Michigan 50 Companies to Watch awards.

“Recognition is an important aspect of support, for second-stagers often fly below the radar and don’t seek exposure that can help with growth,” Wyant says.

“People tend to get excited about startups because there is usually plenty of drama,” he continues. “In contrast, the second-stage story is not about the struggle to stay alive but rather to scale. Understanding the impact of second-stagers—and how to support them—is the way communities will achieve robust, vibrant economies. Regions need to become as good at growing existing companies as they are at starting them.”



Michigan entrepreneurs are driven to succeed! Whether they're running a business with a dozen employees or a large corporation, these individuals pave the way for continued growth and prosperity across the state. The passion they have for their businesses and employees is beyond measurable, the hours they give to working on the business and in the business far exceeds the norm, and their competitive spirit keeps them at the forefront of their industry.

Each year we recognize this entrepreneurial spirit by celebrating small business excellence at Michigan Celebrates Small Business. This year is no exception as we honor more than 60 small businesses at the 13th annual awards ceremony. These companies were selected based on their success in creating jobs,

increasing sales, improving their business strategy, and community involvement.

The companies honored have made a profound impact on Michigan's economy through innovation and marketplace performance. They are the ones who stood out from the hundreds of well-qualified nominations. These Michigan-based companies are in metropolitan areas and small towns across the state. They represent growing, second-stage companies from diverse business sectors that employ between six to 99 full-time employees and have between \$750,000 to \$50 million in annual revenue.

Each of these companies have demonstrated their own unique success in the industry they serve and economic impact to their communities. Though, together they have had

SMALL BUSINESS MOMENTUM *soars high*

an even greater influence on the progress and prosperity of Michigan. From 2013 through 2016, these companies generated \$824 million in revenue and added 861 employees (both in Michigan and out of state), reflecting a 113 percent increase in revenue and 124 percent increase in jobs for the four-year period. That translates into a 33 percent annual revenue growth and 31 percent annual growth in employees. These companies project continued growth in 2017, with a 54 percent revenue increase and 39 percent growth in employees (both in Michigan and out of state) compared to 2016.

A successful company is one led by a strong leader. These companies are no exception. They are led by forward-thinking business

leaders who push their teams to new heights and strive to make their communities a better place to live and work. These are also the individuals you'll find volunteering with their families on their days off.

These are the entrepreneurs who will be the inspiration for the next generation of Michigan business owners. They are the ones we honor and celebrate today!

Learn how these thriving small businesses are impacting Michigan by reading each of their profiles. You'll discover why we're proud to call them winners. We congratulate each of the winners and the families, colleagues, employees, customers, and suppliers who have supported them on their entrepreneurial journey.



Advanced Battery Concepts (ABC) is a battery technology development company focused on the advancement of large-format, energy-storage solutions. ABC's tagline "Better Batteries, Better World" recognizes societies need to have better batteries to electrify vehicles and promote renewable energy on our grid.

ABC's first technology, termed GreenSeal®, improves the most common rechargeable battery, lead acid, by reducing weight, increasing cycle life and reducing production costs. Recently, lithium has received much attention, but more than 90 percent of large-format batteries use lead. With GreenSeal® technology, lead batteries can increase energy throughput by over six times per pound of lead with costs of less than \$0.17/kWh-cycle. This makes GreenSeal® batteries great for on-grid, energy storage. GreenSeal® technology is protected globally by numerous patents.

ABC is actively licensing this technology to global battery producers such as Johnson Control, the largest car starting battery producer in the world. ABC has sold two global licenses and is in negotiations with three others. Over the next decade, ABC projects that most of the world's lead batteries will be produced with GreenSeal® technology. ABC is already focusing on next generation technologies to continue the drive for "Better Batteries, Better World."



Based in the Upper Peninsula, Advanced Blending Solutions (ABS) is a world-class designer and supplier of material handling, blending and controls for the plastics industry. With representatives throughout the country and world, ABS is a fast-growing company committed to providing customized products and services to meet their customers' unique needs.

ABS offers high-end gravimetric continuous blenders; extrusion throughput control weigh hoppers; vacuum and pressure pumps for material convey; dust collectors; gaylord box tipplers; smart stands to control material distribution; a fully integrated controls system; resin wands; knifegates; static eliminators; flexible and wye-line diverters; angel hair traps; magnet drawers; Moretto dryers; LIAD low-throughput feeders; and custom equipment. ABS also offers project management, system commissioning, turn-key installation, customer service and remote service.

ABS provides equipment for entire plastics extrusion systems from material storage, material handling and distribution, blending, and precise metering of material into the extruder. ABS can supply an entirely new system or add individual products to an existing extrusion line.



Advanced Battery Concepts Clare

Dr. Edward Shaffer II, CEO
Founded in 2009;
current leadership since 2009
Primary business: battery technology research and development
Sites in Michigan: 1
Full-time equivalent employees:
19 in 2016; 36 expected in 2017
www.advancedbatteryconcepts.com



Advanced Blending Solutions LLC Wallace

Mike Rasner, president and CEO
Founded in 2009;
current leadership since 2009
Primary business: blending and convey equipment for the plastics industry
Sites in Michigan: 1
Full-time equivalent employees:
71 in 2016; 82 expected in 2017
www.adv-blend.com



Air and Liquid Systems Inc.
Rochester Hills

Jim Miller, president
 Founded in 2009;
 current leadership since 2009
 Primary business: design and manufacture
 of custom liquid separation and air
 purification solutions
 Sites in Michigan: 1
 Full-time equivalent employees:
 43 in 2016; 45 expected in 2017
www.airliquidsystems.com

Formed in 2002, Air and Liquid Systems Inc. (ALSI) is a manufacturer of industrial filtration systems. Our markets include automotive/recreational paint finishing, food rendering, farm implements and specialty coating applications.



Innovation forms our product development efforts. This is reflected in our patented inventory across several industries. Our commitment remains to continue our product innovation to bring value and solve real world problems. We are investing in our future through organic growth by expansion of our existing customer base and penetration into new markets. Our ability to move quickly to enter new markets will contribute significantly to our growth in the next 3-5 years. Controlling the complete design and manufacturing process gives us a unique position in the industry and is key to our future success.

ALSI's core mission of customer service is lived out every day through our employees, which we consider our greatest asset. Our team values drive our strategic direction and are an important part of our company culture. As part of the ALSI family, our employees are considered essential in our future.

We look forward to being part of the Michigan success story for many years to come.



Ambassador Software
Royal Oak

Jeff Epstein, CEO
 Founded in 2010;
 current leadership since 2010
 Primary business: referral marketing
 software
 Sites in Michigan: 1
 Full-time equivalent employees:
 45 in 2016; 60 expected in 2017
www.getambassador.com

Ambassador Software empowers marketers to increase customers, referrals and revenues by leveraging the power of word-of-mouth. Our marketer-friendly software simplifies referral marketing by automating the process of enrolling, tracking, rewarding and managing customers, affiliates, influencers and partners.



Consumer brands and B2B companies worldwide are rapidly implementing, scaling and optimizing their referral marketing programs with our pioneering software. With offices in metro Detroit and Denver, hundreds of companies leverage our referral marketing automation platform, including Hewlett-Packard, SAP, Ria Financial, SunPower, Frank+Oak, NutriBullet and the American Marketing Association.

Founded in 2010, and proudly based in Metro Detroit, Ambassador Software is one of Michigan's fastest growing tech startups and was named number 321 on the 2016 Inc. 500 list. Ambassador is a growing team of "smart creatives" who are passionate about creating and defining "Ambassador Marketing" and earned us a spot on Crain's list of "Coolest Places to Work" in Michigan.



America's Preferred Home Warranty (APHW) is a Christian-based company founded in 1999. We offer home warranty services in 30 states around the country. Our warranty is a service agreement between a homeowner and APHW that pays toward repair or replacement of covered appliances and home systems that malfunction under normal conditions of use. Our key differential is that we allow the homeowner to choose their own licensed contractor for covered repairs.

America's Preferred Home Warranty was recently named 2017 "Best Regional Home Warranty Company in the United States" by HomeWarrantyReviews.com. We also just purchased a 24,000-square-foot facility in Jackson where we will create our new open-concept corporate office. We recognize that all our accomplishments are the direct result of organization-wide teamwork blessed by the hand of God.

Today, America's Preferred Home Warranty employs more than 75 team members across 30 states. Based on our growth trajectory, we expect to employ approximately 150 at our new corporate office within the next five years with more than 250 positions nationwide.



America's Preferred Home Warranty
Jackson

Randy Caltrider, president
 Founded in 1999;
 current leadership since 2005
 Primary business: home warranties
 Sites in Michigan: 1
 Full-time equivalent employees:
 71 in 2016; 94 expected in 2017
www.aphw.com



Application Specialist Kompany (ASK) is a world-class provider of best of breed IT hardware, software and service solutions. ASK's combination of personalized customer attention, technical excellence and project efficiency has resulted in its reputation as a leading provider of technical solutions.

Founded in 1993, ASK takes the hassle out of technology, allowing its customers to more effectively run their businesses. What makes ASK unique is its ability to combine superior technology with outstanding service. ASK believes that technology's only value to a business is in its ability to enhance efficiency, reduce cost and increase profit.

With a focus on small to medium business, ASK developed a comprehensive portfolio of enhanced security solutions that allows businesses to mitigate the risks associated with cybercrime. ASK's enhanced security solutions provide its customers with live security monitoring, vulnerability assessments, email phishing testing and more.

ASK's team of technicians, cyber security specialists, virtual CIOs, and business development managers is dedicated to the care and success of its customers. The team believes wholeheartedly that the customer's best interest should guide every decision that ASK makes. It is with this mindset and core value that ASK continues to grow and provide excellent customer service.



ASK
Lansing

Mike Maddox, president
 Founded in 1993;
 current leadership since 2004
 Primary business: IT and security
 consulting
 Sites in Michigan: 1
 Full-time equivalent employees:
 26 in 2016; 32 expected in 2017
www.justask.net



Brown Iron Brewery
Washington Township

Patti Eisenbraun, managing owner
 Founded in 2011;
 current leadership since 2013
 Primary business: full-service restaurant
 and brewpub
 Sites in Michigan: 1
 Full-time equivalent employees:
 38 in 2016; 45 expected in 2017
www.browniron.com

Brown Iron Brewhouse is a 70-tab brewpub, restaurant and small-batch craft brewery. Focused on the American craft beer industry and Michigan craft beer, cider and mead providers, Brown Iron also produces unique, high quality beers served on-premise.



Founded in 2011, Brown Iron began when Michigan natives Tim and Patti Eisenbraun set out to live their passion of craft beer and great food. In 2013, the couple partnered with Chef Deni Smiljanovski, and the 6,500-square-foot facility that would be Brown Iron was constructed. The project was completed in December 2014, and the brewpub opened its doors a month later.

Setting out to not be just an ordinary brewpub, Brown Iron Brewhouse hopes to give its guests a unique experience. All staff has been educated and certified to help with beer selection and food pairings. Weekly beer and education events are offered to inspire the love of craft beer. Helping various community and national organizations by partnering in fundraising efforts was built into their business plan. Their efforts have been recognized nationally. CraftBeer.com, the leading organization for the craft beer industry, named Brown Iron Brewhouse the “Best Beer Bar in Michigan” in 2016 and 2017.



Collective Idea

Collective Idea
Holland

Daniel Morrison, founder/president
 Founded in 2005;
 current leadership since 2005
 Primary business: web and mobile
 software development
 Sites in Michigan: 1
 Full-time equivalent employees:
 28 in 2016; 33 expected in 2017
www.collectiveidea.com

Collective Idea is one of the leading software and digital product development businesses in West Michigan. Our team of skilled developers, designers and strategists produce smart web and mobile software experiences. Our portfolio of clients from around the world ranges from small startups to Fortune 50 companies. Through our work over the past 12 years, we’ve had the privilege of creating apps and software focused on education, health, auto, security, consumer electronics and more.



At Collective Idea, we are an active and vibrant team on a mission to enrich the lives of our customers, our team and our communities through the world of software. Over the past 12 years, we’ve developed an inclusive, distributed and awesome process for both our culture and team. Our clients quickly become an extension of our core team and, us, theirs.

We live to collaborate, strategize, research, build and iterate on the products and solutions that will positively impact people’s lives and business.



Continuity Programs is a well-established, entrepreneurial spirited company. Our team helps companies grow with easy-to-use CRM (customer relationship management) software and automated marketing. Plus, we sell marketing products that can be purchased online through our storefronts by consumers and small businesses. In 2016, we launched MyCRMDashboard.com. This CRM includes built-in direct marketing, making it effortless for users to communicate with their contacts.

Continuity Programs’ campaigns have consistently proven to drive referrals and repeat business, generate exclusive leads, increase customer retention, boost cross-selling and much more. We specialize in serving banks, mortgage lenders, real estate companies, contractors and small businesses across the United States. Since 1973, Continuity Programs has helped over 10,000 companies grow and 200,000 sales professionals.

Continuity Programs defines itself by five core values:

- Service excellence: We strive to WOW in everything we do!
- Technology driven: We are committed to continuously implementing advanced technology.
- Integrity: We are truthful, honest and consistently doing the right thing.
- Learning and growing: We are determined to educate ourselves and better the organization.
- Fun teamwork: We are a hardworking team that supports each other in an upbeat and lively culture.



Continuity Programs
Walled Lake

Kirk King, president
 Founded in 1973;
 current leadership since 2010
 Primary business: software and
 marketing
 Sites in Michigan: 1
 Full-time equivalent employees:
 15 in 2016; 25 expected in 2017
www.continuityprograms.com



Dataspeed is first and foremost a solutions company, specializing in mobile robotics. The company was founded in 2008 by our president and CEO, Paul Fleck, who worked very hard to grow the business to where it is today. Starting with various contract engineering projects, we eventually began working on autonomous vehicle systems. What started as an investigation into the feasibility of one controller for a vehicle became a complete autonomous test vehicle.

At the same time, we realized the commonality of engineering problems that arose in making robots mobile. With the knowledge and expertise we gained in autonomous vehicles, we became experts in mobility. Today, we lead the world in vehicle by-wire integration.

Dataspeed is a true Michigan success story. We regularly rely on the strong supply base the area affords, especially in southeast Michigan, and are part of the ecosystem in the automotive and autonomy industries. We’re proud to be part of Michigan’s success, and are helping to lead the charge in keeping the automotive industry here in metro Detroit, adding value to the state of Michigan as a whole.



Dataspeed Inc.
Rochester Hills

Paul Fleck, president and CEO
 Founded in 2008;
 current leadership since 2008
 Primary business: autonomous cars and
 mobile robots
 Sites in Michigan: 1
 Full-time equivalent employees:
 12 in 2016; 18 expected in 2017
www.dataspeedinc.com



The logo they sent is cut off

Decypher Corp.
Berkley

Andrew Agbay, founder/president
 Founded in 1999;
 current leadership since 1999
 Primary business: data management,
 software and business intelligence
 Sites in Michigan: 1
 Full-time equivalent employees:
 13 in 2016; 15 expected in 2017
www.decycphercorp.com

The Decypher journey began when founder Andrew Agbay saw a market for report automation, business intelligence solutions and aesthetic reporting tools that depict meaningful results.



Decypher provides customized and out-of-the-box solutions for clients to better understand their data. We develop responsive web applications and dashboard reporting tools, allowing clients to analyze all aspects of their company. Whether you are unsure of what to do with your raw data, or have standardized data ready to evaluate, we can help you in any stage of data management. Our team consolidates, standardizes and warehouses your data so it is easy to evaluate. We allow clients to drill down to the specific data point they want, all in a clean, intuitive application.

By developing a unique application for every client, we ensure the program is the best fit for their needs. Our designers present clients with graphical depictions of applications prior to development, allowing the client to visualize before the build and resulting in shorter development time and higher customer satisfaction. Our data managers are experts at structuring data so results and graphics appear quickly, and the tools represent meaningful results. All of these actions are performed by our incredible staff of employees...all housed in beautiful Berkley, Michigan.



Doberman Technologies
Mason

Ian Richardson, CEO
 Founded in 2005;
 current leadership since 2005
 Primary business: outsourced IT
 services, purchasing, management
 Sites in Michigan: 1
 Full-time equivalent employees:
 11 in 2016; 14 expected in 2017
www.dobermantechologies.com

Doberman Technologies implements secure and reliable IT solutions for clients through strategy, execution and transparency. At Doberman, we do things differently; we focus on getting to know our clients. Each of our clients has a unique story and we work to educate ourselves on their values, people and strategy. We work to understand their technology problems and provide solutions so that they can focus on what they do best.



Our solutions are highly engineered to ensure that each option delivers our three core principles of effective IT management: reliability, business continuity and security. These core principles are highlighted by our R.C.S. Platform: Reliability: solution or action should strive to make clients' technology environment more reliable; Continuity: all business data is protected to ensure that should clients need to recover lost files, it is 100 percent successful; and Security: any solution should strive to be implemented in the most secure fashion possible, while preserving core functionality and minimal impact on the end user experience.

By keeping these core concepts in mind, Doberman has taken IT management to a new level. We're delivering solutions that not only fix the issues, but lay the technology foundations for clients to execute their vision and strategy for growth.



Downtown Restaurant Investments was founded in 1997 and is located in Bay City, Michigan. By blending unique ingredients, unrivaled flavors, passionate owners, and character driven restaurants, Downtown Restaurant Investments operators are bringing unique dining experiences back to the downtown communities we all know and love. The group consists of four restaurants: Old City Hall, The Chambers, American Kitchen, and Tavern 101.

Downtown Restaurant Investments is committed to the community and the redevelopment of downtown Bay City. In the face of an ever-increasing suburban sprawl, we are working to help U.S. downtowns make a comeback. While many cities once had vibrant, walkable neighborhoods, too many of these communities have degraded overtime and now offer their residents almost nothing in terms of unique dining experiences. This points to an increasing demand for downtown living in cities nationwide and an overall need for uniquely driven restaurants. Downtown Restaurant Investments functions to bring energy, diversity, and personality back to the heart of downtown in the form of fine dining. Our restaurants are character driven, and they are empowering metropolitan areas to become the escapes that are sought by locals and visitors alike.



Downtown Restaurant Investments
Bay City

David Dittenber, president and CEO
 Founded in 1997;
 current leadership since 1997
 Primary business: restaurants, catering
 and hospitality
 Sites in Michigan: 4
 Full-time equivalent employees:
 81 in 2016; 91 expected in 2017
www.drimichigan.com



DROUGHT is an all-female-owned juice company founded in 2010 by four sisters from Detroit. The James sisters have an infectious energy and indomitable work ethic that helped them to bootstrap a small juice operation into a big success with a triple bottom line. Their 100 percent organic juices are not only a

boon to their customers' health but also to local agriculture—75 percent of their produce comes from Michigan for half the year—not to mention female employment, entrepreneurship and empowerment.

In five short years, the company has sold over half a million bottles of raw juice through its retail storefronts and e-commerce site, managing to become the leading homegrown juice brand in the Midwest, without stepping foot outside Michigan. The company has taken the crucial first step to becoming a national brand with the recent launch of a wholesale line for distribution in specialty food retailers, restaurants, hotels and cafés across the country. Moving forward, DROUGHT will focus on expanding its store footprint, national distribution presence and brand awareness to carve out its place in the fast-growing U.S. super-premium juice category.

DROUGHT

DROUGHT
Royal Oak

Caitlin James, CEO
 Founded in 2010;
 current leadership since 2010
 Primary business: raw juice
 Sites in Michigan: 4
www.droughtjuice.com



Edify North, founded in 2009 and based in Holland, is an employee benefits consulting firm that focuses on the intersection between employers and employees. The organization is dedicated to improving the health, both physical and organizational, of its clients. This is done through providing clear and robust health plan designs and including programs that engage and reward members who actively manage their health.



Drawing from nearly 30 years of benefits experience, Edify North builds employee benefits, manages client packages and educates employees on their insurance, ultimately elevating clients to some of Michigan's healthiest employers. Edify North is also proud to be recently recognized as one of 2016's "Best and Brightest in Wellness" winners.

Edify North LLC

Holland

Michael Hill, Sara Julius, and Andrew Wierda, founding partners

Founded in 2009; current leadership since 2009

Primary business: insurance brokerage and wellness management

Sites in Michigan: 1

Full-time equivalent employees: 10 in 2016; 12 expected in 2017

www.edifynorth.com



Environmental Testing & Consulting (ETC) specializes in providing cost-effective solutions to environmental problems, as well as comprehensive site evaluations of programs for complying with government regulations. The company's unique blend of technical expertise and regulatory experience allows us to offer services which focus clearly on minimizing your environmental liabilities. At ETC, our mission is to provide accurate, timely, and cost effective environmental consulting, laboratory, and training services.



ETC's staff includes experienced professionals with expertise in the following areas:

- Asbestos and lead material building inspections, project management, abatement monitoring and training, and laboratory analysis
- Indoor air quality assessments, confined space assessments, and hazard evaluations
- Environmental reviews (including annual action and five-year consolidated plans)
- Phase I and II environmental site assessments
- Underground storage tank assessments, release response and closure documentation
- Baseline environmental assessments (BEAs) and due care plans
- Remedial investigations and feasibility studies
- Risk-based corrective action plans
- Industrial compliance audits, management programs, permitting and training

ETC Group

Romulus

Tracy Westcott, President

Founded in 1989; current leadership since 1989

Primary business: environmental testing, laboratory analysis, consulting, and training services

Sites in Michigan: 2

Full-time equivalent employees: 62 in 2016; 74 expected in 2017

www.2etc.com



Freshwater Digital is a full service digital signage and media production agency. We provide a full range of services for companies that are developing or operating Digital Signage networks. Our passion is making digital signage networks successful and effective. Our mission is to take video production and motion graphics to the next level while maintaining affordability for customers big and small. Services include custom creative content, video production, content management, technology

and consulting for network strategy.

Founded in 2010, Freshwater Digital employs a team of 18 that includes digital signage pioneers, an award-winning creative team (two Emmys), global agency experience and more than 75 years of combined retail experience. Not only do we service many of the largest companies in western Michigan but have added several global brands to our portfolio.



Freshwater Digital

Grand Rapids

Matt Downey, president

Founded in 2010; current leadership since 2010

Primary business: digital signage

Sites in Michigan: 1

Full-time equivalent employees: 18 in 2017; 23 expected in 2018

www.fwdigital.net



Goldner Walsh Garden & Home is a full-service landscape design build company with a floral department, garden center, tropical greenhouse and 12-acre garden plant nursery and special events venue. We are nationally known for high quality, unique plant material, award-winning landscape services, experienced staff, exquisite garden accents and floral design. Actively supportive of the local community and arts, we host many events from book signings, cultural events, dinners, charity

fundraisers and weddings.

Founded in 1953, Goldner Walsh has a long history as a leader in the green industry. We continually evolve our business model to build customer loyalty, while also engaging and nurturing the needs and expectations of emerging markets. We provide a lifestyle-based destination shopping experience to capture, inspire and empower our customers with quality products, services, programs and events that will enrich their lives and the community.

Goldner Walsh Garden & Home uniquely modified our business model by collaborating with several businesses sharing our campus, diversifying the use of our 12-acre facility and providing a more complex array of products and services. The concept is to combine the experiences and skills of several businesses that independently share the same passion and entrepreneurial spirit to service the needs of a diverse customer base at one location for the benefit and convenience of the customer.



goldner walsh
garden & home

Goldner Walsh Garden & Home

Pontiac

Tim Travis, president

Founded in 1953; current leadership since 1988

Primary business: custom landscape, florist, event venue, business incubator

Sites in Michigan: 1

Full-time equivalent employees: 26 in 2016; 32 expected in 2017

www.goldnerwalsh.com



Hurley Marine is an aftermarket marine accessory manufacturer that provides innovative boat accessories for boaters who demand the best in function and style. The company is known best for dinghy davits, now offered in three models, as well as our underwater boat lights. Hurley Marine also offers muskrat guards, chocks, personalized placards and dock signs, gill gaffs, and their latest release, the game-changing Fish ConTroll.



Founded over a decade ago, Hurley Marine reinvented on-deck dinghy storage for the marine industry. Our philosophy is all about professional entrepreneurship and perfectly serving our clients. Since the beginning, our team has extended its passion to sell premium quality goods for your boating pleasure. Our mission is not just about pushing product out for profit; we want to change the boating world. By choosing Hurley Marine, you give us a chance to change a small part of your world and we are happy to do that professionally and passionately.

Hurley Marine Inc.
Escanaba

Todd Hurley, president

Founded in 2003;
current leadership since 2003

Primary business: aftermarket marine accessory manufacturing

Sites in Michigan: 1

Full-time equivalent employees:
8 in 2016; 12 expected in 2017

www.hurleymarine.com



Signs Now first opened in 1990 as a supplier of quick-turn signs. Andrew Kohlmann started his career with Signs Now in 1996 while he was still in high school, and led the company towards cutting-edge technology and increased product and service offerings. In 2008, Andrew and his wife Amy purchased the business and have worked tirelessly to continue Signs Now's evolution as an area leader in signage, graphic and display solutions. Since then, Andrew and Amy have quadrupled the company's employee base, sales revenue, production space and equipment. In 2014, the company's name was changed to Image360 to better reflect this evolution.



Under Andrew's leadership, the company has developed into a truly team-based, employee and community focused company with environmentally friendly production techniques and the power of a network with hundreds of partners. These key points have been integral to Image360's success and empowers the team to effectively manage every facet of their processes—from site-specific consultation, creative review and graphic design to printing, manufacturing and installation of a wide range of visual solutions for clients throughout the United States.

Image360
Traverse City

Andrew Kohlmann, owner/manager

Founded in 1990;
current leadership since 2008

Primary business: design, manufacturing and installation of signage, graphics and displays

Sites in Michigan: 1

Full-time equivalent employees:
12 in 2016; 14 expected in 2017

www.image360tc.com



Independent Machine Company (IMC) is a full-service steel fabrication facility that specializes in pilot plows, gear cases, portable wheel lathes, wear plates and other locomotive accessories. IMC also manufactures many non-railroad fabrications, including steel containers, dumpsters and mezzanines.

Proudly serving the railroad industry since 1975, IMC supplies products to all major Tier 1 railroads and many short-line railroads located in the United States and Canada. Our products are shipped around the world and can be seen on locomotives in six of the seven continents. We are proud to be a U.S.-based company with 100 percent in-house design and build capabilities using U.S.-made materials and products.

What once started in the back of a garage has now grown to be the world's largest aftermarket supplier of traction motor gear cases and pilots plows.

Our craftsmanship exceeds original OEM standards and we take pride in the quality of our products along with exceptional customer service.

Independent Machine Company
Escanaba

Chris Doyle, president/CEO

Founded in 1975;
current leadership since 2014

Primary business: steel fabrication

Sites in Michigan: 1

www.imc-info.com



inFORM studio is a Michigan professional corporation headquartered in Detroit, Michigan. Formed in March 2000, Van Tine|Guthrie Studio quickly earned a reputation for their progressive and innovative design work. The studio has received peer recognition and community attention for design excellence in acquiring numerous state and local AIA Honor Awards.

In an effort to pursue a higher level of research and immerse the practice with an environmentally sustainable approach to every project, the firm formally changed the name to inFORM studio in early 2007. inFORM studio was recognized as the AIA Michigan "Firm of the Year" in 2011 and remains committed to the practice of designing exceptional environments that are economically, environmentally, and culturally restorative and sustainable.

The studio has consistently delivered notable design solutions within a broad range of project scopes. The diverse palette of expertise enables the team to provide professional services for master planning, urban design, landscape design, facility assessment, renovations, new construction, sustainability consulting, MEP engineering and energy management. The integrity of the work is evidenced through the consistent use of honest materiality in innovative ways to create uniquely textured and tactile environments.



inFORM Studio
Northville

Gina Van Tine, president

Founded in 2000;
current leadership since 2000

Primary business: design-based architecture

Sites in Michigan: 2

Full-time equivalent employees:
27 in 2016; 31 expected in 2017

www.in-formstudio.com



**J. Keller Properties
Ann Arbor**

Jon Keller, president and associate broker

Founded in 2008;
current leadership since 2008

Primary Business: full-service property management; real estate brokerage

Sites in Michigan: 2

Full-time equivalent employees:
10 in 2016; 12 expected in 2017

www.jkellerproperties.com

J. Keller Properties is a full-service property management company and real estate brokerage.

Within just a few years, the JKP portfolio grew from a handful of student houses on the University of Michigan campus to over 200 properties, covering student, executive, loft, and every conceivable style of residential property. In addition to managing and maintaining the properties, JKP provides brokerage services, with Jon Keller being in the top 5 percent of agents nationwide in 2016.



Founded in 2008, J. Keller Properties quickly became one of the largest and the most respected property managers in Ann Arbor. Most recently, JKP was awarded a fifth consecutive Best Landlord in Ann Arbor by U of M's *Michigan Daily* (2013–2017). It has also been awarded the Ann Arbor Spark FastTrack Business Award in 2016 and 2017 for exceptional growth.

It's hard to believe that J. Keller has done so much with just 10 full time employees. Operating lean and growing incrementally has allowed their young and energetic staff (average team member age is just 35) to become knowledgeable in all areas of the business. The team may be young, but they are experienced and highly knowledgeable of the market. Most employees grew up or went to school in Ann Arbor.



**JetCo Solutions
Grand Rapids**

Sue Schweim Tellier and Jon Tellier, owners

Founded in 2007;
current leadership since 2007

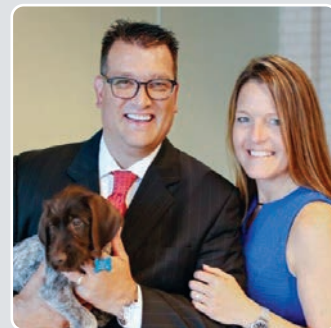
Primary business: consulting for government contracting

Site in Michigan: 2

Full-time equivalent employees:
8 in 2016; 12 expected in 2017

www.jetcosolutions.com

JetCo Solutions gives small businesses access to a qualified, capable, complete government sales team. The JetCo team delivers clients the entire government sales life cycle with laser focus on the services required to win government contracts—effective research, capture activities upstream, bid/no-bid evaluation guidance, proposal management and bid response writing.



JetCo has investments in the best government research tools, heavy involvement in small business and defense industry organizations, and the most succinct proposal management process in the industry. Without a doubt, JetCo's strongest asset is our talented researchers, writers, capture professionals, proposal managers and support team.

At JetCo, client contract wins are the ultimate measure of success. These drive profits and client retention. Each JetCo client has sales goals; the JetCo systems ensure accurate, real-time tracking toward those goals; and the JetCo capture lead transparently reports on progress to goal.

In business for 10 years, JetCo attracts and retains clients which are highly qualified in their industries. A strict "no conflict" policy ensures no two clients could compete on the same solicitation, and teams are built to ensure complete functional solutions for government agencies.



Kalkaska Screw Products (KSP) is a high-volume precision machining facility that supports automotive, aerospace, recreational vehicle and other industries with components for our customer's sub-systems. We make parts that help save lives! Our components go into air bags, seat belt assemblies, fuel systems, brake systems and engine management systems to name a few.

KSP has a niche to "do the tough stuff," therefore, the tougher components that other precision machining facilities are unable to do are the components we love to do! KSP has strong technical acumen and is considered to be a world leader in manufacturing with our primary machine tool – hydromat rotary transfer machines.

In addition to being a niche manufacturer, KSP is employee owned. Founded in 1996, KSP became an ESOP (employee stock ownership plan) when the founder transitioned into retirement and the company was sold to the employees of the organization. Being employee owned differentiates KSP with a long-term shared vision that benefits all members of the team.

KSP is proud to have created nearly 100 jobs since 2010 while supporting the families on our team in our local community!



**Kalkaska Screw Products
Kalkaska**

Kevin Schlueter, president/CEO

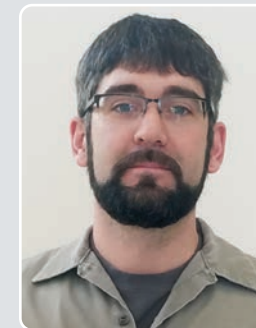
Founded in 1996;
current leadership since 2010

Primary business: high volume precision machining

Sites in Michigan: 3

Full-time equivalent employees:
99 in 2016; 125 expected in 2017

www.kalkaskascrew.com

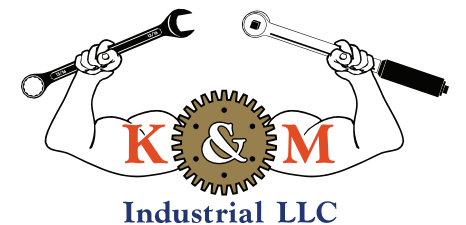


K&M Industrial is an industrial maintenance and repair facility that was started in 2009 out of the founder's garage doing pump repairs for local municipalities and businesses. K&M stands for "King and Men"—based on the founder's philosophy that "We are who we are due to who we have on board." Keeping this in mind, K&M Industrial grew over the next few years by hiring quality staff, growing product lines and perfecting quality control processes.

In 2011, K&M moved operations to Escanaba, allowing for the expansion of manufacturing capabilities to include crane cab assemblies and custom fabrication projects, specializing in aluminum welding.

K&M also expanded to provide on-site repair services. In 2015, K&M moved into its new waterfront facility in Gladstone to expand office space, upgrade repair facilities and house larger equipment. K&M is now in the process of installing a dock on the waterfront to allow easier access to its services for ship repairs.

In 2014, K&M purchased a local metal supplier and service center, and in 2015, became the authorized Napa Genuine Parts supplier for this region—bringing both entities under one roof. This expansion has allowed K&M to increase its buying power and greatly reduce lead times.



**K&M Industrial
Gladstone**

Josh King, president

Founded in 2009;
current leadership since 2009

Primary business: industrial maintenance

Sites in Michigan: 3

Full-time equivalent employees:
26 in 2016; 30 expected in 2017

www.kmindusa.com



K-Tec Systems Farmington Hills

Cathy Koch, president/CEO

Founded in 1989;
current leadership since 1989

Primary business: instrumentation and measurement

Sites in Michigan: 1

www.k-tecsystems.com

For over 27 years, K-Tec Systems has assisted companies in making better products by helping them control their temperature, pressure and flow during their testing and manufacturing process. We are a manufacturer, global distributor and engineering integrator of temperature sensors, wire harnesses and control systems with an established reputation throughout the automotive, aerospace and food industries. Accurate measurement is our passion, helping control manufacturing processes is our mission.



We do more than sell products; we engineer, install, service and teach how to use new solutions. We are dedicated to providing our clients with the highest quality, most efficient, innovative and environmentally safe solutions. Excellent service and customer focus is our top priority. We are passionate and committed to re-establishing the importance of quality and accurate data during test measurements.

K-Tec Systems has a unique collaborative team culture built on the idea that everyone, from the executive to the operational staff, is in it together to value our corporate culture and commitments. At K-Tec Systems, we are all able to use our talents to create cost saving solutions without compromising quality while supporting a high level of productivity. In our company, innovation and growth are strongly supported by all.

K-Tec Systems is proud to be a privately owned company that is certified by the Women's Business Enterprise National Council and the Woman-Owned Small Business Program.



Latitude 42 Brewing Company Portage

Joe Stoddard, CEO and co-owner

Founded in 2013;
current leadership since 2013

Primary business: American brewing company and restaurant

Sites in Michigan: 2

Full-time equivalent employees:
34 in 2016; 60 expected in 2017

www.latitude42brewingco.com

Latitude 42 Brewing Company is an award-winning brewery and #1 rated restaurant in Portage, Mi on trip advisor. The company currently employs 74, and is currently under construction with a second location. The 10,000 square foot new construction will include a 10 barrel test system, a distillery, 250 seat restaurant, and an outdoor patio space. Latitude 42 is anticipating a workforce of 125 teammates by the end of 2017.



In August 2012, master brewer Scott Freitas resigned as the Head Brewer at the Maui Brewing Co in Hawaii to open a brewing company in Portage, Michigan. With more than 20 years of brewing experience, Scott and co-founders Todd Neumann and Joe Stoddard designed and built the 11,000 square foot Brewery and Restaurant. The Brewery was called Latitude 42 due to the geographical location of the brewery on the latitude line of 42 degrees. The brewery opened in August 2013 with a menu of 14 beers and now has brewed, distributed and served more than 75 different varieties of beer to date. Five different mainstays are available year round in cans. Latitude 42 currently distributes beer throughout Michigan, Illinois, Ohio, Missouri, and internationally to Germany.

In 2015 and 2016 Latitude 42 won the Michigan Brewery of the year at the New York International Beer competition, In 2016 Latitude 42 won the can-can awards which is an international beer competition focused on canned beers from the US and Canada. Latitude 42 won first place in the American Style Indian Pale Ale category with their I.P.EH! beer. Latitude 42 has also won gold, silver, and bronze medals for different beers at the Great American Beer Festival, U.S. Open Beer Championship, Los Angeles International Beer Competition, New York International Beer Competition, North American Brewers Association awards, Australian international and multiple others. In 2014 Latitude 42 won the Southwest Michigan small business of the year, and in 2017 voted one of the top 50 restaurants in Michigan.

The proudest accomplishment for Latitude 42 is contributing over \$100,000 to various charities and organizations since the opening in 2013. Including Make a wish, Big brothers and sisters, Ales for ALS, American red cross, Breast cancer, communities with schools, to name a few.



Love & Buttercream is a bakery business that specializes in classic American baked goods with a twist, along with nostalgic favorites...reinvited.

Love & Buttercream works hard to provide a memorable experience for each and every customer. All desserts are handmade, from scratch, and only real butter, flour, sugar and eggs are used. L&B uses natural ingredients and local products whenever possible.

Owner Brooke Wilson-Vitale, a lifelong baker, founded Love and Buttercream in 2010 with humble beginnings in her parents' basement. It has since expanded to a team of 30 dedicated women. L&B's first storefront opened in Royal Oak in 2012. Constantly looking to find ways to exceed customers' expectations, Love & Buttercream opened a second location in the fall of 2016. The new Birmingham location has allowed L&B the opportunity not only to increase production, but also expand their brand into classes as well as private and public events. There is also a private wedding cake tasting room, which has provided a unique experience for more than 400 brides and grooms each year.

When you open the door to Love & Buttercream, you are inundated with the smell of sweet goodness, the sound of a bustling bakery, and the sight of smiling faces ready to serve up some Love & Buttercream.



Love & Buttercream Royal Oak

Brooke Wilson-Vitale, owner

Founded in 2010;
current leadership since 2010

Primary business: bakery with classes, private events

Sites in Michigan: 2

Full-time equivalent employees:
14 in 2016; 21 expected in 2017

www.loveandbuttercream.com



The creative, quirky team at ManoByte is laser-focused on one thing: providing inbound marketing services to organizations that are looking for new ways to market and grow their business online. In 2013, ManoByte formed a partnership with HubSpot software to leverage marketing strategies for businesses that can be implemented, tested and continuously adjusted for optimum lead generation. ManoByte is the only platinum-level HubSpot partner in Michigan, leveraging the tool

for inbound marketing, website design and video marketing for emerging businesses across the country.

"Mano" is the Hawaiian word for shark, and the ManoByte team makes sure to embrace that mascot. They opened a new office in 2016, and it is adorned completely in shark-themed elements and aquatic details. The new space also comes complete with a full-service video studio as well as all the resources needed to implement successful inbound marketing strategies for their valued clients.

Despite the fact that the world does almost everything online, many businesses are still skeptical about how inbound marketing works. ManoByte is on a quest to change that mindset and challenges businesses to think differently by leveraging online tools and marketing services that can attract, convert, close and delight customers time and time again in today's digital world.



ManoByte Grand Rapids

Kevin Dean, founder/CEO

Founded in 2007;
current leadership since 2007

Primary business: inbound marketing services

Sites in Michigan: 2

Full-time equivalent employees:
21 in 2016; 25 expected in 2017

www.manobyte.com



McCreadie Group Inc. designs and supports software-as-a-solution to automate the manual processes associated with daily operations of pharmacy education and clinical trial drug research. We were founded in 2004 by Scott McCreadie, a pharmacist, to address unmet needs in the marketplace and the McCreadie Group has continued to expand and grow over the past 13 years.



Our industry leading solution, Vestigo®, optimizes processes and automates operations associated with clinical drug research in academic medical centers and research institutions that need to move a drug to FDA approval. Vestigo is used by 70 percent of the top ten research institutions funded by the National Institutes of Health and 55 percent of cancer centers designated by the National Cancer Institute around the nation. More 2,000 accredited pharmacy residency programs and leading colleges of pharmacy use our PharmAcademic™ solution, which automates and manages the complex tasks associated with curriculum design, student and resident management, experience-based learning and accreditation standards.

We are a small company that prides itself on a “get it done” attitude. Our visionary leader constantly strives to keep a pulse on the market so that our technology and services meet the needs of our markets today and into the future.

McCreadie Group
Ann Arbor

Scott McCreadie, president
 Founded in 2004;
 current leadership since 2004
 Primary business: pharmaceutical software/technology
 Sites in Michigan: 1
 Full-time equivalent employees:
 15.5 in 2016; 17 expected in 2017
www.mccreadiegroup.com



Mixed Staffing & Recruiting is a certified woman-owned staffing agency that specializes in an inclusive approach to hiring. Our mission is to educate and empower people by connecting a diverse group of individuals and organizations to enhance our community’s workforce. We are innovative, creative and resourceful.



At the age of 24, Sara Sherry-Knoester founded Mixed Staffing. The company was awarded the 2016 LocalFirst LocalMotion Award, GRBJ 2015 and 2016 Top 50 Woman-Owned Business, 2016 Best of MichBusiness, 2016 Everything Business Corp! Salute to Diversity and 2013 Top 40 under 40 Business Leaders.

At Mixed Staffing, we focus on people and quality. We work as an extension to an organization’s HR team, and offer a full set of services for companies looking to outsource their staffing needs. We recruit, screen, hire and connect the best people with the right employers. Our three divisions—professional staffing and recruiting, inclusive workforce staffing, and diversity staffing and recruiting—allow us to stand apart from our competition and tap into a larger pool of talent.

Located in the heart of Grand Rapids, we assist companies and job seekers throughout West Michigan in a variety of industries. Our close-knit team members are talented, down to earth, passionate and care about what we do.

Mixed Staffing & Recruiting
Grand Rapids

Sara Knoester, President
 Founded in 2012;
 current leadership since 2012
 Primary business: staffing and recruiting
 Sites in Michigan: 1
 Full-time equivalent employees:
 6 in 2018; 10 expected in 2017
www.mixedmi.com



Mobile Defenders was founded with a single mission: to provide phone repair shops with highly accessible, quality parts. Previous to the birth of the company in 2013, the founders struggled to find trusted parts for their mobile repair company. Not willing to accept industry standards, they decided to secure a supply chain of their own and create solutions to the problems that repair shops like theirs were facing. That’s when Mobile Defenders began.



Just a few years later, Mobile Defenders has expanded its offering to more than just phone replacement parts. Now supplying over 20,000 clients with laptop parts, devices, premium mobile accessories, and tools, Mobile Defenders is one of the largest mobile repair parts providers in the country.

Mobile Defenders accounts their continued success to their customer devotion. The company is dedicated to the growth of every mobile repair business in the industry. They’ve continued a customer-first model from the beginning by investing in long-term customer relationships, cutting edge integrations, and providing education to ensure continual success of mobile repair businesses. This dedication has allowed Mobile Defenders to raise the mobile repair industry standard and become the fastest growing parts wholesaler three years running.

Mobile Defenders
Kentwood

Jordan Notenbaum, president and CEO
 Founded in 2013;
 current leadership since 2013
 Primary business: wireless repair wholesale
 Sites in Michigan: 1
 Full-time equivalent employees:
 65 in 2016; 100 expected in 2017
www.mobiledefenders.com



We are a different kind of flooring provider with a better way of helping you find the best products for your home or business floor coverage needs. Let our expert consultants come to your location with our unique mobile showroom to help you select the best colors and material to suit your space.



Founded in 1997, Motor City Carpet & Flooring has three showrooms in Warren, Royal Oak and Rochester Hills. We carry the top brands of carpeting, ceramic, tile, resilient (vinyl) and hardwood flooring products and have expert installers who will make sure the job is done right. Our business is locally owned and family operated. We stand behind every installation with years of proven quality and a reputation of excellence.

We have over 300 samples in our mobile showroom, and we offer free estimates with clear pricing—with no surprises.

We have been awarded the “Beautification Award” for our Royal Oak store and the “Momentum Award” from Flooring America.

Motor City Carpet & Flooring
Warren

Bruce Rostam, president
 Founded in 1997;
 current leadership since 2012
 Primary business: floor coverings
 Sites in Michigan: 2
 Full-time equivalent employees:
 19 in 2016; 0 expected in 2017
www.motorcitycarpet.com



MTW Industries

Mt. Pleasant

Brent Fisher, owner/member

Founded in 2005;
current leadership since 2005

Primary business: steel fabrication

Sites in Michigan: 1

Full time equivalent employees:
6 in 2016; 12 expected in 2017

www.mtwindustries.com

MTW Industries is a full-service fabrication, manufacturing and metal sales facility that works with aluminum, carbon steel and stainless steel.

MTW was founded in August 2005 by Brent Fisher and Dean Gluch in Shepherd, Michigan. The company was moved to a larger facility at its current Mt. Pleasant location in 2009. Since then, the company has seen consistent growth and now employs eight full-time employees.



MTW Industries takes pride in providing high quality and great service to our customers. The company has earned a reputation for delivering service and support when and where its customers need it most. Our experience in metal fabrication helps us to achieve the highest standards of performance. A successful component depends on precise cutting, forming, welding, and finishing. MTW delivers these proficiencies to our diverse customer base in a variety of industries. As a company, we achieve the highest level of quality through attention to detail at every stage of production.



Northern Promotions *Lachine*

Kevan Rogers, owner

Founded in 2004;
current leadership since 2004

Primary business: manufacturer of picture frames, framed and matted art, real wood picture frame molding, art publisher

Sites in Michigan: 1

Full-time equivalent employees:
11 in 2016; 17 expected in 2017

www.northernpromotionsart.com

Northern Promotions LLC has provided high quality artwork, framed and unframed, including photo, poster and collage frames since 2004. We inventory over one million pieces of art and offer over one thousand different images. Northern Promotions works hand in hand with its published artists on a daily basis, developing new pieces to meet today's trends and customer demands. We are a high volume production facility specializing in producing high quality without a high price.



With Northern Promotions' state of the art equipment and packaging process, requested lead-time from order date to desired ship date is 2-3 weeks with the flexibility to manufacture a rush order within a few hours when requested and possible. From assembly and packaging, to matting and artwork supplies, our strict confidentiality policy allows us to become the servicing partner for any new project development.

Product offerings include signed and numbered limited edition, encore edition and open edition art—all available in a variety of art subjects such as wildlife, country, landscape and folk art. Also complementing the framed art offerings are items such as photo frames, collage frames and poster frames with specialty licensed products incorporated such as Realtree camouflage mattes.



OneStream Software provides a complete corporate performance management (CPM) software solution for the offices of finance, on-premise or in the cloud. Founded in 2010, we currently have customers in North America, India, Australia, Europe, the Middle East and Africa.

In 2016, OneStream entered the Inc. 500 list of "America's Fastest Growing Companies" with a ranking of 293 due to a three-year growth rate of 1,345 percent. The Inc. 500 list has given us greater visibility and validation in our product and our world-class service and support.

Our CPM solution has proven successful and sustainable. By continuing to expand upon our current product to include machine learning-based forecasting, we are able to provide our customers with the best solution on the market giving them a distinct advantage over their competitors. As more companies aim for cloud-based corporate performance management solutions with better predictive analytics, we are at the forefront in embracing and developing this technology.

Everyone in the OneStream family is passionate about what they do, our product, our customers and each other. That passion and unwavering dedication not only drives our mission statement that "every customer must be a reference and a success" but also the exceptional experience that they deliver to our customers.



P.J. Wallbank Springs Inc. (PJWS) was founded 35 years ago in Port Huron and is the global leader in the design and manufacture of spring packs for automatic transmissions. An engineering focused company, the organization started by designing and building its own proprietary manufacturing equipment in order to produce its spring packs, a strategy it continues to utilize to this day.

Today the organization exports 40 percent of its production outside of the United States, with over 60 percent of its export volume being shipped to China. Core to the organization's long-term success is its people.

The company is currently experiencing significant growth, where production will more than double through 2018. This growth is a function not only of domestic growth, but also of export growth. PJWS plans to double the current number of customers in China and triple the current number of customers in Europe in the next three years.

Great people ready to drive their career to the next level with a world-class team should visit www.pjws.com/jobs.



OneStream Software

Rochester

Tom Shea, president

Founded in 2010;
current leadership since 2010

Primary business: corporate financial software

Sites in Michigan: 1

Full-time equivalent employees:
89 in 2016; 120 expected in 2017

www.onestreamsoftware.com



P.J. Wallbank Springs

Port Huron

Chris Wallbank, president

Founded in 1982;
current leadership since 2014

Primary business: clutch return spring packs

Sites in Michigan: 1

www.pjws.com



RBV Contracting
Detroit

Rodolfo B. Villarreal, president
 Founded in 2011;
 current leadership since 2011
 Primary business: construction
 Sites in Michigan: 1
 Full-time equivalent employees:
 18 in 2016; 22 expected in 2017
www.rbvcontracting.com

RBV Contracting (RBV) is a certified minority contractor headquartered in Detroit. RBV provides construction contracting services, self-performing much of our work for commercial, retail and government customers. We serve a growing list of federal agencies including the U.S. Army Corps of Engineers, Air Force, National Guard Bureau and GSA.



Established in 2011, RBV opened their first office in Detroit's historic Corktown neighborhood. Becoming HUBZone Certified in March 2012 expanded opportunities in federal contracting, leading to RBV's first federal prime contract at Wright Patterson Air Force Base. The next two years brought 8(a) certification and graduation from the SBDC's first ever "Getting to Yes!" program. This expanded reach with small business lenders resulted in financing for the purchase of their first piece of equipment in December 2014.

Momentum kicked in. The fleet of heavy equipment has since grown to 10 pieces, and operations recently expanded to a 10,000-square-foot Detroit facility.

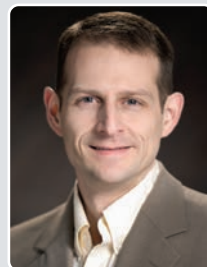
RBV has assisted in the revitalization of Detroit, working on the Gateway Marketplace, Marathon Petroleum Administration building, Orleans Landing, The Plaza at Midtown, Little Caesar's Arena, City Modern at Brush Park, Riverside Park and Elton Park.



Safety Net
Traverse City

Kevin Bozung and
 Beth Holmes-Bozung, principals
 Founded in 2003;
 current leadership since 2003
 Primary business: managed services
 and IT consulting
 Sites in Michigan: 2
 Full-time equivalent employees:
 28 in 2016; 30 expected in 2017
www.safetynet-inc.com

Safety Net's mission is to help great companies run even better by providing a highly skilled team and process-driven approach to managing IT. They provide managed services and IT consulting to companies primarily in the Traverse City and greater Detroit areas.



They work with clients from a variety of industries. Organizations with security and compliance needs like manufacturers, health care providers, retailers, banks and credit unions are often the best fit for Safety Net's services.

Safety Net invests time getting to know clients' staff, processes and IT environments. They provide clients with IT support 24/7 and are regularly refining their technology health assessments, automated maintenance and security tools to protect clients' IT assets and identify issues before they become problems.

Safety Net knows that employee happiness and client satisfaction are linked. They invest in their employees by providing staff with time and resources each week to work toward obtaining certifications in various specialties. Safety Net won a Michigan Works! Association Prosperity Award for the Northwest Region for their work with job creation, training and talent development.

Regularly recognized in their industry, Safety Net has earned spots on CRN's "Managed Service Provider 500" and mspMentor 501 list year after year.



Sandalwood is an engineering and ergonomics consulting firm proudly headquartered in Michigan while servicing a global network of clients. Sandalwood designs and executes strategic programs for manufacturers, which reduces their work-related risks in quality, productivity and employee health. By providing knowledge, research, technology and resources, we support our clients from the executive level to the factory floor.

Founded in 1989, Sandalwood has successfully completed over 2,500 projects in our three areas of expertise: injury prevention, systems engineering and systems integration. We have provided project support on six continents, allowing us to bring a sustainable global competitive advantage of safe and productive processes for delivering quality products to our clients. We call this the Sandalwood advantage.

A key driver for the Sandalwood advantage is our team-based approach, ensuring our customers have the strength of the whole team on each project. Our team members are highly skilled and are focused on continuous learning to help our customers work smarter and work safer.



Sandalwood Engineering & Ergonomics
Livonia

Shawn Henderlong, managing partner
 Founded in 1989; c
 urrent leadership since 2007
 Primary business: professional services
 Sites in Michigan: 1
 Full-time equivalent employees:
 46 in 2016; 61 expected in 2017
www.sandalwood.com



Michigan's well-known artisan bread company, Stone House Bread, was founded in 1995. The crusty loaves, made with organic flour, well water and sea salt are hand-formed, allowed to rise slowly and baked in a steam-injected German oven. They can be found on shelves of groceries stores and on restaurant tables throughout northwest Michigan.

Our promise is the freshest bread in the North, made with the finest organic flour—fragrant, crusty loaves with the sweet tang of sourdough. The breads that emerge from our venerable Matador oven (built in Stuttgart when John Kennedy was president) will prompt memories of morning walks in Paris and Rome. We believe you'll say, with celebration: Now that's an honest loaf of bread!

The bakery hand forms every loaf, often making more than 6,000 per night to deliver to hundreds of stores throughout most of Michigan and Indiana. Stone House continues to be noticed by more and more publications (*The New York Times*, *Midwest Living Magazine*, *Forbes Men's Journal*, *The Chicago Tribune*, *Bon Appetite*, *Bake Magazine*), foodies, and chefs around the country.



Stone House Bread
Traverse City

Tonie Spearing, owner and general manager
 Founded in 1995;
 current leadership since 2001
 Primary business:
 artisan bread company
 Sites in Michigan: 2
www.stonehousebread.com



Specializing in the K–12 education marketplace, Tech Defenders offers end-to-end device lifecycle management, including mobile device repair, replacement parts, protection plans, casing, repair management, asset disposition and more. A true all-in-one solution, Tech Defenders services more than 500 educational and enterprise accounts throughout the United States.



Seeing the rapid expansion of 1:1 Device Deployments in the education sector and recognizing the unique needs of the vertical, leadership formed a new division of our sister company, Genius Phone Repair, a brick and mortar cell phone repair operation, in late 2014 to target the education space.

With rapid expansion, Tech Defenders was officially spun out as a stand-alone business unit in 2015 and has quickly grown to include more than 70 employees with a footprint touching all corners of the United States. Driven by a customer-centric approach, Tech Defenders develops products and services that complement that focus, including repairWATCH, a proprietary cloud-based, SaaS platform used by more than 350 districts and growing to manage their deployed device assets and subsequent repair processing.

In a rapidly evolving, constantly shifting marketplace, Tech Defenders' multifaceted approach to solving each account's unique pain points has allowed us to quickly become a leader in the K–12 EdTech space.

Tech Defenders
Grand Rapids

Garry VonMyhr, CEO
 Founded in 2015;
 current leadership since 2015
 Primary business: mobile device repair and protection
 Sites in Michigan: 1
 Full-time equivalent employees:
 60 in 2016; 100 expected in 2017
www.techdefenders.com



Torrent Consulting is a business consulting company that specializes in the sales force platform. We excel at helping organizations orient their technology around their customer. We listen first, then make intentional, holistic changes that transform businesses and drive results.



Founded in 2012, Torrent experienced rapid growth. In just three years, the company grew from just two employees to 65. A growth rate of more than 2,000 percent, landed Torrent at number 164 on the 2016 Inc. 5000 list. Headquartered in Michigan, there are additional hubs in Charlotte, N.C.; Springfield, Mo.; Washington D.C.; and Guatemala.

Completely oriented around the customer lifecycle, Torrent succeeds by putting people at the center of every project. We leverage technology to achieve greater growth and outcomes for every client.

Most importantly, Torrent exists to create a greater impact in the world. We believe in business as a change agent and invest 10 percent of our profits into social entrepreneurs seeking to make an impact. Torrent's ultimate goal is to build something greater—in our own company, in our clients and in the world.

Torrent Consulting
Ann Arbor

Phil Brabbs, president
 Founded in 2012;
 current leadership since 2013
 Primary business: business consulting and technology
 Sites in Michigan: 1
 Full-time equivalent employees:
 52 in 2016; 80 expected in 2017
www.torrentconsulting.com



Towel Tracker is a high-tech towel management system that reduces towel theft by 90–100 percent at hotels, resorts and fitness clubs across the country.



Each Towel Tracker system is comprised of two vending machine-sized cabinets, one for dispensing towels and the other for returning towels. End users open the towel dispensing cabinet with their hotel or fitness club card, then take the towels they need. Each towel is embedded with a washable, trackable RFID chip, so Towel Tracker knows exactly which towels were taken and assigns them to the end user's account—just like borrowing books from a library.

When hotel and fitness patrons place their used towels into the return cabinet, the RFID tags are scanned, and the towels are removed from the appropriate account. If patrons fail to return towels, facility managers know exactly who took them and can follow up in any way they choose.

Towel Trackers are currently reducing towel theft in hotels, resorts and fitness clubs in 15 states plus Puerto Rico. They come in custom colors and image wraps that complement facility decor, and they can also be integrated into overall facility design. For product and customer review videos, please see our website.

Towel Tracker
Grand Rapids

Matthew Cheng, CEO
 Founded in 2009;
 current leadership since 2014
 Primary business: high-tech inventory control
 Sites in Michigan: 1
 Full-time equivalent employees:
 10 in 2016; 12 expected in 2017
www.toweltracker.com



United Technical's experienced professionals provide solutions for manufacturing and material science organizations to support process development, optimization and validation.

At United Technical, our professionals work together as a team, sharing technical expertise between colleges to optimize our customer project support. Customers get more than an individual—customers get an extensive knowledge base from our entire experienced team.

Established in 2009, United Technical has expanded technical services in the areas of mechanical testing, metallurgical services, failure analysis, process development, non-destructive testing and examination, process validation and hands-on technical training. Our staff consists of ASNT certified inspectors, AWS certified welding inspectors and AWS certified welding educators. Further, our metallurgical laboratory and testing center has been accredited by A2LA for mechanical testing. United Technical is also an American Welding Society accredited testing facility.

United Technical strives to be scientifically advanced and invests significantly in our team and technical resources. Continuous training for all team members and investments in equipment is a culture we practice to ensure the best resources for our customers. A corporate training plan is developed for personnel each year, providing the latest technical knowledge to our professional team. Recent equipment purchases include material image analysis, scanning electron microscope, mechanical fatigue tester and helium leak testing.



United Technical
Whitmore Lake

Robert Dines, president
 Founded in 2009;
 current leadership since 2009
 Primary business: consulting, materials testing, NDT inspection and weld process training
 Sites in Michigan: 1
www.unitedtechnicalinc.com



Van Straten Brothers Inc. was established in 1964 by Pete and Lillian Van Straten and is currently operated by the second and third generations of the Van Straten family. We are an experienced and well-known metal fabrication shop located along the beautiful Keweenaw Bay just north of the Village of Baraga in Michigan's Upper Peninsula.



Van Straten Brothers specializes in custom machining, welding and fabrication of high quality products to customer specifications. Services include the fabrication of machined steel weldments, scaffolding, bridges (permanent and portable), capital equipment, heavy equipment chassis, booms, buckets, cranes, frames, lift arms, grapples, snow plows, log truck trailers, boat cradles and power systems.

George Van Straten engineered and developed the patented X3 Hybrid Power Module, which combines solar, wind and conventional power generation with battery storage within one compact rugged unit. We manufacture these turnkey units exclusively for Caterpillar which can be deployed anywhere in the world to provide power.

Our continued dedication to high quality services has enabled Van Straten to enjoy continued success nationwide in the world of fabrication for more than 50 years.

Van Straten Brothers Baraga

George Van Straten and Peter Van Straten, co-owners

Founded in 1964;
current leadership since 1996

Primary business: fabrication,
machining and welding

Sites in Michigan: 3

Full-time equivalent employees:
18 in 2016; 28 expected in 2017

www.vanstratenbros.com



The Vollwerth Sausage Company was founded in 1915 by Richard Vollwerth. Richard emigrated from Germany and brought with him the recipes the company continues to use today. Vollwerth is still family owned and operated, and currently has fourth and fifth generation family managing and operating the business. Vollwerth is a local icon to the community and has employed a large number of people in its 102 years. Many make a lifetime career working for Vollwerth and there is a feeling of pride for the quality of products the team sells.



The company continues to use its founder's original, time-tested, old world sausage recipes. This, in combination with using only premium fresh beef and pork from nearby sources, and never using fillers or byproducts in its sausage, places Vollwerth sausage in a class of its own. They continue to smoke their sausage in 80-year-old brick-lined smoke houses with real local hardwood chips—an old world process that most manufacturers have abandoned today due to cost.

This 102-year-old family-owned business has gone through many pivotal moments over its history, as the company has been passed on to each generation of family to run—a feat that not many family businesses are able to do.

Vollwerth & Baroni Companies Hancock

Ronald J. Fisher, DDS, CEO

Founded in 1915;
current leadership since 2012

Primary business: sausage manufacturer

Sites in Michigan: 1

Full-time equivalent employees:
48 in 2016; 53 expected in 2017

www.vollwerth.com



As modern technology creates more extensive volumes and varieties of data types coupled with new ways to interact with this information, companies need to understand how to utilize this information to gain an edge on competition and control costs.

While organizations work towards aligning their capabilities in people, technology, process and data to maximize positive outcomes, challenges are frequently encountered. We provide comprehensive solutions for these challenges using a proven analysis and implementation process.

Since 2003, we have been providing solutions to companies ranging in size from SMB to Fortune 500. As we have grown in both size and expertise, the solutions we deliver have also grown in magnitude and value.

Knowing that each problem we solve for our clients is different, we employ our “understand first” approach and agile delivery methods to deliver the right solution. Our customers’ challenges are our puzzles.

Exceptional customer service is our reason for being. With an engaging culture and happy, dedicated employees committed to grow with our clients’ business, anything is possible. Age, gender and cultural diversity are crucial to Xeratec’s success as new ideas and energy, guided by wisdom of the most senior, create an environment rich with learning and innovation.



Xeratec Corporation Hancock

Steven Hillstrom, president/CEO

Founded in 2003;
current leadership since 2003

Primary business: business technology
solutions

Sites in Michigan: 1

Full-time equivalent employees:
27 in 2016; 33 expected in 2017

www.xeratec.com



Youngtronics is a world class quality control manufacturing company. We are a leader in electronics manufacturing, including contract design, material procurement, documentation, assembly and testing. Our mission is to provide total customer satisfaction through teamwork, continuous improvements and JIT manufacturing operations.

Founded in 2005, Youngtronics has been established by our ability to provide exact techno-savvy and cost-saving solutions using the latest technology and infrastructure. We conduct our manufacturing operations in a static free, climate control building. Our quality products are assembled by our highly skilled team using innovative process.

We extend our support beyond our contract. We believe in long-term relationships built on trust and support. Youngtronics provides total commitment, and our customers are the most important component of our business.

We work as a partner for long-term relationships. Youngtronics provides quality service and technical support above traditional electronic manufacturing service providers. We have commitment to customer service, quality, traceability and supply chain inventory management system.

We produce and ship locally from our facility in Wixom, Michigan.



Youngtronics Wixom

Pratibha Srivastava, general manager

Founded in 2005;
current leadership since 2010

Primary business: electronics
manufacturing

Sites in Michigan: 1

Full-time equivalent employees:
14 in 2016; 16 expected in 2017

www.youngtronics.com



CHECK OUT THE BRIGHT COMPANIES AND PEOPLE ELEVATING MICHIGAN!

Visit us online at corpmagazine.com or in our print edition to learn more about the people, businesses and practices elevating Michigan. Subscribe to our print edition or our weekly digital e-publication and find out why Corp! is the voice for Everything Business! And don't forget to visit and submit your story to The Break Room online, the social and fun side of business.

For subscription or advertising information, contact Corp! at 586-393-8815 or email info@corpmagazine.com.



COMPREHENSIVE LEGAL COUNSEL FOR GROWING BUSINESSES

- SERVICES INCLUDE:**
- Banking & Finance
 - Bankruptcy
 - Business/Corporate
 - Construction
 - Employee Benefits
 - Estate Planning
 - Health Care
 - Insurance
 - Intellectual Property
 - Labor & Employment
 - Litigation/Trial
 - Municipal
 - Public Finance
 - Real Estate
 - Succession Planning
 - Workers' Compensation

FOSTER SWIFT
FOSTER SWIFT COLLINS & SMITH PC | ATTORNEYS

FOSTERSWIFT.COM Call: 517.371.8100

Lansing • Detroit • Southfield
Grand Rapids • Holland • St. Joseph

Michigan Celebrates Table Sponsors

- Continuity Programs Inc.
(2017 Michigan 50 Company to Watch)
- Fifth Third Bank
- Blue Cross Blue Shield of Michigan
- RBV Contracting
(2017 Michigan 50 Company to Watch)
- AF Group – Accident Fund

Michigan Business Network



MICHIGAN BUSINESS NETWORK.COM

A mere 14 years ago all the founders of this great event sat around a conference table trying to find ways to work more collaboratively to help bring prosperity to the small businesses of Michigan. It was decided that to sustain this effort we should meet more often to share our program information, initiatives and best practices. In short, what we were doing and what we were planning to do to help small business. We also felt that it would be a good idea to host an event to insure that we would continue to meet in perpetuity. Michigan Celebrates Small Business enjoys its 13th year and has been, for most of those years, the premier small business event in this great state.

The evening is a true reflection of Michigan's small business community. The evening is filled with enthusiasm, loud raucous networking and that indomitable spirit that runs

through our small business community. The same spirit that allows entrepreneurs to see a successful enterprise at the far end of an idea where others see only risk. That same spirit that allows them to overcome innumerable obstacles that would bring most to regret ever having tried. The same spirit that starts and builds successful companies that then go on to bring great products and services to the market place, hire employees and pay taxes that fund fire and police, schools and so much more. What does that spirit create; the majority of our economy. Fifty-four percent of the state's employees work for small businesses and a staggering ninety four percent of Michigan's businesses are classified as small businesses. Small business is "The Little Engine That Could" but more; it is the engine that drives our entire economy.

So why should there be a Michigan Celebrates Small Business awards dinner? To do just that, celebrate. To raise a glass to those who tried and failed but tried again. To those who created successful endeavors and especially to those who have weathered the challenges of the ever changing market place, regulatory encumbrances and the thousands of other roadblocks that must be overcome and have still achieved success.

Yes, Michigan Celebrates Small Business is exactly what the founders wanted it to be. Toasting your prosperity and to all that you do on a daily basis to continually improve our great state.

Thank you and congratulations.

PNC BANK

KNOW

new ideas can help you stay nimble.

CORPORATE BANKING | You know that adapting to succeed is more critical for your business than ever before. We can help. PNC has carefully developed and focused our capabilities on helping you grow the value of your business. We relentlessly combine ideas with customized solutions to help your company thrive in any environment. Know you can experience a different kind of banking relationship. One with a singular focus — you.

For more information, visit pnc.com/ideas or contact Bob Mckee, Relationship Manager, at Robert.Mckee@pnc.com

FINANCING | TREASURY MANAGEMENT | CAPITAL MARKETS | M&A ADVISORY
INTERNATIONAL SERVICES | INVESTMENT MANAGEMENT

PNC is a registered mark of The PNC Financial Services Group, Inc. ("PNC"). Bank deposit, treasury management and lending products and services are provided by PNC Bank, National Association (PNC Bank), a wholly-owned subsidiary of PNC and Member FDIC. Lending and leasing products and services, as well as certain other banking products and services, require credit approval. Products and services may also be offered by or conducted through other subsidiaries of PNC.
©2017 The PNC Financial Services Group, Inc. All rights reserved. CR ENT PDF 0216 0113 246001

Michigan 50 Distinguished Alumni Awards: Most Engaged Workforce



ITC Incorporated Holland

Michael Camarota Esq., president

Founded in 1982;
current leadership since 2007
Primary business: LED lighting product engineering, development, and manufacturing
2015 employees: 130;
2016 employees: 150
Sites: Holland, Mich.; Elkhart, Ind.;
Guangdong Province, China
www.itc-us.com

ITC Incorporated, with its corporate headquarters in Holland, Mich., serves a wide variety of customer segments under six unique brands. ITC's diverse customer base includes marine and RV original equipment manufacturers and distributors, commercial furniture manufacturers, architects, retail display manufacturers, cruise ship manufacturers and refurbishers, and consumers through our retail partners. ITC also has owned and operated locations in Elkhart, Ind., Hong Kong, and Guangdong Province, China, in order to provide service close to customer's locations and to have proximity to suppliers and Alliance Partners.



ITC was founded in 1982 by Richard Camarota with the vision of designing and delivering application specific product solutions through a combination of talented people and resources located on two continents. ITC has developed a strong community outreach program and adheres to self-directed environmental improvement initiatives. This vision has led ITC to develop a wide range of products, including a concentration of LED lighting and electronics products, for small and large companies across the world. Today, ITC, led by Michael Camarota, continues as a family-owned corporation with over 150 employees focused on designing, engineering, and producing value-oriented innovative products, as well as active participation with our communities.

Innovation of the Year Award

Presented by the Small Business Association of Michigan (SBAM)



OPS Solutions is an enterprise augmented reality (AR) technology company and maker of Light Guide Systems (LGS)—a revolutionary tool that uses projected lights and proprietary software to transform manufacturing, assembly and training processes in virtually every industry from automotive to medical. LGS combines the best of human intelligence and technology to optimize manual processes and works with operators to save and improve manufacturing jobs.

Since launching the first generation of LGS in 2009, OPS Solutions has grown dramatically, working with world-class companies in diverse industries and just celebrated its expansion into a custom-built 10,000-square-foot facility at the end of 2016. OPS Solutions employs a staff of 22 and partners with Kettering University to recruit engineering interns.

OPS Solutions now engages more than 120 manufacturing companies in 15 countries worldwide, including HP, Fiat-Chrysler, Tesla, GE, and Faurecia.

Every day, the OPS Solutions team of engineers works to develop new applications, features and processes to drive the next Industrial Revolution. From error-proofing and standardizing complex manual sequences to decreasing cycle times and creating a new definition of quality, LGS is changing the way products—from pacemakers to powertrains to pizzas—are made.



OPS Solutions Wixom

Paul Ryznar, founder/president/CEO

Founded in 2009;
current leadership since 2009

Primary business: AR manufacturing technology

Sites in Michigan: 1

Full-time equivalent employees:
22 in 2016; 28 expected in 2017

www.lightguidesys.com

Michigan 50 Distinguished Alumni Awards: Strategically Focused



Firstronic Grand Rapids

John Sammut, president/CEO

Founded in 2000;
current leadership since 2011

Business industry: electronic manufacturing

Sites in Michigan: 2

Full-time equivalent employees: 390

www.firstronic.com

Firstronic is a premier specialty provider of electronics manufacturing services (EMS), including turnkey electronic assembly and materials management services, to original equipment manufacturers in the electronics industry. Firstronic's electronic manufacturing services consist primarily of the manufacture of complex printed circuit board assemblies using through-hole and surface mount technology, interconnection technologies including fine-pitch and mixed technology products.



Our lean operating system has been developed and implemented by a team of executives with significant automotive industry experience. Our lean approach has redesigned traditional electronics manufacturing and has resulted in high customer satisfaction ratings leading to very rapid growth in an industry that has otherwise been in decline throughout North America. We are focused as a strong niche player in the complex EMS segments, primarily in the medical, industrial, and automotive markets. Our customers rely on our broad range of capabilities, superior customer service and highly flexible manufacturing operations specifically geared toward low-to-medium volume production.

We utilize sophisticated equipment in our manufacturing operations, which enables our team to provide synchronous flow manufacturing with a high degree of flexibility. Our lean operating system utilizes standardized metrics to ensure consistent performance throughout our facilities. We've standardized on the latest Siemens high-speed vision based SMT equipment with state-of-the-art soldering technology to reduce set-up and changeover times, which is key to efficiently producing low-to-medium volume products in a high-mix environment. Based upon this synchronous flow approach, we've been able to reduce order lead times to days, whereas most providers in the EMS industry require a fixed production schedule of several weeks.

Firstronic provides advanced EMS and optimized supply chain solutions for the electronics industry with operations in Grand Rapids, Michigan; Juarez, Mexico; Shenzhen, China; Goa, India; and Kwidzyn, Poland. Our multinational purchasing expertise ensures a cost competitive supply chain. When coupled with advanced software tools that support program management, in-house engineering that includes design, DFX and test, as well as cutting-edge manufacturing processes Firstronic provides competitive solutions on a global scale. First in quality, first in service...Firstronic.

Visit us at www.firstronic.com to learn more.

Supporting workers' compensation in small business for more than a century.

AccidentFund
Insurance Company of America
Part of the AF Group
AccidentFund.com

Michigan 8(a) Graduate of the Year



CTI and Associates Inc.

Morgan Subbarayan, president
 Founded in 1976;
 current leadership since 2005
 Primary business: environmental,
 remediation, engineering and
 construction
 Full-time equivalent employees: 83
www.cticompanies.com

Small Business Administration (SBA) Small Business Awards

As a licensed professional engineer, Morgan Subbarayan has over 30 years of proven experience in the environmental and geotechnical engineering arena, specializing in project delivery and design/construction and management. Subbarayan joined CTI in 2004 as director of solid waste and became president and owner in 2005. Since then, CTI has grown significantly in staff, revenue, and territories. Subbarayan oversees operations, accounting, and general administration of the firm and maintains a primary focus on the strategic direction of the company.



CTI is an environmental, remediation, engineering, and construction firm focused on protecting, enhancing and restoring the environment. The firm has 129 employees and is a graduate of the Small Business Administration's 8(a) Business Development program. Subbarayan leveraged the program to enter the federal marketplace and eventually become extremely successful in forming joint ventures with industry leaders and in forming 8(a) mentor/protégé relationships that ultimately culminated in substantial growth of the company.

Since graduating from the 8(a) program, CTI has continued to successfully win and execute projects while maintaining sustained control over performance costs.

Subbarayan and his employees participate in Operation Good Cheer which provides gifts to tens of thousands of infants, children and youth in Michigan who have been in the foster care system.

Michigan Small Business Person of the Year

Small Business Administration (SBA) Small Business Awards



Inontime is a logistics firm specializing in local trucking and warehousing. Their work consists mainly of day runs between Zeeland, Michigan and Chicago, Detroit, or Indianapolis. They move inventory and finished goods for many of the large scale manufacturers in West Michigan. In 2010, the company began operating a trucking route in South Carolina at the request of a customer and that division has grown to include a small warehouse and now runs 10 trucks. The company employs more than 300 and has sales in excess of \$25 million.

Inontime received an SBA 504 loan for \$2.2 million in 2011 to purchase a new building. The organization used the SBA 504 loan to form a separate LLC to purchase the building and then opened up ownership in the new LLC to every employee at the company. The loan also reduced the down payment to only 10 percent. Each employee was allowed to purchase shares in the company, up to \$10,000. Inontime even provided a \$5,000 loan to employees to help them purchase the company stock, and created payment plans through direct withdrawal from employee paychecks. This allowed the employees to pay off the loan without penalty and without worry. Forty-five team members took advantage of the opportunity. The goal was to allow employees to share in the profits of the ownership. As the overall loans have been paid down, the equity share has increased to 50 percent of its value. Today, a team member who invested the full \$10,000 in 2011 has equity valued at more than \$65,000.

The company contributes 20 percent of their pre-tax profits to organizations as part of their stewardship effort. The funds are distributed through a team member voting process. Over the years the organization has supported many valuable community charities such as the Holland/Zeeland Labor Day Big Truck Parade. Additionally, every full-time team member receives a charity check in the amount of one paycheck. Inontime doesn't track how the money is spent; they only ask employees to use the extra cash for a cause or need which will improve the lives of others.



Inontime LLC

Jon Lanning, president
 Founded: 1998;
 current leadership since 2004
 Primary business: trucking and
 warehousing
 Full-time equivalent employees: 300
 Number of locations: 2
www.inontime.com

Michigan Small Business Exporter of the Year



Hosco Fittings LLC

Tom Murray, president and CEO
 Founded: 1951
 Primary business: finishing system
 components manufacturer
 Full-time equivalent employees:
 16 in 2016; 20 expected in 2017
www.hosco.net

Small Business Administration (SBA) Small Business Awards

Hosco Fittings is a finishing system components manufacturer serving the finishing industry worldwide through systems integrators and a network of authorized distributors and agents. The company provides high performance paint circulation, paint handling systems and components for the automotive, aerospace, truck, bus, farm and construction equipment and wood finishing. The company has proactively used many export support programs of the Michigan Economic Development Corporation and the Small Business Administration to generate new export sales in existing markets and to explore potential opportunities in new markets. They have achieved much success and their export sales have become a significant portion of the company's revenues.



Hosco Fittings received an SBA funded State Trade and Export Promotion grant that enabled them to participate in numerous trade missions with company specific business to business meetings. They participated in an Indonesia/Vietnam trade mission in February 2017 and have been on previous missions to China, Brazil, Colombia, Chile and Singapore. In addition to the STEP grant, the company also received an SBA 504 loan for \$487,000 in 2013. In 2016, the company received the "Exporter of the Year" award from Automation Alley.

Small Business Administration (SBA) Center Awards



Michigan SCORE
 Chapter of the Year
 Tip of the Mitt SCORE
 0622 Petoskey Chapter
 Margo Johnson,
 Chapter Chairperson



Michigan and
 Region V Women's Center
 of Excellence Award
 Great Lakes
 Women's Business Council
 Debra Loeser,
 Program Manager of WBC



Michigan Small Business
 Development Center
 Excellence and
 Innovation Award
 Michigan SBDC I-69
 Trade Corridor Region
 Marsha Lyttle, Regional Director



National Veterans Business
 Outreach Center
 Excellence in Service
 VetBizCentral
 Matt Sherwood,
 Executive Director

Michigan Woman-owned Small Business of the Year



GS Group LLC

Monica Starks, president;
C. Denise Griffith, COO

Founded in 2010

Current leadership: 2010

Primary business: environmental consulting and commercial construction

Full-time equivalent employees: 13

www.gsgroupmi.com

Small Business Administration (SBA) Small Business Awards

The GS Group LLC is a commercial construction and environmental consulting firm offering phase I and phase II environmental site assessments and services for asbestos and lead-based paint in residential, commercial and industrial settings; air and monitoring; clearance testing; remediation; and environmental training.

Owners Monica Starks and C. Denise Griffith are both Council-Certified Indoor Environmental Consultants, a designation awarded by the American Council for Accredited Certification. The GS Group actively collaborates with other Detroit businesses resulting in strategic relationships that have led to additional contracts with the City of Detroit and the Environmental Protection Agency. The two were honored as “Outstanding Achievers” by the Great Lakes Women’s Business Council in 2014.

They have taken advantage of many SBA programs including the Emerging Leaders executive management series; the Getting to Yes access to capital initiative; the Women’s Leadership Institute sponsored by the SBA funded Women’s Business Center—the Great Lakes Women’s Business Council; the SBA 8(a) Business Development Program; and the SBA microloan from CEED Lending.



Michigan Veteran-owned Small Business of the Year



Americhem Sales Corporation

Bruce L. Whetter, president

Current leadership since 1997

Primary business: chemical sales

Full-time equivalent employees: 30

www.americhemsales.com

Small Business Administration (SBA) Small Business Awards

Americhem Sales Corporation is a certified Veteran-owned Small Business located in Mason, Michigan. They are a recognized national leader within the industrial chemical distribution and blending industry. In 2006, the National Association of Chemical Distributors rewarded the company with the first ever “Responsible Distribution Excellence” award given by the NACD for its continuous and outstanding efforts in responsible chemical distribution. In 2010, the company was awarded the NACD’s prestigious “Distributor of the Year” award.

Americhem Sales Corporation was founded in 1997 when Whetter, an Air Force veteran, purchased the assets of a distressed company and began to turn the company around. Many jobs were saved as a result of the professional and responsible direction in which Whetter took the company. Additional jobs were created when the company began growing and eventually became an economic driver in the community. Whetter donates to numerous charities and benevolent funds annually, helping less fortunate children and adults. Americhem Sales Corporation is clearly an established, well-connected company and a pillar in the community. They are a wonderful example of what Veteran-owned Small Businesses are doing each and every day to stimulate the Michigan economy.



SmartZone Best Small Business Finalists

SmartZones provide distinct geographical locations where technology-based firms, entrepreneurs and researchers locate and promote resource collaborations between community institutions, growing technology-based businesses and jobs. New and emerging businesses in SmartZone technology clusters are primarily focused on commercializing ideas, patents and other opportunities surrounding corporate, university or private research institute R&D efforts.

The SmartZones across the state nominate a small business they have worked with over the previous year that has shown significant business growth and advancement in their industry. The SmartZone Small Business finalists are listed below.

Business name	Business owner	Title
Safe Balance	Nathan R Clinton-Barnett	Executive Vice President of Clinical Services
Sportsman Tracker	Jeff Courter	Founder and CEO
Xeratec Corporation	Steven Hillstrom	President and CEO
Enterprise Tax Solutions Inc.	Tina McCormick	President and CEO
Vestaron Corporation	John Sorenson	CEO
SteriDev	Rob Zondervan	Founder and CEO
Redibandz LLC	Sallie Sears Piering	Founder and CEO
RecoveryPark Farms	Gary Wozniak	Founder
GroundSpeed	Jeff Mason	Co-founder
VizBe	Natalia Petraszczuk	Founder
Energy Conservation Source LLC	Rob Rafson, Roel Klein	Co-owners
ShapeLog Inc	Brian Hayden, Nolan Orfield	Co-founders
United States Ski Pole Company	Andy Leibner	President and CEO

SmartZone Small Business of the Year Award



Vestaron Corp. is commercializing biological insecticides to help the world’s farmers produce safer and better food, ornamentals and fiber in a more environmentally responsible manner. Beginning with naturally occurring peptides from the Australian Blue Mountains funnel-web spider, which have known insecticidal properties, the company scientists select those that are free from mammalian toxicity. Scientists then synthesize the genes that encode them and put them into yeast as a production system to yield a biological insecticide for use on crops. Vestaron Spear products are highly effective compared

to the existing less environmentally friendly insecticides found in the market. These products have two new modes of action with no known insect resistance. The products are EPA-approved and classified as biological. They are designed to be non-toxic to fish, birds, humans and other mammals, and honey bees. The company will launch its first product into the market this year. It has successfully raised over \$36 million in investment dollars.

Founded in 2005 at the University of Connecticut and relocated to Kalamazoo in 2007. The company has grown from the original two employees to 20 full- and part-time employees in 2017. The company has been a SmartZone company since moving to Kalamazoo in 2007. The support the company has received includes residence at the WMed Innovation Center, funding through the Biosciences Research and Commercialization Center, Michigan Strategic Fund, funding from the Emerging Technologies Fund, venture capital funds and Michigan angel groups.



Vestaron Corporation

John Sorenson Ph.D., CEO/president

Current leadership since 2012

Sites in Michigan: 1

Full-time equivalent employees:
16 in 2017

Part-time equivalent employees:
4 in 2017

www.vestaron.com

Best Small Business

The Michigan Small Business Development Center (SBDC) exists to support these entrepreneurs by making sure they have the resources and knowledge to successfully start and grow their businesses. The Michigan SBDC consultants have expertise in accounting, finance, business plan development, marketing, operations and strategic planning to help companies be successful.

Michigan SBDC Regional Centers across the state nominate a “Best Small Business” they worked with over the previous year who has significantly leveraged SBDC tools and have grown their business through increased sales, job creation or capital formation. The Michigan SBDC Regional Best Small Business finalists are listed below.

Business name	Business owner	Title	City
Piper & Gold Public Relations	Kate Snyder	Principal strategist and owner	Lansing
Sandlot Sports	Ryan Dost and Adam McCauley	Co-owner	Saginaw
Balance Massage Therapy	Christin and Josie Ann Lee Draybuck	Co-owner	Ann Arbor
All Dogs Can	Darlene Collings	President	Lapeer
Roz’s Diner	Christ and Megan Bair	Co-owners	Rosebush
Blarney Stone Broadcasting Inc.	Jerry & Sheryl Coyne	Co-owners	Grayling
Press on Juice	Kris Rockwood	Owner	Traverse City
Chiquitos Bilingual Montessori	Maria and Francisco Calleros	Co-owners	Utica
Bon Bon Bon	Alexandra Clark	Owner	Hamtramck
Soil Friends Farm LLC	Ben Martin and Sarah Luetzow	Co-owners	Galesburg
Cheryl Stevens Studio	Cheryl Stevens	Owner	Sault Ste. Marie
Morris Lawn Care and Snow Removal	Christina Morris	Owner	Stanton

Main Street USA Award



Presented by the Michigan Small Business Development Center

Sandlot Sports is a growing custom apparel decoration company that specializes in screen printing, embroidery, and special decorating of apparel and promotional products.



Our mission, as a premier decoration company, is to help communities identify with their peers, teammates, and companies, through customer apparel and promotions. With our skilled team and knowledge of the industry, we pride ourselves in delivering a unique look paired with an extraordinary experience. Founded in 2008, Sandlot Sports has been providing businesses, schools, premier sports teams, and individuals with customer apparel decoration in the Great Lakes Bay region, Michigan, and worldwide.

From the beginning we’ve focused on improving efficiency throughout the custom process. We’ve evolved from handwritten order forms to real time order entry and production software tracking all areas of production. We continue to research and study best practices in our industry. We’ve hired industry leaders to help train staff on trends and skills to improve production and decoration quality. We’ve expanded our community reach by implementing an online platform for clients to create custom online stores for their organizations. The combination of investing in our employees, equipment, and software has allowed us to enjoy continued growth and success, while continually improving the customer experience.

Sandlot Sports
Saginaw

Adam McCauley and Ryan Dost, owners

Founded in 2008;
current leadership since 2008

Primary business: custom apparel decoration

Sites in Michigan: 3

Full-time equivalent employees:
23 in 2016; 27 expected in 2017

www.sandlotsports301.com

PTAC Regional Small Business Finalists

Procurement Technical Assistance Centers (PTACs) across the state provides companies with a range of services and resources to win and successfully complete government contracts. The PTACs’ professional staff assists companies throughout the entire procurement process from beginning to end. The services provided include expert one-on-one counseling, proposal preparation, seminars and training events.

PTACs across the state nominate a small business they worked with over the previous year that has significantly advanced their efforts in government contracting. The PTAC Regional Small Business finalists are listed below.

Business name	Business owner	Title	City
Vets Access LLC	Daniel Corcoran	Owner	Flushing
IP Consulting Inc.	Milton Moore	Owner	Kentwood
Janel Industries Inc.	Chad Perrin	Vice President of Operations	Cassopolis
RBV Contracting Inc.	Rodolfo B. Villarreal, James Foucher	Owners	Detroit
RB Construction Company	Russell Beaver	Owner	Sterling Heights
L’Anse Manufacturing & Technology Inc.	Mark Massicotte, Wallace Sweeney	Owners	Baraga
Moran Iron Works Inc.	Tom Moran	Owner	Onaway
Mistequay Group Ltd.	R. James Paas	Owner	Saginaw

Government Contractor of the Year Award

Presented by the Michigan Economic Development Corporation (MEDC)



Government contracting is not for the weak. It requires patience, persistence, and proficiency.

RBV Contracting (RBV) wins contracts from federal agency contracting officers and program managers who recognize the contributions small, diverse companies make to public projects. Small business contracting is not an act of charity. It incorporates innovative, flexible, highly capable companies into the federal contracting pool.

RBV provides construction contracting services, self-performing much of our work for commercial, retail and government customers. We serve a growing list of federal agencies including USACE, Air Force, National Guard Bureau and GSA. We are a certified 8(a), HUBZone and MBE company—but we don’t lead with this when we win our government proje

Instead, we lead with our capabilities, demonstrating clearly to government evaluators that we are a low-risk option with innovative solutions. We prove our financial stability. We describe our leadership team, which is directly involved in projects. We describe our approach for project management, which leads to clear updates and safe workplaces. We self-perform 75 percent of the work on most projects, giving us greater control of quality, budget and schedule adherence.

We have proven to government that we are a low-risk, high reward contractor. RBV is patient, persistent and proficient.



RBV Contracting Inc.
Detroit

Rodolfo B. Villarreal, president

Founded in 2011;
current leadership since 2011

Primary business: construction

Sites in Michigan: 1

Full-time equivalent employees:
18 in 2016; 22 expected in 2017

www.rbvcontracting.com

Goldman Sachs 10,000 Small Businesses is committed to helping create jobs and drive economic growth.

Since participating in the 10,000 Small Businesses program, Rhys has grown his healthschool meals company from 13 to 100 employees and doubled his business partners. By utilizing skills he gained through the program, Rhys has positioned his company for future growth and is driving economic progress in his community.



Through Goldman Sachs 10,000 Small Businesses, I was able to develop the right growth strategy for my business with the help of professionals who have been there."

— Rhys, President & Founder
RedRabbit
New York, NY

To learn more, visit <http://10ksbdetroit.com>
(313) 758-6041
10KSB@wayne.edu

@GS_10KSmallBiz



Grand Rapids Business Journal congratulates this year's Michigan Celebrates Small Business award winners! Visit grbj.com for real time business news.



©2014 Goldman Sachs. All rights reserved.

307 events

Located in Traverse City, 307 Events provides full-service event & floral design to clients all over Michigan. Whether a theme party or high-end soiree, 307 Events can direct the design & provide the perfect decor rentals to complete your event.

231.486.5307 | Sales@307events.com
www.307events.com

Experience "A Moment in Wine..."

Burgdorf's
WINERY

WINE CLUBS
PRIVATE PARTIES
OPEN YEAR ROUND
AWARD-WINNING WINES
TASTING ROOM & GIFT SHOP

LOCATED JUST EAST OF THE CAPITAL CITY
(517) 655-2883 | 5635 SHOEMAN RD. HASLETT, MI
WWW.BURGDORFWINERY.COM
FACEBOOK.COM/WINE.BURGDORFS

A Garagiste Winery offering artisan wines produced and bottled on site from Michigan grown grapes and other fruits.

WANT THE EDGE?

Edge is a full-service marketing and public relations firm located in Michigan's capitol city. Backed by 100 years of expertise in communications, marketing, advertising and advocacy, Edge partners with clients who want to excel.

- Strategic Marketing
- Bold Public Relations
- Distinguishable Branding
- Assertive Advertising
- Effective Advocacy

EDGE PARTNERSHIPS

EDGEPARTNERSHIPS.COM | 517.853.6787 | 117 E. KALAMAZOO ST., LANSING, MI

SUPPORTING ENTREPRENEURS

The DTE Energy Foundation drives economic development in our communities. In 2016, the Foundation awarded \$15 million in charitable grants to more than 360 nonprofit organizations throughout the state. Through grant support, we provide the critical resources necessary to promote business development, expansion and longevity. By investing in businesses, we're helping improve the well-being of all of the members of the communities in which we live and serve.



DTE Energy
Foundation

