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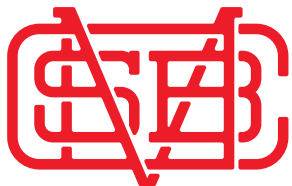
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MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION



A-Line Staffing Solutions LLC.....	16
AdAdapted Inc.	16
Advance Plumbing & Heating Supply Co.....	17
AppleTree & Gilden Woods Early Care and Preschool.....	17
Arcadia Bluffs.....	18
Atlas Space Operations Inc.....	18
BC Construction Group.....	19
Beards Brewery	19
Brooklyn Outdoor.....	20
C2AE	20
Campbell & Shaw Steel Inc.	21
Cheboygan Brewing Company	21
Chronic Care Management LLC	23
CORE Staffing.....	23
DBI - We Do Office	24
Detroit Training Center	24
E3M Solutions.....	25
Ebels General Store	25
EverBlue Lake Solutions.....	26
FOAM-iT	26
Fusion Coolant Systems Inc.	27
Genomenon	27
Groundspeed Analytics Inc.	28
i3 Business Solutions LLC.....	28
Industrial Magnetics Inc.....	31
K. Carroll Accessories	31
Kennari Consulting	32
Liberty Reach Inc.	32
MAWBY Vineyards and Winery.....	33
METAS Managed Label Services.....	33
Mettle Ops	34
Micro-Lam Inc.....	34
Midwest Construction Group	35
Miniature Custom Manufacturing LLC	35
The Mitten Brewing Company.....	36
Omega Electric and Sign Company.....	36
Onyx Enterprise Inc.....	37
Our Family Friend LLC	37
Premier Group Associates LC	38
Public Sector Consultants.....	38
Pyramid Consulting International	40
Rutherford & Associates.....	40
Skidmore Studio.....	41
SkySpecs	41
Stark Enterprises LLC	42
Therapy Today Counseling & Consulting.....	42
Valentine Distilling Co.	43
Van Dyke Horn Public Relations.....	43
White Glove Workshops.....	44
Zolli Candy.....	44



Michigan Celebrates Small Business

2019 Award categories.....	4
2019 Award winners.....	5
High-impact support for second-stage companies	7
Letter from Gretchen Whitmer, Governor, State of Michigan	8
Economic impact: 2018 Michigan 50 Companies to Watch	9
Alumni update.....	11
Michigan 50 Companies to Watch.....	15
Michigan 50 Distinguished Alumni Awards.....	46
Best Small Business Awards.....	49
SBA Awards	53
Thank you	56

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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.
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Michigan 50 Companies to Watch

The **Michigan 50 Companies to Watch** is the premier MCSB awards category that recognizes the 50 Michigan companies that are up-and-coming with high potential for the future. Award criteria requirements includes annual revenue between \$750,000 and \$50 million, between six and 99 full-time equivalent, W2 employees, as well as a demonstration of substantial growth and a sustainable competitive advantage.

The 2019 cohort of the Michigan 50 were selected from a process that included more than 550 nominations, multiple rounds of judging, and due diligence research performed by Gordon Advisors P.C.

Michigan 50 Distinguished Alumni Awards

The MCSB awardee alumni community is now 750 companies strong, and grows each year. This community represents a substantial amount of the vitality that is foundational to the Michigan economy. MCSB recognizes alumni companies each year that best demonstrate the continued success of the alumni community.

The **Most Engaged Workplace Award** recognizes a previous Michigan 50 Companies to Watch recipient for their increased contributions to their community and who have fostered a creative, collaborative workplace culture to enhance performance and sustain a competitive advantage.

The **Strategically Focused Award** recognizes a previous recipient that has strategically increased their sales since they were awarded to ensure continued sustainability in the ever changing economy.

Small Business Administration (SBA) Awards

The Small Business Administration (SBA) recognizes the achievements of small businesses at the state and national level. Recipients have utilized SBA services. Award categories include:

Small Business Person of the Year: For developing an outstanding, growing business; innovative product(s), increasing jobs, increasing sales, overcoming adversity, and community contributions.

SBA 8(a) Graduate of the Year: A firm that has a demonstrated history of successful performance on 8(a) contracts while in the 8(a) Business Development Program.

Veteran-owned Small Business of the Year: A business owned by a member of the military community that has increased employment opportunities for veterans and demonstrated potential for long-term business growth.

Woman-owned Small Business: Small business owned 51 percent by a woman or women with outstanding growth, innovative product(s), increasing jobs, increasing sales, overcoming adversity, and community contributions.

Best Small Business Recognition

Procurement Technical Assistance Centers (PTACs), Small Business Development Centers (SBDCs), and SmartZones are organizations located across the state that provide support services to Michigan small businesses. Each region of these various support organizations select a company to be recognized as a **Best Small Business Honoree** for demonstrating a strong relationship with the organization as well as promising growth as a company.

Best Small Business Honorees also undergo a judging process to determine a single statewide **Best Small Business of the Year** award recipient for each category.

SmartZone Innovation Award

The **SmartZone Innovation Award** recognizes a company as a leader of small business innovation. The innovation must have been developed within the previous three years, demonstrate a notable advantage over similar versions, and benefit the Michigan economy.

2019 Michigan 50 Companies to Watch

AdAdapted Inc.	Ann Arbor	E3M Solutions	Wyoming	The Mitten Brewing Company	Grand Rapids
Advance Plumbing & Heating Supply Company	Detroit	Ebels General Store	Falmouth	Omega Electric and Sign Company Inc.	Alpena
A-Line Staffing Solutions LLC	Utica	EverBlue Lakes	Richland	Onyx Enterprise Inc.	Detroit
AppleTree & Gilden Woods Early Care and Preschool	Grand Rapids	FOAM-iT	Grand Rapids	Our Family Friend LLC	Hillsdale
Arcadia Bluffs Golf Club	Arcadia	Fusion Coolant Systems Inc.	Canton	Premier Group Associates LC	Detroit
Atlas Space Operations Inc.	Traverse City	Genomenon	Ann Arbor	Public Sector Consultants	Lansing
BC Construction Group	Brighton	Groundspeed Analytics Inc.	Ann Arbor	Pyramid Consulting International	Ann Arbor
Beards Brewery	Petoskey	i3 Business Solutions LLC	Grand Rapids	Rutherford & Associates	Holland
Brooklyn Outdoor	Plymouth	Industrial Magnetics Inc.	Boyne City	Skidmore Studio	Detroit
C2AE	Lansing	K. Carroll Accessories	Auburn Hills	SkySpecs	Ann Arbor
Campbell & Shaw Steel Inc.	Marysville	Kennari Consulting	Grand Rapids	Stark Enterprises LLC	Livonia
Cheboygan Brewing Company	Cheboygan	Liberty Reach Inc.	East Lansing	Therapy Today Counseling & Consulting	East Lansing
Chronic Care Management LLC	Traverse City	MAWBY Sparkling Wine	Suttons Bay	Valentine Distilling Co.	Ferndale
CORE Staffing	Frankenmuth	METAS Managed Label Services	Grand Rapids	Van Dyke Horn Public Relations	Detroit
DBI - We Do Office	Lansing	Mettle Ops	Sterling Heights	White Glove	Birmingham
Detroit Training Center	Detroit	Micro-Lam Inc.	Portage	Zolli Candy	Commerce Twp.
		Midwest Construction Group	Zeeland		
		Miniature Custom Manufacturing LLC	Vicksburg		

Michigan 50 Distinguished Alumni Award: Strategically Focused

MMI Engineered Solutions Inc.	Saline
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Michigan 50 Distinguished Alumni Award: Most Engaged Workplace

Armor Protective Packaging	Howell
Duperon Corporation	Saginaw

Michigan SBDC Best Small Business of the Year Award

Akervall Technologies Inc.	Saline
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Michigan SBDC Best Small Business Honorees

Barrel + Beam	Marquette
Bob’s Butcher Shop	Roscommon
ellembee	Wixom
Feast Gourmet Kitchen Shop	Fenton
Growing Years Christian School and Childcare Center	Saginaw
Guided Life LLC	Newaygo
Heart of Michigan Café	Clare
Inhabitect LLC	Traverse City
Massman Trucking Inc.	Okemos
Midtown Fresh Market	Kalamazoo

PTAC Best Small Business of the Year Award

Northern Wings	Newberry
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PTAC Best Small Business Honorees

A.C. Tourniquet LLC	Saginaw
All Things By Design Inc.	West Branch
Evolution Tool	Lapeer
Janel’s Industries	Dowagiac
Learning Designs Inc.	Bloomfield Hills
Mettle Ops	Sterling Heights
Swint Logistics Group Inc.	Detroit

SBA Awards

Alliant Enterprises LLC	Grand Rapids
Benkari LLC	Detroit
KBTS Technologies	Novi
NPO Transportation	Southfield

SmartZone Best Small Business of the Year Award

Groundspeed Analytics Inc.	Ann Arbor
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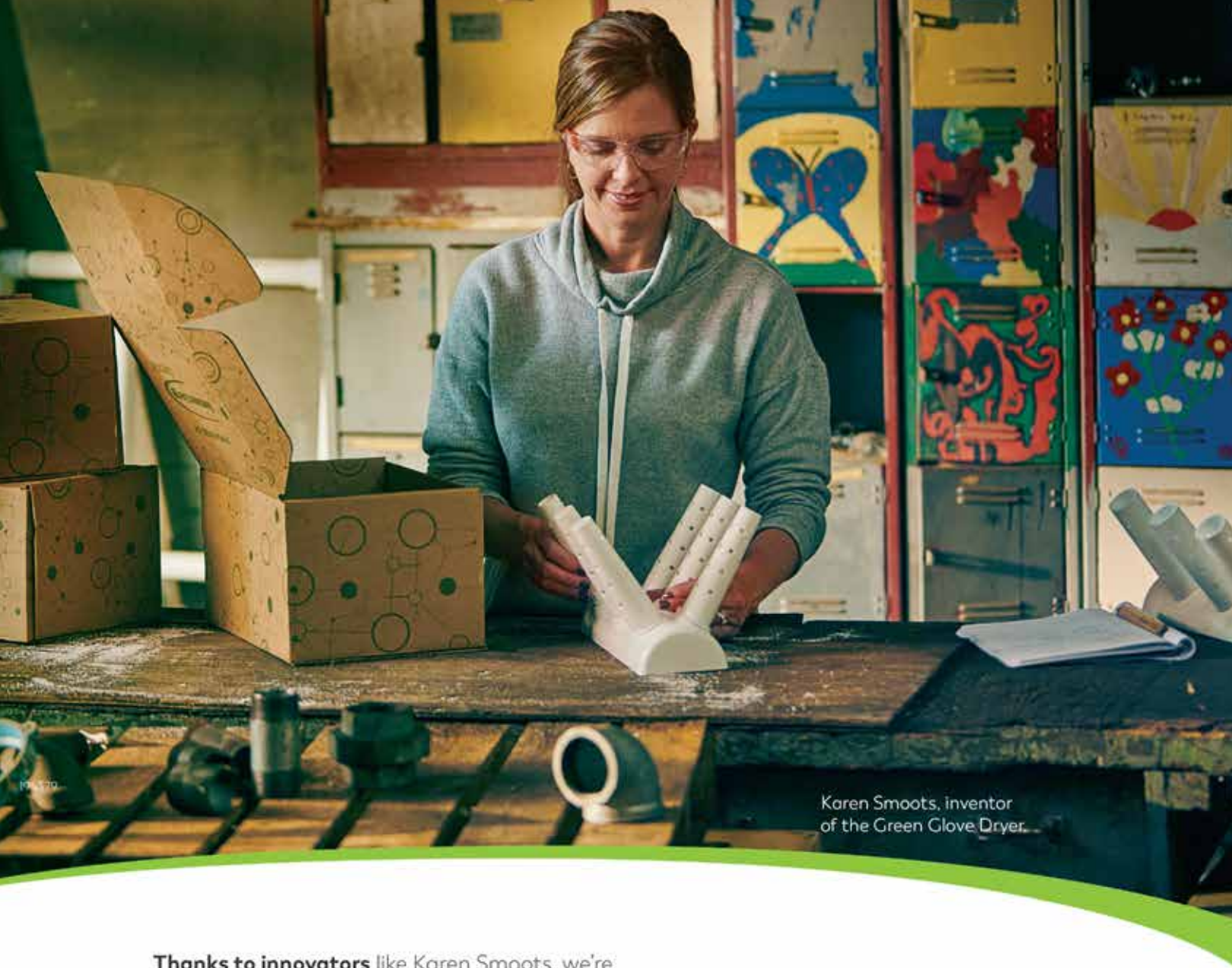
SmartZone Best Small Business Honorees

CertifID	Grand Rapids
Flash Steelworks Inc.	Washington Twp.
GCI Water Solutions LLC	Midland
Jolt Energy Storage Technologies LLC	Holland
Laser Augmented Diamond Drilling LLC	Muskegon
Life Magnetics Inc.	Detroit
Osprey Technologies LLC	Sault Ste. Marie
Prime Energy C.S.	Rochester Hills
PromptPay Inc.	Port Huron
SafeSense Technologies LLC	Portage
Security Vitals	Pontiac
TempGigs	Marquette

SmartZone Innovation Award

SpinTech Inc.	Bingham Farms
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Big Ideas Start at Home



Karen Smoots, inventor
of the Green Glove Dryer.

Thanks to innovators like Karen Smoots, we're working to create a cleaner energy future for the state we all love.

This Michigan mom invented the Green Glove Dryer as a way to direct air from heat registers in classrooms to dry mittens, gloves and hats for students.

Meet Karen and read her story:
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High-impact support for second-stage companies

Michigan Celebrates Small Business (MCSB) aims to change the narrative of economic development.

Last year, MCSB transformed itself from an annual awards gala into a formal 501(c)(3) nonprofit that provides year-round support for Michigan's second-stage businesses. This organizational structure enables MCSB's founding partners (Small Business Administration, Small Business Association of Michigan, Michigan Small Business Development Center [SBDC], Michigan Economic Development Corp., Michigan Business Network, and Edward Lowe Foundation) to better leverage their individual strengths and create new synergies.

Why second-stage companies? Because they are the workhorses of job creation, generating more than double their market share of jobs. Case in point: from 2003 through 2017, second-stagers (companies with about 10-99 employees and \$1 million to \$50 million in annual revenue) represented only 17.5 percent of U.S. businesses, but generated 37.3 percent of all jobs in the country, according to YourEconomy.org.

MCSB founding partners' first steps were to identify their most relevant services for second-stagers and package them under one umbrella. "This makes it easier for companies to understand what's available—and which services are most likely to expedite their growth," says Jennifer Deamud, MCSB's board chair and associate state director of the Michigan SBDC. "We also plan to create an advisory council comprised of second-stage CEOs to help develop new services."

To further raise the bar on second-stage support, MCSB has mapped out an entrepreneurship-led economic development (ELED) initiative, "Spotlight on Second Stage," which has been presented to Gov. Gretchen Whitmer's administration and the state legislature. Key components include:

- A package of initial services to accelerate growth for second-stage companies, including peer learning, leadership development programs, and access to vetted experts on everything from market strategy to operational issues.

- Ongoing services for alumni of the initial services. These ongoing services include mentorship programs, consultant match-making, and peer-learning retreats.
- A CRM system to track metrics and connect program participants.

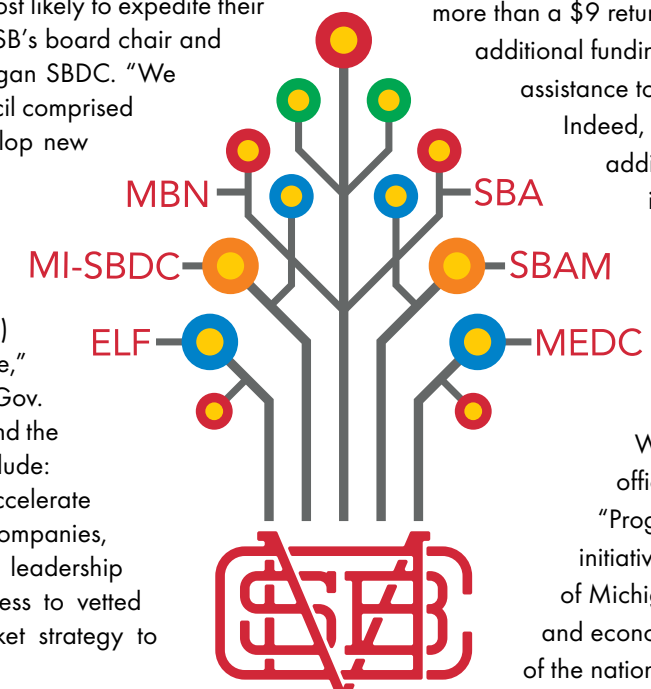
The strategy is noteworthy for a number of reasons. For one thing, by targeting a specific stage of business instead of a particular industry or geographic region, the initiative will be inclusive of companies throughout Michigan, including rural and minority communities.

Another hallmark is MCSB's ready-made audience. Many entrepreneurs, especially second-stagers, are difficult to connect with because they're so busy working on their businesses. Yet, due to the Michigan 50 Companies to Watch awards program, MCSB already has identified more than 750 companies that could benefit from its services.

Programs supporting second-stagers in other states have shown more than a \$9 return for every \$1 of investment. With additional funding from the state, MCSB could provide assistance to a greater number of businesses. Indeed, projections show that serving just 50 additional companies in 2019 would result in 425 new jobs within a year.

"Supporting second-stage companies needs to be a priority to create a robust statewide economy that isn't overly dependent on recruitment and retention," says Dan Wyant, president and chief operating officer of the Edward Lowe Foundation.

"Programming that results from MCSB's ELED initiative will fundamentally alter the trajectory of Michigan's entrepreneurial competitiveness and economic health—and be a model for the rest of the nation."



GRETCHEN WHITMER
GOVERNOR

STATE OF MICHIGAN
OFFICE OF THE GOVERNOR
LANSING

GARLIN GILCHRIST II
LT. GOVERNOR

May 8, 2019

Dear Awardees,

To be recognized by the Michigan Celebrates Small Business (MCSB) organization is a high honor that would not be possible without your dedication and ingenuity. The positive impact you have brought to the state of Michigan is one to be proud of, and for that I extend my congratulations.

For fifteen years, MCSB has been recognizing small businesses that are making an impact within our great state. Together these businesses create a strong climate of innovation and creativity that allows our economy to thrive and our statewide community to prosper. Your business is an important piece of that puzzle and the impact of your commitment makes you a leader in Michigan's small business success.

The 2019 Michigan 50 Companies to Watch alone have generated \$1.8 billion in revenue from just 2015 to 2018. They have added 1,046 employees and demonstrated a 79.4% increase in jobs over this period, and their projected continued growth is outstanding. The individual accomplishments made each day at your business may not always seem significant, however the impact of your work is recognized by many - and your impact is cause for a celebration!

Michigan is excited about your company's success. Congratulations to everyone being recognized for your accomplishments and thank you for your devotion and leadership to building a future of success in our great state.

It is an exciting time to be a small business in Michigan!

Sincerely,



Gretchen Whitmer
Governor

JK: SMB

Economic Impact of the 2019 Michigan 50 Companies to Watch 50 Awardees

Increasing Impact

From 2015 through 2018, these companies generated \$1.2 billion in revenue and added 825 employees (both in Michigan and out of state), reflecting a 68.39 percent increase in revenue and 93.22 percent increase in jobs for the four-year period. That translates into a 24 percent average annual revenue growth and 24.68 percent average annual growth in employees.

These companies project continued growth in 2019, with a 38.6 percent revenue increase and 24.8 percent growth in employees (both in Michigan and out of state) compared to 2018. If their projections hold, these companies will have generated \$1.76 billion in revenue and added 1,249 employees over the last five years—a 133.39 percent increase in revenue and 141 percent increase in jobs since 2015.

Business Sector Distribution

Business Sector	# of Companies
Professional services	12
Manufacturing	9
Construction	5
Scientific or technical services	5
Health care or social services	4
Accommodation or food services	3
Retail trade	3
Educational services	2
Information technology	2
Wholesale trade	2
Entertainment or recreation	1
Life sciences	1
SaaS	1

Economic Impact in 2018

\$394.7 million in total annual revenue

26.5 percent increase in total annual
revenue compared to 2017

1,710 full-time equivalent employees

1,589 in Michigan • 121 out of state

424 net new jobs projected for 2019

380 in Michigan • 44 out of state

Regional Distribution

Region	# of Companies
Detroit Metro	15
West	9
Northwest	7
Southeast	7
South Central	5
Southwest	3
Northeast	2
East Central	1
East	1

	2015	2016	2017	2018	2019 (projected)
Revenues in \$ millions	234	281	312	396	547
Employees*	885	1,046	1,347	1,710	2,134

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



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Fifteen years have passed since the inaugural class of MCSB award recipients walked on stage to thunderous applause. In each succeeding year, another set of awardees was recognized—and each year, the alumni from previous classes were asked to report on their accomplishments.

This year, responses were received from 38 awardees across 14 years. They reported having a combined 2,080 employees in 2018 and expect to hire 292 more this year. They averaged a revenue increase of 16.7 percent last year and project 25 percent in the coming year. These companies were selected for their promise to grow, innovate and give back to their communities—they kept their promise then and continue to prosper still.

ALUMNI UPDATE 2019

	COMPANY, CITY; COMPANY OFFICIAL	MILESTONES FROM THE PAST YEAR
Michigan 50 Companies to Watch (2014)	Amigo Mobility International Inc., Bridgeport; Beth Thieme, CEO; Al Thieme, founder/ chairman	Amigo celebrated 50 years in business last year with a new line of mobility products for new markets. Supports the College of Business and Management at Saginaw Valley State University, with contributions to the college's building campaign and Beth Thieme's role as guest lecturer and advisory board member.
Michigan 50 Companies to Watch (2015)	Armor Protective Packaging, Howell; David Yanchow, co-owner/vice president	Armor provides industrial rust prevention to leading OEMs, including BMW, Cummins, Caterpillar and Volkswagen. Named one of the "Coolest Places to Work" by <i>Crain's Detroit</i> for the second time in a row and recognized by <i>Inc. Magazine</i> as a "Best Place to Work." The Armor Great Pumpkin Classic Car Show raised more than \$17,000 for the Livingston County Salvation Army.
Michigan 50 Companies to Watch (2018)	Central Industrial Manufacturing Inc., Harbor Springs; Erika Walls, president	Central Industrial closed on a second location, giving it more capacity to provide custom manufacturing to an increasingly diverse customer base. The company provided pro bono services to local robotics teams last year.
Michigan 50 Companies to Watch (2016)	Coastal Automotive, Holland; Paul Doyle, CEO	Coastal earned IATF 16949 certification, which has led to substantial processing gains. Brought on new global customers in Toyota, Volkswagen and BMW. Received Supplier Quality Excellence honors from GM. The company's philanthropy raised \$20,000 for Hospice of Holland.
Michigan 50 Companies to Watch (2015)	Creative Studio Promotions, Grand Rapids; Ann Vidro, co-owner/CFO; Menda Wright, co-owner/national account manager	Creative Studio's ability to find just the right promotional products for its clients secured multi-year contracts with Consumers Energy and Meritage (owner of 300+ Wendy's restaurants). The company participated as a team in Walk for Wishes, which benefited Make-A-Wish in West Michigan.
Michigan 50 Companies to Watch (2014)	Edge Partnerships, Lansing; Lorri Rishar Jandron, CEO	Edge Partnerships saw one of its own, partner Angela Witwer, elected to the Michigan House of Representatives last November. The firm also doubled its staff and client list in the past year.
Michigan 50 Companies to Watch (2010)	Emagine Entertainment Inc., Troy; Paul Glantz, owner/chairman	Emagine expanded to Geneva Lakes, Wis., and added heated seats to many of its theatre properties, with more on the way. The company donated all ticket proceeds from the grand opening of its Hartland, Mich., location to Gleaners Food Bank and LACASA Center.
Michigan 50 Companies to Watch (2009)	Forensic Fluids Laboratories Inc., Kalamazoo; Bridget Lorenz Lemberg, laboratory director/CEO	Forensic Fluids expanded into new geographic markets in 2018. Teaming up with the Michigan State Police, a roadside oral fluid testing pilot proved so successful, it will extend into 2019. The company supports its neighborhood with reading sessions at Lincoln Elementary (along with donations of books, gloves and hats), in addition to animal rescues and roadside clean-ups.
Michigan 50 Companies to Watch (2017)	Freshwater Digital, Grand Rapids; Matt Downey, president/CEO	Freshwater launched a new digital tag product and expanded its client base nationally. Worker benefits also expanded with an enhanced health insurance plan (without increasing employee contributions) and a phantom stock plan. Underway in 2019 is a plan to support 20 different charities.
Michigan Young Entrepreneur of the Year (2018)	Genesis In-Home Care LLC, Waterford; Paul Gallagher, president/CEO	Genesis CEO Paul Gallagher was named among the year's "Elite 40 under 40" by Oakland County. The recognition honors the county's young professionals and thought leaders who excel in their field and have demonstrated dynamic leadership.

	COMPANY, CITY; COMPANY OFFICIAL	MILESTONES FROM THE PAST YEAR
Michigan 50 Companies to Watch (2018)	Global Clinical Connections, Portage; Loretta Cipkus Dubray, president/CEO	Global Clinical’s participation in the Diversity Alliance for Science promotes small and diverse businesses in the life science and health care industries. As a gender parity advocate, CEO Loretta Cipkus Dubray speaks on the topic in the community and supports causes to combat racism, sexism and violence against women.
Michigan 50 Companies to Watch (2013)	Grand Traverse Distillery, Traverse City; Kent Rabish, founder	Grand Traverse Distillery’s new still will increase production capacity to support sales expansion to Chicago and contract distilling, which supports Michigan agriculture by increasing grain sales from local farmers. The company donates products and packages to more than 25 nonprofits.
Michigan 50 Companies to Watch (2014)	Great Lakes Potato Chip Co., Traverse City; Edward Girrbach, CEO	Great Lakes Potato Chip upgraded its facility with a \$1.5 million investment in new equipment, leading to a doubling of production capacity. The company partnered with Big Brothers Big Sisters of Northwestern Michigan by donating a portion of its sales. Specially designed store displays gave the charity additional exposure.
Michigan 50 Companies to Watch (2011)	Great Lakes Stainless Inc., Traverse City; Michael DeBruyn, president	Great Lakes Stainless cultivated a new group of customers and vastly expanded what was once a smaller market segment. The company supports Traverse City-area charities such as Freedom Builders and provided mass bike storage for Norte Youth Cycling and the Tart Trails Recycle-a-Bicycle program.
Michigan 50 Companies to Watch (2005); Government Contracting (2010)	GS Engineering Inc., Houghton; Glen Simula, president	GS Engineering diversified its customer base with a dozen new clients and was awarded two new patents. The company supported several high school teams in the FIRST Robotics Competition, including Calumet CopperBots, winner of the Michigan state championship last year.
Michigan 50 Companies to Watch (2017)	Hurley Marine, Escanaba; Todd Hurley, president/CEO	Hurley Marine’s renewed effort in trade shows enabled the company to break into the Brazil market and do more business in Puerto Rico. The boat manufacturer increased efficiencies and cost effectiveness, and saw improvements in existing products to boot.
Michigan 50 Companies to Watch (2011)	ImageOne, Oak Park; Rob Dube, owner/president	After appearing on the <i>Forbes</i> list of small giants in 2017, imageOne continued to add new clients, including a major acquisition last year. The company was also awarded the number one spot as a “Top Workplace in Michigan” by the <i>Detroit Free Press</i> . Among employee perks is “We Care Friday,” which awards employees with a surprise day off.
Michigan 50 Companies to Watch (2017)	InForm Studio, Northville; Gina Van Tine, principal/president	InForm Studio landed three multi-million dollar, mixed-used projects in Detroit. As the largest group to volunteer for Life Remodeled, the InForm team cleaned up hundreds of square feet of brush and garbage from neighborhoods in Detroit.
Family-owned Business of the Year (2012)	Jem Tech Group, Clinton Township; Jami Moore, president	Jem Tech was awarded two major contracts last year, which is expected to increase future business with local, state and federal governments. The professionals at this IT infrastructure firm pay it forward by mentoring other small businesses in need.
Michigan 50 Companies to Watch (2017); SBDC Best Small Business Honoree (2018); SmartZone Best Small Business Honorees (2018)	K-Tec Systems, Ferndale; Cathy Koch, president/CEO	In addition to adding new clients and employees, K-Tec Systems began shipping to China and applied for a patent. The company hosted Oakland High School students for Manufacturing Day and brought on an intern to help him achieve his goal to be an engineer. The company was also the largest sponsor for Lawrence Tech’s Formula-style race car.
Michigan 50 Companies to Watch (2005)	KTM Industries Inc., Holt; Tim Colonnese, president/CEO	KTM made a multi-million dollar capital investment, expanded its Michigan facilities and opened up a new one in the western part of the country. The producer of ecologically-sound packaging material also obtained multiple international licenses.
Michigan 50 Companies to Watch (2011); PTAC Best Small Business Honoree (2017)	L’Anse Manufacturing Inc., L’Anse; Mark Massicotte, president	L’Anse Manufacturing saw new clients in each of its market sectors. The company initiated a million-plus dollar investment in equipment and facilities to serve its growing aerospace market. Community giving includes involvement in economic development, a trades program to produce a home built by students, robotics, and youth sports for home school programs.
Michigan 50 Companies to Watch (2009)	LookInTheAttic & Co. Inc.; Romulus; John Coleman, president	LookInTheAttic brought on a new business venture in SilverAndGold.com to round out its portfolio of online retail properties. The company proudly donates to charities related to veterans’ causes.
Michigan 50 Companies to Watch (2006)	Marsh & McLennan Agency LLC, formerly McGraw Wentworth, Troy; Rebecca McLaughlan, president/CEO	Acquired by Marsh & McLennan Agency in 2012, the former McGraw Wentworth continues to add employees (117 and growing) and new service offerings for its diverse portfolio of clients. The benefits consultancy was also named in 2018 to the “Circle of Excellence” by the <i>Detroit Free Press</i> for its outstanding workplace practices and <i>Crain’s Detroit</i> list of cool places to work.

	COMPANY, CITY; COMPANY OFFICIAL	MILESTONES FROM THE PAST YEAR
Michigan 50 Companies to Watch (2016)	MMI Engineered Solutions Inc., Saline; Doug Callahan, owner/president	MMI, a technical consulting firm, brought on FCA and Daimler Trucks as new customers and an additional manufacturing site to accommodate growth. The company initiated a fundraiser to support the Humane Society of Huron Valley. Tens of thousands of dollars have been raised so far.
Michigan 50 Companies to Watch (2009)	Niowave Inc., Lansing; Terry Grimm, president/senior scientist	Niowave was one of four businesses selected to begin negotiations for a cooperative agreement with the U.S. Dept. of Energy’s National Nuclear Security Administration to produce Molybdenum-99. The radioisotope is in demand for medical diagnostic imaging, and Niowave is answering the need by ramping up to full-scale operations. The Niowave team contributed a whopping one ton of goods to the Greater Lansing Food Bank.
Michigan 50 Companies to Watch (2014)	On Duty Gear, Clinton Township; Paul Riddell, CEO	On Duty Gear entered into a substantial contract to outfit a large county’s 1,200 personnel. The company has also teamed up with donor groups to provide agencies with specialized gear for their K-9 partners.
Michigan 50 Companies to Watch (2014)	Rankin Biomedical Corporation, Holly; Rob Rankin, CEO	Rankin Biomedical improved its internal processes and marketing capabilities. The group supports a pathology lab in Ghana.
Jeffrey Butland Family-owned Business of the Year (2008)	RoMan Manufacturing, Grand Rapids; Robert Roth, president/CEO	RoMan doubled market penetration in a critical sector. The company redesigned a family of products that lowered the cost of sales by 40 percent. The RoMan team participates in quarterly blood drives, supporting their community as regular donors.
Michigan 50 Companies to Watch (2017)	Safety Net, Traverse City; Beth Holmes-Bozung, principal	Safety Net improved operating efficiencies and quality assurance while focusing on strategy and growth for its varied information technology services. The company supports numerous charities and non-profits, including the National Alliance on Mental Illness, an annual electronic-waste drive to celebrate Earth Day and scholarships for college IT students.
Michigan 50 Companies to Watch (2017)	Sandalwood Engineering & Ergonomics, Livonia; Shawn Henderlong, managing partner	Sandalwood Engineering saw growth in the pharmaceutical market and expanded operations in the United Kingdom. The company added staff mentoring resources and updated its performance management program. Sandalwood also sponsored teams in the FIRST Robotics Competition.
Michigan 50 Companies to Watch (2018)	SimuQuest Inc., Ann Arbor; John Mills, president/CEO	SimuQuest developed a new program to help Mahindra Automotive develop embedded software for vehicles to be sold in the U.S. market. The company supports Wine to Water, which uses creative methods to provide water to people in need around the world.
Michigan 50 Companies to Watch (2008)	DECC Co. Inc., Grand Rapids; Fred Mellema, co-owner/CEO	DECC broke through the \$10 million ceiling in sales. For three consecutive years, DECC was named one of the top shops for liquid and powder coating by Products Finishing Magazine. The company has pledged support to Hope Network for more than 40 years. The non-profit helps people overcome physical, mental and social barriers.
Michigan 50 Companies to Watch (2018)	TorranceLearning, Chelsea; Megan Torrance, CEO	TorranceLearning acquired another firm in the e-learning space and signed a reseller agreement with a major software developer. The company also released a new software product and trademarked the brand name. TorranceLearning joined the American Cancer Society ResearchHERS program this year.
Michigan 50 Companies to Watch (2017)	Towel Tracker, Grand Rapids; Matthew Cheng, CEO	Towel Tracker’s products are used by fitness clubs, hotels and water parks to reduce towel theft and laundry costs. The company has seen its product become more mainstream with clients in 18 states, including resorts at SeaWorld and on the Disney World property in Orlando.
Michigan 50 Companies to Watch (2011)	TransPharm Preclinical Solutions, Jackson; Daniel Ross, founder/president/CEO	TransPharm Clinical added 19 new customers and entered three countries. This contract research organization counts its STEM scholarships as a point of pride along with a summer internship program that attracted dozens of students.
Michigan 50 Companies to Watch (2018)	Utilities Instrumentation Service Inc., Dexter; John Patry, CEO	Utilities Instrumentation expanded into Ohio with the acquisition of a firm in Dayton. The specialty electrical service company supports a number of charities, including Habitat for Humanity, Make-A-Wish, Fisher House and more.
Michigan 50 Companies to Watch (2018)	Vaughan Industries Inc., Detroit; Katie Balash, president	Vaughn Industries, a producer of car wash solutions and equipment, expanded nationally. A recipient of an NEIdeas grant in 2017, the company used funds to expand its manufacturing capabilities. Through its philanthropic arm called Peace, Love and Laundry, the company donates laundry detergent to shelters and other organizations to support the dignity of their clients.



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Mallory A. Field



Christopher M. Hiller



John M. Kenny



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Timothy K. Kroninger



Richard P. Manczak



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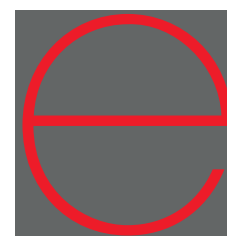
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ENTREPRENEURSHIP IS KEY TO MICHIGAN'S SUCCESS.



Entrepreneurs are Michigan's future! Whether they own a business in a rural community of Petoskey or have two locations in metro Detroit, these individuals pave the way for continued growth, regional employment opportunities and prosperity across the state. The passion they have for their businesses and employees is nothing but inspirational. These small business owners not only devote countless hours working to ensure their business exceeds the norm and is at the forefront of their industry, they also find time to give back to the community.

For the previous 15 years, Michigan Celebrates Small Business (MCSB) has recognized this entrepreneurial spirit by celebrating small business innovation and excellence at an annual MCSB gala. This year, we will honor a total of 84 small businesses at the 15th annual awards ceremony. A panel of judges selected the companies based on their success in creating jobs, increasing sales, improving their business strategy and community involvement.

In particular, the companies honored as the Michigan 50 Companies to Watch have made a profound impact on Michigan's economy through innovation, diversification and marketplace performance. They are the ones who stood out from nearly 600 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 and 99 full-time employees and have between \$750,000 and \$50 million in annual revenue.

Each of these companies have demonstrated unique success in their industry and economic impact to their communities. Collectively, they have had an even greater influence on the progress and prosperity of Michigan. From 2015 through 2019,

these companies generated \$1.8 billion in revenue and added 1,046 employees (both in Michigan and out of state), reflecting a 59.9 percent increase in revenue and 79.4 percent increase in jobs for the four-year period. That translates into a 17.3 percent annual revenue growth and 21.6 percent annual growth in employees. These companies project continued growth in 2019, with a 43.9 percent revenue increase and 25.4 percent growth in employees compared to 2018. If their projections hold, these companies will have generated \$2.5 billion in revenue and added 1,646 employees over the last five years—a 130.6 percent increase in revenue and 124.9 percent increase in jobs since 2015.

A successful company is one led by a strong leader and a great team. These companies are no exception. They are led by forward-thinking business leaders who engage their teams to achieve new heights and strive to make their communities a better place to live and work.



These entrepreneurs who balance business growth with community engagement are inspirational to the next generation of Michigan business owners. All the Michigan 50 Companies to Watch engage with supporting their community, many of the companies actively support numerous community development and strengthening activities. They are active in donating to food banks, Veteran initiatives, homeless shelters, youth development, cancer centers, community festivals and many other notable causes. We celebrate you this evening not only for your growth and innovation, but also for your commitment to community.

Learn how these thriving small businesses are impacting Michigan by reading about each of them on the subsequent pages. 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.



**A-Line Staffing Solutions
Utica**

Ray Lichocki, president
Daniel Lichocki, vice president
Founded in 2004
Primary business: professional services
Sites in Michigan: 1
Full-time equivalent employees: 69
www.alinestaffing.com

**Describe the company
in one sentence.**

A-Line Staffing Solutions is a full service, national staffing provider of health care, IT and professional candidates.

**What is the next major
accomplishment planned
by the company?**

A-Line is looking to continue our path of sustainable growth by expanding our current footprint in existing markets with fortune 500 companies throughout Michigan and the United States.

What makes the company truly unique?

Our people and the way we utilize all our resources to maxim efficiency are what make A-Line truly unique. We’ve always believed in creating a culture that attracts and retains top talent while aligning the goals and ambitions of our staff with the company. Ultimately, our secret is our people!

Describe the company culture in three words.

Energetic, compassionate, competitive.

**How is the company engaged
with the community?**

A-Line sponsors several local events in downtown Utica, along with several charitable events throughout the year.



**AdAdapted Inc.
Ann Arbor**

Mike Pedersen, co-founder and CEO
Founded in 2012
Primary business: advertising technology
Sites in Michigan: 1
Full-time equivalent employees: 16
www.adadapted.com

**Describe the company
in one sentence.**

AdAdapted is a mobile advertising data and insights platform for consumer packaged goods (CPG) brands and retailers that gets products added to consumer shopping lists.

**What is the next major
accomplishment planned by the company?**

Our goal is to experience 2x growth or greater within the next year.

What makes the company truly unique?

AdAdapted has the unique ability to serve ads on behalf of CPG brands and retailers that offers proprietary technology within an ad unit. This allows consumers to add a product to a list and indicate purchase intent.

Describe the company culture in three words.

Innovative, dynamic, enthusiastic.

How is the company engaged with the community?

We are engaged with college and high school students at various startup events, career fairs and information sessions. We employ interns from the University of Michigan and other local schools, and are a regular participant in the Ann Arbor TechTrek.



**Advance Plumbing &
Heating Supply Company
Detroit**

Jeffrey Moss, president
Founded in 1920
Primary business: wholesale trade
Sites in Michigan: 2
Full-time equivalent employees: 13
www.advanceplumbing.com

**Describe the company
in one sentence.**

We are a wholesale distributor of pipes, valves, fittings, water heaters, pumps, and more along with the finest decorative plumbing fixtures.

**What is the next major
accomplishment planned
by the company?**

To be an integral part in the rebuilding of Detroit by supplying plumbing fixtures to all the projects in the city.

What makes the company truly unique?

We are a 100-year-old, fourth generation, family-owned-and-operated business started in the city of Detroit in 1920.

Describe the company culture in three words.

Family oriented

How is the company engaged with the community?

With our “Rebuilding Detroit” clothing brand we are giving back to Detroit Public Schools. This helps to train kids to get involved in the trades so they have future career options and helps the organization rebuild Detroit.



**AppleTree & Gilden Woods
Early Care and Preschool
Grand Rapids**

Bridgett Vanderhoff, president, treasurer and partner
Rob Bernard, vice president and partner
Shelly Odell, secretary and partner
Founded in 1998
Primary business: educational services
Sites in Michigan: 24
Full-time equivalent employees: 20
www.appletreekids.cc

**Describe the company
in one sentence.**

We provide the highest quality child care and early education in a safe, nurturing environment.

**What is the next major
accomplishment planned by
the company?**

Building an on-site AppleTree Early Care and Preschool on the Wolverine Worldwide Rockford campus. This partnership will promote Wolverine Worldwide’s investment with their employees and improve overall work/life balance.

What makes the company truly unique?

Our approach to education and safety. We offer an industry-respected curriculum and proprietary learning tools that meet the requirements for kindergarten success. Parents can “visit” their child through our secure AppleCam and receive daily AppleGrams recapping their child’s day.

Describe the company culture in three words.

Trust, quality, goals.

How is the company engaged with the community?

As a whole company, both at the school level and at the corporate level, we participate in local area events that help weave us into the fabric of the community. We also engage in sponsorships and drives with local charities and event such as hosting an annual diaper drive and supporting Make-A-Wish.





Arcadia Bluffs Golf Club
Arcadia

William Shriver, president

Founded in 1999

Primary business: entertainment and recreation

Sites in Michigan: 1

Full-time equivalent employees: 93

www.arcadiabluffs.com

Describe the company in one sentence.

Arcadia Bluffs is a world-class travel destination offering exceptional golf, lodging, and dining.

What is the next major accomplishment planned by the company?

Arcadia Bluffs will continue to grow and be respected as one of the top golf travel destinations in the United States.

What makes the company truly unique?

Our commitment to excellence and to the understanding that serving our guests is the main purpose of our business. In order to achieve this we will continue to grow and expand, offering the finest facilities and travel experience possible.

Describe the company culture in three words.

Professional, respectful, comfortable.

How is the company engaged with the community?

In addition to our private philanthropic activities, we stay active in the local business communities at the township and county levels.



Atlas Space Operations Inc.
Traverse City

Sean McDaniel, chief executive officer

Founded in 2014

Primary business: satellite communications

Sites in Michigan: 1

Full-time equivalent employees: 16

www.atlasground.com

Describe the company in one sentence.

Atlas Space Operations is a global communications and data provider for spacecraft and launch vehicles.

What is the next major accomplishment planned by the company?

By the end of quarter two in 2019, Atlas will commission four new global ground stations to the Freedom Network in Japan, Guam, Tahiti, and Traverse City. Powered by our revolutionary Freedom Platform, these sites will serve the U.S. Air Force, NOAA and multiple commercial customers.

What makes the company truly unique?

We have an extremely experienced and well-versed founding team, which brings a unique prowess to a space startup, especially in northern Michigan. Atlas also has the unique ability to rise to the challenge and bring the concept of a simplified, cloud-based satellite operations system to reality.

Describe the company culture in three words.

Passionate, creative, driven.

How is the company engaged with the community?

Atlas is extremely proud to support youth STEM education and programs, as well as local incubators and continuously work to bring more innovative companies to the Traverse City area. Atlas supports the following: Atlas Space Explorers, Michigan Space Forum, 20 Fathoms, GTACS FIRST Robotics, TCNewTech, and MAMA.



BC Construction Group
Brighton

Mark Tomasik, president

Paul Lemley, executive vice president

Founded in 2009

Primary business: construction

Sites in Michigan: 1

Full-time equivalent employees: 28

www.bccgp.com

Describe the company in one sentence.

BC Construction Group is a national design-build construction firm focused on manufacturing, warehouse, education, and senior living facilities.

What is the next major accomplishment planned by the company?

Our plan is to expand our presence in our target market segments around the United States.

What makes the company truly unique?

BCCG is a boutique firm created by bringing together global industry experts, formerly of very large organizations, into a focused, national facility-solutions company. We have the expertise of a very large firm, but packaged in a small, agile organization uniquely solving client building needs.

Describe the company culture in three words.

Flexible, agile, partnership.

How is the company engaged with the community?

Our team volunteers their time to serve several Detroit-based non-profit organizations to support our local community, including La Casa in Livingston County, and Gleaners Community Food Bank.



Beards Brewery
Petoskey

Benjamin K. Slocum, managing partner

Peter C. Manthei, managing partner

Founded in 2011

Primary business: accommodation/food services

Sites in Michigan: 35

Full-time equivalent employees: 1

www.beardsbrewery.com

Describe the company in one sentence.

We serve our quality craft beer and offer a large food menu in a fun and exciting pub.

What is the next major accomplishment planned by the company?

We are planning to introduce craft cider.

What makes the company truly unique?

We take a true craft approach to everything we do and view ourselves as craftspeople above all else.

Describe the company culture in three words.

Quality, community, authenticity.

How is the company engaged with the community?

We strive to be a part of our community through partnerships with nonprofits, volunteerism, and being a place for locals by locals in a resort community.



Brooklyn
o u t d o o r

Brooklyn Outdoor
Detroit

Candice Simons, president and CEO
Founded in 2013
Primary business: advertising
Sites in Michigan: 2
Full-time equivalent employees: 12
www.brooklynoutdoor.com

Describe the company
in one sentence.

Brooklyn Outdoor is an outdoor advertising company that specializes in traditional, digital, hand-painted and experiential marketing.

What is the next major
accomplishment planned
by the company?

Our next major accomplishment is to bridge the growth gap and grow our company's capital.

What makes the company truly unique?

Brooklyn Outdoor is a women-led business that provides a unique take on OOH advertising through our diverse perspective that isn't traditionally seen in the industry.

Describe the company culture in three words.

Fun, connected, unique.

How is the company engaged with the community?

Brooklyn Outdoor commissions the work of local artists to build relationships with national companies that wouldn't have previously existed. We are also one of the hosts of Murals In The Market, a festival that increases the visual appeal, safety and foot-traffic in the community.



C2AE
Lansing

Bill Kimble, president
Christine Coon, PHR human resources manager
Founded in 1966
Primary business: professional services
Sites in Michigan: 5
Full-time equivalent employees: 96
www.c2ae.com

Describe the company
in one sentence.

C2AE is an architecture, engineering, and infrastructure design firm with more than 50 years of experience specializing in the markets of education, health care, government, and manufacturing.

What is the next major
accomplishment planned by the company?

Internally, we have instituted a leadership training program to equip internal staff to become future firm leaders. Externally, we are strategizing ways to expand our services throughout the Great Lakes region. We think both steps will lead to major accomplishments.

What makes the company truly unique?

We have five talents that set us apart as a design firm and a small business: enterprise-level design thinking, aggressive collaboration, inter-functional disciplines, productivity culture, and architecture and infrastructure congruity.

Describe the company culture in three words.

Experience, technology, productivity.

How is the company engaged with the community?

The architecture we create is enabled with innovative, technically sound infrastructure design to empower our clients in government, health care, manufacturing, and education to serve their communities. Roads, libraries, and your morning cup of coffee all rely on quality design work.



Campbell & Shaw Steel Inc.
Marysville

Karen Lietke, president
Founded in 1973
Primary business: construction
Sites in Michigan: 1
Full-time equivalent employees: 15
www.campbellshawsteel.com

Describe the company
in one sentence.

Campbell & Shaw Steel fabricates and erects structural steel for commercial and industrial construction.

What is the next major
accomplishment planned
by the company?

To acquire additional innovative structural steel processing technology.

What makes the company truly unique?

We incorporate newer and innovative structural steel processing technology into our company.

Describe the company culture in three words.

Family growing together.

How is the company engaged with the community?

We sponsor various local charities and activities including Christmas in the Park, Maritime Days, Marysville Recreation, the sheriff's department, and more.



Cheboygan Brewing Company
Cheboygan

Mark Lorenz, owner and managing partner
Jamie McClurg, owner and managing partner
Founded in 2011
Primary business: manufacturing
Sites in Michigan: 1
Full-time equivalent employees: 13
www.cheboyganbrewing.com

Describe the company
in one sentence.

Cheboygan Brewing Company offers absolutely pure and well-brewed craft beer throughout the great state of Michigan.

What is the next major
accomplishment planned
by the company?

Beyond traditionally canning our four flagship brands, Cheboygan Brewing Company will be adding seasonal canned beer products in 2019. This will expand our can products from four to seven offerings. In addition, we will be expanding our products into 70 additional Walmart stores in Michigan.

What makes the company truly unique?

We are a grassroots brewery that resurrected a company from 100 years ago that had closed, reestablishing a successful new tradition in the Cheboygan community. We have small-town roots and presence while serving quality craft beer throughout Michigan.

Describe the company culture in three words.

Quality, teamwork, community.

How is the company engaged with the community?

Cheboygan Chamber of Commerce member; business manager on the Chamber of Commerce Board of Directors; managing partner on Port of Cheboygan Commission; various McLaren Hospital Guild fundraisers; Relay for Life sponsor; Cheboygan United Way Walk-for-Warmth sponsor; Cheboygan Area Schools sponsored events including Academic Booster Club Trivia event, Junior Chief Golf fundraiser, Cheboygan Touchdown Club fundraisers, Waterways Festival sponsor and ending ceremony location for kayak race, Cheboygan Riverfest Festival sponsor; provide donations to multiple fundraisers and community events.



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Chronic Care Management LLC Traverse City

Julie Hartl, managing member and CEO

Corinna Balentine, member

Founded in 2014

Primary business: health care or social services

Sites in Michigan: 1

Full-time equivalent employees: 16

www.chronic-care.net

Describe the company in one sentence.

We offer high-quality home visits to patients in need of chronic and palliative care services, from providers to social work, podiatry, dietitians, labs and more.

What is the next major accomplishment planned by the company?

We will be franchising our business to nurse practitioners who are looking to be successful entrepreneurs.

What makes the company truly unique?

We are nurse practitioner-owned with a goal of elevating the quality of home visits. We do this by adding technology and care coordination with long 30–60 minute visits and truly put our patients first. We give old-fashioned care and choices, while typical health care often only dictates.

Describe the company culture in three words.

Palliative, patient-focused, forward-thinking.

How is the company engaged with the community?

We work with multiple community companies such as hospice, home care, hospitals, specialties and more. We work with adult protective services and community agencies to be sure that the full community is caring for the most fragile patients and we donate funds to help them.



CORE Staffing Frankenmuth

Charles Stadler Jr., president and CEO

Founded in 2007

Primary business: health care or social services

Sites in Michigan: 1

Full-time equivalent employees: 65

www.core-staff.com

Describe the company in one sentence.

We deliver licensed health care professionals that excel within any team.

What is the next major accomplishment planned by the company?

We hope to unveil our proprietary mobile app for white-label use to other health care staffing companies by end of 2019. We have built this software for our use at Core and hope others will enjoy it too.

What makes the company truly unique?

Nearly half of our day-to-day and leadership roles are with RNs, RTs and certified surgical technicians. Not only do we understand the business operations, we have full understanding of the clinical operations.

Describe the company culture in three words.

Fun, hard-working, caring.

How is the company engaged with the community?

Locally, we are involved and volunteer with numerous organizations, Frankenmuth Chamber of Commerce (current chair), Frankenmuth Noon Rotary, Frankenmuth Beautification Committee, Frankenmuth School District, Midland County 4-H, including donations to countless other non-profit fundraisers.





**DBI—We Do Office
Lansing**

George Snyder, co-owner and president
Steve Klaver, co-owner and COO
Founded in 1984
Primary business: B2B sales
Sites in Michigan: 3
Full-time equivalent employees: 87
www.dbiyes.com

**Describe the company
in one sentence.**

DBI provides workplace solutions that allow businesses to increase their functionality through office designs, furniture, and supplies.



**What is the next major
accomplishment planned
by the company?**

To continue DBI’s established excellence as a Haworth “Best In Class Preferred Dealer.”

What makes the company truly unique?

We believe that if we approach every day and every situation with a goal of demonstrating our core value, “Excellence in Reputation,” that we will serve our customers and our brand well.

Describe the company culture in three words.

Relationships, accountability, performance.

How is the company engaged with the community?

We believe in giving back to our neighborhoods. By partnering and supporting various business organizations, charities, and nonprofits in mid-Michigan, DBI is an active participant in the well-being of our communities.



**Detroit Training Center
Detroit**

Patrick Beal, owner and CEO
Paul Kaser, owner and board member
Alex Riley, owner and board member
Marcus Jones, owner
Founded in 2012
Primary business: educational services
Sites in Michigan: 1
Full-time equivalent employees: 20
www.detroittraining.com

**Describe the company
in one sentence.**

The Detroit Training Center (DTC) specializes in customized, hands-on vocational programs that are tailored to meet the industry and workforce needs of Detroit.



**What is the next major
accomplishment planned
by the company?**

We are working to expand into Flint as another training option for Flint residents through our vocational programs.

What makes the company truly unique?

Our social mission combined with our ability to execute has allowed us to stay at the top of our market.

Describe the company culture in three words.

Focused, inventive, integrity.

How is the company engaged with the community?

Through participation in groups such as the Re-Entry Task Force and the work we do on behalf of major nonprofits in Detroit such as Southwest Solutions. We also offer home renovation workshops for people looking to replace a faucet or fix their drywall.



**E3M Solutions
Grand Rapids**

Eric DeVries, president
Founded in 2014
Primary business: professional services
Sites in Michigan: 1
Full-time equivalent employees: 9
www.e3msolutions.com

**Describe the company
in one sentence.**

E3M Solutions develops environmentally and financially sustainable solutions through energy efficiency projects, engineering, and energy management.



**What is the next major
accomplishment planned
by the company?**

Celebrating our five-year anniversary!

What makes the company truly unique?

Our people. We bring people together to encourage them to be the best version of themselves and we equip them with the tools and the trust to explore that every single day.

Describe the company culture in three words.

Fearless, creative, encouraging.

How is the company engaged with the community?

E3M Solutions engages with the community to bring our expertise today so they can be sustainable tomorrow. We give back every year to nonprofits through our energy audits that give them the tools to improve financially and environmentally.



**Ebels General Store
Falmouth**

Mark Ebels, president
Founded in 1920
Primary business: retail grocery, meat processing, catering, and wholesale distribution
Sites in Michigan: 1
Full-time equivalent employees: 84
www.ebelsgeneralstore.com

**Describe the company
in one sentence.**

We are a destination store offering a unique experience for great meats, clothing and gifts, deli specialties, and processing services.



**What is the next major
accomplishment planned
by the company?**

Introduction of a product line of certified Angus beef brand sausages at Meijer.

What makes the company truly unique?

Our company has been family-owned and operated for five successive generations and is nearing its 100-year anniversary. Ebels General Store is a destination store in northern Michigan—we are blessed. Our products and our fabulous staff set us apart from the everyday.

Describe the company culture in three words.

Be a blessing.

How is the company engaged with the community?

We support many local charity organizations, as well as community benefits for those in need. We visit nearly 20 local 4-H county fairs and purchase student projects at every one. Family members are actively involved in local churches and non-profit organizations.



EverBlue Lakes
Richland

John Tucci, president and CEO
Founded in 2007
Primary business: environmental restoration
Sites in Michigan: 1
Full-time equivalent employees: 14
www.everbluelakes.com

Describe the company in one sentence.

EverBlue Lakes is the chemical free alternative for keeping lakes clean and healthy.

What is the next major accomplishment planned by the company?

EverBlue has taken over a decade of experience on Michigan lakes to rapidly expand nationally. EverBlue was recently selected in a highly competitive bid process for one of the largest lake restoration efforts in New England.

What makes the company truly unique?

We are attempting to change an entire industry from one that “manages” problems and treats symptoms to delivering sustainable ecosystem restoration at a cost any community can afford.

Describe the company culture in three words.

Innovation, passionate, persistent.

How is the company engaged with the community?

EverBlue has developed a unique business model and financing program that enables lake communities to fund restoration projects without the need for large capital investments. It typically takes a 12 to 24 month education process to help a lake community convert to a chemical-free program.



FOAM-iT
Grand Rapids

Dan Jacques, owner and founder
Ann Jacques, owner and founder
Founded in 1985
Primary business: manufacturing
Sites in Michigan: 1
Full-time equivalent employees: 47
www.foamit.com

Describe the company in one sentence.

We create equipment that helps people manage and apply chemicals in many industries, including food processing, agriculture, remediation, and health care.

What is the next major accomplishment planned by the company?

We are creating new equipment products that will allow us to expand into new markets, grow our relationships with our existing customer base, and add more people to the Foam-iT team. We have several new products launching in 2019 and we are excited about the new opportunities these will bring!

What makes the company truly unique?

Our attitude of service and continuous improvement underpins everything we do—we say that “We exist to MAKE iT BETTER.” This shapes our obsessive focus on customer and employee experience, our drive toward innovation in our products and business processes, and our commitment to giving back.

Describe the company culture in three words.

Enthusiastic, supportive, responsive.

How is the company engaged with the community?

One of the ways we “MAKE iT BETTER” is by giving back. We celebrate giving in all forms and donate about 10 percent of our profits annually. We have a longstanding relationship with three charitable organizations and our giving team gets employees involved in a variety of other giving projects each year.



Fusion Coolant Systems Inc.
Canton

Steven Skerlos, executive chairman
Founded in 2010
Primary business: manufacturing
Sites in Michigan: 1
Full-time equivalent employees: 8
www.fusioncoolant.com

Describe the company in one sentence.

Fusion replaces dirty lubricants in the machining process with clean, more efficient, supercritical carbon dioxide.

What is the next major accomplishment planned by the company?

Our next accomplishment is scaled production across blue chip customers in aerospace, automotive and medical applications.

What makes the company truly unique?

We have quantum leap technology in an industry that evolves very slowly.

Describe the company culture in three words.

Competent, confident, energized.

How is the company engaged with the community?

We hire locally and seek to create additional jobs. We also have a broader mission to positively impact the surrounding community by improving worker environmental health and safety with the adoption of our technology.



Genomenon
Ann Arbor

Mike Klein, CEO
Founded in 2014
Primary business: life sciences
Sites in Michigan: 1
Full-time equivalent employees: 15
www.genomenon.com

Describe the company in one sentence.

Genomenon connects patient DNA with the world’s genomic research to help doctors diagnose and treat patients with cancer and babies with rare diseases.

What is the next major accomplishment planned by the company?

Genomenon is creating the most comprehensive collection of genomic information in the world to help pharmaceutical companies use precision medicine to identify the right people for clinical trials and develop better drugs.

What makes the company truly unique?

The Genomenon team is led by three inspiring professionals, each brilliant in their field. The unique combination of scientific, technological, and business acumen brought by these leaders keeps the company moving with purpose and excellence toward its goals.

Describe the company culture in three words.

Fast and curious.

How is the company engaged with the community?

Genomenon supports the scientific community around the world, offering free access to its Mastermind Genomic Search Engine and working with promising nonprofits such as Rare Genomics Institute to help diagnose and treat rare diseases and cancer.





Groundspeed Analytics Inc.
Ann Arbor

Jeff Mason, founder and Co-CEO
Andrew Robinson, Co-CEO
Founded in 2016
Primary business: information technology
Sites in Michigan: 1
Full-time equivalent employees: 70
www.groundspeed.com

Describe the company in one sentence.

Groundspeed solutions unlock the value in unstructured insurance information to automate core processes and provide powerful predictive risk analytics



What is the next major accomplishment planned by the company?

Release of new analytics suite for insurance carriers and brokers.

What makes the company truly unique?

What makes Groundspeed unique in the insurtech arena is its leadership team, comprised of seasoned insurance and insurance technology industry veterans with unbeatable experience.

Describe the company culture in three words.

Ambitious, mission-driven, customer-obsessed.

How is the company engaged with the community?

Co-CEO and founder Jeff Mason often volunteers to speak at local startup incubators and at the University of Michigan to expose individuals to insurtech and the work Groundspeed is doing with data science and AI to create solutions.



i3 Business Solutions LLC
Grand Rapids

Michael Ritsema, president and principal
Founded in 2004
Primary business: scientific or technical services
Sites in Michigan: 1
Full-time equivalent employees: 28
www.i3businesssolutions.com

Describe the company in one sentence.

I3 Business Solutions delivers technology support to small and medium West Michigan businesses to accelerate their business results.

What is the next major accomplishment planned by the company?

I3 Business Solutions will extend its technology security offerings to further manage clients' technology risk in the second quarter of 2019.

What makes the company truly unique?

I3 Business Solutions works with clients to improve business productivity and profitability beyond technology services and support.

Describe the company culture in three words.

Social, connected, driven.

How is the company engaged with the community?

I3 Business Solutions supports west side and downtown Grand Rapids nonprofits.



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Making Things Better®

Industrial Magnetics Inc. Boyne City

Walter Shear, CEO

Founded in 1961

Primary business: manufacturing

Sites in Michigan: 1

Full-time equivalent employees: 93

www.magnetics.com

Describe the company in one sentence.

IMI is an industry leader in providing both permanent magnets and electromagnets for work holding, lifting, fixturing, conveying and magnetic separation.

What is the next major accomplishment planned by the company?

Continued, sustainable growth, both organically and via multiple acquisitions. We believe you grow to the size of your fish bowl, and we just doubled the manufacturing floor space at our headquarters in Boyne City.

What makes the company truly unique?

We care, it's that simple. We care about meeting our promises. We care about meeting our quality specifications. We care about getting the product to our customer as promised.

Describe the company culture in three words.

Interested, accessible, accountable.

How is the company engaged with the community?

We participate in local charities, provide manufacturing equipment to the high school for their classroom, encourage internships and sit on multiple boards to ensure manufacturing is adequately represented.



K. Carroll Accessories Auburn Hills

Kelly Burgin, owner

Founded in 2002

Primary business: retail trade

Sites in Michigan: 1

Full-time equivalent employees: 6

www.k-carroll.com

Describe the company in one sentence.

K. Carroll Accessories designs and manufactures vegan leather handbags and accessories with style, purpose, and at an affordable price.

What is the next major accomplishment planned by the company?

At K. Carroll Accessories, our goal is to build the brand name across the country and internationally. We have worked very hard to build our retail presence on our website and Amazon. Our goal is to develop a sales presence in Canada and Mexico, both in wholesale and retail.

What makes the company truly unique?

We are a women owned and operated company that understands it takes a woman to know what a woman wants. We design our styles with purpose, including: multiple ways to wear a bag; RFID-protected lining to protect your identity when traveling; and compartments to store all your necessities.

Describe the company culture in three words.

Teamwork, creative, flexible.

How is the company engaged with the community?

We do a variety of community activities including hosting local Chamber of Commerce meetings and Girl Scout field trips, donating to multiple charities/fundraising events, working with high school business clubs developing business ideas/products, and employing high school students during peak times.





Kennari Consulting
Grand Rapids

Sandi Frost Steensma, president and CEO
Founded in 2007
Primary business: professional services
Sites in Michigan: 1
Full-time equivalent employees: 13
www.kennariconsulting.com

Describe the company in one sentence.

Kennari serves a variety of organizations with fundraising and development services by equipping teams with messages, tools, and knowledge to succeed.



What is the next major accomplishment planned by the company?

Kennari Consulting’s next major accomplishment will be the launch and growth of a new delivery model through online tool kits.

What makes the company truly unique?

Kennari Consulting stands out from other consulting firms because of the team approach we take with our clients as well as the hands-on, in the field experience of our staff prior to joining our firm.

Describe the company culture in three words.

Dynamic, encouraging, driven.

How is the company engaged with the community?

Kennari Consulting budgets a significant portion of our revenue to support our nonprofit clients. Additionally, we are on the ground floor of supporting the boards, committees, and staff of nonprofit organizations that meet the needs of the community—we are the people behind the people.



Liberty Reach Inc.
Ann Arbor

Robert Berry, president
Founded in 2003
Primary business: manufacturing
Sites in Michigan: 3
Full-time equivalent employees: 27
www.libertyreach.com

Describe the company in one sentence.

Liberty Reach provides 3-D vision systems for robot guidance in the industrial automation market.



What is the next major accomplishment planned by the company?

The development of new 3-D sensing cameras and software to better integrate automation on the factory floor.

What makes the company truly unique?

We work closely with our customers and listen to their needs to provide the best possible solution that fits their applications.

Describe the company culture in three words.

Fun, innovative, fast-paced.

How is the company engaged with the community?

Employees are always encouraged to support community events and participate in multiple fundraisers.



MAWBY Sparkling Wine
Suttons Bay

Mike Laing, owner and winemaker
Stu Laing, Sharon Laing, Larry Mawby, Peter Laing
Founded in 1973
Primary business: accommodation or food services
Sites in Michigan: 1
Full-time equivalent employees: 19
www.mawby.wine

Describe the company in one sentence.

Mawby is a sparkling wine experience with vineyards and a tasting room located in the rolling coastal hills of Leelanau County, adjacent to Lake Michigan.



What is the next major accomplishment planned by the company?

We are planning to expand distribution into Ohio and Wisconsin and to grow our distribution in Illinois.

What makes the company truly unique?

Mawby is Michigan’s only all sparkling wine brand producing a range of wines with tastes to suit most any palate, each uniquely approachable, each with their own personality.

Describe the company culture in three words.

Quality, respect, service.

How is the company engaged with the community?

We have made substantial donations to a variety of charities locally and regionally. We also support the service industry as well as wine and vineyard education programs by speaking to, hiring, and spending time with the students.



METAS Managed Label Services
Grand Rapids

Blake Middleton, managing director
Founded in 2016
Primary business: manufacturing
Sites in Michigan: 1
Full-time equivalent employees: 7
www.metas.global

Describe the company in one sentence.

Metas Managed Label Services® provides cutting-edge label production technology and support to business and print converters.



What is the next major accomplishment planned by the company?

In partnership with tech-giants Konica Minolta and Epson, Metas Managed Label Services® is currently rolling out its innovative label printing service model to business owners in the U.S. and Canada.

What makes the company truly unique?

Metas Managed Label Services® has developed an innovative, service-oriented label technology that cuts label costs by as much as 50 percent, while at the same time offering the level of service, radical customization, and personalization that we now expect from every other industry and product in our lives.

Describe the company culture in three words.

All kinds of imaginative.

How is the company engaged with the community?

Metas Managed Label Services® is committed to service through efficiency, imagination, and savings. By helping business owners cut their label costs by as much as 50 percent, we help businesses recapture lost capital and resources that they can then reinvest in new innovations and job creation.



Mettle Ops
Sterling Heights

Katie Bigelow, president
Founded in 2013
Primary business: scientific or technical services
Sites in Michigan: 1
Full-time equivalent employees: 6
www.mettleops.com

Describe the company in one sentence.

Mettle Ops specializes in research, development, reverse engineering, ground vehicle design, and facilities manufacturing and fabrication.

What is the next major accomplishment planned by the company?

Mettle Ops is striving to begin manufacturing more in-house.

What makes the company truly unique?

Mettle Ops possesses applicable industry experience and works to combine this with our speed and fiscal responsibility.

Describe the company culture in three words.

Conservative, agile, transparent.

How is the company engaged with the community?

Mettle Ops considers its involvement in youth's STEM knowledge to be very important. We sponsor a robotics team at a private high school, resulting in creating mentor relationships with potential future STEM students.



Micro-Lam, Inc.
Portage

Deepak Ravindra, CEO
Founded in 2012
Primary business: advanced manufacturing
Sites in Michigan: 1
Full-time equivalent employees: 16
www.micro-lam.com

Describe the company in one sentence.

Creating innovative manufacturing solutions for the growing needs in the optical imaging industry all the way from smart phones to space telescopes.

What is the next major accomplishment planned by the company?

Enabling higher resolution selfies and videos and revolutionizing the precision glass lens industry. We are already penetrating the market by enabling complex lens designs for better smart phone cameras. We have also identified opportunities in some emerging markets, however we will go one step at a time.

What makes the company truly unique?

Micro-Lam can only function as a team. To help strengthen this teamwork culture we do a lot of things outside of work hours together. Though we are all very different, we do have a couple things in common; we enjoy staying active, we all love to eat, we work hard, and we play hard!

Describe the company culture in three words.

Diverse, inquisitive, original.

How is the company engaged with the community?

For starters, keeping things local by sourcing suppliers in the area. In the last four years we've hired 17 interns from Michigan universities, some of which have converted to full-time jobs. Thus creating local jobs growing from four to 18 employees in the last four years. We have also brought clients in from 19 countries.



Midwest Construction Group
Zeeland

Scott Geerlings, partner and president
Brian VanBeveren, partner
Jason Hall, partner
Founded in 2010
Primary business: construction
Sites in Michigan: 1
Full-time equivalent employees: 22
www.midwestbuilt.com

Describe the company in one sentence.

Midwest Construction Group provides a full range of commercial construction and commercial development services.

What is the next major accomplishment planned by the company?

We are anticipating getting into newer markets including multi-family and senior housing while also expanding our geographic market.

What makes the company truly unique?

We are defined by good people and doing what is right. Our team has worked for larger construction companies and completed large complex projects, but we haven't forgotten the West Michigan values that have made us who we are. Our team believes in people first and that will never change.

Describe the company culture in three words.

Customer focused teamwork.

How is the company engaged with the community?

We believe in giving back to local organizations both financially and with our time, allowing our employees to do service work for local nonprofits. We value the importance of our community networks including West Coast Chamber, Holland/Zeeland Community Foundation, and Lakeshore Advantage.



Miniature Custom Manufacturing LLC
Vicksburg

Kevin Murphy, president and owner
Steve Shoemaker, owner
Founded in 2007
Primary business: manufacturing
Sites in Michigan: 2
Full-time equivalent employees: 55
www.miniaturecustommfg.com

Describe the company in one sentence.

We are in the business of high volume plastic injection molding.

What is the next major accomplishment planned by the company?

A 24,000-square-foot expansion allowing for nine additional molding machines.

What makes the company truly unique?

Our people are what set us apart at Miniature Custom Manufacturing.

Describe the company culture in three words.

People, quality, production.

How is the company engaged with the community?

An active member of Chamber of Commerce, donations to local schools, sponsorship for a picnic table for Schoolcraft Township, participation in Generous Hands Mission, and Adopt-a-Family.





The Mitten Brewing Company
Grand Rapids

Chris Andrus, co-owner and co-founder
Max Trierweiler, co-owner and co-founder
Founded in 2012
Primary business: hospitality
Sites in Michigan: 3
Full-time equivalent employees: 45
www.mittenbrewing.com

Describe the company in one sentence.

We serve craft beer, gourmet pizza and extend our services towards community giving.

What is the next major accomplishment planned by the company?

Statewide beer distribution!

What makes the company truly unique?

Our commitment to our neighborhood and its well-being is what makes us truly special.

Describe the company culture in three words.

Inclusive, giving, welcoming.

How is the company engaged with the community?

We volunteer regularly and have raised and donated more than \$250,000 to local causes through our foundation, Mitten Foundation Inc.



Omega Electric and Sign Company Inc.
Alpena

Ryan Fairchild, president
Founded in 2006
Primary business: electrical contracting, signs and awnings
Sites in Michigan: 1
Full-time equivalent employees: 22
www.omegaelectricandsign.com

Describe the company in one sentence.

Omega Electric and Sign Company provides electrical contracting, sign manufacturing and installation, and custom apparel.

What is the next major accomplishment planned by the company?

To expand our services and territory.

What makes the company truly unique?

We offer diverse services and skills in our industries.

Describe the company culture in three words.

Passion, excellence, execution.

How is the company engaged with the community?

Omega donates time and effort to many local festivals, sports teams, and nonprofit organizations.



Onyx Enterprise Inc.
Detroit

Tarolyn Buckles, president and CEO
Founded in 2007
Primary business: professional services
Sites in Michigan: 2
Full-time equivalent employees: 8
www.onyx-enterprise.com

Describe the company in one sentence.

Onyx provides civil engineering, construction engineering, general contracting, and real estate developer services.

What is the next major accomplishment planned by the company?

Onyx plans to expand in other cities and also grow in the federal, general contracting, and development market.

What makes the company truly unique?

Onyx is uniquely positioned offering specialty services in water resources, transportation, and in the construction infrastructure sector.

Describe the company culture in three words.

Integrity, trust, execution.

How is the company engaged with the community?

Onyx actively participates in community events including board memberships at universities, mentoring at universities, collaborating with organizations, and the Life Remodeled Community Initiative.



Our Family Friend LLC
Hillsdale

Dee Petry, owner
Founded in 2013
Primary business: health care or social services
Sites in Michigan: 2
Full-time equivalent employees: 40
www.ourfamilyfriend.com

Describe the company in one sentence.

We provide personalized private duty home care to seniors and disabled individuals.

What is the next major accomplishment planned by the company?

We are investing in additional trainings and continuing education of best practices for every employee of our company from entry level up to our management.

What makes the company truly unique?

Our attention to detail for each client provides a tailored client experience that specializes in 24/7 coverage and working with clients who want a certain level of attention and care. The business model used in our strategic care team selection process focuses on hiring talent and retention for this purpose.

Describe the company culture in three words.

Compassionate, exceptional, personalized.

How is the company engaged with the community?

We have two home offices in the heart of downtown Hillsdale and downtown Chelsea. We continue to provide volunteer caregivers at certain events and have also enjoyed local parades and expos.





**Premier Group Associates LC
Detroit**

Elizabeth Belenky-Housey, CEO

Founded in 2007

Primary business: total property management

Sites in Michigan: 3

Full-time equivalent employees: 24

www.pgalc.com

**Describe the company
in one sentence.**

Premier Group Associates is a total property maintenance company with divisions in athletic fields and construction services.



**What is the next major
accomplishment planned
by the company?**

We are currently developing owned properties in the Corktown and New Center area.

What makes the company truly unique?

Premier Group Associates services a diverse range of projects while providing personal attention to quickly and efficiently exceed our customer's expectations.

Describe the company culture in three words.

Family-oriented, diverse skill sets, responsiveness.

How is the company engaged with the community?

We perform 95 percent of our services inside the city of Detroit and 90 percent of our employees live in the city of Detroit. We are proud sponsors of the St. Patrick's Day Parade and donate our time and services to multiple non-profits that are based in the city of Detroit.



**PUBLIC SECTOR
CONSULTANTS**

**Public Sector Consultants
Lansing**

Jeff Williams, CEO

Julie Metty Bennett, senior vice president

Rachel Kuntzsch, senior vice president

Selma Tucker, vice president

Founded in 1979

Primary business: professional services

Sites in Michigan: 1

Full-time equivalent employees: 50

www.publicsectorconsultants.com

**Describe the
company
in one sentence.**

Public Sector Consultants is a nonpartisan policy research firm.



**What is the
next major
accomplishment planned by the company?**

To continue expansion of our project work in the city of Detroit.

What makes the company truly unique?

Our problem-solving strategies and creative solutions enable us to inform and influence policy making. We recognize the power of good public policy and envision a world where it is shaped by thoughtful discourse and rigorous research - transcending partisanship - for the benefit of all.

Describe the company culture in three words.

Inclusive, Innovative, passionate.

How is the company engaged with the community?

By improving the quality of life for residents of Michigan and beyond through the development and implementation of innovative and actionable public policies.

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Pyramid Consulting International
Ann Arbor

Sherif Farghal, president and CEO
Founded in 2007
Primary business: professional services
Sites in Michigan: 1
Full-time equivalent employees: 28
www.pyramidint.com

Describe the company
in one sentence.

At Pyramid Consulting International, we help our clients successfully manage and implement their organization strategies.



What is the next major
accomplishment planned
by the company?

We will be launching our new strategy and capital planning software.

What makes the company truly unique?

Our service—we truly partner with our clients on their strategy implementation journey.

Describe the company culture in three words.

Teamwork, integrity, respect for diversity.

How is the company engaged with the community?

We support local charitable organizations ,such as Ozone House, to help youth lead safe, healthy, and productive lives. We also support Food Gatherers and Women’s Center of Southeast Michigan.



Rutherford & Associates
Holland

Michael Rutherford, CEO
Founded in 1986
Primary business: SaaS
Sites in Michigan: 1
Full-time equivalent employees: 80
www.eostar.com

Describe the company
in one sentence.

Rutherford and Associates provides a comprehensive suite of route accounting software for the DSD market.



What is the next major
accomplishment planned
by the company?

We plan to continue expanding our cloud based version of eoStar, eoStarOne, as well as fully leverage the newest technologies such as artificial intelligence and forecasting.

What makes the company truly unique?

The robustness of our software suite allows us to support a wide range of customers without the need for customization. We are able to handle anything that our customers throw at us.

Describe the company culture in three words.

Communication, innovation, respect.

How is the company engaged with the community?

Having called Holland our home for almost 20 years, we have strong roots in the area. We recently expanded operations and opened a second office not far from our current building. Our ties to the community have lead to a mutually advantageous relationship.



Skidmore Studio
Detroit

Drew Patrick, president
Founded in 1959
Primary business: professional services
Sites in Michigan: 1
Full-time equivalent employees: 17
www.skidmorestudio.com

Describe the company
in one sentence.

Skidmore Studio is a strategic creative studio specialized in branding for food and fun companies.

What is the next major
accomplishment planned
by the company?

As Skidmore continues to scale its revenue by 25 percent each year, the studio is determined to become a household name to companies bringing new consumer products to market. In 2019, Skidmore celebrates its 60th anniversary and anticipates incredible growth, notoriety, and new team members.

What makes the company truly unique?

Over Skidmore’s 60 years in business, the company has evolved from an automotive illustration vendor to a thriving direct-to-client creative studio. This was accomplished while living up to founder Leo Skidmore’s legacy of fostering a workplace where top creatives in Detroit are valued.

Describe the company culture in three words.

Playful, collaborative, strategic.

How is the company engaged with the community?

From branding food for nonprofits to participating in design leadership, the team actively seeks out opportunities to align our skills and passions with organizations that impact Detroit for the better. In particular, Skidmore is deeply and consistently involved with the work of Eastern Market Corp.



SkySpecs
Ann Arbor

Danny Ellis, CEO
Founded in 2012
Primary business: renewable energy and robotics
Sites in Michigan: 1
Full-time equivalent employees: 30
www.skyspecs.com

Describe the company
in one sentence.

SkySpecs automates wind turbine inspections using a fully automated robotic and machine-learning powered software solution.



What is the next major
accomplishment planned
by the company?

A large-scale release of our new asset-performance management platform, Horizon.

What makes the company truly unique?

We have the most wind turbine blade data accessible among our competitors—over three million images. This allows us to spot trends, predict failures and manage work flows in a uniquely insightful way.

Describe the company culture in three words.

Dynamic, inclusive, intensely driven.

How is the company engaged with the community?

Our founding team regularly provides lectures at the University of Michigan, participates in community tech events, like TechTrek, and actively recruits and supports internships.



Stark Enterprises LLC
Livonia

Mike Butcher, principal
Founded in 2007
Primary business: construction
Sites in Michigan: 1
Full-time equivalent employees: 75

Describe the company in one sentence.

Stark Enterprises runs the business side of construction companies.

What is the next major accomplishment planned by the company?

Expansion of our current Livonia office, and selling the software developed for subcontracting job costing.

What makes the company truly unique?

The unique business model that provides the platform for smaller contractors to grow and become successful in the American Dream.

Describe the company culture in three words.

Fast, hard workers.

How is the company engaged with the community?

Currently working on the development of underprivileged youth program to provide skills and ability to grow in the construction industry.



Therapy Today
Counseling & Consulting
East Lansing

Leslie Auld, owner
Founded in 2012
Primary business: health care or social services
Sites in Michigan: 2
Full-time equivalent employees: 9
www.therapytodaycc.com

Describe the company in one sentence.

Therapy Today provides high-quality mental health therapy to everyday people for everyday problems.

What is the next major accomplishment planned by the company?

Therapy Today will be opening additional locations in Michigan.

What makes the company truly unique?

We are committed to making sure people get the help they need when they need it and ensure that they are not alone with a difficult problem for long.

Describe the company culture in three words.

Caring, relationships, excellence.

How is the company engaged with the community?

We support nonprofits that help children who have been victims of abuse.



Valentine Distilling Co.
Ferndale

Rifino Valentine, president
Founded in 2007
Primary business: manufacturing
Sites in Michigan: 2
Full-time equivalent employees: 12
www.valentinedistilling.com

Describe the company in one sentence.

We distill ultra-premium gin, whiskey and vodka using Old World distillation techniques.

What is the next major accomplishment planned by the company?

Valentine Distilling will be expanding distribution to five more states this year!

What makes the company truly unique?

We are one of the country's oldest and largest craft distilleries. We use Old World techniques to distill only premium quality with our craftsmanship.

Describe the company culture in three words.

Quality, fun, hard-working.

How is the company engaged with the community?

We try to support local charities through donations and events.



VANDYKE • HORN

PUBLIC RELATIONS

Van Dyke Horn Public Relations
Detroit

Marilyn Horn, president and CFO
Peter Van Dyke, CEO
Founded in 1998
Primary Business: professional services
Sites in Michigan: 2
Full-time equivalent employees: 13
www.vandykehorn.com

Describe the company in one sentence.

Van Dyke Horn is Michigan's largest minority-owned public relations firm in Michigan.

What is the next major accomplishment planned by the company?

Van Dyke Horn aims to continue its 21 years of success in Detroit, while bolstering its new Lansing office, to hit over \$2 million in revenue in 2019.

What makes the company truly unique?

For our firm, diversity is not just a certification, its an inherent part of our culture and the lens through which we devise communication solutions for our clients.

Describe the company culture in three words.

Inclusive, innovative, integrity.

How is the company engaged with the community?

VDH is deeply ingrained in the communities we serve. We give in time and dollars to a number of organizations in Detroit and Lansing, with a focus on the arts, academics and animals. We are particularly proud of our scholarship for PR students at Wayne State University in honor of our founders.





**White Glove
Birmingham**

Dean Thurman, co-founder
Mike Thurman, co-founder
Founded in 2015
Primary business: marketing
Sites in Michigan: 1
Full-time equivalent employees: 97
www.whiteglove.com

Describe the company in one sentence.

White Glove serves as a business growth hub where professionals can come to one place for everything they need to grow and thrive.



What is the next major accomplishment planned by the company?

Introducing a fully automated client and prospecting nurturing program.

What makes the company truly unique?

We're the only company that offers a 100 percent, done-for-you, triple guaranteed educational seminar program that fully utilizes digital marketing for financial advisors, real estate agents, and attorneys.

Describe the company culture in three words.

Flexible, giving, passionnator.

How is the company engaged with the community?

We donate \$1 per household sold from our educational seminars to various local and national organizations. We have four departments, and each quarter, a different department chooses which organizations will receive our donations.



**Zolli Candy
Commerce Twp.**

Alina Morse, CEO
Founded in 2013
Primary business: wholesale trade
Sites in Michigan: 1
Full-time equivalent employees: 6
www.zollicandy.com

Describe the company in one sentence.

Zolli Candy makes delicious, natural, and healthy treats to help families smile!

What is the next major accomplishment planned by the company?

Zolli Candy is working to be the No. 1 healthy treat company in America.

What makes the company truly unique?

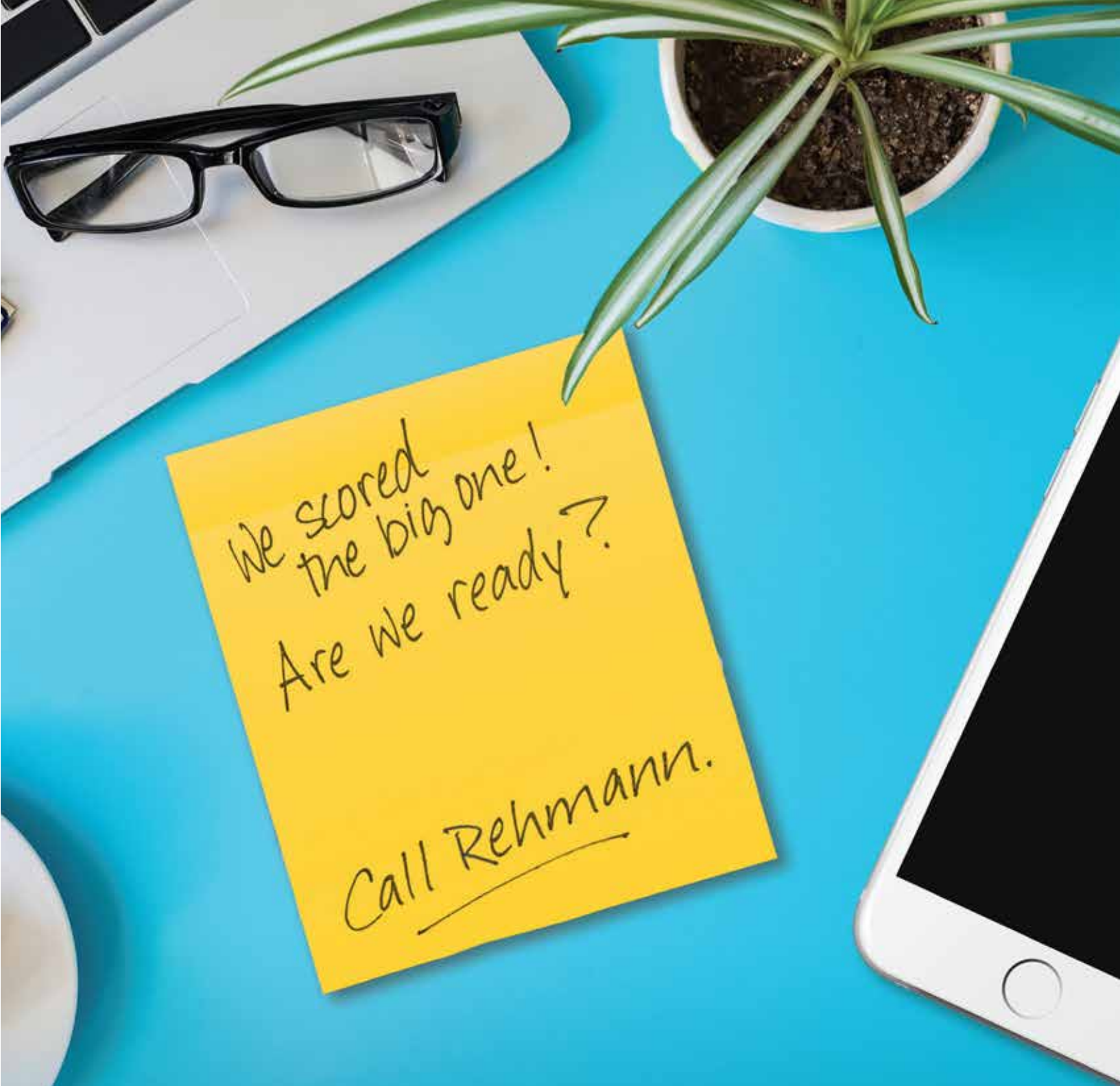
Zolli Candy makes delicious, natural, allergen-free "Healthy Candy" that kids love, parents can feel great about giving, and even dentists recommend!

Describe the company culture in three words.

Fun, caring, entrepreneurial.

How is the company engaged with the community?

Through Zolli's Million Smiles Initiative we have committed to donate a million ZolliPops to schools to help educate and empower students about oral health, science, and entrepreneurship.



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MMI Engineered Solutions Inc.
Saline

Doug Callahan, president and CEO

Founded in 2015

Primary business: manufacturing

Full-time equivalent employees: 205

www.mmi-es.com

Describe the company
in one sentence.

MMI Engineered Solutions is a customer injection molding and tooling company.

What is the next major
accomplishment planned
by the company?

MMI is opening a new 82,000-square-foot injection molding, assembly, and tooling facility in Warren, Mich.

What makes the company truly unique?

We believe our most important asset is our people! Our people are our differentiator.

Describe the company culture in three words.

Friendly, innovative environment.

How is the company engaged with the community?

We are a regular sponsor of Saline junior sports teams, Saline schools machines trades, and an organizer of "Paws, Plates and Community" fundraiser benefiting the Huron Valley Humane Society.



Most Engaged Workplace



Armor Protective Packaging

Founded in 1979

HRO(s): John Holden CEO, Robin McConnell president, David Yancho vice president

Industry: manufacturing

Full-time equivalent employees: 37

Describe the company
in one sentence.

We're the experts that provide the tools to combat rust and all its evil intentions by combining safe vapor corrosion inhibitors with packaging.

What is the next major
accomplishment planned
by the company?

Our continued partnership with Plano by infusing our rust prevention technology into fishing tackle boxes and our support of companies like BMW, Cummins, GM, Ford and other OEMs in rust preventative VCI packaging materials.

What makes the company truly unique?

The core values of "People and relationships come first, profits will follow," and being "AuFUNtic"—a combination of being authentic and having fun!

Describe the company culture in three words.

AuFUNtic, passionate, innovative.

How is the company engaged with the community?

Armor runs and sponsors the Armor Great Pumpkin Classic Car Show, Livingston County's largest car show, with all proceeds benefiting the Salvation Army of Livingston County. Armor is also involved in other activities, such as Manufacturing Day and Job Shadow Day for local high schoolers, etc.



Most Engaged Workplace



Duperon Corporation
Saginaw

Terry L. Duperon, founder, co-owner and chairman of the board

Tammy L. Bernier, CEO and co-owner

Founded in 1985

Primary business: manufacturing

Full-time equivalent employees: 65

www.duperon.com

Describe the company
in one sentence.

Duperon is the leader of innovative, patented preliminary solid/liquid separation systems that protect and enrich water quality and sanitation globally.

What is the next major
accomplishment planned
by the company?

Duperon will be launching two new patent-pending products, implementing lean manufacturing techniques and practices, improving quality processes in preparation for our future ISO certification, and introducing a growth and development initiative for all employees.

What makes the company truly unique?

Making a difference with a servant's heart is at the core of what we do. Our team and culture empower employees to lead from any chair so that everyone has the opportunity to impact the growth of the company. Our original, patented products make a difference for the environment and for those who own and operate them.

Describe the company culture in three words.

Making A Difference.

How is the company engaged with the community?

Duperon is a team full of leaders. We pride ourselves in our shared commitment to deliver leadership and to give from the gifts given to us: our time, financial resources, talents, passions, and expertise—in our industry, professional disciplines, and within our community, churches, or organizations.



Townsquare Media congratulates this year's Michigan Celebrates Small Business award winners!

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BEST SMALL BUSINESS AWARDS 2019

SmartZone

Best Small Business of the Year



Groundspeed

SmartZone

Innovation Award



SPINTECH
From image to insight™

Groundspeed Analytics Inc. Ann Arbor

Jeff Mason, founder and Co-CEO

Andrew Robinson, Co-CEO

Founded in 2016

Primary business: information technology

Sites in Michigan: 1

Full-time equivalent employees: 70

www.groundspeed.com

Describe the company in one sentence.

Groundspeed solutions unlock the value in unstructured insurance information to automate core processes and provide powerful predictive risk analytics.



What is the next major accomplishment planned by the company?

Release of new analytics suite for insurance carriers and brokers.

What makes the company truly unique?

What makes Groundspeed unique in the insurtech arena is its leadership team, comprised of seasoned insurance and insurance technology industry veterans with unbeatable experience.

Describe the company culture in three words.

Ambitious, mission-driven, customer-obsessed.

How is the company engaged with the community?

Co-CEO and founder Jeff Mason often volunteers to speak at local startup incubators and at the University of Michigan to expose individuals to insurtech and the work Groundspeed is doing with data science and AI to create solutions.

SpinTech Inc. Bingham Farms

Ward Detwiler, president and CEO

Founded in 2017

Primary business: information technology

www.spintechimaging.com

Describe the company in one sentence.

SpinTech develops software that reduces the time required for comprehensive brain imaging while improving detection of neurological biomarkers.



What is the next major accomplishment planned by the company?

Submission of FDA 510K for STAGE imaging platform.

What makes the company truly unique?

We have an incredibly talented team, comprised of some of the world's top MRI researchers and physicists that produce continuous groundbreaking innovations.

Describe the company culture in three words.

Innovative, experienced, driven.

How is the company engaged with the community?

Our team is a prolific contributor of scientific innovation and research, pushing the world of brain imaging forward every day and collaborating with 35 global research sites.

SBDC

PTAC

Best Small Business of the Year



Best Small Business of the Year



2019 Best Small Business Honorees



Akervall Technologies Inc.
Saline

Sassa Akervall, CEO
Jan Akervall, president
Primary business: medical devices
www.sisuguard.com

Northern Wings
Newberry

David Goudreau
Primary business: aerospace
www.northernwings.com

Describe the company
in one sentence.

Akervall Technologies is transforming dental protection by developing the strongest, most comfortable and technologically advanced mouth guards.



What is the next major
accomplishment planned
by the company?

We plan to take mouth guard safety to the next level with the launch of our new SISU Sense electronic mouth guard.

What makes the company truly unique?

Our company's history makes us unique. We were founded by two Swedish immigrants who got their U.S. citizenship and through hard work and grit were able to achieve the American dream.

Describe the company culture in three words.

Grit, teamwork, pride.

How is the company engaged with the community?

Sassa Akervall (CEO) sits on the Saline Chamber. We take many opportunities to give back, including participation in an annual day of service.

Describe the company
in one sentence.

An AS9100-certified aerospace support company specializing in manufacturing repair and distribution.



What is the next major
accomplishment planned
by the company?

The development of a machine shop internship program for students.

What makes the company truly unique?

An aerospace company started from nothing in Newberry, Mich. Need we say more?

Describe the company culture in three words.

Focused, accurate, agile.

How is the company engaged with the community?

From dog sledding and hockey support to reading programs and field trip participation, Northern Wings engages with our community in numerous ways.

Small Business Development Centers (SBDCs), Procurement Technical Assistance Centers (PTACs), and SmartZones are organizations located across the state that provide support services to Michigan small businesses. Each region of these various support organizations select a company to be recognized as a Best Small Business Honoree for demonstrating a strong relationship with the organization as well as promising growth and success as a company.

Michigan SBDC Best Small Business Honorees

Barrel + Beam	Marquette	SBDC Upper Peninsula Region
Bob's Butcher Shop	Roscommon	SBDC Northeast Michigan Region
ellembee	Wixom	SBDC Southeast Michigan Region
Feast Gourmet Kitchen Shop	Fenton	SBDC I-69 Trade Corridor Region
Growing Years Christian School and Childcare Center	Saginaw	SBDC Great Lakes Bay Region
Guided Life LLC	Newaygo	SBDC West Michigan Region
Heart of Michigan Café LLC	Clare	SBDC Mid Michigan Region
Inhabitect LLC	Traverse City	SBDC Northwest Michigan Region
Massman Trucking Inc.	Okemos	SBDC Capital Region
Midtown Fresh Market	Kalamazoo	SBDC Southwest Michigan Region

PTAC Best Small Business Honorees

A. C. Tourniquet LLC	Saginaw	Saginaw Future Inc.
All Things By Design Inc.	West Branch	Northeast Michigan Consortium PTAC
Evolution Tool	Lapeer	Flint and Genesee Chamber of Commerce
Janel's Industries	Dowagiac	Southwest Michigan PTAC
Learning Designs Inc.	Bloomfield Hills	Schoolcraft College PTAC
Mettle Ops	Sterling Heights	Macomb Regional PTAC
Swint Logistics Group Inc.	Detroit	Wayne State University

SmartZone Best Small Business Honorees

CertifID	Grand Rapids	Start Garden
Flash Steelworks Inc.	Washington Twp.	Southfield Centrepolis SmartZone
GCI Water Solutions LLC	Midland	CMURC
Jolt Energy Storage Technologies LLC	Holland	Lakeshore Advantage
Laser Augmented Diamond Drilling (LADD) LLC	Muskegon	Muskegon Innovation Hub at Grand Valley State University
Life Magnetics Inc.	Detroit	TechTown Detroit
Osprey Technologies LLC	Sault Ste. Marie	SSM Economic Development Corp.
Prime Energy C.S.	Rochester Hills	OU INC SmartZone
PromptPay Inc.	Port Huron	St. Clair County EDA; Underground Business Incubator
SafeSense Technologies LLC	Portage	WMed Innovation Center
Security Vitals	Pontiac	Macomb-Oakland Incubator
TempGigs	Marquette	Innovate Marquette SmartZone

Small Business Person of the Year



Woman Owned Business



NPO Transportation
Southfield

Kathleen Louise Eberle, president and CEO
www.npotranspotration.com

Benkari LLC
Detroit

Adrienne M. Bennette, president and CEO
www.benkari.net

Describe the company
in one sentence.

A transportation company designed
to shuttle high volume and high risk
sequenced commodities to automotive
assembly plants.



What is the next major
accomplishment planned
by the company?

To diversify our customer base.

What makes the company truly unique?

We adjust our operation to serve our customers exclusive needs.

Describe the company culture in three words.

Driven to serve.

How is the company engaged with the community?

By supporting organizations such as Truckers Against Trafficking
and the Epilepsy Foundation of Michigan, among others.

Describe the company
in one sentence.

Benkari LLC is a union plumbing and
water conservation contractor.



What is the next major
accomplishment planned
by the company?

To secure our first seven figure
contract.

What makes the company truly unique?

Our commitment of quality for our clients and to the growth of
our employees.

Describe the company culture in three words.

Small but mighty.

How is the company engaged with the community?

Skilled trades education and outreach.

Proud sponsor
of the Michigan
Celebrates Small
Business Gala



Veteran owned business



Alliant Enterprises LLC
Grand Rapids

Robert W. Taylor, manager and CEO
www.allianthealthcare.com

Describe the company in one sentence.

Alliant Enterprises is a manufacturer and distributor of medical devices located in the Grand Rapids area.

What is the next major accomplishment planned by the company?

1) Eclipsing \$100 million in sales to the U.S. government; 2) Strong double digit sales and income growth across all three of our major businesses.

What makes the company truly unique?

The diversity of our three businesses truly complement each other.

Describe the company culture in three words.

Passion, service, leadership.

How is the company engaged with the community?

Through founding and active participation in the Patriot Promise Foundation.



8(a) Graduate



KBTS Technologies Inc.
Novi

Andy Chiranjeevi, president, and co-owner
Radhika Kandikonda, CEO and co-owner
www.kbtstech.com

Describe the company in one sentence.

We provide IT professional services, custom software development solutions and product services.

What is the next major accomplishment planned by the company?

Complete the CMMI Level 3 and ISO 9001:2015 quality audits for recertification.

What makes the company truly unique?

Twenty years of success in business and quality certifications.

Describe the company culture in three words.

Integrity, motivating, teamwork.

How is the company engaged with the community?

KBTS contributes money, time and resources to several charitable causes, such as Motor City Shakedown and United Way Programs.



Center of Excellence Awards



SCORE Chapter of the Year

Margo Johnson, chapter chair
Sharon Schappacher, chapter chair
www.tipofthemitt.score.org



SBA MDO District Director Award

Shirley Ann Williams, bonding and education program manager



Small Business Development Center Excellence and Innovation Award

Tamara Davis, regional director
www.sbdcmichigan.org



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THANK YOU

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We would like to extend a sincere thank-you to the following:

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DTE Foundation