



Michigan Celebrates
Small Business

FOR IMMEDIATE RELEASE

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MCSB Announces New Managing Partner

Lansing, Mich— Michigan Celebrates Small Business (MCSB), a 501(c)(3) organization has existed for nearly twenty years, has a new managing partner of the MCSB annual awards gala.

MCSB exists to raise the profile of small businesses in Michigan, build a network of entrepreneurial companies, and tell the stories of successful, growing Michigan entrepreneurs. Kinexus Group, the new managing partner for the awards gala, is a 501(c)(3) nonprofit organization that pinpoints challenges and issues that keep Michigan from thriving, and addresses gaps in workforce, community and business development. The organization is committed to inspiring positive economic change one person, one business, one community at a time and has always placed an emphasis on small business.

“MCSB remains on the forefront of championing small business and fostering the entrepreneurial spirit in Michigan, which is why Kinexus Group is a natural fit as managing partner for the awards gala,” said Jennifer Deamud, Michigan Celebrates Board Chair. “Kinexus Group brings a variety of resources, additional partners, and opportunities to help small businesses across Michigan grow.”

“We are honored to be the managing partner for Michigan Celebrates Small Business awards gala because we truly believe that small business is the heart and lifeblood of Michigan,” said Kinexus Group President and CEO, Todd Gustafson. “We know that it will take an intentionally collaborative effort by all the private and public sector small business organizations in Michigan to help this sector survive, prosper and grow in the months and years to come. We’re thankful to work alongside some of the most talented and supportive partners in the state to do just that.”

MCSB is driven by nearly one-hundred small business support organizations from across the state. Central among those are the statewide organizations that founded the awards gala in 2004:

- Edward Lowe Foundation
- Michigan Business Network
- Michigan Economic Development Corporation (MEDC)
- Michigan Small Business Development Center (SBDC)
- Small Business Association of Michigan (SBAM)
- U.S. Small Business Administration – Michigan District Office



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The six Founding Partners created an annual awards gala to recognize small business and second-stage companies. The gala launched in 2005 and has become Michigan's awards program for small businesses. There have been nearly 1,000 companies honored at MCSB over the past 16 years, which includes 800 second-stage companies recognized by a Michigan 50 Companies to Watch award. Nominations for the 2021 MCSB awards open next week and can be submitted by going to the MCSB Website: MichiganCelebrates.org.

About Michigan Celebrates Small Business

Michigan Celebrates Small Business (MCSB) is a collaboration of trusted statewide founding organizations that offer resources for small businesses. Since 2005, Michigan Celebrates Small Business awards gala has celebrated how small businesses positively impact our communities and state. The MCSB 501(c)(3) organization is focused on supporting, connecting and celebrating small businesses in Michigan.

Michigan Celebrates Small Business was founded by the Michigan Economic Development Corporation, Small Business Association of Michigan, U.S. Small Business Administration - Michigan, Edward Lowe Foundation, Michigan Business Network, and Michigan Small Business Development Center.

About Kinexus Group

Kinexus Group is an organization that invests its time and resources into inspiring positive economic change one individual, one business, and one community at a time. For more information, visit Kinexus.org, follow us on Twitter @KinexusGroup or "like" us on Facebook @KinexusGroup.

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