



Michigan Celebrates
Small Business



2022

DISCOVER NEW POSSIBILITIES FOR YOUR BUSINESS.

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MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
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PUBLISHER | Michigan Celebrates Small Business
EDITORIAL | Gretchen Arnt, Kinexus Group
 Jennifer Deamud, Kinexus Group
 Mary Fowler, Kinexus Group
 Mary Morphey, Kinexus Group
 Nancy Goodrich, Edward Lowe Foundation
 Chelsie Wyse, TAC(t)

Michigan Celebrates Small Business website: www.MichiganCelebrates.org
 MCSB is a collaboration of trusted statewide organizations who offer collective resources to support, connect and celebrate small business. Michigan Celebrates is presented by its founding organizations: Michigan Economic Development Corporation (MEDC); Small Business Association of Michigan (SBAM); Michigan Business Network; Edward Lowe Foundation; Michigan Small Business Development Center (SBDC); and the U.S. Small Business Administration (SBA)—Michigan District Office. Kinexus Group is the managing partner of the gala.

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AWARD CATEGORY DESCRIPTIONS

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 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.

MICHIGAN DISTINGUISHED ALUMNI AWARDS

The MCSB awardee alumni community is now 850 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 “Great Place to Work” 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.

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 selects 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.

PTACs have been put in place to provide small businesses with government contracting at little to no cost. With help from PTAC, small businesses are able to connect with buyers and suppliers, attend networking events to gain exposure, and receive professional advice when it comes to market research and writing proposals.

The **Small Business Development Centers** around Michigan provide entrepreneurs with a chance to receive input and assistance at no cost. From wanting to start a business to learning the fundamentals of growing a business, the Michigan SBDC is able to set small businesses up for success with their assistance in business start-up, training and secondary research services, and innovation and product diversification.

SmartZones help small businesses accelerate, connect, and collaborate. Businesses are able to join accelerator services from technology assessments and mining to management recruitment and business planning. In a world where technology is ever-changing, SmartZones are put in place to assist when problems arise. The MTEC SmartZone is there to provide growth to small businesses around Michigan.

VETERAN-OWNED SMALL BUSINESS OF THE YEAR

The “Veteran-Owned Small Business of the Year” is a business with at least a 51 percent ownership share held by a military veteran with a minimum of a “general discharge,” active-duty service member eligible for the military’s transition assistance program, reservists and National Guard members. Proof of service (DD214, NGB-22, or other official proof-of-service) must be submitted before the award can be presented. To be considered for this award, the company must demonstrate a stable number of employees; be financially stable; provide employment opportunities for members of the military community; and must be engaged in the community, including contributions and volunteerism to aid community-oriented projects.

SMALL BUSINESS ADMINISTRATION AWARDS

The U.S. Small Business Administration (SBA), Michigan District Office awards small businesses special recognition for the business leveraging SBA services, positively contributing to the economy and giving back to the community. SBA, Michigan District Office also awards “Centers of Excellence” awards to SBA service organizations who make a significant contribution to small businesses.

AWARD WINNERS

2022 MICHIGAN 50 COMPANIES TO WATCH

Able Medical Devices
ADHD Online LLC
Aldevra
American Advantage Home Care Inc.
Amy Cell LLC
ArcSite
Bear Creek Organic Farm
Bridge Street Exchange
Builder Digital Solutions Inc.
Cobra Aero
Creation Coffee
Cynerge Consulting Inc.
Dechen Consulting Group Inc.
Detroit Cabinet Manufacturing
Ed Rehmanns
Ethel’s Baking Company
eVideon

GP Manufacturing Inc.
Great Lakes Segway
Grocer’s Daughter Chocolate
HealthBar
High Caliber Karting & Entertainment Inc.
Hoekstra Electrical Services
HR Collaborative
InVerve Marketing LLC
Konnech Inc.
Lounsbury Excavating Inc.
Marcellus Metalcasters Inc.
Mathison | Mathison Architects
Midwest Construction Group
Mission Design & Automation
Nutshell
One Bold Step LLC
Orion Outdoors LLC

Passage Inc.
Premier Property Management LLC
Pure Green Pharmaceuticals
Quality Assured Plastics Inc.
River Saint Joe at Flatwater Farms
Root Functional Medicine PLC
ShineWater
Singh Automation LLC
Sitech Michigan LLC
SJA Solutions
SwiftWall
Ultimation Industries LLC
Vade Nutrition
Van Straten Enterprises
Visual Workplace Inc.
Volta Power Systems

MICHIGAN 50 DISTINGUISHED ALUMNI

Award: Great Place to Work
Encompass Therapy Center

MICHIGAN 50 DISTINGUISHED ALUMNI

Award: Strategically Focused
KTM Industries Inc.

MICHIGAN SBDC BEST SMALL BUSINESSES

876 Michigan LLC
Artigiano
DRM International Learning Center
Envision Health LLC
Fitness Coliseum
Grocer’s Daughter Chocolate
Hungry Hippie
Kall Morris Inc (KMI)
Not So Shabby Gifts and Primitives LLC
Supply Line International LLC
SWMI Health Matters

MICHIGAN SBDC CENTER OF EXCELLENCE

Michigan SBDC Southeast Region

PTAC BEST SMALL BUSINESSES

Affiliated Researchers LLC
Calderwood Enterprises
Colt Cyber Security Consultants LLC
Environmental Testing & Consulting Inc.
JEM Tech Group
JGM Property Group Inc.
Napier Industries
Space Inc.
Swint Logistics Group Inc.
Walsh Service Solutions LLC

SMARTZONE BEST SMALL BUSINESSES

Agrolytics Corp
Andonix
Bamf Health
Great Lakes Crystal Technologies
GryphonHR LLC
Lilypad Labs
Livegistics
LoanSense
Maternal 911 Education Systems LLC
Med 5 LLC
Medproshare
Next Stage Labs
Rene’s Inc.
VersaWare
Waldo Solutions Inc.
X3 Energy

VETERAN-OWNED SMALL BUSINESS OF THE YEAR

West Michigan K9

SMALL BUSINESS ADMINISTRATION AWARD

Michigan District Office

SMALL BUSINESS PERSON OF THE YEAR

Onyx Enterprise Inc.

WOMEN’S BUSINESS CENTER OF EXCELLENCE

Women’s Business Center Director at Cornerstone Alliance



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The “Small Business Case” for Committing to DE&I

By Brian Barthelmes, Consumers Energy

Job seekers and customers increasingly want to engage with small businesses who demonstrate commitment to diversity, equity and inclusion (DE&I). It’s about empowering co-workers to bring their best, most authentic selves to work so they can serve customers better. It’s about connecting with customers on their terms. It’s also about attracting and retaining a workforce that reflects the diverse makeup of the communities each small business serves.

But how should small businesses build their DE&I strategies? As Michigan’s largest utility serving 6.8 million of Michigan’s 10 million residents, we formally launched our DE&I focus in 2020. We don’t have all the answers, but we’ve learned lessons and honed best practices that can help your small business chart a more inclusive path.

TAKE A STAND

What does your small business stand for? Whom does it stand up for? Your answers to these two questions are the essence of your business’s culture and should be the foundation of your DE&I action plan. DE&I strategies and tactics that aren’t a fit with the organization’s culture are doomed to fail.

At Consumers Energy, we’ve embraced an “all of us own all of this” safety culture. In short, nothing is more important than sending our co-workers and customers home safely each day. Extensive training, more robust processes and procedures and a “stop-the-job” mentality are hallmarks of our safety commitment.

To help everyone grasp the “why” of DE&I at Consumers Energy, we lifted and applied the best of what worked from our safety culture playbook. For example, “ouch and educate” enables co-workers at all levels to stop the job—much like our safety culture—to educate others in the moment about the unintentional impacts of their words and actions. We’re also shaping our DE&I journey as we did our safety journey—an “all of us own all of this” approach that makes DE&I an integral part of every co-worker’s experience. We begin all meetings with a safety and inclusion tailboard.

Take stock of what your small business cares about to form a ready-made rallying point for your DE&I strategy.

TAKE ACTION

Businesses and organizations of all sizes often ask us how to launch DE&I initiatives. Our response? Just start! Consider these tips:

- 1. Create safe spaces.** DE&I is about creating a culture of listening and learning. At Consumers Energy, we struggled to get everyone to see themselves a part of DE&I, but that failure was really an opportunity for more conversation. Get comfortable with being uncomfortable. Engage in dialogue, not debate. Let your guard down, be curious and seek to understand.
- 2. Appreciate DE&I in all its forms.** Race, gender, sexual orientation and other traditional measures are just the start. Diversity of talent, thought, experience and more comprise a growing tapestry of what diversity really means. Consider training to help your co-workers form a common grasp of diversity in all its aspects. We have eight employee resource groups and six inclusion champions supporting our evolving DE&I initiatives. We also host a public podcast, “Me You Us,” that examines the physical, financial, emotional, social and professional pillars that affect our well-being and mental health.
- 3. View your co-workers and customers through a DE&I lens.** Systemic DE&I change happens in the space of process. Cultivate an environment where all co-workers and customers see, hear and feel DE&I’s presence throughout their experiences. Are you maximizing opportunities for all customers of all abilities and backgrounds to engage with your small business? Do your business practices mitigate potential to perpetuate bias and stereotypes that stand in the way of inclusiveness? At Consumers Energy, we have a team and goals dedicated to supplier diversity and supporting Michigan-based companies.
- 4. Avoid resting on your laurels.** At Consumers Energy, DE&I isn’t a moment—it’s a movement. Deploy a DE&I approach that mandates continuous improvement. Acknowledge that there will always be work to do, and that the joy is in the journey.

Learn more about Consumers Energy’s DE&I approach at www.consumersenergy.com/diversity. If you have questions about managing your energy use or would like to access our free SizeUp market insights tool, visit www.consumersenergy.com/business.

Economic Impact of the 2022 Michigan 50 Companies to Watch 50 Awardees

Economic Impact in 2021

\$352 million in total annual revenue

37% increase in total annual revenue compared to 2020

1,418 full-time equivalent employees in 2021

1,230 in Michigan • 188 out of state

522 net new jobs projected for 2021

318 in Michigan • 204 out of state

INCREASING IMPACT*

4-year look

From 2018 through 2021, the 2022 Michigan 50 Companies to Watch generated \$914.7 million in revenue and added 770 employees (both in Michigan and out of state), reflecting a 56 percent increase in revenue and 60 percent increase in jobs for the four-year period. That translates into a 33 percent average annual revenue growth and 64 percent average annual growth in employees.

5-year look

These companies project continued growth in 2022, with a 36 percent revenue increase and 13 percent growth in employees (both in Michigan and out of state) compared to 2021. If their projections hold, these companies will have generated \$1.4 billion in revenue and added 974 employees over the last five years—a 257 percent increase in revenue and 199 percent increase in jobs since 2018.

	2018	2019	2020	2021	2022 (projected)
Revenue in \$ millions	\$155	\$183	\$223	\$352	\$553
Employees*	648	1,940	1,000	1,418	1,940

*full-time equivalent in Michigan and out of state

Regional Distribution

Region	# of Companies
Capital	3
Great Lakes Bay	5
Greater Washtenaw	8
I-69 Trade Corridor	1
Northeast	2
Northwest	2
Southeast	7
Southwest	6
Upper Peninsula	5
West	11

Business Sector Distribution

Business Sector	# of Companies
Accommodation or food services	4
Agriculture	1
Construction	2
Entertainment and recreation	1
Finance or insurance	2
Health care or social services	5
Information technology	6
Life sciences	1
Manufacturing	17
Professional services	3
Retail trade	4
SaaS	3
Scientific or technical services	1

Disadvantaged Classes of Business Ownership

Class	# of Companies
Minority-owned	2
Rural location	8
Veteran-owned	2
Woman-owned	6
Woman- and minority-owned	3
Woman- and rural-owned	4
Woman-, rural- and minority-owned	1

Proud to be Michigan Celebrates Small Business Video Production Partner



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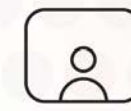
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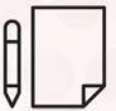
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Michigan's Economy

MOVING UP *&* LOOKING FORWARD

Emerging from the challenges of global pandemic, Michiganders have demonstrated tremendous spirit and resilience—with Michigan's economy growing stronger every day.

Following the challenges of 2020 and 2021, the Michigan Economic Development Corporation (MEDC) has shown that Michigan is equipped to create a more equitable, inclusive and resilient economy, becoming a place of Pure Opportunity for every Michigander.

With an energetic, championship mentality, MEDC spent the last year working in tandem with partners across the state aggressively competing for transformational projects and celebrating place-based investments, all while promoting the four-season beauty and opportunities in Pure Michigan.

Among those key efforts has been MEDC's continued focus on supporting and celebrating the risk-takers and small business owners who are the backbone of the state economy. In Michigan, nearly every indicator of the state's success is influenced and reflected by its small businesses. They play a vital role in attracting talent to live and work in small towns and big cities alike and are economic drivers of the local communities. During the pandemic, we've championed the mantra of "Support Local" even more strongly, knowing that our communities are the life and lifeblood of our beautiful state.

While most Michiganders may not ever set foot on the floor of an automotive assembly plant, nearly all will support their favorite local restaurants, visit their downtown shopping district to find the perfect gift, or stop at the drycleaner up the street once or twice a month. We know that the most meaningful way to create significant, lasting impacts on Michigan families, businesses and communities is to come together—as one Michigan—to listen, to collaborate, and to make sure we are providing a seat at the table for everyone when it comes to resources available to support our businesses and our economy.

As we once again find opportunities to gather with one another, it is safe to say that we've also found a greater appreciation for the little things. What better feeling than gratitude to embrace as we celebrate, in person, the resilience and innovation of Michigan's small businesses over the past year.

Our small businesses have played a critical role in the success of Michigan's economy—not just the light at the end of the tunnel, but a steady, determined train pushing us through a dark time. We at the MEDC are inspired by Michigan's small businesses, and we are proud to help them thrive. After all, it is small businesses that make economic development relevant to most people in the state.

The pandemic has tested all of us in ways we could not have imagined, for businesses, workers and communities alike. Much of our own impact and support during this time would not have been possible without the steadfast support and collaboration of regional and local economic development organizations, along with other key partners like the Small Business Development Center. Through our combined efforts, we were able to create a pathway for Michigan's small businesses to outlast this global pandemic.

For small businesses themselves, rather than being discouraged by the pandemic's overwhelming impact, they pressed on, demonstrating a commitment to growing and



evolving their business, while supporting the hope and optimism of their communities through it all. Small businesses also help shape communities into vibrant places to live, work, and play, supporting a higher quality of life that defines our way of living here in Michigan.

Grocer's Daughter Chocolate, established in 2004 in Empire, offers Northern Michigan its very own version of Willy Wonka's chocolate factory with its variety of treats. When DC and Jody Hayden took ownership of the business in 2013, they were ready to launch Grocer's Daughter Chocolate to new heights. But like many other small business owners, they had to pivot in the wake of the COVID-19 pandemic. Knowing customers wanted comfort in the earliest, most uncertain days of the pandemic, the Haydens shifted their business to ecommerce to accept and fulfill orders.

Connecting with the System for Integrated Growth through the MEDC, Jody Hayden worked with an industry expert to transition Grocer's Daughter Chocolate from an owner-operator model to a second-stage business. Thanks to its rapid online growth during the pandemic, the chocolate shop hopes to continue expanding its reach. Whether an online destination or a quick detour from the world-famous Sleeping Bear Dunes National Lakeshore, Grocer's Daughter Chocolate is a proud ambassador for Northern Michigan and a delicious example of Pure Michigan perseverance.

Able Medical Devices, headquartered in Marquette, also utilized the System for Integrated Growth through the Edward Lowe Foundation when it was looking to create a stronger sales and marketing strategy. As a global company, Able offers an array of services and capabilities for the orthopedic and medical device industry. Representing Michigan's Upper Peninsula, Able is experiencing triple-digit growth in the fast-paced medical device market over the last three years.

Based in Holland, Mission Design & Automation has also experienced significant growth during the pandemic, doubling the size of their business over the last 12 months. Mission received grant money from the Jobs Ready Michigan program, which supports the talent needs of expanding companies. With an ever-increasing demand for automation in the manufacturing sector, the industrial automation and robotics

EVERY SINGLE DAY,

SMALL BUSINESSES ACROSS THE STATE

IN FOSTERING INCLUSIVE
ALSO PLAY A CRITICAL ROLE

ECONOMIC GROWTH
THROUGHOUT MICHIGAN.

integrator is leading the way. Mission CEO, Scot Lindemann, also credits the MEDC with helping to identify ways to maximize the company's strengths while keeping business in West Michigan during this period of growth.

Throughout the pandemic, Michiganders all over the state stepped up and came together to slow the spread of COVID-19 and save lives. Then with a renewed vigor, Michigan unleashed the potential of our people, driving innovation and investment in our small businesses and creating tens of thousands of jobs. It's upon this strong foundation that we build the future of our thriving economy.

At the MEDC, we work every day to achieve this kind of long-term economic prosperity for Michiganders by investing in communities, enabling the growth of good jobs and promoting Michigan's strong image worldwide. However, since we adopted this mission through our five-year strategic plan in September 2019, we have witnessed a clear need for not only our agency, but all of Michigan, to find ways to create a more equitable and resilient economy for all Michiganders, which has become even more urgent in the wake of COVID-19.


For example, the need for more intentional and inclusive policies to support minority-, veteran- and women-owned businesses in the state has been underscored this year, as the pandemic has been particularly damaging for diverse-owned businesses that make our communities vibrant places to visit and call home. Economies grow faster and more vigorously—not to mention for longer periods—when prosperity is more equally distributed across segments of the population.

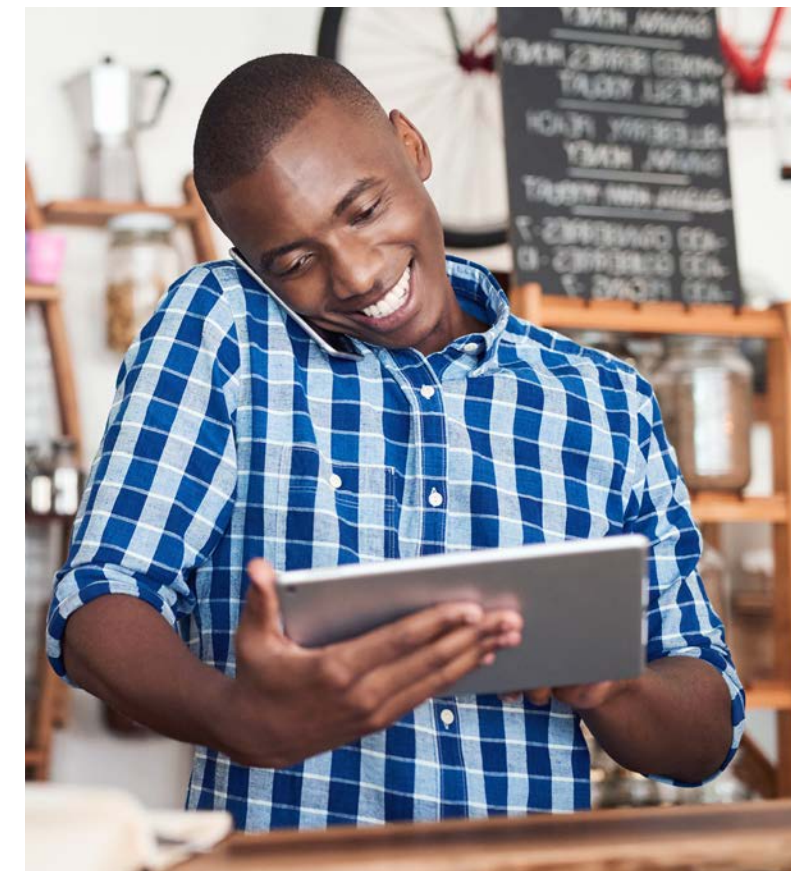
Singh Automation, an automation technology manufacturer based in Portage, was in a growth period prior to the pandemic before facing a loss of talent, supply chain issues, and decrease in demand. The MEDC connected Singh Automation with the Michigan STEM Forward program, which supports employers and college students by providing tuition reimbursement programs for student interns. The program reduces financial barriers for employers like Singh, while expanding employment opportunities for undergraduate students. Through their collaboration with MEDC and additional efforts, Singh Automation has come out of the pandemic stronger than ever; with the increased desire for businesses globally to expand their use of automated machinery, business is booming.

In moving beyond the pandemic, it is critical that we continue to offer inclusive, targeted support for these small businesses—often staples in their local communities—if we want to achieve comprehensive, meaningful and generational success for the people, businesses and communities of Michigan. After all, across every corner of the state, small businesses are significant contributors to communities, providing accessible job opportunities for community

members, building wealth among working families and creating upward economic mobility for women and minority-owned business owners.

In Detroit, manufacturing technology solutions business Adonix aims to provide technology solutions that serve the needs of frontline workers, improving operational performance for customers and promoting the advancement of sustainable development goals. Adonix received funds through the MI-STEP program to support their work as a disruptor in the Industry 4.0 space, which targets manufacturing businesses working toward integrating next-generation technology into the workplace. The company has utilized the grants to perform market research and improve their overall sales and marketing strategies.

At the MEDC, we understand our organization is uniquely situated to create significant and powerful economic opportunities for the 10 million residents and businesses that call our state home. And every single day, small businesses across the state also play a critical role in fostering inclusive economic growth throughout Michigan, by investing in their workforce to create opportunities for future prosperity. Now, by working together, we can look to build on our momentum and progress over the past year. From getting Michiganders back to work to celebrating the small businesses across our great state, we are optimistic about our collective future. 





SMALL BUSINESSES MAKE A BIG IMPACT.

Michigan's economy thrives thanks to our state's small businesses.

ask any small business owner and they'll tell you—it takes an innate sense of passion and determination to wear the title. Through the good times and the bad, small business owners carry the yolk boldly into the future, with the hope of making communities stronger. When one small business succeeds, they all succeed. Thus pushing forward the mindset of "success is best when shared." Not only have these companies succeeded in a variety of ways, but they have also made waves in their communities through hard work and dedication.

Since 2005, Michigan Celebrates Small Business has dedicated itself to acknowledging businesses that continually have an impact. The MCSB gala aims to recognize those who are making impacts in their communities and those who are driven, innovative, and resilient. This year, 91 small businesses will be honored for their achievements at the 18th annual awards ceremony. The leadership and perseverance that shines through each one of these companies guides them down the path of success and open doors of opportunity.

The companies honored as the Michigan 50 Companies to Watch have made a distinct impact on Michigan's economy through innovation, marketplace performance, and company culture. Out of 550 well-qualified nominations, these 50 companies exude all the necessary qualities of a growing and thriving small business. These Michigan-based companies represent future-focused, second-stage businesses, employing anywhere from six to 99 full-time equivalent employees and generate \$750,000 and \$50 million in annual revenue.

This year's Michigan 50 Companies to Watch awardees have climbed their way to the top with the leadership, diversity, and dedication it takes to be in Michigan Celebrates' family of small businesses. From 2018 through 2021, these companies generated \$914.7 million in revenue and added 770 employees (both in Michigan and out of state), reflecting a 56 percent increase in revenue and 60 percent increase in jobs for the four-year period. That translates into a 33 percent average annual revenue growth and 64 percent average annual growth in employees.

Michigan Celebrates Small Business understands not everyone's path to success looks the same—it is important we all celebrate differences and uniqueness. The following Michigan 50 Company profiles will provide their unique small business story, highlighting the impact(s) they have made on their community. Each business has a story of success and Michigan Celebrates Small Business wants to help tell that story.

Small businesses account for 99.6 percent of Michigan businesses and provide an abundance of benefits and opportunities in local communities. Small businesses provide families with jobs, strengthen communities, help the environment, and most importantly, support other small businesses.

Small businesses have a deeper impact than what meets the eye. It is important to Michigan Celebrates Small Business to give credit to the businesses who continue to make a big impact in our state.

We invite you to read through the following pages to learn more about these companies, understand their passion, and honor their dedication.



ABLE MEDICAL DEVICES
Gwinn

Steve Hicks, CEO

Founded in 2017

Industry: medical devices

Full-time equivalent employees: 50

www.ablemedicaldevices.com

Describe the company in one sentence.

Able Medical Devices designs, manufactures, and commercializes medical devices for the orthopedic market.

What is the next major accomplishment planned for the company?

Expanding our operations into an additional 20,000 square feet of manufacturing space.

What does success mean to you? Success is...

Providing solutions that meet our customers' needs.

What advice would you give a small business that is in its early stages of growth?

Determine and communicate your business objectives and build plans to achieve it.

What small business trend is impacting you the most?

Scaling operations to grow with the correct customer for long-term success.

Describe the company culture in three words.

We work together.



ADHD ONLINE LLC
Grandville

Zachariah Booker, co-founder/CEO

Founded in 2018

Industry: health care or social services

Full-time equivalent employees: 34

www.adhdonline.com

Describe the company in one sentence.

We provide ADHD diagnosis and treatment through our innovative telehealth model, removing the barrier of access.

What is the next major accomplishment planned for the company?

To expand our teletherapy services to all 50 states, alongside our existing medical management for a growing population.

What does success mean to you? Success is...

Becoming the leading destination for diagnosing and treating patients with ADHD and related mental health conditions.

What advice would you give a small business that is in its early stages of growth?

Listen to your mentors, seek advice often, and trust your instincts, data and the voice of your customers.

What small business trend is impacting you the most?

The rapid acceptance of telehealth and the growth of remote providers due to Covid-19.

Describe the company culture in three words.

Passionate, patient-centered, energetic.





ALDEVRA
Kalamazoo

Rodney Marshall, CEO/president
 Founded in 2009
 Industry: professional services
 Full-time equivalent employees: 71
 www.aldevra.com

AMERICAN ADVANTAGE HOME CARE INC.
Dearborn

Dr. Cleamon Moorer Jr., CEO/President
 Founded in 2012
 Industry: health care or social services
 Full-time equivalent employees: 18
 www.americanadvantagehhc.com

AMY CELL TALENT
Ypsilanti

Amy Cell, president
 Founded in 2015
 Industry: professional services
 Full-time equivalent employees: 12
 www.amycelltalent.com

ARCSITE
Grand Rapids

Pei Zhan, founder/CEO
 Founded in 2014
 Industry: SaaS
 Full-time equivalent employees: 20
 www.arcsite.com

Describe the company in one sentence.

Provides high-quality products and services at the best value; specializing in federal procurement.



What is the next major accomplishment planned for the company?

Reach/exceed 100 employees.

What does success mean to you? Success is...

Financial stability and longevity.

What advice would you give a small business that is in its early stages of growth?

Know your numbers.

What smffffffall business trend is impacting you the most?

Recruiting qualified staff at reasonable salaries.

Describe the company culture in three words.

Passionate, tenacious, mission-oriented.

Describe the company in one sentence.

We are a joint commission accredited and Medicare-certified provider of skilled home health care services (i.e., skilled nursing, certified nursing assistance, physical therapy, occupational therapy, speech therapy, and medical social work) to homebound patients in metro Detroit.



What is the next major accomplishment planned for the company?

We are in the process of developing a sister company, EyeCareForDetroit Inc. This sister company is a platform that will engage 40,000 homebound patients and their families with licensed eye care professionals all throughout metro Detroit.

What does success mean to you? Success is...

The ability to positively influence, inspire, and impact in a sustainable manner that helps to create high-quality products, services, contributions, and offerings.

What advice would you give a small business that is in its early stages of growth?

Keep your mission in front of you while making fact-based decisions that are rooted in your organization's values.

What small business trend is impacting you the most?

The need to scale and to provide agile service in digital and virtual environments including rural and underserved communities.

Describe the company culture in three words.

Patient-centric, compassionate, innovative.

Describe the company in one sentence.

We provide affordable and effective recruiting and HR services.



What is the next major accomplishment planned for the company?

Launching a Midwest marketing plan and refining our internal training program.

What does success mean to you? Success is...

Helping organizations find and retain critical talent.

What advice would you give a small business that is in its early stages of growth?

Be clear on your values and hire people that are a good match.

What small business trend is impacting you the most?

The Great Resignation.

Describe the company culture in three words.

Teamwork, initiative, over-communication.

Describe the company in one sentence.

ArcSite is the mobile sketching and estimation software of choice for residential contractors whose goal is to work smarter, not harder.



What is the next major accomplishment planned for the company?

Since its founding, ArcSite has only been available on iOS devices (iPad and iPhone). Our development and product teams are working feverishly on our cross-platform development so we can make ArcSite available on both Android and Windows. This will enable significant expansion of ArcSite's user base and our addressable market.

What does success mean to you? Success is...

Helping businesses achieve their goals with tools and resources to grow.

What advice would you give a small business that is in its early stages of growth?

When a small business focuses on building their product and processes around the customer, success will always follow.

What small business trend is impacting you the most?

Digitization of almost everything has impacted our business in a positive way. It is no longer acceptable or professional for a residential contractor to write a quote on a scrap piece of paper. Consumers and homeowners want and expect a professional digital quoting experience that allows them to fully understand all work they can expect to be completed on their project. ArcSite surveyed thousands of homeowners, and over 78% noted that they prefer receiving a digital quote. ArcSite enables residential contractors to produce beautiful quotes while visiting the job site with just an iPad and their finger.

Describe the company culture in three words.

Flexible, curious, committed.

DTE
Foundation

**POWERING
POSSIBILITY**

The DTE Foundation supports organizations that create opportunities for those in Detroit and throughout Michigan. We partner with local leaders to promote initiatives in communities where we live and serve.

Bear Creek
organic farm
PETOSKEY, MICHIGAN



BEAR CREEK ORGANIC FARM
Petoskey

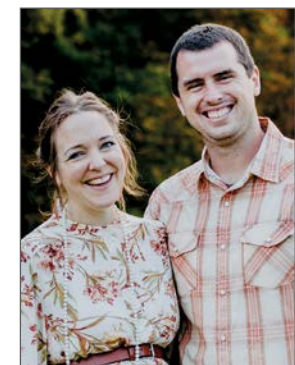
Brian Bates, owner
Founded in 2013
Industry: agriculture
Full-time equivalent employees: 8
www.bearcreekorganicfarm.com

BRIDGE STREET EXCHANGE
Fenton

Kevin Begola, owner
Founded in 2013
Industry: retail trade
Full-time equivalent employees: 6
www.bridgestreetexchange.com

Describe the company in one sentence.

Bear Creek Organic Farm grows and sells organic produce and plants while building community around good food.



What is the next major accomplishment planned for the company?

Expanding and enhancing our farm "Campus" for visitors to our market and greenhouses.

What does success mean to you? Success is...

Knowing that we've actually made a difference.

What advice would you give a small business that is in its early stages of growth?

Take care of your customers, and they'll take care of you.

What small business trend is impacting you the most?

Demand for local supply chain options is pushing us to grow faster than we anticipated.

Describe the company culture in three words.

Productive, focused, fun.

Describe the company in one sentence.

We are a men's specialty store located in Fenton that carries a wide variety of clothing, gifts, barware and grooming items for men.



What is the next major accomplishment planned for the company?

We plan to expand our Fenton location and look at opportunities to open up another location in the next year or two within a smaller community-focused city.

What does success mean to you? Success is...

The result of seeing all your hard work, passion and dedication come together.

What advice would you give a small business that is in its early stages of growth?

Wake up each day with the drive and love for what you are doing and it will never feel like a job, and you will learn to push even more.

What small business trend is impacting you the most?

The push for e-commerce over brick-and-mortar retail stores.

Describe the company culture in three words.

Thoughtful, relaxed, collaborative.

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BUILDER DIGITAL SOLUTIONS INC.
Fenton
 Gordon Henderson, president and co-founder
 Founded in 2016
 Industry: professional services
 Full-time equivalent employees: 15
www.149photos.com

Describe the company in one sentence.

We've created an AI-enabled customer engagement platform for the nation's largest new home builders that leverages weekly, turnkey, foundation-to-finish construction progress photos, in order to create a deep emotional connection between the new home buyer, their builder, and their new community.



What is the next major accomplishment planned for the company?

National rollout to a second top-10 builder customer, which could nearly double our revenue.

What does success mean to you? Success is...

Maximizing my gifts in service to others and the world, such that at the end of my life, I can stand before the Creator of all things and hear "Well done, my good and faithful servant."

What advice would you give a small business that is in its early stages of growth?

Spend quality and focused time to develop a clear and detailed future vision of your company and the core values that will guide your decisions along the way.

What small business trend is impacting you the most?

Covid-19 has been very positive for new home builders in creating extreme demand for housing and this has had a very positive impact on our business.

Describe the company culture in three words.

Relationships, integrity, commitment.



COBRA AERO
Hillsdale
 Sean Hilbert, president
 Founded in 2012
 Industry: other
 Full-time equivalent employees: 7
www.cobra-aero.com

Describe the company in one sentence.

Cobra Aero designs and manufactures propulsion systems for civilian and military unmanned vehicles.



What is the next major accomplishment planned for the company?

The launch of our A99 engine platform in both an unmanned submarine and an unmanned aircraft.

What does success mean to you? Success is...

Enabling our customers to focus solely on their mission while soaring high above the earth or exploring depths far below the surface of the ocean.

What advice would you give a small business that is in its early stages of growth?

You must balance short-term intensity with the mindset to act with consistency over a long period of time.

What small business trend is impacting you the most?

Digitization of manufacturing, i.e., additive manufacturing.

Describe the company culture in three words.

Product, product, product.



CREATION COFFEE
Midland
 Jacob Spence, co-founder
 Founded in 2016
 Industry: accommodation or food services
 Full-time equivalent employees: 13
www.creationcoffee.com

Describe the company in one sentence.

We roast world-class coffee and supply it to coffee shops and businesses across the country, as well as serving it through our three coffee shop locations in Michigan.



What is the next major accomplishment planned for the company?

Our next phase of growth includes opening more coffee shop storefronts in Michigan and creating a franchise model.

What does success mean to you? Success is...

Getting where you want to go, while treating people well along the way.

What advice would you give a small business that is in its early stages of growth?

Just keep going, say yes to opportunities, and don't be afraid to adapt your plans.

Describe the company culture in three words.

Empowerment, respect, service.



CYNERGE CONSULTING INC.
Pontiac
 Matt Russell, president and CEO
 Founded in 2005
 Industry: information technology
 Full-time equivalent employees: 35
www.cynerge.com

Describe the company in one sentence.

Cynerge provides IT consulting services to help organizations align their business process, operations, and technology to reduce expenses, increase efficiency, and drive new revenue.



What is the next major accomplishment planned for the company?

Reach the Amazon Web Services "Advanced" partner tier.

What does success mean to you? Success is...

Building a team that loves working together to solve really messy problems.

What advice would you give a small business that is in its early stages of growth?

Be persistent—you will fail more than you will succeed, but over time the victories will be larger than the failures.

What small business trend is impacting you the most?

The change in accepting a virtual, work-from-home culture has allowed us to find and hire talent away from legacy organizations.

Describe the company culture in three words.

Team, evolve, go.

Dechen recognized with Michigan 50 Companies to Watch Award

Dechen Consulting Group (DCG) has been recognized as one of the 2022 awardees for the Michigan 50 Companies to Watch Award, presented by Michigan Celebrates Small Business (MCSB). DCG will be acknowledged on stage at the in-person awards ceremony during the 18th annual Michigan Celebrates Small Business Gala on May 3, 2022.

Judges from economic and entrepreneurship development organizations annually select the winners based on, among many factors, intent and capacity to grow, exceptional entrepreneurial leadership, and sustainable competitive advantage. "MCSB has always prided itself on its spirit of collaboration and celebration," said Jennifer Deamud, MCSB Board Chair. "We love seeing our awardees celebrating one another's success and sharing in this amazing moment in each awardee's journey. It's true -- success is best when it is shared."

DCG President Raj Dechen appreciates the recognition. "As a growing boutique IT consulting firm that has been serving clients for almost 25 years, we are honored to receive this award that recognizes our past performance and future potential," said Raj Dechen. "We remain committed to serving clients with a range of IT solutions that encompass ERP Implementation, Application Development, Cloud Solutions, and Talent Acquisition."

DCG is headquartered in Farmington Hills, Michigan, with additional offices in Canada and India, and employs highly skilled consultants serving clients globally. "Client satisfaction is at the core of everything we do, and at DCG, we always aim to deliver above and beyond client expectations," added Raj Dechen.

For more information, please visit the DCG website at www.dcg-us.com or contact us at info@dcg-us.com or rdechen@dcg-us.com. Thank you.



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Michigan Celebrates Small Business



DECHEN CONSULTING GROUP INC.

Farmington Hills

Raj Dechen, president

Founded in 1998

Industry: information technology

Full-time equivalent employees: 100

www.dcg-us.com

Describe the company in one sentence.

Dechen Consulting Group (DCG) is a Michigan-based, nimble and innovative firm, providing business and IT professional consulting services across various industries, specializing in ERP implementation services (SAP, PeopleSoft, Workday, Oracle, Hyperion, etc.), data analytics, application development, and full life cycle managed services using several cloud platforms and technologies.

What is the next major accomplishment planned for the company?

We plan to launch an aggressive growth strategy that expands the scope of our IT consulting services to other industries and geographies. This strategy will be enabled by a strong marketing campaign, supplemented by proactive business development initiatives to gain new clients and attract exceptional talent. We will reenergize our one-stop-shop delivery model that has helped achieve trusting and long-term relationships with clients, based on high quality and timely delivery at affordable cost.

What does success mean to you? Success is...

Delivering IT business solutions that exceed our clients' expectations, and building enduring relationships that are based on consistent demonstration of integrity, trust and dependability...all with a human touch.

What advice would you give a small business that is in its early stages of growth? Remain laser-focused on client and employee satisfaction by building a sustainable business model, differentiate yourself by staying nimble and agile, and maintain an ethics-based moral compass that will guide all your business decisions.

What small business trend is impacting you the most? The fast pace of technological change and digital transformation requires that we adapt quickly and remain flexible to changing client requirements. In today's competitive environment for talent, we need to maintain a pool of high-caliber resources that reflect our value system, are well trained, and are ready to hit the ground running.

Describe the company culture in three words.

Trust, integrity, agility.



DETROIT CABINET MANUFACTURING

DETROIT CABINET MANUFACTURING

Detroit

Terry Davis, CEO

Founded in 2017

Industry: manufacturing

Full-time equivalent employees: 8

www.detroitcabinets.kitchen

Describe the company in one sentence.

Manufacture kitchen cabinets and countertops.

What is the next major accomplishment planned for the company?

Upgrade the manufacturing and training facility from 25,000 square feet to 50,000 square feet. With this upgrade, the company will produce approximately 4,000 cabinets per month.

What does success mean to you? Success is...

Providing the opportunity for others to grow.

What advice would you give a small business that is in its early stages of growth?

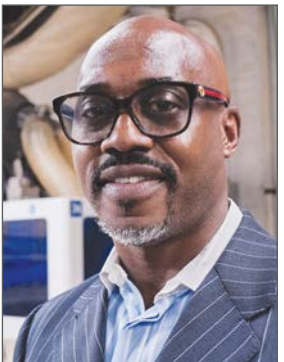
Underpromise and overachieve.

What small business trend is impacting you the most?

Supply chain disruptions.

Describe the company culture in three words.

Innovation, integrity, enterprising.



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ED REHMANN'S
Chesaning
 Rob and Nancy Rehmans, owners
 Founded in 1919
 Industry: retail trade
 Full-time equivalent employees: 13
www.edrehmanns.com

Describe the company in one sentence.

We are a family-owned business committed to connecting the community with their work, play and lifestyle clothing needs.



What is the next major accomplishment planned for the company?

We plan to hire a larger workforce and expand our physical and digital footprint in small towns across Michigan.

What does success mean to you? Success is...

Being able to serve our growing customer base with the same principles our family-owned store was founded on 103 years ago.

What advice would you give a small business that is in its early stages of growth?

You have to have a purpose and the patience to see it through.

What small business trend is impacting you the most?

The ability to use social media to grow our Pure Michigan customer base.

Describe the company culture in three words.

Quality, service, dependability.



ETHEL'S BAKING COMPANY
Shelby Township
 Jill Bommarito, founder/CEO
 Founded in 2011
 Industry: manufacturing
 Full-time equivalent employees: 27
www.ethels.com

Describe the company in one sentence.

Ethel's is the premier bakery of handcrafted, gluten-free dessert bars.

What does success mean to you? Success is...

Building meaningful, long-lasting partnerships with our customers, retailers, suppliers, and team members as we continue to grow and support one another. We wouldn't be here today without them!



What advice would you give a small business that is in its early stages of growth?

Listen to your mentors; seek advice often; and trust your instincts, data, and the voice of your customers.

What small business trend is impacting you the most?

Remain focused on what you do best! You're always going to get the question "But can you do X as well?" However, you can't be everything to everyone, so you have to focus on what sets you apart and makes your business unique.

Describe the company culture in three words.

Kind, humble, empowering.



EVIDEON
Grand Rapids
 Jeff Fallon, CEO
 Founded in 2019
 Industry: health care and social services
 Full-time equivalent employees: 29
www.evideon.com

Describe the company in one sentence.

At eVideon, we make hospital patient rooms smarter using TVs, digital whiteboards, and bedside tablets that connect to the electronic health record (EHR) to deliver personalized care to patients and their families, improve communication with the care team, and save clinicians time so they can focus on what matters most.

What is the next major accomplishment planned for the company?

We continue to expand our partnerships with many of the country's most innovative hospitals to bring their visions to life and transform what's possible for patient experience, clinical efficiency, and nursing satisfaction; that's what excites us every day.

What does success mean to you? Success is...

Knowing that we are doing the best we can to help others in an industry where the stakes are incredibly high and the challenges are big.

What advice would you give a small business that is in its early stages of growth?

Find experienced and trustworthy people who have shown their commitment to your mission; hire them and trust them.

What small business trend is impacting you the most?

Agile service delivery and product development enables us to establish and foster strong client partnerships and deliver customer-driven innovation, a recognized competitive advantage for us.

Describe the company culture in three words.

Teamwork, innovation, integrity.



GP MANUFACTURING INC.
Buchanan
 Erika Schmid, president
 Founded in 2018
 Industry: manufacturing
 Full-time equivalent employees: 7
www.gpm-cnc.com

Describe the company in one sentence.

We are a precision CNC machine shop.

What is the next major accomplishment planned for the company?

GP will be acquiring another manufacturing facility, expected to relocate to Michigan in Q2 of 2022. This will allow for continued significant growth, nearly double, with little capital investment burden to the company. Growth will be gained within the new facility's existing customer base, partly because of GP's impressive number of industry-specific certifications, but also because of GP's proven track record over the past three years, the industry as a whole, and the addition of an internal sales team. The increased need within the industry for certified companies will continue to allow GP to stand out as a precision machine shop that can produce complex precision parts while remaining competitive in pricing, meeting high-demand short-turn deliveries and can fulfill customer needs and grow within the aerospace and recreational vehicle industries.

What does success mean to you? Success is...

Where both the customer and employees are satisfied with our products and work environment.

What advice would you give a small business that is in its early stages of growth?

It is imperative that customers and employees are equal priority.

What small business trend is impacting you the most?

Material shortages and rising cost thereof. Makes it hard to be the most competitive on pricing to the customer.

Describe the company culture in three words.

Leading by example.





GREAT LAKES SEGWAY
Walled Lake
 John Smith, owner
 Founded in 2010
 Industry: transportation and warehousing
 Full-time equivalent employees: 10
 www.greatlakessegway.com

Describe the company in one sentence.

We provide personal electric mobility solutions to support individuals, businesses and public safety organizations.

What is the next major accomplishment planned for the company?

We are proud to announce we hired an operations lead, Scott Gorman, who will help us embolden and strengthen our core business, which will allow us to continue to grow and become an even greater resource for our customers.

What does success mean to you? Success is...

Being able to do something that you enjoy every day as part of your career.

What advice would you give a small business that is in its early stages of growth?

In order to succeed, it is critical to provide unique offerings, different than the status quo or what has been done before.

What small business trend is impacting you the most?

The advent of electrification of personal transportation and the paradigm shift of embracing all things electric. We believe the Segway brand had a big part as a first mover in creating this trend.

Describe the company culture in three words.

Empathetic, fun, passionate.



GROCER'S DAUGHTER CHOCOLATE
Empire
 Jody Hayden, owner
 Founded in 2004
 Industry: retail trade
 Full-time equivalent employees: 8
 www.grocersdaughter.com

Describe the company in one sentence.

We are a small, family-owned business operating out of our bright green shop in the quaint village of Empire, nestled along picturesque Lake Michigan in the Sleeping Bear Dunes National Lakeshore with a big love for craft chocolate and clean ingredient confections.

What is the next major accomplishment planned for the company?

Expanding into frozen treats with a new housemade gelato shop next door to the chocolate shop.

What does success mean to you? Success is...

Cultivating positive change by making the best chocolate we can and sustainably growing our business and impact.

What advice would you give a small business that is in its early stages of growth?

Reach out for help. There are so many resources for small businesses. And follow your gut on the hard decisions! You know your products/business better than anyone else.

What small business trend is impacting you the most?

Labor shortage.

Describe the company culture in three words.

Caring, curious, courageous.



HEALTHBAR
Grand Rapids
 Nathan Baar, founder/CEO
 Founded in 2020
 Industry: health care and social services
 Full-time equivalent employees: 30
 www.healthbar.com

Describe the company in one sentence.

Custom health care services for businesses and schools.

What is the next major accomplishment planned for the company?

We're moving into our first headquarters in 2022 along with expansion to several new markets within Michigan.

What does success mean to you? Success is...

Changing lives. Our mission is to change 1,000,000 lives by the year 2030.

What advice would you give a small business that is in its early stages of growth?

Be gritty and never compromise on doing the right thing.

What small business trend is impacting you the most?

The decentralization of health care services and the need for reduced medical costs.

Describe the company culture in three words.

A nursing movement!



HIGH CALIBER KARTING & ENTERTAINMENT INC.
Okemos
 Jordan Munsters, CEO
 Founded in 2019
 Industry: entertainment or recreation
 Full-time equivalent employees: 38
 www.highcaliberkarting.com

Describe the company in one sentence.

We provide indoor-experience-based entertainment.

What is the next major accomplishment planned for the company?

Second location.

What does success mean to you? Success is...

Only determined by the achievement of goals of the people who surround you.

What advice would you give a small business that is in its early stages of growth?

As with business, the ocean is never still. It has tides, waves, and sometimes tsunamis. You just have to learn to navigate them and persist.

Describe the company culture in three words.

Fun, determined, enthusiastic.





HOEKSTRA ELECTRICAL SERVICES

Holland

Paul Hoekstra, visionary/president/founder

Founded in 2003

Industry: construction

Full-time equivalent employees: 70

www.hoekstraelectric.com

HR COLLABORATIVE

Grand Rapids

Beth Kelly, president/visionary

Founded in 2013

Industry: professional services

Full-time equivalent employees: 37

www.hrcollaborative.com

INVERVE MARKETING INC.

Lansing

Lisa Smith, visionary/chief strategist

Founded in 2001

Industry: professional services

Full-time equivalent employees: 11

www.invervemarketing.com

KONNECH INC.

Okemos

Eugene Yu, president

Founded in 2022

Industry: information technology

Full-time equivalent employees: 17

www.konnech.com

Describe the company in one sentence.

Hoekstra Electric provides high-quality electrical, controls and automation services, with integrity, all while bringing glory to God.



What does success mean to you? Success is...

How we build relationships, empower communities and care for each other.

What advice would you give a small business that is in its early stages of growth?

Listen to your mentors, seek advice often, trust your instincts, data and the voice of your customers.

What small business trend is impacting you the most?

Take risks, do what you love, don't compromise your values, practice gratitude.

Describe the company culture in three words.

Integrity, relationships, driven.

Describe the company in one sentence.

HR Collaborative is a full-service HR firm that partners with small to mid-sized organizations to fill in the HR gaps they have today and build sustainable people practices for tomorrow.



What is the next major accomplishment planned for the company?

Disrupting the HR gig conversation.

What does success mean to you? Success is...

Making work better for our clients and for our team.

What advice would you give a small business that is in its early stages of growth?

Investing in your people now will fuel your growth tomorrow.

What small business trend is impacting you the most?

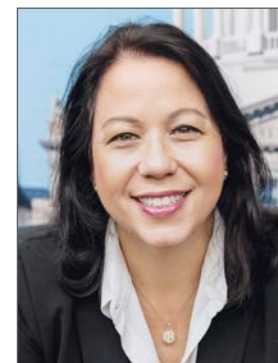
This past year, our primary focus has been helping our clients navigate the numerous challenges related to the Great Resignation.

Describe the company culture in three words.

Collaborative, people, promoters.

Describe the company in one sentence.

InVerve Marketing creates marketing strategies, websites, and graphic design for businesses that want to grow.



What is the next major accomplishment planned for the company?

We have big, hairy, audacious growth goals planned for 2022, and hitting them would be quite an accomplishment.

What does success mean to you? Success is...

A process that we commit to every day. It's a journey with no end, by keeping the bar high in every detail and every transaction.

What advice would you give a small business that is in its early stages of growth?

Be open and curious at every turn. Tap every resource you can find for insight, guidance and support. Use the SBDC, the chamber, MEDC, and other successful business owners to reduce your mistakes and set a good path. Hire as soon as you can. Ask what you think are the basic questions because everyone else wants to know the answers too.

What small business trend is impacting you the most?

We hire and train a lot of younger people that get bombarded with job offers as soon as they are with us a year or two. We cannot compete with the fancy big city firms or large corporate marketing departments. So, we are looking at 40+ staffers and raising our pay to attract and keep them.

Describe the company culture in three words.

Smart, nerdy, marketers.

Describe the company in one sentence.

Provides election logistic solutions for election authorities in the world.



What is the next major accomplishment planned for the company?

Launch standardized SaaS product for the election administrators in the world.

What does success mean to you? Success is...

Leading the world in a niche of election management.

What advice would you give a small business that is in its early stages of growth?

Just focus on providing one solution better than others.

What small business trend is impacting you the most?

Automation of office management through cloud solutions.

Describe the company culture in three words.

Customers, focused, solutions.

Today, you're recognized for what makes us proud every day.



Congratulations, to all of the awardees, for being recognized as 2022 Michigan Companies to Watch. Every day, you set an example for what passion, commitment and hard work can do.

pnc.com/ideas



WOMEN IN BUSINESS

WEEK

We're not waiting for change. We're working for it.

Join PNC's 12th Annual Women in Business Week for insights on how we can close the 257-year economic gender gap together.



Keynote Speakers

Stephanie Cartin and Courtney Spritzer

Co-founders of Socialfly and Entreprenista

Thursday, May 12 | 1:00 p.m. ET

SCHEDULED EVENTS

MONDAY, MAY 9

THE WOMEN WHO BUILT THE BRAND: MAKING PURELL A HOUSEHOLD NAME

11:00 a.m. ET

Kick off Women in Business Week in conversation with the third-generation, woman-owned business that helped the world survive the pandemic.

RADICAL GENEROSITY: CHANGING THE WORLD FOR ENTREPRENEURS

1:00 p.m. ET

Learn how a no-interest loan and thousands of SheEO Activators are accelerating financial equality for two entrepreneurs.

TUESDAY, MAY 10

THE BUSINESS OF THE ARTS: HOW WOMEN SET THE STAGE

11:00 a.m. ET

From dance theaters to the Rock Hall, women are the star performers in the arts and culture economy.

WOMEN MOVING MARKETS

1:00 p.m. ET

An invigorating panel discussion about the powerful impact of women in the economy, moderated by the *Boston Globe*.

WEDNESDAY, MAY 11

FINANCIAL FREEDOM: GETTING SAVVY ABOUT MONEY

1:00 p.m. ET

Compelling stories and practical steps to change your lifelong relationship with money.

THURSDAY, MAY 12

THE STRENGTH OF WE: FRIENDS, FOLLOWERS AND CONFIDANTES

1:00 p.m. ET

Keynote Speakers Stephanie Cartin and Courtney Spritzer share how they grew their business and then built a powerful networking community for women.

FRIDAY, MAY 13

THE HEART OF WOMEN'S HEALTHCARE

11:00 a.m. ET

Pioneers in women's heart health discuss the gaps in women's health research and what's being done to improve it.

TGIF: LET'S MOVE!

1:00 p.m. ET

Let's close out 2022 Women in Business Week with some heart-healthy activity with physical therapist Sharon McKim!

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LOUNSBURY EXCAVATING INC.

Paw Paw

Michael Hiestand, president

Founded in 1945

Industry: construction

Full-time equivalent employees: 92

www.lounsburyexcavating.com

MARCELLUS METALCASTERS INC.

Marcellus

Caitin McMahan, president

Founded in 2019

Industry: manufacturing

Full-time equivalent employees: 15

www.marcellus-metalcasters.com

MATHISON | MATHISON ARCHITECTS

Grand Rapids

Thomas Mathison, principal/co-founder

Evan Mathison, principal/co-founder

Founded in 2013

Industry: professional services

Full-time equivalent employees: 18

www.mathisonarchitects.com

MIDWEST CONSTRUCTION GROUP

Zeeland

Scott Geerlings, president/partner

Founded in 2010

Industry: construction

Full-time equivalent employees: 27

www.midwestbuilt.com

Describe the company in one sentence.

Site development and underground utilities.

What is the next major accomplishment planned for the company?

Training and development of our current and future workforce.

What does success mean to you? Success is...

Seeing the growth and betterment of our employees and their families.

What advice would you give a small business that is in its early stages of growth?

Stay true to your values and continue building your culture throughout your organization.

What small business trend is impacting you the most?

The use of technology in our training with equipment simulators and a customized company application.

Describe the company culture in three words.

Family, development, accuracy.



Describe the company in one sentence.

Marcellus Metalcasters Inc. is a cast iron foundry, specializing in high-quality castings for low-volume applications such as out-of-production, vintage, or prototype parts.

What is the next major accomplishment planned for the company?

Expanding the business by bringing on new product lines and customers.

What does success mean to you? Success is...

Creating products that exceed our customers' needs while creating comfortable lives for our employees and their families through meaningful work.

What advice would you give a small business that is in its early stages of growth?

Find a way to see every obstacle as an opportunity for growth, not as a setback impeding your journey.

What small business trend is impacting you the most?

Our biggest challenge is finding hardworking employees. By studying trends and asking employees what drives them, we are establishing competitive wages and benefits to retain and bring on new talent.

Describe the company culture in three words.

Challenging, fun, engaging.



Describe the company in one sentence.

Mathison | Mathison Architects is an award-winning architectural and interior design firm focused on modern design excellence for commercial, residential, and cultural clients across Michigan and the country.

What is the next major accomplishment planned for the company?

MMA will complete 15 projects in 2022, as well as expand our office space and launch a new website. We are excited to strengthen our inclusive and flexible office culture so we can better collaborate and serve our clients and partners.

What does success mean to you? Success is...

Creating a collaborative culture that allows our talented team to do their best work while making a meaningful impact for our clients and projects.

What advice would you give a small business that is in its early stages of growth?

Establish your vision for the business, live your values, and build a team of the best talent, nurturing their success every day.

What small business trend is impacting you the most?

Nurturing a collaborative team to remain agile and purposeful through a challenging climate of volatility in multiple construction markets.

Describe the company culture in three words.

Rigorous, creative, flexible.



Describe the company in one sentence.

We are a commercial general contractor/construction manager based in Zeeland.

What is the next major accomplishment planned for the company?

Completing our first MSHDA-financed multifamily affordable housing project.

What does success mean to you? Success is...

Leaving a job with a happy client and the feeling of knowing you did your best work.

What advice would you give a small business that is in its early stages of growth?

Never give up and keep going after your goals.

What small business trend is impacting you the most?

Supply and labor challenges.

Describe the company culture in three words.

Progressive, flexible, nimble.





MISSION DESIGN & AUTOMATION
 Holland
 Scot Lindemann, CEO
 Founded in 2004
 Industry: manufacturing
 Full-time equivalent employees: 90
 www.missiondesignauto.com

Describe the company in one sentence.

Mission Design and Automation develops, builds, and installs custom process and equipment solutions that simplify automation for North American manufacturers.



What is the next major accomplishment planned for the company?

Integrating the industries of the future.

What does success mean to you? Success is...

When our customer is winning.

What advice would you give a small business that is in its early stages of growth?

Just get started.

What small business trend is impacting you the most?

In general, the labor shortage. It's a challenge for our customers and amplifies their need to automate.

Describe the company culture in three words.

Curious, creative, committed.



NUTSHELL
 Ann Arbor
 Andy Fowler, CEO and co-founder
 Founded in 2009
 Industry: SaaS
 Full-time equivalent employees: 23
 www.nutshell.com

Describe the company in one sentence.

Nutshell is an all-in-one CRM and email marketing platform that helps B2B organizations work together to win more deals.



What is the next major accomplishment planned for the company?

Relaunching Nutshell's mission to clarify who we serve, how we help them, and the reason that we need to exist. We hope this deep-rooted purpose will help connect our team, our customers, and our community.

What does success mean to you? Success is...

Continuing the journey, not crossing a finish line.

What advice would you give a small business that is in its early stages of growth?

Figure out how to have fun along the way. Enjoying the journey feels pretty important to get to where you want to go.

What small business trend is impacting you the most?

Sales is taking a back seat to marketing in even the most traditional, relationship-oriented businesses. In other words, businesses are heavily investing in web, email, chat, and advertising, and sales teams are adapting to engage with leads in new channels.

Describe the company culture in three words.

Friendly, helpful, learning.

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 MICHIGAN Marijuana REPORT
 Business Network
 SMALL BUSINESS Association of MICHIGAN Strategic Partner
 mimarijuanareport.com/businessnetwork

SHINE water
 MICHIGAN proud!

Flavors shown: pomegranate grape, strawberry lemon, peach mango, kiwi cucumber, coconut lime, mixed berry acai, watermelon blackberry.



ONE BOLD STEP INC.

Grand Rapids

Jennifer Jergens, CEO

Founded in 2012

Industry: professional services

Full-time equivalent employees: 7

www.1boldstep.com

ORION OUTDOORS LLC

Iron Mountain

Beau Anderson, president/owner

Dave Brule II, chairman/owner

Founded in 2016

Industry: manufacturing

Full-time equivalent employees: 14

www.huntorion.com

PASSAGE INC.

Detroit

Alex Linebrink, CEO

Founded in 2014

Industry: SaaS

Full-time equivalent employees: 10

www.gopassage.com

PREMIER PROPERTY

MANAGEMENT LLC

Fenton

Robert Beale, president and founder

Founded in 1999

Industry: real estate/rental and leasing

Full-time equivalent employees: 110

www.4premier.net

Describe the company in one sentence.

We help companies craft and execute strategic marketing plans that result in more leads and sales.

What is the next major accomplishment planned for the company?

We are in the process of purchasing and renovating an office in downtown Grand Rapids to accommodate our planned future growth.

What does success mean to you? Success is...

Helping each other, our clients, and our communities thrive.

What advice would you give a small business that is in its early stages of growth?

It's easy to get pulled into multiple directions or chase a dollar when you are starting a small business. Stick to your guns and do one thing really well.

What small business trend is impacting you the most?

The workforce/labor shortage. It's hard for us to hire, and our clients need more help (because it's hard for them to hire).

Describe the company culture in three words.

Helpful, efficient, fun.



Describe the company in one sentence.

Designs, manufactures and distributes the best lightweight modular hunting blinds in the country.

What is the next major accomplishment planned for the company?

Grow manufacturing capability to support a nationwide dealer network.

What does success mean to you? Success is...

Creating something that will provide a lasting impact on its community.

What advice would you give a small business that is in its early stages of growth?

May your ambitions always outweigh your abilities.

What small business trend is impacting you the most?

Supply chain.

Describe the company culture in three words.

Figure it out.



Describe the company in one sentence.

Passage powers event ticketing, payments, and technology for thousands of in-person and virtual events around the world.

What is the next major accomplishment planned for the company?

Passage is launching a brand new NFT collectibles functionality for events in Q2 and expects to service over three million fans in 2022.

What does success mean to you? Success is...

Hearing over and over that you've been vital to your clients' success (while still running a profitable company).

What advice would you give a small business that is in its early stages of growth?

Figure out what will bring value to your customers (even if it requires an outside-the-box solution) and focus on that with every ounce of energy you have!

What small business trend is impacting you the most?

It's awesome seeing fans and events more willing to connect remotely for live virtual experiences.

Describe the company culture in three words.

Fast, friendly, fun.



Describe the company in one sentence.

Multifamily apartment management.

What is the next major accomplishment planned for the company?

Multistate portfolio growth.

What does success mean to you? Success is...

Defined by our growth, employee satisfaction, and high resident retention.

What advice would you give a small business that is in its early stages of growth?

Outwork everyone. Continue to learn every day, and institute that into your goals.

Describe the company culture in three words.

Innovating, motivating, integrity.





PURE GREEN PHARMACEUTICALS
West Bloomfield
 Stephen Goldner, CEO
 Founded in 2020
 Industry: life sciences
 Full-time equivalent employees: 10
www.pgpharma.com

QUALITY ASSURED PLASTICS INC.
Lawrence
 Annette Crandall, president
 Founded in 1986
 Industry: manufacturing
 Full-time equivalent employees: 38
www.qapinc.com

RIVER SAINT JOE at FLATWATER FARMS
Buchanan
 Brian Dougherty, CEO/LLC manager
 Founded in 2016
 Industry: accommodation or food services
 Full-time equivalent employees: 15
www.riversaintjoe.com

ROOT FUNCTIONAL MEDICINE PLC
Grand Rapids
 Erica Armstrong, founder/CEO
 Founded in 2018
 Industry: health care
 Full-time equivalent employees: 11
www.rootfunctionalmedicine.com

Describe the company in one sentence.

A pharmaceutical company with breakthrough drugs in late-stage clinical trials.



What is the next major accomplishment planned for the company?

Successful FDA review of our clinical documents.

What does success mean to you? Success is...

Helping millions of people be free of pain with our nonaddictive, non-sedating, safe pharmaceutical products.



What advice would you give a small business that is in its early stages of growth?

Keep your eye on the goal, never give up, constantly reassess and change your tactics to win today and tomorrow.

What small business trend is impacting you the most?

Remote work tools.
 Smart, fearless, driven.

Describe the company in one sentence.

QAP is a molder of quality plastic components used in the automotive, agricultural equipment, electrical, defense and consumer products markets.



What is the next major accomplishment planned for the company?

The current major project at QAP is upgrading our production equipment and expanding our building with an eye toward automation. Not only will the new equipment provide energy reductions and savings, it will allow us to use our most important resource, our people, more effectively. Using continuous improvement to provide opportunities for the entire team.

What does success mean to you? Success is...

Knowing that we had a positive influence on people's lives.

What advice would you give a small business that is in its early stages of growth?

You might need to go over, around, or under a challenge, but as long as you are moving, you are still on the journey to success; never give up.

What small business trend is impacting you the most?

Talent shortages and supply chain.

Describe the company culture in three words.

Confident, responsive, team.

Describe the company in one sentence.

River Saint Joe is a unique farmstead brewery and restaurant on Flatwater Farms, a 180-acre organic farm and hop yard in southwest Michigan, creating organic and farm-focused beer and thoughtfully crafted, farm-inspired dishes, using hops and crops from the farm. We are plant-to-pint and farm-to-table.



What is the next major accomplishment planned for the company?

We plan to open a cidery and restaurant in Buchanan.

What does success mean to you? Success is...

Running a responsible and sustainable business while bringing joy to our guests and financially thriving.

What advice would you give a small business that is in its early stages of growth?

Build your team carefully, because the effort you and they put in will determine the business's future.

What small business trend is impacting you the most?

Staffing issues and inflation continue to impose difficult unknowns.

Describe the company culture in three words.

Sustainable, democratic, passionate.

Describe the company in one sentence.

We solve health problems at the root cause with food as medicine.



What is the next major accomplishment planned for the company?

Expanding our reach through larger shipment areas and more online clinical programs.

What does success mean to you? Success is...

Building the environment and a team, giving them the tools, and then watching people achieve their goals.

What advice would you give a small business that is in its early stages of growth?

Every challenge presents an opportunity for growth.

What small business trend is impacting you the most?

Creating a digital experience to parallel an in-person one to allow more people to access our information, guidance and products.

Describe the company culture in three words.

Thoughtful, transparent, authentic.



SHINEWATER
Bay City
 Matthew Meehan, owner
 Founded in 2019
 Industry: accommodation/food service
 Full-time equivalent employees: 40
 www.shinewater.com

SINGH AUTOMATION LLC
Portage
 Jas Kaur, owner
 Founded in 2014
 Industry: manufacturing
 Full-time equivalent employees: 6
 www.singhautomation.com

SITECH MICHIGAN LLC
Novi
 Nickolaus Pinaire, general manager
 Founded in 2010
 Industry: information technology
 Full-time equivalent employees: 11
 www.sitechmichigan.com

SJA SOLUTIONS
Grand Rapids
 Sean Agerson, president
 Founded in 2005
 Industry: information technology
 Full-time equivalent employees: 35
 www.sja-solutions.com

Describe the company in one sentence.

ShineWater creates boldly flavored enhanced water beverages with 100 percent of your daily vitamin D in every bottle, that's why we call it "Sunshine in a Bottle®"!



What is the next major accomplishment planned for the company?

In 2022, ShineWater plans to roll out our distribution for the brand onto a national level.

What does success mean to you? Success is...

Helping consumers understand the importance of vitamin D, what it does for the body, and how and why there is such a national issue with vitamin D deficiency.

What advice would you give a small business that is in its early stages of growth?

Proving an indisputable model for success on a small scale will create the foundation for all the work and achievements that follow.

What small business trend is impacting you the most?

For us, retailers are looking for opportunities to partner with small business to achieve growth and lower their reliance/dependency on large corporate brands.

Describe the company culture in three words.

Diverse, motivated, team-oriented.

Describe the company in one sentence.

We design and manufacture innovative custom robotics solutions, AI, and vision system.



What is the next major accomplishment planned for the company?

Next generation AI robotics systems.

What does success mean to you? Success is...

Happiness: being able to achieve your dream and share that happiness with people around you is success.

What advice would you give a small business that is in its early stages of growth?

Set a goal, stay focused, work hard, believe in yourself and your product, and take care of your employees and your customers.

What small business trend is impacting you the most?

Industries bringing business back to the United States is definitely impacting us positively.

Describe the company culture in three words.

Respect, integrity, quality, innovation.

Describe the company in one sentence.

Sitech Michigan helps construction contractors control their jobsites using machine control, site positioning survey, and software state-of-the-art Trimble technologies.



What is the next major accomplishment planned for the company?

Revamping our in-person training curriculum at our new HQ location in Novi to help contractors take the next steps in their technology adoption journey and continue gaining confidence in its capabilities.

What does success mean to you? Success is...

Creating a "WOW" factor experience for our customers when they realize the significant gains that come with using our technology solutions on their job sites!

What advice would you give a small business that is in its early stages of growth?

Take care of your people, set up your processes to be able to scale, and continue innovating with your product solutions offered.

What small business trend is impacting you the most?

Contractors looking to approach work differently, asking if there is technology available to improve safety, labor shortages, productivity, material cost (inflation), quality, and collaboration on the job site.

Describe the company culture in three words.

Innovative, committed, problem-solvers.

Describe the company in one sentence.

We help our clients grow and succeed by providing relationship-driven, team-based, and proactively supported technology experiences.



What is the next major accomplishment planned for the company?

Expanding our reach into more of Michigan.

What does success mean to you? Success is...

Helping others become the best version of themselves as possible.

What advice would you give a small business that is in its early stages of growth?

Look for ways to help others and there will be no shortage of opportunities.

What small business trend is impacting you the most?

The rapid shift to a remote first culture and the fight for talented people.

Describe the company culture in three words.

Team-based, supportive, fun.



SWIFTWALL
Midland
 Joe Asiala, CEO/co-founder
 Founded in 2014
 Industry: manufacturing
 Full-time equivalent employees: 12
 www.swiftwall.com

ULTIMATION INDUSTRIES LLC
Roseville
 Jacqueline Canny, CEO
 Founded in 1989
 Industry: manufacturing
 Full-time equivalent employees: 40
 www.ultimationinc.com

VADE NUTRITION
Wixom
 Joe Johnson, CEO
 Founded in 2016
 Industry: retail trade
 Full-time equivalent employees: 16
 www.vade-nutrition.com

VAN STRATEN ENTERPRISES
Southfield
 Paul Ewing, CEO
 Founded in 2004
 Industry: medical
 Full-time equivalent employees: 9
 www.x10therapy.com

Describe the company in one sentence.

SwiftWall innovates simple, elegant, configurable, temporary walls that redefine space and eliminate obstacles in construction making your process cleaner, simpler, affordable and sustainable.



What is the next major accomplishment planned for the company?

SwiftWall is developing a unique digital design capability in partnership with architects, designers and construction companies for digital modeling and to advance our entry into the metaverse.

What does success mean to you? Success is...

Creating something great for our team, stakeholders, customers and friends.

What advice would you give a small business that is in its early stages of growth?

Generate free cash from operations early to fund your growth as perpetual fundraising will distract you and slow attainment of your vision.

What small business trend is impacting you the most?

The current economic environment of rising energy prices, rising wages, inflation, labor shortages, and targeted funding (versus open funding) are impeding growth and distracting us from creating and providing innovative solutions.

Describe the company culture in three words.

Fun, agile, creative.

Describe the company in one sentence.

Ultimation designs, builds and installs conveyors and automation equipment for a variety of industries.



What is the next major accomplishment planned for the company?

Ultimation was awarded the contract to design and build the conveyors and material handling system for the world's largest indoor vertical farming facility. We've also begun using additive manufacturing, also known as 3-D printing, for some tooling and fixtures and will continue to embrace additive methods. Industry 4.0 tools, which use interconnectivity and smart automation, will help us build more advantages for our customers in the future. Ultimation has also committed to going completely digital in its marketing, making it easier for customers to quickly find what they need to grow their businesses.

What does success mean to you? Success is...

Continuing the growth of the company, the personal growth of our people, and the expansion of our customers' confidence in us.

What advice would you give a small business that is in its early stages of growth?

Stay connected to and listen to your customers.

What small business trend is impacting you the most?

The trend of companies to go digital and embrace B2B e-commerce is the trend that impacts us the most.

Describe the company culture in three words.

Agile, responsive, customer-focused.

Describe the company in one sentence.

Vade Nutrition is pushing the boundaries of portable, convenient nutrition while making the world a healthier and cleaner place with our premeasured servings of high-quality powdered nutrition wrapped in a dissolvable, food-grade film.



What is the next major accomplishment planned for the company?

Over the next few years, we are focusing on product expansion so that we will be able to serve healthy, convenient nutrition to people at every stage of life. We are also focusing on our distribution growth so that our products are easily accessible anywhere in the country as well as internationally. Our plan is to be distributed in over 20,000 retail locations by the end of 2022.

What does success mean to you? Success is...

Making the world a better place.

What advice would you give a small business that is in its early stages of growth?

Focus on what you do great and care about most, instead of trying to be good at everything.

What small business trend is impacting you the most?

Customer loyalty toward small businesses.

Describe the company culture in three words.

Integrity, passion, innovation.

Describe the company in one sentence.

We dramatically shorten the recovery time and the associated pain from knee surgery.



What is the next major accomplishment planned for the company?

Expand our reach to people who are suffering from leg weakness from strokes and other neurological problems.

What does success mean to you? Success is...

Improving the health and welfare of people so they can enjoy a full and active life.

What advice would you give a small business that is in its early stages of growth?

Surround yourself with good people who are committed to your company's mission and listen to their ideas.

What small business trend is impacting you the most?

The realization that small businesses spur the creation and adoption of new technologies.

Describe the company culture in three words.

Commitment, respect, innovation.



VISUAL WORKPLACE INC.

Byron Center

Rhona Kovera, CEO/owner

Founded in 1997

Industry: manufacturing

Full-time equivalent employees: 30

www.visualworkplaceinc.com

VOLTA POWER SYSTEMS

Holland

Dave DeGraff, CEO

Founded in 2014

Industry: manufacturing

Full-time equivalent employees: 45

www.voltapowersystems.com

Describe the company in one sentence.

Visual Workplace manufactures 5S/Lean signage and products that support continuous improvement for manufacturing and distribution/warehousing.



What is the next major accomplishment planned for the company?

Visual Workplace is becoming an exclusive distributor for a manufacturer in Europe that produces digital LED projector signs, lines and walkways used in manufacturing.

What does success mean to you? Success is...

Achieved by improving daily.

What advice would you give a small business that is in its early stages of growth?

Patience is critical while balancing growth and building a strong team.

What small business trend is impacting you the most?

We will continue to increase our product offerings on our e-commerce platform and drive lead generation through social media platforms.

Describe the company culture in three words.

Safety, respect, improve.

Describe the company in one sentence.

Volta Power Systems designs and builds advanced lithium-ion energy systems that replace the need for a generator in RVs and industrial trucks which include utility trucks, bucket and lift trucks, fire trucks, mobile medical vehicles and more.



What is the next major accomplishment planned for the company?

From 2021 to 2022, Volta Power Systems is planning on doubling revenue and adding an additional 29 team members to an already growing team of 45 people.

What does success mean to you? Success is...

Volta customers' successful integration of advanced energy technology, which in turn helps them to reduce CO₂ emissions, improve their costs, and stay competitive in a growing industry.

What advice would you give a small business that is in its early stages of growth?

Choose a path and pivot quickly.

What small business trend is impacting you the most?

The growing interest in how to integrate green technology into business and recreation.

Describe the company culture in three words.

Positive, forward-thinking, innovative.



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KTM INDUSTRIES INC.

Holt

Timothy Colonnese, president/CEO

Founded in 1997

Industry: manufacturing

Full-time equivalent employees: 300

www.greencellfoam.com

Describe the company in one sentence.

KTM manufactures and sells biobased, environmentally preferred packaging materials.

What is the next major accomplishment planned for the company?

The company will be opening up a third manufacturing facility in the U.S.



What does success mean to you? Success is...

The combination of a good business idea, a diverse and united team, hard work, and a little luck.

What advice would you give a small business that is in its early stages of growth?

Keep your focus, look for good ideas, put in the necessary effort, and make time to refresh your mind and body.

What small business trend is impacting you the most?

Flexibility in an unstable and unpredictable environment.

Describe the company culture in three words.

Respectful, inclusive, supportive.

GREAT PLACE TO WORK



ENCOMPASS THERAPY CENTER

Bay City

Ashley Blake, CEO

Founded in 2017

Industry: health care

Full-time equivalent employees: 43

www.encompasstherapycenter.com

Describe the company in one sentence.

Encompass Therapy Center provides pediatric therapy.

What is the next major accomplishment planned for the company?

Intensive pediatric feeding therapy program, in addition to our current feeding therapy.



What does success mean to you? Success is...

Providing quality pediatric therapy while building our team to leave a legacy.

What advice would you give a small business that is in its early stages of growth?

Be optimistic, persistent, and most important, believe in your team members. Only together we can do amazing things within our businesses.

What small business trend is impacting you the most?

Economic and hiring changes.

Describe the company culture in three words.

Value, impact, persistence.

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SwiftWall

Med 5

One Bold Step LLC

West Michigan K9

Eric Cozart

**VETERAN-OWNED
SMALL BUSINESS OF THE YEAR**



WEST MICHIGAN K-9

West Olive

Stephen Parent, CEO/president

Founded in 2013

Industry: professional services

Full-time equivalent employees: 16

www.westmichigank9.com

Describe the company in one sentence.

We train dogs to help people and communities.

What is the next major accomplishment planned for the company?

Our new state-of-the-art facility opening in 2022.

What does success mean to you? Success is...

The ability to have a positive impact on people and communities while doing what you love to do.

What advice would you give a small business that is in its early stages of growth?

Be patient, have empathy, speak as a human and not as a business.

What small business trend is impacting you the most?

Obtaining financing.



SBDC BEST SMALL BUSINESS AWARD



876 BALDWIN
Baldwin
 Paul Santoro and Dina Velocci, co-owner
 www.876baldwin.com

Describe the company in one sentence.

Upscale casual dining which celebrates Baldwin, the Pere Marquette River, and Manistee National Forest.



What is the next major accomplishment planned for the company?

Expansion of farm-to-table cuisine in west Michigan.

What does success mean to you? Success is...

Being embraced by our community.

What advice would you give a small business that is in its early stages of growth?

Pursue your vision and never give up.

What small business trend is impacting you the most?

The remote workforce model allows people to work from their vacation homes and spend more time pursuing their recreational passions. No longer are people tied to the office.

Describe the company culture in three words.

Family, dedicated, community.

SBDC BEST SMALL BUSINESS AWARD



ARTIGIANO
Bay City
 Cynthia Parker, co-owner
 Industry: retail trade
 www.artigianocheeses.com

Describe the company in one sentence.

Artigiano is a family-owned artisan cheese shop, featuring small-batch cheeses and specialty foods and boutique wines from around the world.



What is the next major accomplishment planned for the company?

Our next goal to accomplish is a substantial increase in our ecommerce presence.

What does success mean to you? Success is...

Enjoying what you do.

What advice would you give a small business that is in its early stages of growth?

Persevere, the beginning stages of a new business can be very difficult. Plan realistic goals and work toward them.

What small business trend is impacting you the most?

The shop small movement seems to be impacting us greatly. We hear from a large amount of people who are specifically searching for small businesses to support.

Describe the company culture in three words.

Relaxed, but refined.

SBDC BEST SMALL BUSINESS AWARD



DRM INTERNATIONAL LEARNING CENTER
East Lansing
 Re'Shane Lonzo, co-CEO
 Industry: educational services
 www.drnilc.com

Describe the company in one sentence.

A State of Michigan-licensed proprietary vocational trade school that provides accelerated training in various areas.



What is the next major accomplishment planned for the company?

Adding additional programs, specifically LPN.

What does success mean to you? Success is...

Being able to do what you truly enjoy, while being an inspiration to and uplifting others.

What advice would you give a small business that is in its early stages of growth?

Listen to your mentors; seek advice often; trust your instincts, data and the voice of your customers.

What small business trend is impacting you the most?

Staffing.

Describe the company culture in three words.

Compassionate, flexible, family.

SBDC BEST SMALL BUSINESS AWARD



ENVISION HEALTH
Pinckney
 Tim J. Busche, president and CEO
 Industry: professional services
 www.envisionmarketingpr.com

Describe the company in one sentence.

We are a full-service clinically informed health care marketing and PR agency.



What is the next major accomplishment planned for the company?

Concurrently build out our processes and internal operations, which will enable us to accelerate new business growth while maturing onboarding and ongoing client support.

What does success mean to you? Success is...

Helping client transform the ordinary into extraordinary through our unique clinically informed marketing and public relations.

What advice would you give a small business that is in its early stages of growth?

Stay focused. Stay frugal. And continually seek advice, like that which you can get from the SBDC.

What small business trend is impacting you the most?

The "great quit," precipitated by the Covid-19 pandemic has transformed talent management for many American businesses. Ironically, because Envision was built from the start as a virtual organization, we were uniquely positioned to accommodate workers' increasing demands for a flexible working environment within an excellent culture that supports work/life balance.

Describe the company culture in three words.

Collaboration, presence, excellence.

SBDC BEST SMALL BUSINESS AWARD



FITNESS COLISEUM
 Owosso
 Brianna Carroll, owner
 Industry: fitness and nutrition
 www.fitnesscoliseum.com

Describe the company in one sentence.

Fitness Coliseum offers over 75 classes a week in FC Bootcamp, The Studio, and Back Room CrossFit, in an environment focused on building a strong, supportive community!



What is the next major accomplishment planned for the company?

We will be hosting the second year of the Shi-Tri on May 22, 2022. We plan to improve upon last year's event by welcoming 100 more participants for a total of 250, providing more surrounding activities and attractions, and raising more funds for the Friends of the Shiawassee River.

What does success mean to you? Success is...

"I have always used the following to guide me in my measurement of success: Success is liking yourself, liking what you do, and liking how you do it."—Maya Angelou

What advice would you give a small business that is in its early stages of growth?

Make sure you are willing to work just as hard on the things you don't enjoy, as the one you do.

What small business trend is impacting you the most?

I believe that people looking for more genuine personal connections—right now is really bringing people to us!

Describe the company culture in three words.

Collaboration, community, connection.

SBDC BEST SMALL BUSINESS AWARD



GROCER'S DAUGHTER CHOCOLATE
 Empire
 Jody Hayden, owner
 Industry: retail trade
 www.grocersdaughter.com

Describe the company in one sentence.

We are a small, family-owned business operating out of our bright green shop in the quaint village of Empire, nestled along picturesque Lake Michigan in the Sleeping Bear Dunes National Lakeshore with a big love for craft chocolate and clean ingredient confections.



What is the next major accomplishment planned for the company?

Expanding into frozen treats, with a new house-made gelato shop next door to the chocolate shop.

What does success mean to you? Success is...

Cultivating positive change by making the best chocolate we can and sustainably growing our business and impact.

What advice would you give a small business that is in its early stages of growth?

Reach out for help. There's so many resources for small businesses. And follow your gut on the hard decisions! You know your products/business better than anyone else.

What small business trend is impacting you the most?

Labor shortage.

Describe the company culture in three words.

Caring, curious, courageous.

SBDC BEST SMALL BUSINESS AWARD



HUNGRY HIPPIE
 Alpena
 Gregory Konwinski, owner
 Industry: food service
 www.hungry-hippie.com

Describe the company in one sentence.

We are a restaurant specializing in quick-serve, healthy lunches.

What is the next major accomplishment planned for the company?

Using the brand model to branch out into a new business venture primarily selling products online.

What does success mean to you? Success is...

Making small, measurable steps toward a worthy ideal.

What advice would you give a small business that is in its early stages of growth?

Take good care of all the small details to make the brand and products better.

What small business trend is impacting you the most?

The move towards online ordering being the primary way people order food.

Describe the company culture in three words.

Just be yourself.



SBDC BEST SMALL BUSINESS AWARD



KALL MORRIS INC. (KMI)
 Marquette
 Troy M. Morris, director of operations
 Adam E. Kall, director of technology
 Industry: scientific
 www.kallmorris.com

Describe the company in one sentence.

Orbital debris research and solution development company pursuing efficient, repeatable, non-destructive active debris removal for #KeepingSpaceClearForAll.



What is the next major accomplishment planned for the company?

Testing capture hardware in microgravity.

What does success mean to you? Success is...

Accomplishing goals that better yourself and your world, then setting new ones once achieved.

What advice would you give a small business that is in its early stages of growth?

Connect with your area, seek out knowledgeable advisors, and evaluate your ideas by sharing with peers, customers, and partners. The best ideas stand the test of time.

What small business trend is impacting you the most?

Lean development has given us a longer opportunity to test ideas, collaborate with partners, and determine the best path forward.

Describe the company culture in three words.

Creative first principles.

SBDC BEST SMALL BUSINESS AWARD



NOT SO SHABBY GIFTS AND PRIMITIVES LLC
 Harrison
 Erica Yost, owner
 Industry: retail trade
 www.entsoshabbygifts.com

Describe the company in one sentence.

One-of-a-kind coffee, bakery, and gift shop.

What is the next major accomplishment planned for the company?

Building expansion in the works.

What does success mean to you? Success is...

Hard work, perseverance, and always striving for better.

What advice would you give a small business that is in its early stages of growth?

Don't compare your journey to others, every small business is unique.

What small business trend is impacting you the most?

Supporting small businesses; shop local.

Describe the company culture in three words.

Teamwork, positivity, growth.



SBDC BEST SMALL BUSINESS AWARD



SUPPLY LINE INTERNATIONAL LLC
 Novi
 Josh Kaplan, president
 Max Cornfield, co-owner
 Darryl Kaplan, co-owner
 Industry: wholesale trade
 www.slimedical.com

Describe the company in one sentence.

SLI Medical provides local, state, federal, and medical facilities of all kinds with reliable, affordable, and accessible medical supplies, PPE, pharmaceuticals, and DME.

What is the next major accomplishment planned for the company?

SLI Medical is currently focused on expanding our work with state governments, large companies, and health care systems.

What does success mean to you? Success is...

Problem-solving.

What advice would you give a small business that is in its early stages of growth?

The harder you work, the luckier you will get.

What small business trend is impacting you the most?

The SLI team noticed throughout the pandemic that customers were willing to pay much higher prices to suppliers they had a relationship with. Since our mission is to keep prices low and not participate in price gouging, it has been more difficult than expected to convince potential customers to switch to our identical but less expensive products.

Describe the company culture in three words.

Problem-solving, creating, opportunity.



SBDC BEST SMALL BUSINESS AWARD



SWMI HEALTH MATTERS PLLC
 Kalamazoo
 Marti Peters-Sparling, M.D., co-owner
 Jenny Opdycke, PA-C, co-owner
 Industry: health care and social services
 www.integratedhealthmatters.com

Describe the company in one sentence.

SWMI Health Matters is a family medicine and holistic wellness center specializing in integrative primary care, nutrition, hormonal health, stress management, and trauma recovery services.

What is the next major accomplishment planned for the company?

We have two major goals planned for SWMI Health Matters in 2022. The first goal is to record our most popular workshops and have them available on demand. The second goal is to expand our workplace wellness programs and partner with organizations who value our approach to healthcare: traditionally trained, holistically minded, trauma informed, and relationship driven.

What does success mean to you? Success is...

The ability to build a practice that can serve as a model to our broken health care system.

What advice would you give a small business that is in its early stages of growth?

Our advice to small business owners who are in their initial stages of growth would be to utilize their community resources (i.e., Small Business Association, Score, etc.) to learn as much as possible but don't wait for the "right timing" to launch your business—learn as you go/grow!

What small business trend is impacting you the most?

Online services such as telehealth, live-streaming, on-demand, etc., have positively impacted our business.

Describe the company culture in three words.

Innovative, multi-disciplinary, trauma-informed.



SMARTZONE BEST SMALL BUSINESS AWARD



agrolytics

AGROLYTICS CORP.

Midland

Robert Cummer, president and CEO

Industry: scientific or technical services

www.agrolyticscorp.com

Describe the company in one sentence.

Agrolytics Corp. is an agritech solution provider of indoor farming technology and data analytics for commercial farmers, nonprofit organizations, and boutique farmers.



What is the next major accomplishment planned for the company?

Entering into a B2B partnership with a major produce distributor.

What does success mean to you? Success is...

Seeing our vision of our REAP technology allowing growers to grow anything anywhere.

What advice would you give a small business that is in its early stages of growth?

Don't be afraid to ask, or accept offers, for help!

What small business trend is impacting you the most?

Supply chain shortages have really shed light on the need for people to have locally sourced food choices. This has a positive effect on the indoor farming market.

Describe the company culture in three words.

Sustainable, rewarding, family.

SMARTZONE BEST SMALL BUSINESS AWARD



ANDONIX

Detroit

Davud Yanez, CEO

Industry: SaaS

www.andonix.com

Describe the company in one sentence.

Andonix is an Industry 4.0 technology firm that helps industrial age companies make their manufacturing operations sexy, empowering frontline workers to hold machines accountable in order to produce more, a lot more.



What is the next major accomplishment planned for the company?

Help industrial companies measure and improve their impact on people, processes, and the planet, while enabling workers to make their skillset portable.

What does success mean to you? Success is...

When our technology empowers workers to learn, grow and do great work, they can help build sustainable futures for themselves, their families, and their communities.

What advice would you give a small business that is in its early stages of growth?

Build the best team you can and stay resilient, as there will be constant ups and downs—be realistic of the challenges but keep an unwavering belief in your success.

What small business trend is impacting you the most?

Access to funding and grants.

Describe the company culture in three words.

The Andonix Way.

SMARTZONE BEST SMALL BUSINESS AWARD



BAMF HEALTH

Grand Rapids

Anthony Chang, president/CEO

Industry: life sciences

www.bamfhealth.com

Describe the company in one sentence.

Bamf Health diagnoses and treats cancer patients using molecular imaging and molecular targeted radiation therapy.



What is the next major accomplishment planned for the company?

Clinic grand opening in June 2022.

What does success mean to you? Success is...

Building out a team of experts to solve problems, innovate and bring change to the benefit of patients everywhere.

What advice would you give a small business that is in its early stages of growth?

Oftentimes, people have a hard time distinguishing between “impossible” and “really, really hard.” Nothing is impossible when you build out a great team and go to work.

What small business trend is impacting you the most?

Mission-focused work.

Describe the company culture in three words.

Collaborative, dynamic, innovative.

SMARTZONE BEST SMALL BUSINESS AWARD



GREAT LAKES CRYSTAL TECHNOLOGIES

East Lansing

Keith Evans, president/CEO

Industry: manufacturing

www.glcrystal.com

Describe the company in one sentence.

We make high-performance crystalline diamonds for high-technology applications.



What is the next major accomplishment planned for the company?

Enter the commercial market for diamond materials.

What does success mean to you? Success is...

Delighting all of our stakeholders!

What advice would you give a small business that is in its early stages of growth?

Treat everyone well and nurture a complementary portfolio of advisors and supporters.

What small business trend is impacting you the most?

Use of easy-to-use apps that are tailored to help, such as project management, HR software, etc.

Describe the company culture in three words.

Total quality management.

SMARTZONE BEST SMALL BUSINESS AWARD



GRYPHONHR
 Clarkson
 Marc Vilella, president/CEO
 Industry: SaaS
 www.gryphonhr.com

Describe the company in one sentence.

GryphonHR is a robust, human resources employment compliance platform designed to simplify and streamline the compliance lifecycle allowing HR staff to focus on more employee-centric tasks and duties. With GryphonHR, organizations can manage their employee HR compliance tasks, globally, from a single platform.



What is the next major accomplishment planned for the company?

Our goals for 2022 include: background check integration, workflow integrations with key HR technology vendors, and penetrating the U.K. market with our right-to-work capabilities.

What does success mean to you? Success is...

Developing technology services that provide meaningful jobs to our employees and tremendous value for our partners and clients.

What advice would you give a small business that is in its early stages of growth?

Focus on what you do best, and don't be afraid to ask for help where you need it. Your business success will rely on others, so leverage your relationships and the resources out there to assist you.

What small business trend is impacting you the most?

Remote workplace hiring has had a tremendous impact on the need for my services.

Describe the company culture in three words.

Driven, flexible, fun!

SMARTZONE BEST SMALL BUSINESS AWARD



LILYPAD LABS
 Holland
 Dana Lowell, CEO
 Industry: transportation and warehousing
 www.lilypad-labs.com

Describe the company in one sentence.

Solar-powered sharable boating as a service.

What is the next major accomplishment planned for the company?

Commercial launch in multiple Michigan locations.

What does success mean to you? Success is...

Carbon-free boating that is accessible to all.

What advice would you give a small business that is in its early stages of growth?

Be brave.

What small business trend is impacting you the most?

Availability of funding.

Describe the company culture in three words.

Sustainable, accessible, innovative.



SMARTZONE BEST SMALL BUSINESS AWARD



LIVEGISTICS INC.
 Detroit
 Justin Turk, CEO
 Industry: construction
 www.livegistics.com

Describe the company in one sentence.

We are a 100 percent cloud-based material management operating system that connects all project stakeholders in real time, through a GPS-tracked network of digital information.

What is the next major accomplishment planned for the company?

The releasing of two new platforms for Livegistics customers in Q2.

What does success mean to you? Success is...

Every day loving what I do and the ability to grow a team that is changing lives and the environment.

What advice would you give a small business that is in its early stages of growth?

Fail forward. You are going to fail, but lean into the mistakes and lessons. A pivot does not mean failure.

What small business trend is impacting you the most?

The use of continual technology and the impact of going paperless due to Covid-19.

Describe the company culture in three words.

Diverse, integral, growing.



SMARTZONE BEST SMALL BUSINESS AWARD



LOANSENSE
 Ypsilanti
 Catalina Kaiyoorawongs, CEO
 Industry: fintech
 www.myloansense.com

Describe the company in one sentence.

LoanSense is a lender platform that reduces student loan payments and increases home affordability by \$100,000, on average.

What is the next major accomplishment planned for the company?

Hit our two dozen lender milestone and build LoanSense product 2.0.

What does success mean to you? Success is...

Wake up doing my best everyday—the best I can do for my team, my company and my family/friends.

What advice would you give a small business that is in its early stages of growth?

Many times you won't know the answer. Experiment and break things quickly. There is no room for perfectionism.

What small business trend is impacting you the most?

Market trends that impact LoanSense the most are the mortgage market shift in interest rates and the continued student loan payment pause.

Describe the company culture in three words.

Quick learners, mission-driven.



**SMARTZONE BEST
SMALL BUSINESS AWARD**



MATERNAL 911
EDUCATION SYSTEMS LLC

Ithaca

Shelly Betancourt, founder
Michelle Becher, founder
Industry: educational services
www.maternal911.com

**Describe the company
in one sentence.**

Maternal 911 is an online education program that keeps health care professionals providing care to pregnant women up-to-date, using evidence-based information.

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

National endorsement and recognition by societies as value for health care professionals providing care to pregnant patients across the nation.

What does success mean to you? Success is...

Being a part of the movement in decreasing maternal mortality rates and promoting equality of care for all women.

**What advice would you give a small business that
is in its early stages of growth?**

With the passion you have, take the idea from concept to creation—putting in tons of time—with the goal of being successful.

What small business trend is impacting you the most?

The economy has been a factor in finalizing sales.

Describe the company culture in three words.

Compassion, empathy, focus.



**SMARTZONE BEST
SMALL BUSINESS AWARD**



MED 5 LLC dba STOMACLOAK

Muskegon

Pat Camp, president
Industry: medical devices
www.stomacloak.com

**Describe the company
in one sentence.**

Med 5 manufactures and sells its invention, the StomaCloak, an odor absorbing cover for ostomy collection bags.

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

Hiring a business manager and launching a new product.

What does success mean to you? Success is...

Sustainability.

**What advice would you give a small business that
is in its early stages of growth?**

Understand the “pain” your product fulfills to create the desire to purchase.

What small business trend is impacting you the most?

Limited face-to-face consultations with client users.

Describe the company culture in three words.

Quality of life.



**SMARTZONE BEST
SMALL BUSINESS AWARD**



MED PROS SHARE

Marquette County

Britta Carlson, CEO
Industry: scientific or technical services
www.medprosshare.com

**Describe the company
in one sentence.**

Med Pros Share enables occupational, physical and speech therapy entrepreneurs to provide accessible in-person services to their community, by creating a center with offices, on-site child care, and administrative support, while also providing an opportunity to generate passive income with digital content that will disseminate care plans effectively and affordably for both peers and the public.

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

Our next major accomplishment is the launching of our online platform that will combine bookable therapy services with searchable digital therapy resources, as well as the opening of our on-site developmental kindergarten program run by therapists and educators.

What does success mean to you? Success is...

Creating unconventional solutions while my daughter watches me break down every barrier I encountered as a single mother, from child care to capital, and to pave a way for others to have a faster and more effective path to success while creating access to care for my community.

**What advice would you give a small business that
is in its early stages of growth?**

Ask the unconventional questions, for these provide the opportunity for unconventional solutions.

What small business trend is impacting you the most?

We hope to start a trend at Med Pros Share by providing on-site child care for parents of young families to enable economic growth.

Describe the company culture in three words.

Brave, inclusive, innovative.



**SMARTZONE BEST
SMALL BUSINESS AWARD**



NEXT STAGE LABS

Kalamazoo

Kelly Elsworth, president
Industry: agriculture
www.nextstagelabs.com

**Describe the company
in one sentence.**

We hold an international repository and ship disease-free tissue culture plants of patented varieties or varieties in early development for the ornamental plant market.

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

We will be launching a new marketing campaign later this year to reach more customers.

What does success mean to you? Success is...

Developing a workplace culture of mutual dignity, respect, and safety, while providing the highest level of service for our customers.

**What advice would you give a small business that
is in its early stages of growth?**

Seek out help and guidance from local resources such as the SBDC.

What small business trend is impacting you the most?

Employees seem to really value flexibility in their work schedules. Due to the nature of our business, they need to be physically present in the lab to do their work, but we are very flexible with scheduling.

Describe the company culture in three words.

Cooperative, innovative, data driven.



SMARTZONE BEST SMALL BUSINESS AWARD



RENE'S INC.
Croswell

Rene Ebner-Todd, owner

Industry: software design and product development

Describe the company in one sentence.

Rene's Inc. is a software design and product-development company for the health care industry that focuses on patient-centered solutions.

What is the next major accomplishment planned for the company?

Rene's Inc. is developing a unique direct-to-dietitian AI software suite called "i8," with a mobile app, for patients struggling with chronic illnesses. This unique approach to nutritional support eliminates deficiencies associated with disease-associated malnutrition (DAM)—a major cause of mortality in persons diagnoses with a chronic disease. This new product line promise to eliminate the long-standing inefficiencies in nutritional support, which will result in healthier patients and higher revenues for professionals.

What does success mean to you? Success is...

Being able to do what you love and call it work.

What advice would you give a small business that is in its early stages of growth?

There is no short cuts or formula for success, only hard work and perseverance...keep going.

What small business trend is impacting you the most?

Post-pandemic: inflation, logistic delays, and employment shortages.

Describe the company culture in three words.

Gratitude, compassion, ambition.



SMARTZONE BEST SMALL BUSINESS AWARD



VERSAWARE
Jackson

Jacob Lindberg, founder

Creed McKinnon, founder

Industry: health care and social services

www.versaware.com

Describe the company in one sentence.

VersaWare is the next generation of smart-kitchen appliances for nutritionally driven meal creation. Our products allow you to tailor-make any meal to meet personalized nutrition goals, all in real time.

What is the next major accomplishment planned for the company?

VersaWare aspires to proceed with high-volume manufacturing.

What does success mean to you? Success is...

Innovating smart-kitchen appliances and inspiring consumers to be intentional with their nutrition goals.

What advice would you give a small business that is in its early stages of growth?

Besides providing a clear vision for your business, any successful endeavor must be thoroughly planned and well organized to minimize potential risk.

What small business trend is impacting you the most?

Gaining brand awareness through social media and funneling sales via brand ambassadors.

Describe the company culture in three words.

Intentional, innovative, future-focused.



SMARTZONE BEST SMALL BUSINESS AWARD



WALDO SOLUTIONS INC.
Chassell

Leo Huhta, president/CEO

Industry: forestry

www.waldologs.com

Describe the company in one sentence.

Waldo helps loggers tell trucks, foresters, and mills what they have and where it needs to go.

What is the next major accomplishment planned for the company?

Waldo's next major accomplishment will be initial product rollout in summer 2022.

What does success mean to you? Success is...

Making a positive change in the industry I love.

What advice would you give a small business that is in its early stages of growth?

"Don't ever give up. Don't ever give up."

—Winston Churchill

What small business trend is impacting you the most?

Remote working is the most impactful small business trend for Waldo. This positive change has made technical resources more accessible.

Describe the company culture in three words.

"By the industry, for the industry."—Chris Farley



SMARTZONE BEST SMALL BUSINESS AWARD



X3 ENERGY
Chassell

Jill Van Straten, president

Industry: innovation center and research and development incubator

www.x3energy.net

Describe the company in one sentence.

Van Straten Enterprises Inc.—X3 Energy designs, develops and manufactures patented solutions for the automotive and renewable energy sectors.

What is the next major accomplishment planned for the company?

Van Straten Enterprises Inc.—X3 Energy's next major accomplishment planned is developing mass production capabilities for our unique patented offerings.

What does success mean to you? Success is...

Seeing our patented product offerings become available around the world and creating a positive local impact.

What advice would you give a small business that is in its early stages of growth?

Vision + persistence = success

What small business trend is impacting you the most?

The small business trend impacting us the most is large, well-established companies are willing to work with small companies such as ours to achieve their innovation goals.

Describe the company culture in three words.

Desire to succeed.



PTAC BEST SMALL BUSINESS AWARD



AFFILIATED RESEARCHERS
East Tawas
 Rollin Reineck, principal
 Shannon Reineck, principal
 Industry: scientific and technical services
 www.affiliatedresearchers.com

Describe the company in one sentence.

Affiliated Researchers is a certified HUBZone and a verified service-disabled, veteran-owned small business, providing high-quality environmental and technical services nationwide and internationally.



What is the next major accomplishment planned for the company?

Continue providing quality services for municipalities, public utilities, environmental-engineering firms, oil and gas companies, land and water development companies, Fortune 500 companies, and the state and federal agencies to include the DOD, DHS, NOAA, USACE, USEPA, and USFS.

What does success mean to you? Success is...

A high-quality team of professionals providing quality services to our clients.

What advice would you give a small business that is in its early stages of growth?

“There are no secrets to success. It is the result of preparation, hard work, and learning from failure.”
 –Colin Powell

What small business trend is impacting you the most?

Taxes.
 Quality, safety, service.

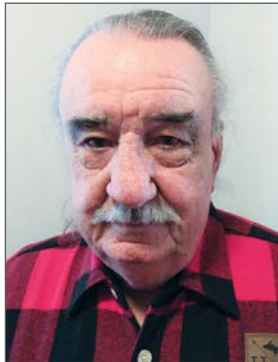
PTAC BEST SMALL BUSINESS AWARD



CALDERWOOD WOOD PRODUCTS AND SERVICES LLC
 dba CALDERWOOD ENTERPRISES
Trout Creek
 Fred Slinger, owner
 Industry: construction
 www.calderwoodenterprises.com

Describe the company in one sentence.

Construction and maintenance orientating in government contracting.



What is the next major accomplishment planned for the company?

It is our goal to expand in to campground management in the National Forest Service, state parks, and National Parks Service.

What does success mean to you? Success is...

Knowing good work will always have its own rewards.

What advice would you give a small business that is in its early stages of growth?

Reach out to your local PTAC and SBA agencies and utilize them to the fullest extent possible.

What small business trend is impacting you the most?

Increased pressure on the bottom line.

Describe the company culture in three words.

Resourceful, ownership, diligent.

PTAC BEST SMALL BUSINESS AWARD



COLT CYBER SECURITY CONSULTANTS LLC
Ada
 Mark Tellier, president
 Industry: information technology
 www.coltcsc.com

Describe the company in one sentence.

Colt CSC is a leading provider of network defense and cybersecurity analysis for small and medium-sized businesses required to comply with IT industry standard risk management framework and improve resilience in the face of ever-growing cyber threat.



What is the next major accomplishment planned for the company? Colt CSC plans to increase its work force and continue to grow its prominence in partnering with defense contractors and state agencies through cybersecurity gap analysis and building a training center for new cyber professionals to gain experience and technical skills necessary to manage incident response.

What does success mean to you? Success is...

Creating an environment where federal, state, and local companies are able to self-protect; increase network resilience; and ensure the confidentiality, integrity, and availability of information is secure from emerging cyber threats.

What advice would you give a small business that is in its early stages of growth? Small business success is building a network of people who can help you gain a clearer perspective on each facet or function of your business.

What small business trend is impacting you the most? Adding devices to a company’s network infrastructure and each device requires new security architecture without affecting their effectiveness.

Describe the company culture in three words.
 Coach, teach, mentor.

PTAC BEST SMALL BUSINESS AWARD



ENVIRONMENTAL TESTING AND CONSULTING INC.
Romulus
 Tracy Westcott, national contracts manager
 Industry: professional services
 www.2etc.com

Describe the company in one sentence.

ETC provides comprehensive environmental solutions to complex problems.



What is the next major accomplishment planned for the company?

Expansion through the Midwest.

What does success mean to you? Success is...

Satisfied customers and happy employees.

What advice would you give a small business that is in its early stages of growth?

Keep the faith, it will come. Don’t be afraid to take chances.

What small business trend is impacting you the most?

Large-scale renovation and demolition restarting after the pandemic.

Describe the company culture in three words.

Embrace teamwork.

PTAC BEST SMALL BUSINESS AWARD



JEM COMPUTERS INC.
dba JEM TECH GROUP
Clinton Township

Jami Moore, federal technology consultant
industry: information technology
www.jemtechgroup.com

Describe the company in one sentence.

Jem Tech is a small woman-owned company with over 40 years of IT experience specializing in power and cooling for mission critical spaces, such as data centers, edge and cloud, telecommunication closets, branch offices, remote sites, and command and control centers.



What is the next major accomplishment planned for the company?

We are working on growing our federal team in the office, and by doing so, we can go after more opportunities within the local federal space.

What does success mean to you? Success is...

Not the key to happiness. Happiness is the key to success. If you truly love what you are doing, you will be successful.

What advice would you give a small business that is in its early stages of growth?

Reach out to your local PTAC, they can help you navigate through your federal journey.

What small business trend is impacting you the most?

Inconsistency of the supply chain.

Describe the company culture in three words.

Teamwork of excellence.

PTAC BEST SMALL BUSINESS AWARD



JGM PROPERTY GROUP INC.
Marine City

Joyce Gill-Milaszewski, CEO/owner

Industry: construction
www.jgmpropertygroup.com

Describe the company in one sentence.

JGM Property Group is a property inspection and preservation organization that provides a variety of services across eight states including Puerto Rico and the U.S. Virgin Islands, within the construction, asset management, and inspections fields, supporting both industrial and governmental clients.



What is the next major accomplishment planned for the company? Over the past 20+ years, JGM has served as a tier 1 and tier 2 subcontractor to a large prime supporting HUD's multi-year, multi-million dollar contracts. Our next major accomplishment planned is to win one of HUD's major contracts as a prime contractor and effectively compete in the full and open-competition environment.

What does success mean to you? Success is...

Providing our employees with challenging work and a healthy work/life balance, having a positive impact on the communities in which we serve, and not only meeting, but exceeding client expectations.

What advice would you give a small business that is in its early stages of growth?

To run a successful small business, you need identify and promote what differentiates you from your competition, be willing to take risks, build relationships within your market area, leverage available government-funded resources such as PTAC, and always deliver quality products and services on time and within budget!

What small business trend is impacting you the most? The biggest trend is the rise of remote work and being able to adapt to the "new norm" in terms of employment—we have embraced these changes.

Describe the company culture in three words.

Staff, partnerships, community.

PTAC BEST SMALL BUSINESS AWARD



NAPIER INDUSTRIES
East Lansing

Bradney Napier, CEO

Industry: construction
www.napierindustries.com

Describe the company in one sentence.

Construction.

What is the next major accomplishment planned for the company?

To become an 8A company.

What does success mean to you? Success is...

Hard work.

What advice would you give a small business that is in its early stages of growth?

Never give up on your dreams and goals; surround yourself with positive people.

What small business trend is impacting you the most?

Remote working.

Describe the company culture in three words.

Fun, positive feedback, result-oriented workplace.



PTAC BEST SMALL BUSINESS AWARD



SPACE INC.
Midland

Kathie Fuce-Hobohm, CEO

Industry: professional services
www.spaceinc.net

Describe the company in one sentence.

Space designs workplaces for the future of work.

What is the next major accomplishment planned for the company?

Our next major accomplishment is keeping 10,000 tons of office furniture out of Michigan landfills through our "SPACE," a new upcycling and purposeful recycling program.

What does success mean to you? Success is...

Positively impacting the work lives of everyone we touch.

What advice would you give a small business that is in its early stages of growth?

All journeys need a destination and a road map, and your business needs them, too.

What small business trend is impacting you the most?

The hybrid work model and return to work strategies.

Describe the company culture in three words.

Creative, collaborative, caring.



PTAC BEST SMALL BUSINESS AWARD



SWINT LOGISTICS GROUP INC.
Detroit

Cherry Harris, CEO

Industry: transportation and warehousing

www.swintlogistics.com

Describe the company in one sentence.

Swint Logistics Group specializes in warehousing and logistics, material suppliers/transporters and full-service construction.

What is the next major accomplishment planned for the company?

We are excited to announce that we just launched Swint Infrastructure Solutions. "We are your aging infrastructure solutions specialist."

Our services offered are storm and wastewater sewer CCTV assessments, rehab, repair and/or replacement.

What does success mean to you? Success is...

When you are mature enough in business to find "The Win" in every loss and be thankful for it.

What advice would you give a small business that is in its early stages of growth?

In the early stages of growth, I would encourage all small businesses to consider teaming and partnering with other small businesses to increase your capabilities and it allows you the capacity to bid larger projects.

What small business trend is impacting you the most?

As we grow and the demographics of our clients are changing, this trend is even more important to us. Our customer service must be specific to the needs of each individual client, and it is our goal to take a very customized and unique approach.

Describe the company culture in three words.

Open-door policy.



PTAC BEST SMALL BUSINESS AWARD



WALSH SERVICE SOLUTIONS LLC
Kalamazoo

L. Richard "Rich" Walsh, managing partner/president

Industry: construction

www.walshservicesolutions.com

Describe the company in one sentence.

General contracting and construction services.

What is the next major accomplishment planned for the company?

Buying a building.

What does success mean to you? Success is...

Supporting our employees and their families through sustainable and profitable growth.

What advice would you give a small business that is in its early stages of growth?

If it was easy, anyone could do it. Stick to it!

What small business trend is impacting you the most?

Developing robust big business policies and procedures at the small business level.

Describe the company culture in three words.

Fun, family, flexibility.



WOMEN'S BUSINESS CENTER OF EXCELLENCE

WOMEN'S BUSINESS CENTER DIRECTOR AT CORNERSTONE ALLIANCE
Benton Harbor

Brandon Campbell, director

Industry: professional services

www.cornerstonewbc.com

Describe the company in one sentence.

The WBC helps women, BIPOC, veterans, socially and economically individuals in Berrien, Cass and Van Buren counties start and grow businesses.

What is the next major accomplishment planned for the company?

The next major accomplishment is for the WBC and a WBC client to receive national notoriety.

What does success mean to you? Success is...

Joy experienced by me and the people around me.

What advice would you give a small business that is in its early stages of growth?

My advice to a small business owner who is in their early stage of growth is to remain open to people and opportunity.

What small business trend is impacting you the most?

The growth in rural communities in the U.S. is creating opportunities for entrepreneurship and innovation.

Describe the company culture in three words.

Empowering, inclusive, flexible.



SBDC CENTER OF EXCELLENCE AWARD



SOUTHEAST MICHIGAN SMALL BUSINESS DEVELOPMENT CENTER
Ypsilanti

Wendy Thomas, regional director

Industry: professional services

www.michigansbdc.org

Describe the company in one sentence.

The Michigan Small Business Development Center provides consulting, business education and market research to help small businesses launch, grow, transition and innovate.

What is the next major accomplishment planned for the company?

Increase our service reach to underserved and underrepresented communities.

What does success mean to you? Success is...

Helping entrepreneurs successfully launch and grow their businesses.

What advice would you give a small business that is in its early stages of growth?

Create an actionable plan, build a support network, and manage your money.

What small business trend is impacting you the most?

An increased and renewed interest in starting a business in Michigan.

Describe the company culture in three words.

Customer focused.



SMALL BUSINESS PERSON OF THE YEAR



ONYX ENTERPRISE INC.
 Detroit

Tarolyn Buckles, president and CEO

Industry: engineering consulting
 www.onyx-enterprise.com

Describe the company in one sentence.

Civil engineering and construction engineering services.

What is the next major accomplishment planned for the company?

1) Onyx will be recognized with upcoming award: *Crain's* "Notable Women in Construction, Architecture and Design;" 2) Onyx plans to expand operations to Tampa, Florida.



What does success mean to you? Success is...

Impacting the community and supporting our future engineers and scientists.

What advice would you give a small business that is in its early stages of growth?

1) Stay focus on the mission, vision, and goals outlined in your business plan; 2) develop client relations; and 3) build a strong team of employees.

What small business trend is impacting you the most?

Emerging technology and software in the engineering design space.

Describe the company culture in three words.

Integrity, innovative, resilient.



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is made possible because of countless individuals and organizations across the state of Michigan. Thousands of hours of service and significant financial contributions have been invested throughout the past year to provide a celebration suitable for awardee companies. We would like to extend a sincere thank you to the following:



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Michigan Celebrates Small Business would like to extend a special thank you to the Michigan Economic Development Corporation for designing the Michigan Celebrates Small Business annual magazine.



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