



Delhi Cafe

*It's a true family restaurant
—family-owned, as well as
a favorite of local families!*

Delhi Cafe is owned by John and Glykeria Christofilis, who operate it with their daughters Elaine and Demetra. The family has been in the restaurant business for more than 35 years, the past 15 at Delhi Cafe, which opened in May 1992.

Delhi Cafe serves a wide variety of foods, but specializes in Greek food. The Greek dishes, including spinach pie, are among their most popular. Other favorites are their soups—all homemade—and the very popular daily specials.

The restaurant has become a staple of Holt and Delhi Township, popular not only with families but with retirees, service clubs, the school district, and various groups. Delhi Cafe has a large banquet room that accommodates everything from meetings to family parties. Demetra Christofilis says that variety is her favorite part of the restaurant business. "I enjoy meeting different people every day!"

How has Delhi Cafe succeeded in a business that is notoriously tough on independents? Demetra credits the family's genuine concern with providing the customer with good food and a good experience. "Someone from the family is always at the restaurant—always making sure the customers are taken care of. This is a family business and our customers know that we care about them and our community."

John and Glykeria are from southern Greece, but have raised their family here in Holt. Demetra says, "We've been a part of this community for our entire lives. This community and the people here matter a great deal to us. This town has given us a lot. We feel it's very important to give back!" The Cafe has participated in events for the schools, and the "Empty Bowls" fundraiser for the Food Bank.

Delhi Cafe is at 4625 Willoughby Road, one block east of Cedar, 694-8655.



Glykeria Christofilis and her daughter Elaine with some of the homemade favorites served at Delhi Cafe.

There was no place like Holt for the holidays!

Again this past holiday season, local businesses had the opportunity to participate in a cooperative television advertising campaign, funded in part by the DDA. And once again the campaign was a big success, with 34 businesses participating.

The 2007 campaign aired on WILX-TV 10. More than 1,200 30-second commercials were broadcast, with the theme, "There's no place like Holt for the holidays...shop in our town." Commercials ran in key programs including evening news, *The Today Show*, and prime time. TV 10 also aired 40 bonus spots in December with a "Shop Holt" message.



ICS Is One of *Inc. Magazine's* "Fastest Growing"

"We have 46 employees, and I love each and every one of them."

Conventional wisdom has it that if you don't plan where you're going, you'll never get there. Every so often, though, someone comes along and proves that sometimes the best thing you can do with a plan is to change it.

The ability to adapt has made Martin Jerick's company, ICS Marketing Support Services, what it is today: one of *Inc. Magazine's* 5,000 fastest growing companies. Yet Marty would be the first to tell you that today ICS is something completely different from what he and his founding partners originally envisioned.

ICS's founders were colleagues at the former Beurmann Marshall Company, and when Beurmann Marshall ceased operations in 1990, they decided to start their own business. Marty describes them as "a bunch of starving artists" with a data processing orientation. Their original vision was to provide PC support, but they soon found that field to be a bit more crowded than they had anticipated. Ultimately they realized that data management was the way to go. From there, says Marty, the evolution from managing data to using it as a marketing tool was a natural one.

ICS's growth was steady and methodical for the first decade, but then, Marty says, "We wanted to grow faster." And indeed it has. A new sales and marketing team combined with enhanced product offerings have opened the door to "phenomenal growth," Marty says—more than a 100% increase from 2003 to 2006. ICS now manages some two million direct mail marketing pieces per month, and counts such giants as Autobytel among its clients. And, as marketing has evolved, so has ICS. They have become experts in the field of e-mail campaigns and other innovative ways to target specific market segments.

ICS has clearly found its niche and looks forward to continued growth. "We're in a technology environment," Marty says. "Whether in an up or a down economy, people need technology—and they also need marketing." Marty is proud of what his team has achieved. "We have 46 employees, and I love each and every one of them."

ICS Marketing Support Services is a Delhi Township business. Its address is 4225 Legacy Parkway, Lansing, 517-394-1890.



Marty Jerick

Delhi is Home to Two *Inc. Magazine* 5,000 Firms

Delhi residents have good reason to take pride in our community—but many of us are still surprised to learn some of the exciting things happening here.

For example, did you know that two of the three Lansing-area businesses named to this year's *Inc. Magazine* 5,000 are in Delhi Township? ICS Marketing Support Services (profiled above) and Two Men and a Truck are both based here.

The *Inc. 5,000* looks at the fastest-growing privately held companies in the country. It includes the *Inc. 500*, but digs deeper to offer a comprehensive look at the entrepreneurial engine driving the U.S. economy.

Congratulations to Two Men and a Truck and ICS Marketing Support Services on their continuing success!



Leightronix, Inc.

In 1981, Holt denizen David Leighton founded a broadcast video software/hardware development consulting business dubbed Leightronix. That same year, he and his new bride Renee moved to California, but two years later returned to Michigan with a contract to develop a specialized video camera technology for what was then a new medical procedure—arthroscopic surgery. The couple decided to stay in Michigan, and once the medical camera was in production, David turned all his energy back to Leightronix.

David had seen that local cable television stations needed an easy-to-use, affordable playback automation system. To meet this need, David moved the Leightronix operation to a larger office in Holt and began designing and manufacturing television automation products. They first developed the TCD series of event controllers, which allowed users to program multiple tape machines to record and play at specified times.

The response from local television station operators was overwhelming. David sought larger quarters to accommodate increased production, and in 1989, construction began on the first phase of the current Leightronix headquarters. In 1993, Leightronix added more offices, more manufacturing area, and more employees, and began introducing new products.

“Back in the '80s, our systems occupied multiple equipment racks, with dozens of VCRs and DVD players, switchers, and lots of wires,” says David. “Today our new digital technology allows us to fit hundreds of hours of digital video programming into what is essentially a TV station in a box.”

The 2005 introduction of the Leightronix NEXUS changed everything. A fully integrated digital video solution at an unheard-of price point, the NEXUS is used primarily in municipal television and educational access systems, but has also found its way into cruise ships, auto manufacturing plants, prisons, retirement communities, hospitals, and fire stations.

Today Leightronix has a nationwide sales network of nearly 200 professional product resellers. In addition to standard products, Leightronix has also developed very high profile control systems for the likes of NASA, the Pentagon, Vandenberg Air Force Base, Ford Motor Company, Pacific Bell Telephone, and most recently the International Broadcasting Bureau (Voice of America).

It was a “no-brainer” to locate Leightronix in Holt, said David. “In addition to a fantastic community, Holt offers a proactive approach to local development with organizations like the Downtown Development Authority.” Over the years the DDA has worked with David and Renee on several beautification projects.

David and his family still reside in Holt. David and Renee’s daughter graduated from Holt High School and is now working toward an engineering degree at Michigan Technological University. Their son attends Holt Junior High School. “Renee and I have both been involved with the schools and the community. We love it here, we really do.”

**Leightronix is at 2330 Jarco Drive, Holt, 694-8000.
Visit www.leightronix.com for more information.**



“Back in the '80s, our systems occupied multiple equipment racks, with dozens of VCRs and DVD players, switchers, and lots of wires...”



Tim Hortons Comes to Delhi



Tim Hortons has taken advantage of the CRRP for both stores

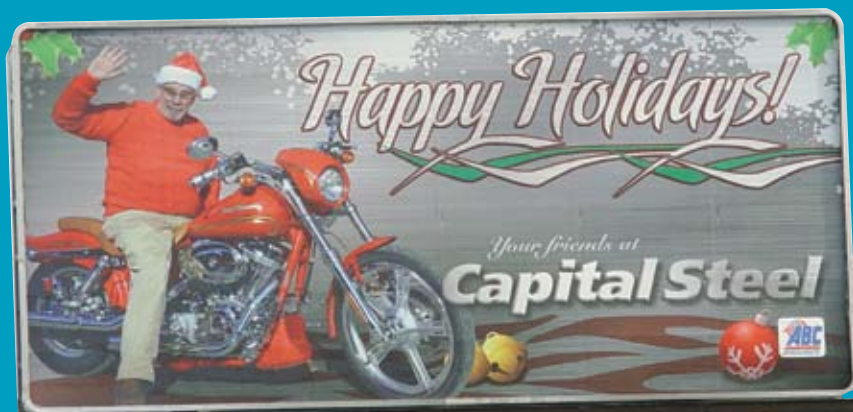
The quality and service that have made Tim Hortons the largest quick service restaurant chain in Canada has also proven a successful recipe in the U.S.—and in Delhi Township.

Canadian hockey star Tim Horton founded his first restaurant in Hamilton, Ontario, in 1964, with a focus on top quality, always-fresh product, great service and community leadership. The first Tim Hortons offered two products—coffee and donuts—and their legendary coffee remains their biggest draw. But as consumer tastes grew, so did the choices at Tim Hortons. Now home-style favorites such as sandwiches, soups, and baked goods have been joined by contemporary choices like wraps and cappuccino.

Mark Kellenberger, project planner for Michigan, says the first Tim Hortons in Delhi—on Jolly near Pine Tree—opened “very well” this past October. “Everyone is very excited about the market based on the openings we had.” The store on Cedar Street near Willoughby will open early in 2008.

Why Holt? “Location,” Mark says. “It’s a natural growth area.” He adds that working with the DDA has been “a joy.” Mark explains that DDA Executive Director Al McFadyen approached him about the support the DDA could offer and, “We were happy to join forces. Many communities are happy to see us but [unlike Delhi] they don’t have the commercial or the financial incentive to draw us into town.” Tim Hortons has taken advantage of the CRRP for both stores.

Tim Hortons plans to return the favor by being a good neighbor in the community. Not only has it brought approximately \$10 million in investment into the Lansing area thus far, it’s brought about 175 jobs as well. Tim Hortons is known for their community support projects, with a special focus on those that benefit children. As Mark notes, “It’s a good company, treats its employees very well, and is a neighbor with the community. You’ll find it is a good corporate citizen.”



Supersized Wishes from Capital Steel

For the eighth straight year, Capital Steel owner Bill Buyak purchased both faces of the billboard over his business on Holt Road to share good wishes with the community and passersby. One side welcomes people into Holt as they approach off U.S. 127, and the other side features a holiday message.

The steel fabricating operation has been in business in Holt since 1968, serving commercial and residential steel needs.

The Summer 2008 Construction Season Will Be a Busy One in Delhi Township

Major street reconstruction projects funded by the Delhi Township DDA are scheduled for the Cedar Heights neighborhood (Aurelius and Willoughby) and the Holt-Depot Street-Delhi N.E. area. The Holt-Depot project will also include substantial reconstruction of the sanitary sewers in the area. This in turn will necessitate the complete closure of Holt Road at Depot Street for an extended period of time. Most of the sewer reconstruction cost will be financed by the Township's Sewer Fund.

In order to keep residents, property owners and business concerns up to date, an information meeting on the Cedar Heights project was held on January 17 and the second meeting is scheduled as follows:

Holt Road-Depot Street Project:

January 23, 2008 7:00-9:00 pm
Charlar Place, 4230 Charlar Drive, Holt.

Notices to directly affected property owners have been or will be mailed shortly. Updates on the projects will appear on the respective web sites of the Township and DDA.

A complete closure of Holt Road at Depot St. for an extended period of time



Meet your DDA Board Members



Chuck Grinnell

Although he was born in Lansing, Chuck Grinnell is definitely a Hometown guy. Co-founder of the Holt Hometown Festival, Chuck has been a Holt resident since 1975—and he's an integral part of the community.

Chuck is the Planning Commission representative on the DDA Board. Appointed to the Planning Commission by Township Supervisor Stuart Goodrich in 2004, Chuck now serves as chairman.

In 1998, Chuck co-founded the Holt Hometown Festival, and he has headed up the festival 7 out of the 9 years of its existence.

"We started the festival as a fun way for residents to celebrate the end of summer, and as a 'thank you' for supporting our local businesses," says Chuck. "It continues to grow every year."

As, of course, does Holt. "It's astounding to me," Chuck says. "I've watched our little town grow up—from the increase in residential housing to a population boom to all sorts of new businesses." Yet, he says, "We've done a good job of keeping our own identity, even though we've got the big city right next door to us." He notes that there are a lot of unique businesses in the Township, and is intrigued by the idea of marketing to increase awareness. Chuck believes the DDA is "headed in the right direction" in its efforts to improve the community and strengthen business.

A business owner himself, Chuck has owned Holt Shoe Repair for 28 years. He was one of the first tenants in the Cedar Park Plaza, then relocated near the old post office for three years. He has been in his current location—on Cedar, just south of Holt Road—for 24 years. "I like the smaller town atmosphere," Chuck says. "People in Delhi are very into their community; they care about what happens here."

He cites Kids Day program, the Holt Food Bank, the Give a Kid a Christmas program, and the Holt Hometown Festival as examples of the heart and compassion that exist in Holt. "If you need something and ask for it, this town will provide it."

Chuck is married and has one son and two stepsons. He proudly served as a volunteer with the Delhi Township Fire Department for 13 years. Chuck is also a musician, and plays drums in his limited spare time.

Comcast Spotlight Chooses Delhi

Cable TV is about viewer choices. Now a local cable company has made a choice of its own—to locate in Delhi Township. Comcast Spotlight recently moved its local advertising division from Okemos to a 5,200 square foot building off Jolly and Pine Tree. This facility will house the local advertising sales staff and production studios. General sales manager Al Shear cited the benefits of the location, including easy access to the highway and plenty of space.

Comcast Spotlight is “part of the Comcast Cable family,” says Shear. Comcast Cable is the national organization, providing cable and high speed Internet, and moving quickly toward voice capabilities. The local advertising division has been in the area for about 20 years.

The Delhi facility serves the Central Michigan area—including Ingham, Eaton, Clinton, Jackson, Lenawee, and Hillsdale counties. The advertising division sells 30-second advertisements on individual cable networks such as ESPN, CNN, A&E, Fox News, and many more, providing their advertisers with regional or national coverage.

Comcast Spotlight also has a network “dedicated to airing first-class broadcasts of local high school, college, and professional sports,” Shear says. In addition, “Comcast Local can offer advertisers the unique chance of tailoring a program or event to their own marketing strategies.”

Comcast Spotlight is at 4136 Legacy Parkway, Suite 120, Lansing, 349-8100.

The DDA is “In Your Corner”

*Two “corner” projects
are slated for 2008*

One of the DDA's missions is to ensure that Delhi Township remains an attractive and vital place to live, work and do business. Two “corner” projects slated for 2008 are part of that ongoing process.

The larger project will be at the corner of Holt and Aurelius Road near the Holt Plaza. Two years ago the DDA had worked with a Lansing landscape architectural firm, DLZ of Michigan, on a preliminary plan for the corner, but the project was put on hold because of a potential development opportunity. When that development did not go forward, the DDA Board authorized DLZ to complete the plans and specifications. The project will go out for bid in early 2008.

Delhi DDA Executive Director Al McFadyen says the project will include “a pretty significant streetscape,” featuring two arches, sidewalks, a plaza area, plantings, and a seating wall. There will also be an LED sign that will be used for community messaging. The sign will have faces visible from Aurelius Road and Holt Road.

Another project in the works is revamping the southeast corner of Holt Road and Cedar Street near the Crystal Bar. This area was improved years ago with plantings and trees, but the site has since become somewhat overgrown. The DDA is now working with Landscape Architects and Planners of Lansing on design plans. Al explains, “This is a much less ambitious project because it is a much smaller area and much of the hardscape is already in place.” Preliminary plans include a new entry feature with a masonry wall and “Holt” sign, and a metal sculpture by a local artist. Some of the overgrown plants will be replaced with smaller-scale plantings, and some of the old trees will be replanted to complement the new design.



Las Vegas Night Will Fund Scholarships

The Holt-Dimondale School Business Alliance will host its 13th annual Las Vegas Night on Saturday, February 9, from 6:00 p.m. to midnight at the Holiday Inn South. This popular event is the primary fundraiser for the Ronald VanErmen Scholarship Fund, which awards scholarships to graduating Holt seniors.

Las Vegas Night is the brainchild of Dave Dec of Fat Boy's Pizza, who spends months coordinating the 100+ volunteers it takes to make the evening the huge success it always is. Since its inception, Las Vegas Night has funded more than \$100,000 in scholarships for 41 recipients. This year the scholarship program will award \$3,000 scholarships to five Holt graduates.

Las Vegas Night features blackjack and other games of chance to entertain the participants. Highlights also include live music, a raffle and a silent auction. Businesses and individuals from the area donate all raffle and auction items, which range from golf tees to trips to (the real) Vegas. The Holiday Inn South has generously provided the room to the Alliance in exchange for the profits from the cash bar. Don't miss the fun! Everyone 18 years of age or older is welcome to attend, and there is no cover charge.



This year the scholarship program will award \$3,000 scholarships to five Holt graduates.

Lighting Up Holt

The Cedar Street Decorative Lighting Project, originally scheduled for the summer of 2007, is now on target for construction beginning in the spring of 2008. This program will see the extension of the decorative lampposts and lights from Cedar and Holt north along Cedar to Aurelius. This will complete the installation of decorative lighting along all three sides of the Holt Triangle. More information on details such as the scheduling of construction will be provided through a mailing and public meeting to be held in late February or March.

Every so often, service outages occur in the streetlights owned by the Township or Consumers. The Township lights are the single pole decorative lights along Holt, Aurelius and a short stretch of Cedar. Service problems with these lights should be reported to the Township's Department of Public Services, 699-3873. All other streetlights belong to Consumers Energy, and service outages may be reported through Consumers Web Site at ConsumersEnergy.com. Click on Home, then navigate to "Report a Power Outage" and follow the prompts. Or you may call 1-800-477-5050.

This program will see the extension of the decorative lampposts and lights from Cedar and Holt north along Cedar to Aurelius





THE DDA – WHO WE ARE AND WHAT WE DO

The Downtown Development Authority (DDA) promotes economic development through business attraction/retention programs and works to foster investment within the DDA district. It strives to increase the Township's tax base and strengthen the local economy while maintaining those qualities that make Delhi Township a desirable place to live and work. For more information, visit us at www.DelhiDDA.com.

To contact us: Al McFadyen, Executive Director
2045 North Cedar Street, Holt, MI 48842
(517) 699-3866 or (517) 699-3867
Al.McFadyen@delhitownship.com

THE DDA BOARD MEMBERS:

- Howard Brighton
- Kim Cosgrove,
Holt Schools Representative, Treasurer
- Ted Darbor, *Secretary*
- Stuart Goodrich, *Township Supervisor*
- C. Howard Haas, *Chairman*
- Nanette Miller
- Jane Olney, *Vice Chairman*
- Chuck Grinnell, *Planning Commission Rep.*
- DiAnne Warfield

A publication of the Delhi Charter Township Downtown Development Authority • www.DelhiDDA.com

PRSR STD
U.S. Postage
PAID
Lansing, MI
Permit #407

OUR TOWN

2045 North Cedar Street
Holt, MI 48842