



Incu-BaKe

Shared-use kitchen supports food entrepreneurs



Do people clamor for your homemade cookies? Sing the praises of your salsa? Have you ever dreamed of taking your food talents to the marketplace, only to be thwarted by the need for a commercial kitchen? That's why there's Incu-BaKe.

Incu-BaKe is a state-of-the-art, fully-licensed commercial kitchen available to rent by the hour. It's the realization of a dream for owner Marcy Bishop Kates—and she hopes it will help others realize theirs as well.

Marcy's dream began in autumn of 2010, when she was asked to do some catering but couldn't find a part-time commercial kitchen to rent. Marcy wanted to follow the laws regulating commercial food preparation, but wasn't prepared to "sink big bucks into building a commercial kitchen." While looking for a solution, she said, "It quickly became obvious to me that there are a lot of cooks like me who want to explore their food dreams."

Marcy began searching for the right location to make a shared-use kitchen a reality. In April 2011, she found it. By the end of July, renovation was complete and Incu-BaKe received its commercial kitchen license.

Although shared-use kitchens are not uncommon elsewhere in the country, there are only a handful in Michigan, and IncuBaKe is the only one in the greater Lansing area. Marcy believes Incu-BaKe can be part of the equation to help develop and expand Michigan's local food businesses. "I strongly believe that local foods hold one of the keys to a recovering Michigan economy," Marcy said, and she wants to help others grow their own small

food businesses. This includes those who are ready to expand beyond the limitations of the state's "cottage foods" regulations, or those who would like to teach food classes or workshops.

Even those who don't want to start a food business may need a larger kitchen occasionally, Marcy pointed out. So Incu-BaKe is also available for "social" use such as canning or cookie parties and food tastings—not to mention that it also boasts a world-class meat smoker. Nonprofits and other organizations that need to cook for fundraisers may also wish to rent kitchen space there.

Incu-BaKe is set up to provide a comfortable, safe atmosphere for its clients. In addition to the kitchen facilities, it also houses a lunch/lounge area, a resource library of cookbooks and other food-related books, small business resources, and a variety of unique business incubator services.

"Local foods issues have become increasingly important to me over the past few years," said Marcy, who serves as chair of the Holt Farmers' Market advisory board and is a frequent visitor at many of the local farmers' markets and roadside stands. She welcomes inquiries from those who are interested in learning more or would like a tour of the facility. Marcy can be reached at 517.974.8944, or by email at incu.bake@gmail.com.

Incu-BaKe is at 1967 Aurelius Road, Holt, 517.974.8944, www.incubake.net.

Block Imaging Parts & Service moves to Holt



When something goes wrong with high-end diagnostic imaging equipment like an MRI or CT scanner, the solution is a little more complicated than running to the store for a part. That's why many health systems across the country and around the world rely on Block Imaging Parts & Service, Inc.

A division of Block Imaging International, Inc., Block Imaging Parts & Service has become a market leader in supplying spare parts and service for diagnostic imaging equipment. In November 2011, the parts and service entity relocated its corporate headquarters to Holt. The new location is home to the company's sales, service, support and engineering teams.

It also houses the company's equipment refurbishment facilities and extensive inventory of medical imaging parts.

Jason Crawford, vice president of Block Imaging Parts & Service, called the building "amazing," with a great location, easy accessibility, and, above all, space. With more than 120,000 square feet, the Holt facility is expected to eventually serve as the headquarters for the entire Block Imaging International organization.

"We're expecting some pretty radical growth in the next few years," Jason said, noting that the company is already one of the largest in the relatively new industry of selling and servicing refurbished medical equipment. When he joined Block Imaging 10 years ago, Jason said, there were six employees in the entire company; now there are 75. He anticipates that as the company continues to grow, Block Imaging Parts & Service will add to its engineering capabilities and service teams. On any given day, Jason said, Block Imaging Parts & Service has approximately 100 contract engineers in the field throughout the country and internationally, servicing clients' imaging equipment.

Block Imaging Parts & Service is at 1845 North Cedar St., Holt, 517.668.8800, <http://parts.blockimaging.com>.

Jason Crawford, Block Imaging Vice President



Meet your DDA board members



Tonia Olson

Tonia Olson is Director of Governmental and Community Relations at Granger, where she has worked for 14 years. "With all that experience," Tonia said, "I felt I should be putting it to work for my community."

Tonia joined the DDA Board of Directors in September of 2011. As a new board member, Tonia says she is still learning the board's role in the community and how its process works. She has sought out areas in which her skill set would be valuable, and currently sits on the Beautification Committee.

"I enjoy the opportunity to get more connected in my community," Tonia said. "I like to see what is happening and why, and, hopefully, represent the members of the community well." Tonia says she has been impressed with what the DDA has accomplished in the community. "I'm really excited to be doing this, and to have the opportunity to learn more and get more involved."

Tonia and her husband built their home in Holt 11 years ago. They chose Holt because they like the area and its proximity to other communities, and they have family and friends in the area.

Dr. Tim Fauser

For more than three decades, Holt area residents have turned to Dr. Tim Fauser, owner of the Holt Veterinary Clinic, to care for their pets. In September 2011, Tim took on an additional role in the community when he joined the DDA board.

"I have always been interested in the community and how well we do economically," Tim said. "The DDA has done a lot over the years to improve the entire area." Tim currently sits on the Beautification Committee.

Despite his deep roots in the community, Tim said that being on the board offers a different perspective. "There is so much going on," he said. "At this point, I'm still learning what is going on around Holt in terms of business and economics."

Tim is finding his involvement with the board to be a positive experience. "I'm very impressed with the work the board does, and how they are able to stretch their funding to cover a whole lot of different things to benefit the community."

Tim and his wife raised their family in Holt. He is a member of the Holt Lions Club and has led four of the club's medical eyeglass missions to Latvia.



Business Expo attracts hundreds

It's a win-win for local businesses and their potential customers.



More than 70 businesses had the opportunity to showcase their products and services before a crowd of more than 400 guests at the third annual Delhi Business Expo, held at Holt High School on October 26. Not only did exhibitors enjoy great exposure, but Expo-goers received giveaways, coupons and even exclusive discounts for attendees. It's clearly a formula that works.

"We had a waiting list for exhibitors this year," said Chuck Grinnell, the organizer of the Expo. "We didn't have space to accommodate all the vendors who wanted to participate."

Before the Expo opened, vendors attended a fast-paced presentation by Tom Donaldson, Regional Director of the Michigan Small Business and Technology Development Center (MI-SBTDC). Tom presented an overview of BizBuzz, a free program offered by the Delhi DDA in cooperation with MI-SBTDC, designed to help Delhi businesses grow and thrive.

When the doors opened to the public, hundreds of visitors browsed the exhibits and interacted with vendors. More than 50 door prizes were awarded throughout the evening, and Maureen Harmon of Holt won the grand prize drawing for a \$500 VISA® gift card.



Connect with consumers

Link up with the DDA website!

It's easy, it's free, and it's another way to spread the word about your business.

The Delhi DDA website features a list of businesses in the DDA business district—and if you own a business within the district, we'll be glad to add you to the list. Visitors to the DDA site can look up a business by category (e.g. auto, retail, health care, etc.) or alphabetically—and, if you wish, they can link directly to your website or email from the business listing.

Visit the DDA website at www.delhidda.com and check it out; the link to the business listing is prominently displayed in the upper left corner on the homepage. If you would like to be included in the listing, contact Al McFadyen at the Delhi DDA, 699-3867, or email your information directly to Al at Al.McFadyen@delhitownship.com.





Moore Trosper Construction Company

Meeting challenges, exceeding client expectations

Challenge is nothing new for Moore Trosper Construction Company. After all, it was founded in 1982, one of the worst years on record for the construction industry. Yet nearly 30 years later, the company is still here.

Whether it's an "impossible" deadline, an unforeseen construction obstacle, or adapting to a tough economic climate, Moore Trosper seems to find a solution. The economy of recent years "has helped us think outside the box," said Brian Moore, co-president. "You have to these days. You can't count on doing one thing and one thing only."

Far from it. The Moore Trosper team is skilled in handling just about any role on a commercial construction project, including construction management, general contracting, new design and build, space planning, renovation and reconstruction. The company's portfolio ranges from the renovation and preservation of one of Michigan State University's oldest buildings to new design/build projects. Here in Delhi Township, Moore Trosper recently designed and built the Willoughby Road expansion of the biking and walking trail.

Moore Trosper has earned certification for quality standards as defined in ISO 9001:2008 from the International Organization for Standardization. The company is also a member of the U.S. Green Building Council, evidencing its commitment to sustainable building practices. But above all, Moore Trosper prides itself on attention to detail, timely completion and surpassing client expectations. "It's a great way to make a living," said Brian. "I have fun at what I do. I really enjoy it."

The second-generation family business is operated by the Moore family, who bought out Harold Moore's co-founding partner, Jim Trosper, in 2000. Harold serves as CEO; his sons, Brian and Ted, are co-presidents; and his daughter, Heather Place, is "a utility player," handling a variety of responsibilities. And there's a third generation in the wings: Brian's son has worked the past few summers on the concrete crew. "He's learning the value of hard work," Brian said.

Moore Trosper is also a tribal-member-owned company, as the Moores are members of the Sault Ste. Marie tribe of Chippewa Indians. "Because of our Native American heritage, we have developed relationships with other Native American tribes in Michigan," said Brian. The company is in the process of being certified through the Michigan Minority Business Development Council (MMBDC).

MTCC employs 11 people in the office and 60-70 in the field—the latter having fluctuated over the past few years with the economy. As a union company, Brian said, they can draw additional manpower from the union when needed, allowing the company to keep their core group busy. "A lot of our guys have been here for a long time," he explained. "I personally feel responsible for all these families that work for us."

Moore Trosper Construction Company is at 4224 Keller Road, Holt, 694.6310, www.mooretrosper.com.

Work²

WorkSquared: Creating better working environments

WorkSquared can't shrink that stack of projects on your desk or have an annoying co-worker transferred. Nonetheless, the company excels at creating great places to work.

Whether the solution is better seating, more efficient use of space or creating more functional workspaces, "We help people improve their working environment," said Barbara Church, account manager at WorkSquared's Delhi Township office. And doing so, the company believes, helps people work more effectively.

WorkSquared is a certified Herman Miller furniture dealer, and also has access to products from other top manufacturers. But to the WorkSquared team, it's not simply a matter of selecting great products; rather, it's a focus on applying the products well so they perform to their potential for the client.

That begins with listening to clients, understanding their workplace needs and challenges, and recommending the most appropriate solutions—whether those are products or services. So, while one client may need new furnishings, another may simply need expert analysis of how to best reconfigure what they already have.

All of that is in WorkSquared's wheelhouse. Through multi-disciplinary collaboration, WorkSquared prides itself on creating designs which are not only beautiful but functional, practical and innovative.

But what if all you need is a comfortable office chair? WorkSquared can help with that too. Barbara noted that the Delhi Township office has a wonderful showroom where you can try out the latest trends in seating design. And, while they are not ergonomists, WorkSquared has access to the leading research on ergonomic design. "We like to make people more comfortable at work," Barbara said.

WorkSquared is based in Grand Rapids and has offices across Michigan. The Delhi location is at 3135 Pine Tree Road, Suite 2A, Lansing, 882.9070, <http://worksquared.com>.

"We help people improve their working environment."

Barbara Church, WorkSquared account manager



Hometown Nutrition

A family member's illness led Erin and Kevin Tryon to a stronger focus on health—and, ultimately, to begin their nutrition-based business.

Hometown Nutrition offers more than 70 delicious flavors of healthy protein shakes. Those who opt for a daily membership in the Hometown Nutrition Club receive a punch card entitling them to five healthy meals (as the shakes are known) for \$25, or 12 for \$50—a savings of \$2.50 to \$16.00.

Erin said their product and programs can help “those who want to lose or gain weight, gain energy, and improve their overall health.” The club offers weight loss challenges for interested participants, and also offers one-on-one wellness coaching to help members meet their health and weight goals. “I’ve lost 25 pounds,” she said, “and my husband has lost 10.” But she emphasized that even those who don’t need to lose or gain weight can benefit from the nutritious shakes. “They’re good for kids, and people who just want to start the day with energy,” she said. The shakes are made with soy protein, and Erin said they have choices that are appropriate for those with diabetes or dietary restrictions.

Erin is a lifelong Holt resident who, in addition to owning and operating Hometown Nutrition, is an auditor manager with the State of Michigan. She is working to build awareness of Hometown Nutrition and invites people to visit their Facebook page to find out more about what their healthy products have to offer.

Hometown Nutrition is at 2380 Cedar Street, Suite 3 (next to the former L & L Food Center), 896.3262.

“They’re good for kids, and people who just want to start the day with energy.”



Kevin Tryon, Hometown Nutrition owner



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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**.

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