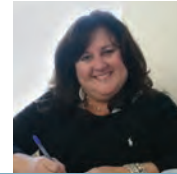




**BARRETT LAW**  
Specializing in  
debtor protection



**FAMOUS DAVE'S  
IS COMING TO  
HOLT**  
Coming soon!



**CRAFT CARE  
HOMES**  
Care in a real  
home setting

OURTOWN AT A GLANCE >>

# GIS business analyst is versatile, valuable tool

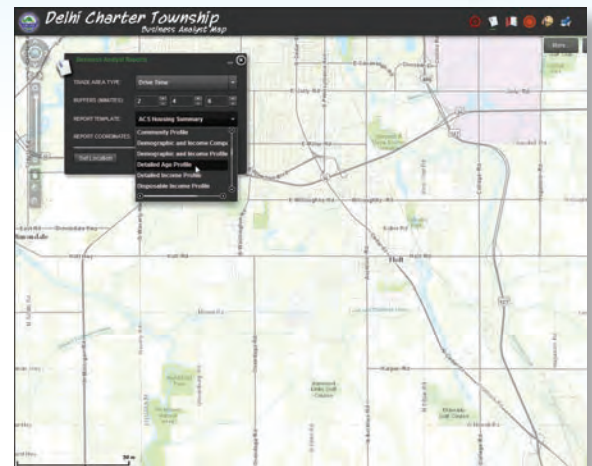


**A**ttracting new business to Delhi Township is vital for continued economic growth—and the township is developing a new tool that can help.

In 2011, Delhi Township launched a Global Information Systems (GIS) viewer on its website, allowing residential and business users to access a variety of local geographic and demographic data. However, as time went on, “It became clear that we needed a separate GIS site with greater variability for business users,” said Darryl Albert, Delhi Township GIS coordinator.

Thus began development of a business analyst site. The analyst incorporates two tools: one providing access to 36 different reports in categories such as demographics, segmentation, consumer spending, business and retail data, and traffic maps and reports; the other allowing the user to click around the map and instantly explore literally thousands of variables without having to download a report.

The business analyst will put a wealth of Delhi Township facts and figures at the fingertips of those looking to launch, expand, relocate or market a business here. For example, users can explore how many adults live within a specified drive time of a certain location,



determine the level of consumer spending in the area, establish the traffic count on a given street, and much, much more.

Slated to launch in early 2013, the business analyst will be accessible to users anywhere in the country. First-time users must contact Darryl Albert at Delhi Township to obtain a user name and ID to access the site (see below).

***For a user name and temporary password,  
please contact Darryl Albert at [darryl.albert@delhitownship.com](mailto:darryl.albert@delhitownship.com), or 517.268.3028.***



DEDICATED TO HELPING OUR COMMUNITY & ITS BUSINESSES GROW  
A publication of the Delhi Charter Township Downtown Development Authority [www.DelhiDDA.com](http://www.DelhiDDA.com)

# Homebuilders & Remodelers Show

## February 16-17



The “don’t miss” show for homeowners is returning to Holt High School

**Saturday 10 a.m.-8 p.m.**

**Sunday 10 a.m.-6 p.m.**

**Adults \$4; under age 17 free**

The Homebuilders Association of Greater Lansing presents its 55th annual Homebuilders & Remodelers Show Saturday and Sunday, February 16-17. Both days will be packed with exhibits, inspiration and activities. Saturday morning kicks off with a pancake breakfast at 9:30 to support the Boy Scouts and Girl Scouts, and those who attend the breakfast will be admitted to the show free. Kids’ Day is Sunday, with clowns, face painting and more. And there’s plenty of free parking!



## On Patrol in Our Town

Deputy Kelly Bowden, Business Officer, Ingham County Sheriff’s Office, Delhi Division

By the time you read this, Christmas and New Year’s Day will have passed, hopefully in a safe and joyous manner for all of you. We’ll be settling in, ready to do battle with Old Man Winter and cold temperatures, and vowing to keep our New Year’s resolutions. I’d like to propose one more resolution for each of you to keep. No groans—this one is easy, I promise, and it will pay dividends in the long run.

Think of those precious gifts Santa brought you: the iPods, iPads, laptops, Kindles, televisions, Blu-Ray players, jewelry, etc. The list goes on and on...

Do one thing: Make a list of each item’s serial number (if it has one), model and manufacturer’s name, and keep this list in a safe place with the rest of your important papers. We’d all like to believe crime happens to other people, but sometimes that isn’t the case. Having this information handy in the event of a theft or loss provides law enforcement with a broader range of tools we can use to attempt to recover your valuables. It is also useful to take photographs of your valuables, particularly if they are unique in appearance. I wish all of you a safe and prosperous 2013!

*Stay safe out there.*



Deputy Bowden



*"I liked that down-home, people-oriented nature of Holt."*

Rendering of the future Famous Dave's Bar-B-Que

# Famous Dave's is coming to Holt

## Ahhhh, is that the aroma of hickory smoke?

Famous Dave's Legendary Pit Bar-B-Que® is coming to Holt, bringing its claim to fame: ribs, barbeque sandwiches, wings and more, with meat slow-smoked for hours over hickory wood fires and slathered in an array of tasty sauces. The franchise-owned family restaurant has begun renovation in the former Buffalo's Southwest Cafe and is scheduled to open in March.

Jerrid Heidel, operations director for the group that owns the Holt franchise, is enthusiastic about becoming part of our community. While scouting for a mid-Michigan location, Jerrid became intrigued by the Buffalo's building and began considering the possibilities. "The more I explored, the more good, positive things I heard about the community," he said. "I liked that down-home, people-oriented nature of Holt."

Famous Dave's is a community-driven business, said Jerrid, who likes to operate his restaurants in places where he can become connected and make a difference locally. This includes a "Community Involved Associates (CIA)" program, which supports volunteerism among Famous Dave's employees.

Jerrid estimates that the Holt Famous Dave's will initially employ 150 people, and he's looking forward to becoming part of the community. "We're feeling really good about it," he said.

***Famous Dave's will be at 2457 Cedar Street, Holt,  
[www.famousdaves.com](http://www.famousdaves.com).***



## Make the switch to *Our Town* by email!

If you're like a lot of folks, you could do with fewer print publications landing in your mailbox. That's why we're now offering the option of receiving *Our Town* via email!

The electronic version has all the content of the printed publication, and of course there's no charge to subscribe. If you'd like to stop receiving the print version and switch to the emailed publication, please email [Lori.Underhill@delhitownship.com](mailto:Lori.Underhill@delhitownship.com).

*We'll take care of the rest!*



## DDA okays sale of land for possible development

*The Delhi Downtown Development Authority has approved the sale of a 10.65-acre parcel of land off the intersection of College and Holt Roads to Eyde Family Partnerships. The property is currently owned by Delhi Township.*

*Plans for the property are “purely in the concept phase,” said DDA executive director Howard Haas. “It is very exciting to contemplate what this development could lead to, but it is too early in the process to speculate.”*



*“The Expo continues to provide local businesses with an event where they can promote their business, meet potential customers and network with other businesses. We look forward to the Expo’s continued growth in the years ahead.”*

## Another great turnout for Business Expo

The fourth annual Delhi Business Expo continued the trend set each year since its inception: great vendor participation and hundreds of visitors.

Held on October 24 at Holt High School, the Expo benefited from additional foot traffic from the high school band concert. More than 500 visitors attended the Expo, which featured 70 vendors, including 15 first-timers. “It’s the best of both worlds,” said Delhi Business Expo organizer Chuck Grinnell. “We’re pleased that the returning vendors find this event beneficial and keep coming back. And we’re also delighted to welcome new vendors. It’s beneficial for them and for the visitors as well.”

Chuck reported that approximately 35 door prizes were awarded throughout the evening—everything from aprons to oil changes. The grand prize, a \$500 Visa gift card, went to Kenyon Gee of Holt.

“The Expo continues to provide local businesses with an event where they can promote their business, meet potential customers and network with other businesses,” Chuck said. “We look forward to the Expo’s continued growth in the years ahead.”

# Where are they now?

OURTOWN Delhi DDA business update



## ICS is again one of *Inc. Magazine's* "Fastest Growing"

For the sixth consecutive year, *Inc. Magazine* has named Delhi Township-based ICS Marketing Support Services to its list of 5,000 fastest-growing private companies, based on three-year growth.

Our Town last profiled ICS, a data management and marketing support company, in 2008. As you'd expect with any technology-based company, change is a constant. At ICS, change and growth spring from technology tools that support highly targeted direct marketing. The company's goal is to continue harnessing advancing technologies to help clients make every marketing dollar count.

"Our strike zone is in applying cost-effective, easy-to-use marketing technologies and launching integrated, data-driven marketing programs with better results," said Ken Orr, president of ICS Marketing Services. "We'll continue to focus on building custom data models and customer profiles for better targeting."

***ICS Marketing Support Services is at  
4225 Legacy Parkway, Lansing, 517.394.1890, [icshq.com](http://icshq.com).***



Ken Orr, president

## Steven L. Marvin Salon celebrates 30 years

When the Steven L. Marvin Salon & Wellness Spa first appeared in Our Town, the salon was marking its 25th anniversary. Now, one of Holt's mainstay businesses is celebrating a happy 30th.



Steven L. Marvin, owner

Steven L. Marvin Salon is an Aveda Concept salon and a leader in its field. The salon has undergone numerous renovations and expansions in its 30 years, and the staff has grown from five to 25. Ongoing professional education helps team members reach higher certification levels and perfect the latest trends. The spa offers a full menu of services and all estheticians also participate in ongoing education.

Steven believes in sharing his success by giving back to the community, and the list of organizations his business has helped is long. "We support many local charities," he said. "Breast cancer awareness, child abuse prevention, the food bank, providing salon services to victims of domestic assault," and many more, including projects to benefit Holt Public Schools.

***Steven L. Marvin Salon & Wellness Spa is at  
1958 Cedar Street, 694-7788, [stevenlmarvin.com](http://stevenlmarvin.com).***

# Craft Care Homes

*"We pride ourselves on individualizing each resident's care needs."*



Sue Craft

*Home is important to all of us. But for some adults who cannot live on their own or with their families, Craft Care Homes offer a real home setting as an alternative to large institutional living.*

Craft Care Homes provide full-time adult foster care, assisted living, short-term respite care, adult daycare and hospice care. "We pride ourselves on individualizing each resident's care needs," said Sue Craft, daughter-in-law of the homes' founder, Vera Craft. "Because we're small and family owned, it's not like a big facility where residents can get lost in the shuffle. We specialize in very individual, specific care per resident."

Now a three-generation family business, Craft Care Homes was the first adult foster care home in mid-Michigan, and has been serving the area since 1967. "We assist with whatever care management residents may need," Sue said. "Some of them just need reminders and some of them need complete hands-on care."

Craft Care Homes are fully licensed, insured and inspection-compliant. The Holt home can accommodate 20 residents and offer private and semi-private rooms. Common areas include a dining room, a living room and several sitting rooms. There is a hair salon on the premises, and other amenities include cable TV, private phone lines, and complete laundry and housekeeping services. Craft Care Home offers many activities and events each week in which residents may choose to participate.

*Craft Care Home is at 1800 Cedar Street, Holt, 694.3873, [www.craftcarehomes.com](http://www.craftcarehomes.com).*



# Barrett Law

Specializing in debtor protection

Dennis Barrett

*“When I was a banker, there were a lot of people I couldn’t help. Now I help people every day.”*

An attorney specializing in bankruptcy and debt relief services, Dennis graduated from Michigan State University with a B.A. in economics and spent more than 20 years in the banking and collection industry. He earned his law degree from Thomas M. Cooley Law School in 2000 and began practicing real estate and family law. For the past eight years, Dennis has focused his practice on debtor protection with an emphasis on consumer bankruptcy—and feels he has found his niche.

“When I was a lender, people would want to consolidate their bills and try to get out of trouble and I couldn’t help them,” Dennis said. “[Now] I can help almost everybody who comes to see me. It is gratifying and I change a lot of peoples’ lives. They get a chance to start over.”

Dennis moved his practice from Lansing to Holt four years ago, and he and his wife now make their home here. Both appreciate being part of a smaller, more close-knit community. “We love it here,” Dennis said.

**Barrett Law PLLC is at**  
**4205 Charlar Drive, Suite 3, Holt,**  
**694-7920, [www.bankruptlansing.com](http://www.bankruptlansing.com).**

# OURTOWN

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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](http://www.DelhiDDA.com).

**To contact us:** Howard Haas, Executive Director  
2045 North Cedar Street, Holt, MI 48842  
(517) 699-3866 or (517) 699-3867  
[Howard.Haas@delhitownship.com](mailto:Howard.Haas@delhitownship.com)

## THE DDA BOARD MEMBERS:

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