



MIDMICHIGAN INNOVATORS

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Financial Advisors

“Just as energy is the basis of life itself, and ideas the source of innovation, so is innovation the vital spark of all human change, improvement and progress”

-Ted Levitt

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Big Leagues Event Hits a Home Run!



The premier entrepreneurial networking event of the region, “MidMichigan Innovators: Heading for the Big Leagues,” hosted by the MidMichigan Innovation Center, and The Dow Chemical Company, was a great success as more than 260 entrepreneurs, business and community leaders, and accredited investors came together at Dow Diamond February 4, 2009. Nearly 40 exhibitors showcased ideas and explored opportunities to work together. Attendees heard insights from Dr. Bill Banholzer, Executive Vice President and Chief Technology Officer from The Dow Chemical Company. Additionally, the event co-sponsors presented plaques to the following individuals in recognition of their innovation and leadership, which has significantly enhanced the entrepreneurial environment in the mid-Michigan region:

Arnold Allemang -- retired, The Dow Chemical Co.

John Bartos -- Three Rivers Corp.

Cal Goeders – Caltech Industries, Inc.

Charles Fitzpatrick -- CMU LaBelle Entrepreneurial Center

Feedback from the event has been very positive from attendees, exhibitors, and sponsors alike. Alice Brown, founder of In The Groove LLC and an exhibitor at the Big Leagues '09 event had this to say, “I believe that events like this one are very important to inventors and entrepreneurs, as it gives us a chance to present our ideas or products to people who can help us with marketing, sales, investment and to pitch or discuss your ideas with someone who is not directly involved with your business. The input and chance to pitch to other people is invaluable.”

Next year’s entrepreneurial networking event, “MidMichigan Innovators: Beating the Odds,” will be held at the Soaring Eagle Casino & Resort in Mt. Pleasant. Given the response to this year’s inaugural event, we expect even stronger participation and increased media support.

CALTECH INDUSTRIES Continues to Grow



In these trying economic times, it is always refreshing to hear of a company that is growing. Here at MMIC, many of our tenants are growing but one in particular that stands out from the crowd is Caltech Industries. Caltech is an anchor tenant at MMIC and since moving into the building in January of 2006, they have grown at a rate of over 20% per year. In fact, Caltech was honored in 2007 as one of Michigan’s 50 Companies to Watch by The Edward Lowe Foundation.

To accommodate their current needs and plan for future growth, Caltech made the decision in 2008 to renovate additional space at MMIC. This addition of space included doubling the size of their research lab and adding a new office area to accommodate 10 additional employees. To expand the innovative environment in their current offices, Peter Anders of Dow Howell Gilmore Associates (DHGA) in Midland was commissioned to continue his unique design throughout the new space. "The primary motivation behind Caltech's architecture was to create a unique environment that lets as much natural light into the workspace as possible while improving productivity and employee morale." said Mr. Anders. A number of local companies contributed to the renovation project coordinated by local general contractor, Sugar Construction.

"This addition of new space allows Caltech to support continued growth in marketing, operations, research, and product development. The MMIC staff was very supportive of the renovation and worked closely with us to enable the project without disruption of daily business; ours or that of other tenants on site!" says Louise Bergman, operations director for Caltech.

For more information on Caltech Industries, please visit www.caltechind.com

GANTEC Advance Receives Green Award



In recognition of their continued success as a young start up and the green aspects of their novel technology, GANTEC Advance has been awarded one of Corp! Magazine's Going Green Awards for 2008. Corp! Magazine started the Going Green

Awards in 2008 to identify and recognize those companies that have embraced taking a green approach to conducting business; not only for the economic benefits but also for the benefit of the world around them. GANTEC was chosen for the award based on their development and commercialization of a revolutionary, natural growing system for retail greenhouse operators and enthusiastic home gardeners called BlossomSprings™. GANTEC Advance combines natural products and today's technology to create systems that enhance plant health, the quality of human life, and our global environment.

"As a natural products technology company, GANTEC-Advance is truly honored to receive the Going Green Award from Corp! Magazine. Our objective is to develop and deliver products that help homeowners and professional growers cultivate and maintain healthy plants, naturally. We have discovered certain principles and developed products that allow plants thriving in the wild in one part of the world to deliver health benefits to those grown under consumer or professional care in another part of the world. The net result is positive economic, community and environmental development in both parts of the world. We believe such synergy is exactly what is needed for business success and sustainability in the 21st century. We are delighted to receive the Going Green Award as an important affirmation of our approach." says Joe Affholter, CEO of GANTEC Advance.

For more information on GANTEC Advance and their BlossomSprings™ product, please visit www.gantecinc.com. For more information on Corp! Magazines Going Green awards, visit www.corpmagazine.com.

Auburn Analytical calls MMIC Home

MMIC would like to welcome Auburn Analytical Lab, Inc. (AAL) as our newest tenant. AAL was connected to MMIC by leveraging support from the Michigan Economic Development Corporation, the Small Business and Technology Development Center at Delta College, and Midland Tomorrow. AAL is a third party accredited test facility for producers and suppliers of material for the iron industry. Most of their work is in the U.S. but they also service clients across the globe. AAL's plan for growth includes broadening the scope of the services to include testing for steel mills, toy manufacturers, and jewelry producers. AAL is a family business run by father and son team Bill and Matt LaFramboise. Bill had this to say regarding their move to MMIC, "Moving to the Innovation Center will allow to consolidate our operations and gain valuable business management and marketing support as we restructure and grow our company."

SBIR/STTR Grant Seminar set for April 3rd

This seminar is aimed specifically at scientists and university and research institute faculty and staff— *with PhD's in Hard Science* - interested in serving as *Principal Investigators, Researchers and/or Consultants* on federal SBIR/STTR grants. The SBIR/STTR program funds small business R&D grant topics that ***closely match*** Great Lakes Bay area scientific, technical and business strengths and capabilities – areas like Advanced Manufacturing, Alternative Energy, Bio-Based, Homeland Security, Materials, Chemistry and Electronics, Information, Life Sciences, Education and beyond. Individual grants can range from: \$100,000 for Phase I to \$1,000,000 for Phase II. In addition, the State of Michigan (MEDC Emerging Technology Fund) provides match funding on SBIR/STTR grants. The grant funds pay for direct project related expenses (including salaries and consultants). Most importantly, many successful firms in Michigan and the U.S. routinely procure multi-millions in commercially viable SBIR/STTR grants each year. The workshop will help participants to:

- Understand how SBIR and STTR grants work and how to win;
- Identify how you can most effectively partner with small firms on grant applications and research
- Learn how to craft competitive R&D grant proposals in response to SBIR/STTR solicitations.
- Learn where you can get further assistance.

Date: 4/3/2009

Time: 9:00am – 12:00 noon

Location: MMIC Core Conference Room

Cost: FREE – RSVP's Required

Register Today by Calling SVSU @ 989.964.7015

New MMIC Sponsor: Edward Jones Financial Advisors CarolAnne Bennett & Brian Myers

MMIC would like to welcome CarolAnne Bennett and Brian Myers, Financial Advisors with EdwardJones, aboard as Sponsors. "Sponsoring the Innovation

Center is a great way for my small business to connect with other small businesses and extend services to their owners as well as the individuals that they employ. My partner and I look forward to supporting the Innovation Center tenants in any way that we can.”, said CarolAnne Bennett.

Click [CarolAnne Bennett](#) or [Brian Myers](#) for more information.

A publication of



Connect. Collaborate. Succeed!

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MidMichigan Innovators is a collaborative partnership between organizations and institutions in the region, promoting innovation and entrepreneurship to support economic growth in mid-Michigan.