



# Don't miss the Delhi Business Expo

COME SEE WHAT OUR LOCAL BUSINESSES HAVE TO OFFER

## DELHI BUSINESS EXPO 2010

- ▶ Wednesday, October 20th
- ▶ 6-9 p.m., Holt High School
- ▶ Free & everybody is welcome!

Decades ago, doing business locally was the norm. People shopped where they lived, and knew the people they did business with. Then the world got bigger—and so did consumer choices.

Now we're coming full circle again, rediscovering the value—and importance—of supporting our local business community. That's why the Delhi Business Expo was launched last year: to showcase the variety of products and services available from businesses right here in Holt.

"The Expo serves as a real step toward local business growth and recovery," said Chuck Grinnell, organizer of this year's Expo. "Studies indicate that more than fifty cents of every dollar spent locally stays in the local economy." That's a great investment in our own community, and one that pays dividends to all of us.

Grinnell added that the Expo is valuable in other ways, too. It provides an avenue for local businesses to explore their own networking opportunities, as well as to connect with current and potential customers. "It's a great way to become more aware of what customers like and dislike,



**OVER 75 HOLT BUSINESSES**




## DELHI BUSINESS EXPO

**WEDNESDAY, OCTOBER 20**  
**6-9 p.m. at Holt High School**

Meet your local businesses and get great discounts.

- More than 75 local business exhibitors
- Great discounts on products & services
- Prize drawing every 15 minutes
- **GRAND PRIZE - 42" flat screen TV**



and what they are looking for," Grinnell said. That, too, helps keep dollars local—because if you find what you're looking for at a Delhi business, you're likely to keep coming back.

The Expo is even bigger and better this year, with more than 75 exhibits for you to browse. Some exhibitors will have giveaways, and some will be offering special pricing just for the Expo. There will also be a prize drawing every 15 minutes, all leading up to the big prize: a 42" flat screen TV!

Please plan on stopping in. This year's hours have been expanded to allow people more time to view the exhibits and speak with business representatives. Our local business people are eager to meet you, answer your questions and provide solutions—just like in the "good old days."

OUR TOWN



# Rosenbaum Eye & Laser Center

“Our vision...is improving yours.”

Although Rosenbaum Eye & Laser Center is one of the largest refractive and cataract centers in Michigan, the physicians’ focus is not on “bigger,” but better. Dr. Frank Rosenbaum and his staff combine vast professional expertise and state-of-the-art technology with compassionate, individualized care. Quite simply, their mission is to help people see better, and to provide the highest quality patient care and satisfaction while doing so.

Dr. Rosenbaum and his staff have performed more than 15,000 Lasik procedures (a type of laser vision correction), for which they are perhaps best known by the general public. However, the Center provides comprehensive adult eye care, including medical and surgical treatment of cataracts, glaucoma and many other eye health issues. Most patients are referred to Rosenbaum Eye and Laser Center by their primary optometrist to receive specialized diagnostics and treatment. Of course, there are also many patients who self-refer simply because they’re tired of dealing with the hassle and expense of glasses or contact lenses. Diane Wilson, Director of Refractive Services at the Center, said she loves seeing patients’ excitement when their vision is restored. “People are amazed at what life can be like without glasses or contacts,” she said. “We often receive thank-you cards from our patients.”

The Center offers informational seminars on Lasik once or twice a year to help people understand the procedure and its potential benefits for their situation. Thorough individual screening—often provided free of charge—is required to determine whether a patient is eligible for Lasik or other corrective surgical procedures.

Rosenbaum Eye & Laser Center offers their patients the convenience of the first and only in-office surgical suite in Michigan. Accredited by the Accreditation Association for Ambulatory Health Care (AAAHC), the Center’s surgical suite meets stringent national standards for safety, personnel accreditation, policies and procedures, and equipment and facility requirements. Other advantages for the patient include privacy and a comfortable, relaxed environment. When required, anesthesia is provided by a board certified nurse anesthetist. Dr. Rosenbaum has practiced in the Lansing area for 27 years, and relocated Rosenbaum Eye & Laser Center to Delhi Township about 11 years ago.

*Rosenbaum Eye & Laser Center is at 3390 East Jolly Road, Lansing, 393-2020, [rosenbaumeye.com](http://rosenbaumeye.com).*



# “Fat Boys is Home”

Talk to Fat Boys owner Dave Dec and it quickly becomes clear: not only are his customers still loving Fat Boys after 20 years, so is he.

Even in his days as a student at MSU, Dave said, he knew he wanted to own his own business: “I just didn’t know what.” Technically he already did own one—the painting business he started to put himself through school. But it wasn’t until he heard a speaker from Domino’s in a class at MSU that a realization hit him: he enjoyed being responsible for a task, working through the process, then finishing it. In that way, painting wasn’t so different from pizzas. But pizza sounded like a lot more fun.

So Dave got his start in pizza—and eventually management—with the Domino’s organization, learning along the way “how I wanted to do it.” At age 25 he got the opportunity to put his theories into practice when he left Domino’s and, with his partners, bought a pizza store in East Lansing. This led to the purchase of a second store in Holt, which ultimately became Fat Boys. He was learning, the business was growing, and he was having fun. Still, he said, “I always thought I’d get a ‘real job’ at some point.”

## *The hometown pizza place Holt has loved for 20 years*



Not that he has gotten here without a lot of hard work. Dave admitted to being a bit of a perfectionist, and said he’s always tackling a “project,” whether it be planning for new equipment or coming up with marketing strategies. It’s clear he isn’t a guy who’s content to rest on his laurels. “It brings me a tremendous amount of joy when the phone is ringing off the hook,” he said. “I never, ever take it for granted.”

That’s why you might run into him on a sunny summer day, buzzing around a Holt neighborhood on the Fatmobile, a tricked-out golf cart. He might do an impromptu dough-spinning demo, hand out gift certificates or t-shirts, or just sit and shoot the breeze with people for a couple of hours. It’s the “meeting people” part that he loves. “I never know what I’m going to do when I go out—I just wing it.”

He’s found that somehow, without his planning it, Fat Boys has become part something of a touchstone for Holt people. Customers who came in with their families as kids now come in with kids of their own. People who’ve moved away are happy to come back for a visit and find out Fat Boys is still there.

And that’s the part that Dave loves most about what he does: the relationships.

“It really is an ‘It’s a Wonderful Life’ kind of thing,” he said. “The dreams you were chasing when you went into business aren’t what end up being the rewards. But the rewards are even better than what your dreams were.” That’s why, Dave said, he and his wife Susan are firmly planted in Holt. “We’ve been involved in this community forever, and we always will be.”

*Fat Boys is at 2040 N. Aurelius in the Holt Plaza, 699-2400, fatboysholt.com.*





# Tim Hortons & Cold Stone: a treat for every taste

Marry two successful franchise concepts and a dynamic husband/wife entrepreneur team, and what do you get? A popular eatery that now has even broader appeal than it had before, said co-owner Michele Hirschfeld.

Michele and her husband, Tom Schlitts, were staunch supporters of the Tim Horton brand, and business in their then-1 1/2-year-old Holt franchise was good. Then, a year ago, their store was chosen as one of a select group in the U.S.—and the only one in the Lansing area—to co-brand with Cold Stone Creamery. Since then, business has only gotten better.

“It’s been great,” Michele said. “It’s brought something for all ages and sectors of the community.”

With the store open around the clock, Michele said, customers can drop in any time to satisfy food cravings from a breakfast sandwich to a complete meal to a frozen treat—or a combination thereof. The store attracts families, seniors, friends meeting for the famous Tim Hortons coffee, the after-school crowd and couples on “date nights.” In short, just about everyone.

Offering moderately-priced, high-quality food in a nice environment, “We fill a niche,” Michele said. “I describe it as ‘upscale fast food,’ with healthy options.” Even the ice cream comes in “sinless” versions, and other choices like sorbets accommodate customers with dietary restrictions.

Tim Hortons-Cold Stone does “a ton of catering,” said Michele, “because of our quality, price and customer service.” She’s been known to answer the phone at 11 o’clock at night to talk to a panicky catering customer who has a last-minute request. “When catering customers call, they talk to the owner,” she said. “That’s the kind of service we provide.” The store is also available for hosting events such as business meetings, children’s birthday parties and baby showers. They also offer their ice cream cakes and cartons of their ice creams—including any custom blend you can think of—for purchase.

Tom’s 26-year career in community banking and Michele’s background in marketing and public relations

give the pair a combination of financial and marketing savvy that has helped

their business become successful. Michele and

Tom are active supporters of the community and like to make things happen—and they welcome opportunities to partner with like-minded local businesses.

In conjunction with the Sam Corey Senior Center, Tim Hortons-Cold Stone hosts Senior Mondays from 11:30-1 p.m., with activities such as music and sing-alongs, and they’ve also played host to a community ice cream social with 250 in attendance. On Monday nights throughout the late spring and summer, classic car shows turn the parking lot into a “blast from the past.”

It’s just as Michele said: “We have something for everyone.”

*Tim Hortons/Cold Stone Creamery is at 2350 Cedar Street, Holt, 517.694.0129; catering: 888.891.2659.*



Ice cream images © 2010 Kahala Corp. All rights reserved.



## MEET YOUR DDA BOARD MEMBER

# Robert Fillion

Bob Fillion, owner of Victory Lane Oil Change in Delhi Township, has served on the DDA board for about a year. Though he's the newest member of the board, he said he's already learned a great deal about the role the DDA plays in improving our community.

"You don't realize all the good things they do until you're involved in it," he said. Bob had high praise for his fellow board members, and emphasized how much of their personal time they have given over the years, without compensation, in service to their community.

Bob has also been impressed by the DDA projects and accomplishments that have taken place during his first year on the board. Some of these include the continuation of the walking trails; the relocation of the cemetery sidewalk away from the road for safety reasons; and razing old buildings on some local sites and replacing them with safer and more attractive ones.

Bob grew up in Lansing and played football, basketball and baseball for Resurrection High School. At that time, "Holt-Mason" was a rival school, and Bob laughingly said, "My claim to fame was that I'd never been beaten by Holt-Mason in any sport." These days he'd rather spend his free time golfing, hunting or fishing, and he has proudly called Holt home for 42 years now.

In fact, he said, "I'd be happy to never leave the city limits!" And when he does travel—to a home in Florida or to visit family elsewhere—"I'm always glad to come home."

*You don't realize all the good things they do until you're involved in it.*

# Holt (Advertising) Power!

## HOLIDAY TV CAMPAIGN WILL SPOTLIGHT LOCAL BUSINESSES



Together we can create more bang for our advertising bucks. That's the premise behind the Delhi cooperative holiday TV campaign.

Developed several years ago by the DDA, the cooperative holiday campaign is designed to provide local businesses an affordable way to advertise while also generating more awareness of the Delhi business community as a whole. The DDA underwrites half the cost of the program. Here's how it works:

- ▶ Each commercial package contains 42 30-second TV commercials
- ▶ Two non-competing merchants will be featured in each commercial
- ▶ Each commercial opens and closes with a "Shop Holt" message
- ▶ Commercial production is included in the cost of the package
- ▶ The cost to each participating merchant is \$350

This year's campaign will air on WSYM Fox 47 from approximately the first week of November through December 20. Spots will air in programming including news, daytime and prime time.

If the past several years are any indication, the advertising packages will go fast! Participation has grown each year and packages are sold on a first come, first serve basis. Fox 47 representative Don Garchow is calling on businesses now, so if you would like to reserve a package, you may contact Don directly at (517) 702-3124.

## The case of the missing McDonald's

*Holt store to return "new & improved" soon*



It's a little shocking to drive past the site of our local McDonald's and see... dirt.

The old familiar Holt McDonald's was torn down in early September, but not to worry. Township officials report that the footings have been poured and the new building should be completed and open for business before the holidays.

The modernized building will be similar to the McDonald's in Mason, with amenities including a double drive-thru for faster service.

*McDonald's will be back at 2400 Cedar Street, Holt, 694-9431.*



# Great resources to help local businesses



## CRRP: rebates for exterior upgrades to commercial buildings

If you're considering exterior improvements to your commercial building or property, the DDA has resources to help you recover up to half your owner-paid costs.

The Commercial Rehabilitation Rebate Program (CRRP) offers rebates to businesses within the DDA district for qualifying exterior improvements. A 50% rebate with a maximum of \$50,000 may be paid to subsidize the cost of eligible improvements. This is a unique opportunity for you to modernize, upgrade or otherwise improve the appearance of your building at a significant cost savings.



Eligible improvements include such things as landscaping, facades, awnings, exterior signage, parking lot repaving, roofing and siding, handicap accessibility features and exterior security devices. Some categories are subject to specific dollar maximums. For additional information about CRRP and

a complete list of eligible improvements, visit the DDA website, [delhidda.com/incentives/](http://delhidda.com/incentives/), or contact the Delhi DDA, 699.3866.



## BizBuzz: Helping you help your business

The Delhi DDA wants to help independent Delhi businesses become better, stronger and more sustainable. That's why the DDA has partnered with the Michigan Small Business Development and Technology Center (SBDTC) to offer BizBuzz, a comprehensive local resource to help your business not only grow but thrive.

Biz Buzz is available to you at no cost as a benefit of doing business in Delhi Township. It's designed to fit the needs of many different levels of business—from startup to expansion—and can help you with:

- ▶ Business startup
- ▶ Business plans
- ▶ Growth strategies
- ▶ Strategies for securing financing for expansion or other needs
- ▶ Marketing plans
- ▶ Marketplace research, including trends, demographics, market leader research, and best practices
- ▶ Peer group discussions
- ▶ Strategic needs assessments
- ▶ Benchmark analysis (comparing your company to industry norms)
- ▶ Understanding basic financial reports



Confidential meetings held in the DDA office's Biz Buzz Center with a specially trained SBDTC business consultant will help establish a growth work plan created specifically for your business. To find out how to get started, call Helen Harrison at the DDA's Biz Buzz Center, 517.699.3866, email [helen.harrison@delhitownship.com](mailto:helen.harrison@delhitownship.com), or call Tom Donaldson at SBDTC, 517.483.1921.

# 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).

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## THE DDA BOARD MEMBERS:

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Kim Cosgrove,  
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