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SOUTHFIELD BUSINESS NEWS

A City of Southfield Business Development Publication

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Lawrence Technological University faculty and staff spent many years developing new structural design methods (carbon-fiber reinforced polymers) that will impact the longevity of America's bridges.

Southfield provides test site for the development of new bridge materials

A bridge demonstration project in Southfield is providing valuable data for the development and use of carbon-fiber reinforced polymers (CFRP's) that will have a dramatic impact on the maintenance needs and longevity of America's highway bridges.

The research is under the direction of Nabil Grace, chairperson of the Civil Engineering Department and director of the Center for Innovative Materials Research (CIMR) at Lawrence Technological University.

Grace has tackled a problem that has confounded civil engineers for decades.

The use of traditional steel reinforcements in the nation's bridges has resulted in frequent maintenance because steel rusts rapidly when exposed to water, salt and chemicals. Wide temperature variations, heavier truck loads and growing traffic volumes have accelerated structural failures that require replacement years ahead of schedule.

According to Grace, bridge repairs are both costly and time-consuming, which make it challenging for highway departments to fund the necessary remedial work.

Networking

Southfield to host 3rd Thursday networking event

Is networking and referral marketing a major part of your business development strategy? Then join local business professionals Thursday, April 19 at p (Pi) Restaurant located at 28875 Franklin, Southfield, 4:00 - 6:00 p.m.

Hors d'oeuvres will be served with a cash bar. Co-sponsored by the Southfield Area Chamber of Commerce and the Engineering Society of Detroit, the networking event is held at various restaurants throughout the city on the third Thursday of every month.

Call Rochelle Freeman, Business Development Manager at (248) 796-4160 for further information.



Southfield provides test site for new bridge materials

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“The same problems are likely to reoccur over time if repairs are made by employing the same methods, materials and designs of the original construction,” he said.

The LTU faculty and student teams have spent many years developing new structural design methods using CFRP resulting in creative new ways to eliminate the use of steel reinforcement in bridges. According to Grace, these revolutionary design techniques could usher in a new era in the sustainability of highway bridges.

“Taking advantage of high-strength carbon-fiber technology will result in better design and less maintenance, which will translate into a dramatically longer lifespan for bridges,” he said. “Public officials will be willing to invest more in bridge replacement when they know they can get more for their money, and taxpayers will benefit due to lower costs of less frequent repairs. Commerce will benefit due to fewer shutdowns and detours caused by repairs.”

Grace has a patent for his invention of ductile hybrid fabric. This unusual combination of carbon and glass fibers offers an excellent means to reinforce existing structures, both building and bridge structures. In 2001, the City of Southfield and consulting engineer firm Hubbell, Roth & Clark partnered

with Lawrence Tech to provide a real-life research project for Grace’s new structural materials. When rebuilding the \$8 million Bridge Street Bridge over the Rouge River near Eight Mile Road, the city used traditional, steel-reinforced concrete for one span and CFRP-prestressed concrete for a parallel span. Both spans are continually monitored, and a five-year load test was completed in December 2006.

The project represented the first American bridge for auto traffic to benefit from Grace’s research results. The bridge project won the Precast/Prestressed Concrete Institute’s Harry H. Edwards Industry Advancement Award as well as the Eminent Conceptor Award from the American Consulting Engineers Council of Michigan/Michigan Society of Professional Engineers - the highest award for engineering excellence for outstanding achievement for an engineering or surveying project.

Gregory Johnson, Metro Region engineer for MDOT hopes that the Bridge Street Bridge project will see long-term benefits. “We want to build on the knowledge gained from the Bridge Street Bridge demonstration project so that we can assess constructability and maintainability issues and cost comparisons/life cycles involved in replacing steel reinforcement with CFRPs now and in the long-term.”

HOUSE OF WATCHBANDS CELEBRATES 80 YEARS OF BUSINESS

It was 1927 when Polish immigrants Sid and Delores Max, opened their watch and jewelry repair business in Detroit. Sid wanted to have a unique niche; so their first store highlighted a collection of watchbands that eventually expanded into a wide array of watches due to overwhelming customer demand.

Today, the House of Watchbands offers an extensive range of services that include engraving, battery replacement, watch sizing, jewelry and clock repair, and restoration of antique pocket watches and other heirlooms.

While the House of Watchbands has seen dramatic expansion of its services and locations (which now number three stores), the watch retailer has never lost sight of the original focus of its goal and mission statement set forth 80 years ago: provide excellent customer service and a friendly, warm atmosphere.

“Our staff is very well-trained and capable. We offer fast service on the premise,” according to Delores Max, who

still comes to the stores on a regular basis. Sons Michael and Daniel Max learned the family trade from their father and stepped to help run the store when Sid was stricken with polio in 1962.

Daniel manages the Madison Heights and West Bloomfield stores with Howard and Alissa (daughter) Goldberg managing the main store in Southfield.



“We always have family members at each location to oversee everything,” said son-in-law

Howard Goldberg. “That way, we can make sure that things are done the way Sid would want it done.”

The City of Southfield congratulates the House of Watchbands on its 80th year of operations. House of Watchbands has been a stronghold in Southfield for many years and through friendly customer service and advanced work ethics, it stands to enjoy many more years of success. House of Watchbands is located at 29205 Southfield Road, Southfield, (248) 552-0080.

Beechwoods Recreation Center offers variety of youth/adult activities

The Beech Woods Recreation Center hosts a number of Southfield Parks and Recreation programs including youth basketball leagues in the fall, winter and spring.

The center is currently the home of the Southfield Youth Basketball League, Oakland County Senior Bounce Volleyball League, Junior Michigan Thunderbirds Wheelchair Hockey League, United Auto Workers Basketball League, Junior NBA League, Optimist TriStar events, walking club, numerous aerobic classes, karate, yoga, golf and tennis lessons, volleyball, health and wellness seminars, and youth and adult open gyms.

Beech Woods also offers sporting opportunities for people with disabilities and for seniors ages 50 and over. Adaptive programs include wheelchair basketball, golf and tennis. Senior adult programs include bounce volleyball, tennis and golf. Call the center at (248) 796-4673 or (248) 796-4670 to obtain further information.

New p Restaurant features contemporary cuisine and lounge

New format combines European-style ambiance with American-flavored culinary aesthetics

The former Café Milano/Excalibur Restaurant has undergone an extensive transformation into the p Restaurant (the Greek symbol for Pi) and recently opened to the public. The new 120-seat p Restaurant is a contemporary, relaxed Southern European-styled venue accented with subtle lighting and ceiling-to-floor sheers. The dynamic lounge features a copper bar, seven European beers on tap as well as over 50 bottled beers from all over Europe, a wine list featuring wines from several countries in Europe, a cigar/martini lounge area, Tapas and high definition TVs.

The outside features all-new landscaping and an outdoor patio, which is open during the spring through the fall seasons, with a retractable awning, space heaters for cooler nights, and seating for up to 40 guests.

The menu features an eclectic array of delicacies from over twelve European countries with moderately priced lunches from \$8 to \$15 and elegant dinners generally ranging from \$15 to \$25. A lobster tank and an occasional flambé are also part of the ambiance. The restaurant also offers gourmet brick-oven baked thin crust pizza.

The contemporary lounge offers happy hour from 3-6 p.m. everyday of the week with \$1.50 off every drink. A reverse happy hour is also offered from 9 p.m. – 2 a.m. (Sun- Thur.) where drinks are discounted \$1.00. An eclectic jazz/top-40 mix of music sets a relaxing tone to dine and relax.

The p banquet hall, located behind the restaurant, offers affordable elegance with seating for up to 350 and two separate rooms that hold up to 100 and 250 people respectively. The facility is open for all types of events during the day or night.

“When you walk into p it’s like walking into someone’s house in Southern France, Italy, Spain or Greece,” said owner Tony Gioutsos. “We want people to be able to relax and enjoy a simple, yet delicious, European meal. This is a new concept for the area, one we feel is needed for sports viewing, relaxing after work, or simply socializing.”

Hours are 11:30 - 2 a.m., everyday of the week. For more information, call (248) 208-7500.

Greek Islands Coney reopens after extensive remodeling project

Greek Islands Coney Restaurant has reopened after an extensive remodeling project. The venue returns with some of its signature staples in place such as its wide variety of appetizers, salads, entrees and desserts - both Greek and American, in addition to all the Coney menu favorites.

“We take pride in making all our own food on the premise with nothing pre-cooked,” said restaurant owner George Stefanakis. “We return with all of the culinary favorites that we became known for as well as the family-friendly atmosphere that has drawn Southfielders to our restaurant for years.”

The venue most recently received the award for “Best Coney Island Art” from the Detroit Free Press. The recognition was attributed to the painted depiction of the famous Sistine Chapel in which God reaches for the hand of man.

Greek Islands Coney Island, located at 15600 W 10 Mile, is one of several throughout the metropolitan area that are owned and managed by George and Terri. Other locations include restaurants in Birmingham and West Bloomfield.

Greek Islands caters business meetings, office and home parties, and school events. Call (248) 424-8882 for further information.

AUTOMATION ALLEY reaches milestone, welcomes 700th member

Automation Alley, which drives the growth and image of Southeast Michigan's technology economy recently announced that it has signed its 700th member, Synergy Plus Solutions, Inc.

"Reaching 700 members is an exciting accomplishment for Automation Alley," said Ken Rogers, executive director. "It's remarkable to look back at the past seven years to see the tremendous growth the Alley has accomplished. We're proud to see that businesses in southeast Michigan continue to find value in our organization."

With offices in Livonia and southwest Ontario, Synergy Plus Solutions offers customers assistance in accounting and business management solution implementations. The company provides a full range of professional services including needs assessment, planning, installation, implementation, data conversion, training, business process re-engineering, custom programming, application development, and end-user customer support.

With its Automation Alley membership, Synergy Plus Solutions will have the opportunity to take advantage of the Alley's unique programs focused on technology acceleration, business assistance and attraction, and exporting.

Members are also able to utilize Automation Alley's resources, attend seminars and networking events, and use the Automation Alley Web site for posting press releases, requests for proposals and job openings.

"As a leading solution provider of mid-market business management applications, we feel Automation Alley is a key element to our growth strategy in Southeastern Michigan," says Joe Santoro, president of Synergy Plus Solutions, Inc. "Our corporate values are similar to Automation Alley's direction with respect to servicing its membership and providing value to all stakeholders."

About Automation Alley

Automation Alley drives the growth and image of southeast Michigan's technology economy through a collaborative culture that focuses on workforce and business development initiatives.

Since its founding in 1999, Automation Alley has expanded to include 700 businesses, educational institutions and government entities, covering an eight county area and the City of Detroit. Automation Alley promotes regional prosperity through the Automation Alley International Business Center, which provides business attraction services and exporting assistance; the Automation Alley Technology

Center, which brings together businesses, educators and government to help entrepreneurs accelerate technology commercialization; and the GLIMA Network, a state-wide association for individuals engaged with and involved in technology-oriented industries.

For more information, please visit www.automationalley.com.

Automation Alley announces new president and board of directors

Automation Alley elected its new president, John Voorhorst, and 2007 board of directors at its recent annual meeting.

Voorhorst, vice president of DENSO International America, Inc. and president of the DENSO North America Foundation, will serve a two-year term as president. In this role, he will be responsible for overseeing the board of directors and serve as Automation Alley's official representative at community and Alley events.

Newly elected board members will serve a three-year term and include the following: *Dennis Ducanson, Vice President, business development, Detroit Economic Growth Corporation; Turkia Mullin, Assistant County Executive, Wayne County; Lou Longo, Partner, Global Services, Plante & Moran; Adam Wilburn, Practice Manager, Development-East, NuSoft Solutions.*

Southfield nonprofit helps companies remain profitable

JVS, a human services agency celebrating its 65th anniversary, helps local businesses streamline their operations and remain profitable. Companies outsource with JVS by using three distinct programs to control costs and remain competitive.

HR Solutions Group (HRSG), a JVS division, reduces the costs associated with human resources management and eases the administrative burden of HR. Through benefits cost analysis, HRSG has immediately saved companies thousands of dollars on their medical, dental and other benefits without changing providers.

HRSG can also manage employee recruitment by advertising for positions, sifting resumes, pre-screening applicants, conducting initial interviews and verifying job applicant credentials.

With the enormous response employers are getting from job listings, HRSG saves companies much needed time that can be better spent on their business.

Other areas that HRSG offers assistance with is filing workers' compensation claims and managing functions related to the Family Medical Leave Act (FMLA) and Consolidated Omnibus Budget Reconciliation Act (COBRA).

The JVS Work Center can assist companies with assembly, packaging, sorting, salvaging, collating and mailing needs. A crew of 200 trained workers are available to help process products in a timely, cost-effective manner.

The JVS Work Center can collate and assemble company information kits; shrink wrap, poly bag or hand pack products; handle bulk mailings from start to finish; repackage, re-label, recycle or redo manufacturer mistakes and meticulously assemble products.

JVS currently contracts with national companies such as Weight Watchers in addition to dozens of local businesses such as Wright and Filippis.

The JVS Employee Homeownership Program (EHO) helps companies in growth areas such as healthcare, recruit and retain valuable staff through homeownership incentives. This program helps employees purchase a home near their workplace or where a company wants to promote economic development and stability.



EHO works by offering forgivable loans if an employee stays with the company for a specified amount of time. They frequently offer credit counseling, down payment assistance generally in the form of forgivable loans, and a day or afternoon off to close on their mortgage. JVS is the only nonprofit administering the program in metro Detroit.

For more information about JVS' services, contact Jim Pawlak at (248) 233-4243 or jpawlak@jvsdet.org.

Beale Group helps grow area retail

If you want a good introduction to Michigan's retail market, you only have to spend time at The Beale Group's offices at the Comerica Park Tower in Southfield. There, you will learn a great deal about commercial real estate brokerage and investment.

In an era of ace relief pitchers and football special teams, The Beale Group is a specialist. And whether it's the ball diamond, the gridiron or southeastern Michigan retail, expertise delivers results.

The Beale Group's leasing activities are focused on retail. Within this focus, Beale offers a full range of services, including representation of buyers, sellers, tenants, landlords and property management.

As they market a property, brokers don't neglect the landlords' immediate area. They work hard to identify those who may be interested in a larger or smaller space or a new location. Some of the most intense efforts are directed within a one-to three-mile radius of the center and have included the following:

- The Beale Group were successful in securing a 4-year lease at Country Village Plaza. **Lee Beauty Supply** will occupy 3,222 SF of retail space at the southwest corner of 12 Mile and Evergreen Roads.

- The Beale Group also represented both the landlord and tenant in another lease agreement at Country Village Plaza located at 12 Mile and Evergreen Roads.

- The Beale Group, Inc. successfully completed a 10-year lease in Southfield at Tel Twelve Plaza located at 12 Mile and Telegraph Roads. **Fat Burger** is the tenant coming to the shopping center and will occupy 2,812 SF.

The Beale Group's reputation over the years has been built on integrity and results. Please contact The Beale Group at (248) 358-0600 or visit their Web site at www.bealegroup.com for your retail commercial needs.



100 Days to Health Campaign kicks off Saturday, May 19

Southfield will kick off the 100 Days to Health campaign, Saturday May 19 at City Hall.

The program, which is an adaptation of a national health initiative returns after a successful 2006 campaign. This year, additional activities have been incorporated into the campaign that includes a fun run, along with various senior and children's events. One of the cornerstones of the program has been and will continue to be the Mayor's Walk "A Healthy City is A Strong City" initiative, which will kick-off another 8-week program beginning **Monday, June 11 - August 3.**

As in the past, the Walk will be at Inglenook Park at 7:00 a.m. Mondays, Wednesdays, and Fridays. Call the Mayor's Office at (248) 796-5100 for further details.

Naming opportunities for the Southfield Youth Center

Naming opportunities are available for the Southfield Youth Center, a safe and supervised facility that will serve as an after-school gathering place for Southfield and Lathrup Village area youth.

The center, which is scheduled to open Summer 2007, will be located on the lower level of the old Southfield Library location. It will serve as a community focal point for information and/or participation in educational, athletic, cultural and leadership programs for youth.

To date, the following sponsors have availed themselves of these naming opportunities: *Denso* (\$100,000) snack bar; *Lear Corporation* (\$100,000) Internet Cafe; *Comcast* (\$25,000) theater; *The Skillman Foundation* (\$100,000) music studio; *Fifth Third Bank* (\$60,000) entrance and welcome check-in for members and guests; *St. John/Providence Hospital* (\$75,000) activity room. Available sponsorship amounts are as follows: game rooms, \$20,000; group and study rooms, \$15,000; and music practice rooms, \$15,000.

Contact Warren E. Goodell, Executive Director of the Southfield Community Foundation at (248) 796-4190, or e-mail at wegoodell@scfmi.org for further details.

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