



Welcome to Troy – Michigan’s premier address for business, retail and commerce. With our central location, excellent city services and friendly business environment, you will find that Troy is a great place to start and grow your business. In order to get your business up and running quickly, Troy’s plan review, building, permitting and inspection processes are fast, fair and predictable. The following contact list has been prepared to assist you in launching your business. We look forward to serving you.

**New Business Checklist - -
What Do You Want To Do?**

- Find a site for lease
- Schedule a pre-purchase/lease meeting
- Complete a pre-purchase walk-through inspection
*Contact: Glenn Lapin, Economic Development Specialist
248.524.3314 or G.Lapin@troymi.gov*
- Site plan Review – ensure your business is in compliance with our Zoning Ordinance
- Determine if a proposal is permitted
- Get development approval
*Contact: Brent Savidant, Planning Director
248.524.3366 or SavidantB@troymi.gov*
- Determine if a building inspection is needed
- Determine if proposal is permitted
- Alterations of a building or property may require the submittal of a Site Plan for review
*Contact: Steve Burns or Rick Kessler at 248.524.3367 or S.Burns@troymi.gov
R.Kessler@troymi.gov*
- File an Occupancy Permit Application & the Fire Department will contact you for review
- Schedule a fire inspection
- Ensure the building and/or fire protection systems are adequate
*Contact: Dave Roberts, Asst. Fire Chief/Fire Marshall
248.524.3419 or RobertsDJ@troymi.gov*
- Determine if your business requires a sign permit
Contact: Paul Evans, Zoning Specialist at 248.524.3359 or EvansPM@troymi.gov
- Business Licensing Requirements
Contact Aileen Bittner, City Clerk at 248.524.3317 or BittnerA@troymi.gov
- State of Michigan Licensing Requirements
Check <http://michigan.gov/statelicensesearch>

Media Genesis Supports Troy Companies

Media Genesis, a privately owned marketing and web development company, won the Corp! Magazine Digital, Science and Technology award. Recognized in the digital category for its Responsive Design Checker, Media Genesis is helping organizations throughout Michigan and around the world embrace the new digital landscape created by mobile technology.



Media Genesis, is headquartered in Troy at the NW corner of Maple Road and Stephenson Highway. The three-story black glass building, houses many business, creative, and technical companies. Media Genesis owns the building and occupies the second floor – the rest is leased out to other companies. Over the past year the following companies have leased space in the building filling it to near capacity: Greenlite Clinic – Dr. Kumar Singh, Syntegrity Networks, William Cowger’s Acacia Photography, Yes! Home Services, Diversified Industrial Staffing, Energy Conversions Devices, Woo Kyung MIT, Tristone Flowtech, Arena Insurance Agency, A3 Collaborative Architects, and Saimtek.

Media Genesis has provided a range of start-up services including setup of telecommunications, server setup, network and wireless internet access, and the build out of an audio/video studio. Media Genesis also acts as an incubator for start-up companies providing consulting, space, telecommunications, and other start-up and ongoing marketing and technical services. Only a couple of suites are available that range in size from 750 sq. ft. to 3500 sq. ft. For more information please visit www.mediaG.com or e-mail inquiry@mediaG.com

1441 E. Maple Rd 248.687.7888 www.mediaG.com

Unified Business Technologies Moves to Troy

Unified Business Technologies, Inc. (UBT) CEO Michelle D’Souza purchased a state-of-the-art 10,000 square foot building in a HubZone (Historically Underutilized Business Zone) area of Troy. The company’s new headquarters has been entirely re-designed with green technology and now boasts geothermal energy, radiant heating, foam insulation, white PVC membrane roof technology, energy efficient lighting and electrical components, and recycled bamboo furniture. The renovation of this new building – a project undertaken out of personal moral and ethical convictions to create jobs for local subcontractors and to situate an environmentally friendly facility and flourishing business – contributed to UBT’s award of construction projects with the EPA and the U.S. Navy.

UBT’s increasingly national presence is the result of Michelle’s persistence in introducing the business’ services to new agencies and task areas; this persistence is reflected in the company’s steady growth in net worth. Due to this persistence UBT is pursuing the purchase of additional space for expansion of services. UBT is 8A Certified Certified Woman & Minority Owned.

353 Indusco Ct, Ste C 248.588.1781 www.ubtus.com

El Guanaco - Salvadorian Restaurant a Success

Geobany Nunez opened the small grocery store about one year ago on Maple Road at Livernois. After adding a few tables and some stools amongst the Salvadorian spices and hot sauces, it grew into a popular non-frills Salvadorian restaurant with the best homemade food around.



El Guanaco's menu offers a variety of Salvadorian and Mexican specialties including breakfast and lunch specials, dinners and combination platters. El Salvador's national dish is the Pupusa – rounds of masa (corn) dough filled with a choice of ground beef or pork, shredded chicken, queso (cheese), potato or beans, served with a mildly spicy tomato sauce. They can also be eaten with loroco, an edible flower bud from Central America, combined with cheese. The pupusas are served singly or as part of a combination platter, along with empanadas, another Salvadorian dish.

The four platters offered include a combination of delicious quesadillas, enchiladas, burritos, tacos, tostados, tamales and empanadas served with rice and beans for a very reasonable price. They also offer a number of vegetarian options throughout the menu, from fried green plantains to tamales, empanadas and pupusas filled with cheese, loroco flower, squash or beans.

Be sure and try their daily soup specials including a refreshing chicken soup (caldo de pollo), a hearty beef & vegetable (caldo de res) and menudo, a spicy beef soup made with honeycomb tripe. El Guanaco also serves desserts, fruit shakes and aguas frescas.

Is your business looking for a caterer for lunch meetings? Call El Guanaco for a fresh fajita, burrito or enchilada bar (chicken, beef and/or vegetarian with rice and beans).

Hours: Sun-Thurs: 11am-10pm, Fri & Sat: 11am-11pm
49 E. Maple Rd. 248.526.0622

Orange Leaf Yogurt, Troy is First MI Location

Family owned & operated, Orange Leaf is Troy's newest frozen yogurt shop, and the first Orange Leaf franchise store to open in Michigan. Enjoy, savor, devour, inhale describes the fabulous dessert you and your family will enjoy at Orange Leaf.



After you've made your one-of-a-kind dessert, simply put it on the scale and pay by the ounce. Orange Leaf offers 63 flavors that are creamy & delicious, fruity & fantastic, sugar free,

lactose free, low fat, non-fat and gluten free. And check out the toppings bar with fresh fruit & candy, cake, nuts, and warm caramel & chocolate sauces. Enjoy your yogurt in a cup or a freshly made waffle bowl. The colorful shop offers free wifi and comfortable seating for everyone. Call for information on holding birthday parties at Orange Leaf. Fundraising for local non-profits & teams is also available. Call to arrange an event to earn 15% of the proceeds. Hours: Sun-Thurs: 10 am-10pm, Fri & Sat: 10am-11pm.

5369 Crooks Rd. 248.275.5805 www.orangeleafyogurt.com

Troy Residents Open Third Sy Thai Restaurant

Twenty-year Troy residents Fa and Sy Vang, opened their third Sy Thai restaurant close to home in the new shopping plaza on E. Big Beaver at Kilmer. They also own the Sy Thai in Birmingham, opened in 1993 and Sy Thai in St. Clair Shores, opened in 2003. The new restaurant offers an array of delicious Thai entrees rich in colors, flavors, textures and aromas. Their newest location has a fresh, clean look with the Asian artwork and open, airy dining room. There is an inviting patio right next door to enjoy their delicious food outside on a warm, sunny day. Open for lunch and dinner (dine in or carry out), Sy Thai offers exquisite Thai dishes including Pad Thai, Curry Noodle, Pad Pak, Sweet & Sour, Jub Chai, Cashew Nut and much more. Each entrée is served with a choice of chicken, beef, pork, tofu or vegetables. Sy Thai was voted Best Thai Restaurant in Hour Magazine. Sy Thai is also available for all your catering needs. Hours: Sun-Thurs: 11am-10pm, Fri & Sat: 11am-11pm



459 E. Big Beaver 248.817.2980 www.sythairestaurant.com

Enjoy Food & Fun at Steelhouse Tavern

Operating partner Dave Meslin is excited for everyone to enjoy Steelhouse Tavern's rustic atmosphere and high quality tavern food. Steelhouse Tavern offers rocking tunes, crafted cocktails, amazing food and a staff that keeps it loose and easy while at all times caring



for your every need. The menu offers hand cut steaks, USDA Choice Midwestern beef aged on site for 5-6 weeks. The chef meticulously cuts each piece with a band saw resulting in the most tender and flavorful steaks possible, all cooked to order on the wood fire grill. Appetizers feature dragon fire shrimp, steelhouse wings, deviled eggs and pulled pork nachos. Entrees include BBQ chicken and ribs, fish N chips, chicken pot pie, cedar plank salmon, bacon mac & cheese, and blackened chicken pasta. Also enjoy handmade tavern pizza, burgers, salads and sandwiches, along with 19 draft beers and handcrafted microbrews, wine and signature cocktails. Open for dinner inside or on the large patio with firepit. They will be opening for lunch very soon.



Hours: Sun-Thurs: 4pm-12am, Fri & Sat: 4pm-2am.

1129 E. Long Lake, 248.817.2980 www.steelhousetroy.com

Billy Sims Brings Tasty BBQ to Troy

Legendary Lions running back Billy Sims has a presence in Troy with his third Michigan restaurant. The Oklahoma-based Billy Sims Barbecue restaurant chain opened in Troy on South Blvd., just east of Crooks Road. Sims, a No. 1 draft pick who played for the Lions from 1980 through 1984, is still the team's second-leading rusher behind Barry Sanders, despite having played fewer than five complete seasons. A knee injury in a 1984 game against the Minnesota Vikings ended his career.



“Billy Sims Barbecue is something I’m very excited about,” Sims says. “We’ve got a fun, family oriented, tailgate kind of atmosphere here and some of the tastiest and most tender brisket and ribs around. It’s truly a celebration of good food and good football – a place to kick back and enjoy yourself.”



The Billy Sims Barbeque chain has 23 stores in Oklahoma and two in Missouri. The barbecue restaurants offer nine kinds of smoked meats -- brisket (sliced and chopped), pulled pork, chicken breast, turkey breast, hot links, Polish sausage, bologna and ribs -- as well as nine sides ranging from baked beans and baked potatoes to smoked corn on the cob and cole slaw. There are no fried foods, including French fries. Everything is cooked in the smoker, there are no ovens or deep fryers. The meats are smoked on site over pecan wood. Billy Sims Barbeque has a simple, family-oriented, neighborhood feel -- with prices to match. Sandwiches made with one smoked meat are \$6.99 with one side. Dinners with one meat and two sides are \$9.99. Half-rack rib dinners are \$11.99; full-rack dinners are \$22.99. **Hours: 11am-9pm, 7 days/week**

1977 W. South Blvd. 248.688.9291 www.billysimsbbq.com

Blue Wheel Media Expands in New Headquarters

Blue Wheel Media, the digital media agency that combines SEO, social media, and content marketing into a cohesive, integrated brand effort, expanded into a new 4,000 square-foot headquarters at 1950 Stephenson Highway in Troy. The two-year-old firm had already outgrown its original building.

“We are very excited to move into this new space,” said Trevor George, CEO of Blue Wheel Media. “It will allow our team to heighten the service we provide to our clients, in a brand new, state-of-the-art setting that is the perfect environment for performance, collaboration and creativity.” The new office is equipped with portable workstations, an open layout that fosters teamwork, and an employee shuffleboard table for brain breaks.

1950 Stephenson www.bluewheelmedia.com

Looking to Start or Grow a Business?

If you would like to discuss your plans to launch or grow your business in Troy, please call Glenn Lapin, Economic Development Specialist, at 248.524.3314.

Couture Clothing/Bridal Boutique in Oakland Mall

Jahzara Saphir is a new couture clothing/bridal boutique and photography studio all under one roof at the Oakland Mall. Jahzara Saphir carries couture clothing, bridal gowns sizes 6-30, wedding headpieces, undergarments, wedding day accessories, Carlson Craft Invitations, table linens, chair covers, sashes, napkins, and wedding centerpieces. They offer full service wedding planning,



with makeup artists and decor specialist. Located on the lower level outside of JCPenney, Jahzara Saphir combines everything a young woman needs to plan the perfect wedding. Partnering with Forever Exposure Studios, owned by Michael Mizzion Smith, as well as President Tuxedo, Things Remembered and other wedding accessories shops, Jahzara Saphir owner Princess Keith is excited to be operating in Troy. She is planning a Jahzara Saphir Bridal

Expo on September 22, 2013 from 2-6pm at Oakland Mall. Tickets will be \$5 in advance and \$7 at the door. Online store at www.jahzarasaphir.com. They are accepting appointments every day to help brides plan their perfect wedding.

Hours: Mon-Sat: 10am-9pm and Sun: 11am-6pm.
602 W. Fourteen Mile 248.397.9195 www.jahzarasaphir.com

Family Owned Magical Touch Quick Lube Opens

The newly opened 10 minute oil change business on Rochester Road will give you a fast oil change using premium grade synthetic blend oil at the lowest competitive price, and give you an incentive to come back again. Each time you get an oil change, they give you a car air freshener good for \$5 off your next oil change. And after seven receipts, your eighth oil change is free.



They also offer a 10% senior discount every day and will meet or beat all competitor prices. Owner/operator Mike Issa and his brother Wes had been looking for a Troy location for quite awhile. They love the Troy area for shopping and restaurants and wanted to open a location here. These young, energetic entrepreneurs have 10 locations in Michigan as well as Safeway Quick Lubes in Ohio.

“We are family owned and operated,” said Mike Issa. “One of us is always around and we’re very hands-on. A business is only as good as its employees and we have the best. Our Magical Touch Quick Lube technicians are friendly and experienced. There is always a certified mechanic on the premises.” The quick oil change at this operation averages 10 minutes and also includes vacuuming the car interior, greasing all door hinges, cleaning the windshield and using synthetic blend premium oil. They can also do automotive services such as rotating tires, transmission and radiator flushes, minor tune-ups and repairs.

Hours: Mon-Fri: 8am-7pm, Sat: 8am-6pm, Sun: 10am-3pm.
3160 Rochester 248.528.8100 magicaltouchquicklube.com

Transformation Wellness - A Better Way to Be Well

At Transformation Wellness Center, they don't just help you feel better; they help you actually be better by treating the root cause of your problem (not just symptoms) so you can achieve wellness long term. They are a collaborative effort of highly-skilled and experienced complimentary healthcare practitioners working together in one convenient location to offer a variety of services: massage therapy, advanced bodywork, occupational therapy, nutritional counseling and planning, holistic psychotherapy, quantum biofeedback, and wellness classes. Through an integrated approach, they successfully address a myriad of health concerns for clients of all ages.



"We don't just help our clients feel better, we help them actually be better by treating the root cause of the problem and not just the symptoms," Owner & Licensed Massage Therapist Kim Conniff said. Her associate practitioners Colleen Pascoe, OTR-L, CST, LLCC; Cindy Crandell, RN, CN; Jennifer Donakowski, RN, CBS and Deborah Bogle, MA, LLP each have over 20 years experience in the health field.

"Education is key," Kim said, "because the more you know, the healthier your choices will be. "We all have the capacity to live life more fully, and bringing the mind, body and spirit into balance achieves results." Transformation Wellness – a better way to be well.

1147 E. Long Lake, Ste 2 248.918.4898
www.transformationwellnesscenter.com

DiBella's Came to Troy, Gave Free Subs for a Year

DiBella's Old Fashioned Submarines, a New York-based restaurant chain, opened its first location in Troy. That meant free subs for a year for the first 30 customers in line when the doors opened on April 11. Located in the new plaza at E. Big Beaver Road and Kilmer, this is the third location in Michigan for DiBella's, with others in Ann Arbor and Auburn Hills.

"We are excited to expand our presence in Michigan and the Greater-Detroit area," says James Paladenic, Chief Operating Officer for DiBella's. "The people of Michigan have treated us great and we hope to continue our growth and success in this area."



DiBella's began as a family-owned grocery store in 1918 and has transformed into a successful restaurant chain with a total of 34 restaurants in six states. With crowd favorites like the Godfather and Dagwood subs in the lineup, their menu is sure to please sub-lovers of all types. Fresh bread and Grandma DiBella's Chocolate Chip Cookies, made in-house throughout the day, set this restaurant apart from the rest. They pride themselves on using the highest quality meats and cheeses, and the freshest veggies to top it all off.

475 E. Big Beaver 248.528.3562 www.dibellas.com

BLASTPAIN Offers Laser Therapy in Troy

BLASTPAIN offers a revolutionary, exclusive form of laser therapy, unique among any other form of pain management. Most pain management clinics use an approach requiring painful injections and/or surgery, as well as a prescription for drugs. Non-invasive approaches such as acupuncture do not address healing and do not relieve pain at its source.

Damaged human cells respond to light, and healing occurs at the cellular level. The photons of light from BLASTPAIN'S Class IV diode laser penetrate the cells and give them the nutrients and energy needed to promote healing. BLASTPAIN is the only pain management center with a comprehensive approach to identifying the sources of pain, taking steps not only to remedy the source of a patient's pain, but to help prevent pain from returning.

John Wharton, former trainer and strength coach for the Detroit Red Wings, received such positive and lasting results with their revolutionary new laser therapy that he joined the Center that provided his treatment. As Wellness Coordinator at BLASTPAIN Troy, Wharton performs soft-tissue manipulation, devises safe muscle-strengthening programs, and demonstrates proper form so that patients can take charge of their own well-being. Together with Wharton, BLASTPAIN takes pain management to a higher level.



L-R: Jenny McFall, Certified Laserologist; Jessi Albrecht, Certified Laserologist; John Wharton, A.T.C., C.S.C.S., Wellness Coordinator & Certified Laserologist; Lisa Shapiro and Amber Alexiou, Certified Laserologists.

6585 Rochester 248.879.1100 www.blastpain.com

Eco Nails Offers Healthy Environment

The pathway to business ownership was well planned for Thuy (Katherine) Regina, Owner of Eco Nails. She learned about providing excellent customer service and later went to work for a major investment firm that taught her about money management. After moving to the US, she worked at various salons where she learned the importance of what to do and what not to do in regard to products, cleanliness and organization, as well as how to treat employees. And that led to her owning her own nail care business. With so many nail salons in the community, what sets Eco Nails apart from the others? They offer an organic, "chemical-free" environment which is healthier for both clients and employees; they provide sterilized "pipeless" Super Relax Zero Back Gravity pedicure chairs, easy to clean; and they use herbal and organic products which are both beneficial and soothing.

"Clients can have peace of mind when they have a pedicure here," said Katherine Regina. "We even have a separate sterilization room where we use a surgical-grade sterilization system." **Hours: Mon-Fri: 9:30am-7pm; Sat, 9am-6pm, Sun: 12-5pm. 50 W. Square Lake 248.326.6245**

New Sleep Number Transforms Mattress Shopping Experience in Troy

The typical mattress-shopping experience can result in customers feeling confused about the sea of seemingly similar products, distrustful or less-than-knowledgeable salespeople and fearful of making a costly mistake they may have to live with for years. However, as the



manufacturer, marketer, retailer and servicer of its entire line of SLEEP NUMBER® beds, only Sleep Number goes far beyond selling mattresses to offering customers an unparalleled sleep experience.

The company expanded its exclusive, company-owned distribution with the opening of a new Sleep Number® store in Troy, on E. Big Beaver next to Tim Hortons. The new store (6th in the area) features 3,200 square feet of exclusive product.

When shoppers visit the new Troy Sleep Number store, they encounter a multi-sensory experience that goes far beyond the one-size-fits-all approach of other mattress retailers. Customers are guided by their Sleep Professional through interactive experiences that showcase the technological innovation of Sleep Number's benefit-driven products. The result is a complete and individualized sleep experience that helps customers fully understand their sleep needs and allows customers to achieve their very best sleep.



Unlike other mattresses that feature foam or springs inside, the Sleep Number bed features DualAir™ technology inside, which allows couples to adjust each side to their individual comfort and support at the touch of a button. Each Sleep Number bed comes with a 20-year limited warranty and a 30-night in-home trial.

Hours: Mon-Sat: 10am-9, Sun: 11am-6pm
491 E. Big Beaver Rd. 248.526.0644 www.sleepnumber.com

Dominic Pangborn Opens Retail Store in Troy

Acclaimed Detroit artist and entrepreneur Dominic Pangborn opened his latest Pangborn Design Collection at the Michigan Design Center. The Pangborn Design Collection has long been a destination for both art collectors and everyday shoppers. The 1,500-square-foot store showcases many of Pangborn's most popular artworks and his signature line of products, which includes neckties, scarves and fashion accessories. The new Michigan Design Center location will carry on much of his unique design tradition and also appeals directly to interior design professionals with an expanded line of Pangborn home accessories with options for custom-designed accessories and furnishings.

"There has always been a strong demand for my design and patterns, whether on a necktie or on a wall covering," said Pangborn. "The Pangborn Design Collection at the Michigan Design Center can be a one-stop resource for professional interior designers and the general public."

Hours: Mon-Fri: 9am-5pm
1700 Stutz 248.637.2900 www.pangborncollection.com

Check Corporation Recognized as One of 2013 Michigan Companies to Watch

Check Corporation has been recognized as one of the 2013 "Michigan 50 Companies to Watch" and their greatest strength lies in one word, innovation. Founder and CEO, Robert Check, introduced his company's flexible heating elements for aftermarket seat heaters into the medical recliner marketplace. The innovation created a new market dominated by Troy's own Check Corporation. Continued examples of product innovation include the introduction of medical controller power supply, pendants, IV bag warmers and other end user medical chair comfort applications which bring better care to those people who desperately need it.

Companies making it to the "Michigan 50 Companies to Watch" list are a remarkable group of second-stage companies. Defined as having 6 to 99 full-time-equivalent employees and generating \$750,000 to \$50 million in annual revenue or working capital from investors or grants, these companies form the backbone of Michigan's economy. Representing all regions of the state and a diverse range of industries, companies like Check Corporation are known for their exceptional entrepreneurial leadership, creation of innovation or use of innovation in creative ways, and their sustainable competitive advantage.

1800 Stephenson 248.680.2323 www.checkcorp.com

Intern in MI Connects Businesses & Student

The City of Troy has partnered with Intern in Michigan, a free internship resource that connects businesses and organizations with qualified student interns, based on skills and interests.

Visit troymi.interninmichigan.com to get matched. Intern in Michigan incorporates a revolutionary matching algorithm that will use targeted profile data gathered from both students and employers. Internship candidates will be dynamically placed with organizations based on their individual interests and unique skill sets. Meanwhile, employers will be matched with the students who are best suited to their organization. Intern in Michigan is your free internship resource saving both time and money. This groundbreaking new system synthesizes all open internship opportunities together with the largest collection of available employees and students into one efficient web-based tool.

Find today's top talent or investigate the latest internship opportunities by exploring Intern in Michigan's comprehensive job titles and innovative profile tools. Track your progress and research new careers with exclusive web content.

Rubino Financial Celebrates 30 Years

The Rubino Financial Group on E. Big Beaver Road is celebrating their 30th anniversary. Rubino provides financial advice to families regarding investments, insurance, tax savings and retirement preparation.

Rubino Financial is a comprehensive financial services firm founded by Michael P. Rubino to provide investors an unparalleled opportunity to preserve and enhance their wealth. By converging a diverse group of Investment Vehicles with Tax Strategies, the Groups expertise is Net Planning. They understand it's not what you make but what you bring home that matters most.

625 E. Big Beaver, 248.740.7667 www.rubinofinancial.com