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Fundamentals

There are certain things common to any investment, operating business or strategic decision. Naturally, one looks at the financial basics like return on investment, cash flow, capital needs and the like. We all need facilities and IT and equipment and purpose. But there's something even more fundamental than these things, of course - *the people* - the people we work with, buy from, sell to, serve, befriend and respect. Without the people, the rest of it is impossible.

Our people - the people of Soave Enterprises and all of its affiliates - understand the importance of relationships to our ultimate success - relationships with our customers, vendors, community leaders, families and, importantly, each other. We painstakingly invest in and build these relationships over many years, often creating bonds that are based on trust and mutual affection and ultimately last a very long time - even when the formal business relationship has ended.

Such is the case with our friends at CITY Beverage - Illinois. With this company's September sale, we have officially exited the beer business. Just as it has been with other divestitures during our history, the business may be gone, but the great memories will be around forever. Through the years, my long-time partner, Cecil Troutwine, and his team have been masterful in their execution in the difficult Chicago market. Together with our friends at Anheuser-Busch, we grew this company into one of the largest and most respected distributorships in the business. The recipient of nearly constant accolades, there simply isn't enough wall space to handle the hundreds of awards and honors our team has received over the last couple of decades.

While all the recognition is nice, the people of CITY Beverage are what made this business so terrific to be part of. Though our formal business relationship has come to a close, for sure the terrific memories and friendships will long remain. Fundamentally, that's all that really matters.

Happy Thanksgiving!

Prepping for the Next Act at MPS Group

Preparing for the future can sometimes mean saying good-bye to the past. MPS Group has recently been awarded several new projects that provide short and long term growth opportunities for the company. The Soave-affiliated environmental and industrial services company is managing the decommissioning of over fifteen million square feet of former automotive manufacturing space for several OEM client facilities in the United States and Canada.

"MPS Group has been called upon to leverage its project management expertise to clean these idled facilities, while maintaining a sharp focus on environmental compliance, safety and cost control," explains Darrin Stafford, MPS Group General Manager.



Typically, the work is short term with contracts ranging in duration from three to six months. The number of employees needed fluctuates by contract but can require over seventy people working over multiple shifts. MPS Group has a long and successful history decommissioning automotive plants, dating back to 2001 when they decommissioned GM's Buick City plant in Flint, Michigan.

"When we go into the facilities, our employees clean from top to bottom: including ductwork, equipment, tank systems and process piping. We drain oil and remove residual materials from process equipment and do a thorough chemical sweep of the plant. Much like you would winterize a cottage, we prep the factories for shutdown in terms of making them environmentally stable," notes Stafford. "Finally, our technical team determines what goes to a landfill, what is recycled and what is reclaimed for use at other facilities.



"The silver lining to this line of work is that, in some cases, we are helping to prepare the plants for their future reuse - and where this is the case, we are actively pursuing business opportunities with the new building owners," Stafford points out. For example, MPS hopes to land long term waste and facility management contracts with the up and coming electric vehicle manufacturers Fisker and Tesla who will occupy former MPS client facilities in Wilmington, Delaware and Fremont, California.

"We hope our work helps opens the door to the future."





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WAY TO GO!

Special achievements deserve special recognition. Hats off to the following for a job well done!

- **Pete Georvassilis** of Premier Steel L.L.C. is raising two very tough cover girls. His young daughters are featured on the front cover of the karate program's brochure at PKSA Karate in Trenton, Michigan.



The girls' year round training has led them each to make advances in Tang Soo Do, a Korean martial art, and recently participate in their first tournament. Seven-year-old Daphne received her second stripe for a green belt, and five-year-old Nataly earned her first stripe for an orange belt.

- Premier Steel's Inventory Control Manager **Betty Michalski** also has accomplished martial artists in her family. Grandsons, 11-year-old Paul and 8-year-old Nick Michalski, have earned their brown and purple belts, respectively.

- Each fall, Crain's Detroit Business, the leading weekly business publication in the region, names the metro area's top young achievers on its "40 under 40" list.



Neil Sherman, son of Ferrous Processing & Trading's President **Howard Sherman**, earned a spot on the prestigious ranking. The younger Sherman is a Managing Attorney at Schneiderman & Sherman, PC in Farmington Hills. He is credited as the driving force behind the transformation of Schneiderman & Sherman from a small local firm into one with a growing list of national clients.

- Aristocrat Motors' Human Resources Manager **Mara Dozier** recently earned her Professional in Human Resources designation from the Society of Human Resource Management (SHRM). The designation recognizes her training and status gained through classes, comprehensive testing, and the application of principles and policies of a professional HR manager.

- **Jim Schmidt**, Mercedes-Benz Service Manager at Aristocrat Motors, was selected as a top 40 Master Guild member from over 20,000 candidates. To be considered for this recognition, he completed a number of on-line and classroom-based training courses in operations, customer satisfaction, warranty, and profitability. After outstanding real-world application of these lessons, Schmidt was recognized and nominated for the award by a Mercedes-Benz regional manager. In recognition for his achievement, Mercedes-Benz A.G. hosted Schmidt and his wife, Jennifer, for a week in Germany and Switzerland.

- The National Junior Honor Society invited 12-year-old Kayla Dalton, daughter of Ferrous Processing's Accounting Supervisor **Christy Dalton**, to join its prestigious ranks. Selection is based on outstanding scholarship, leadership, service, citizenship and character. Kayla maintains a 3.7 GPA at her middle school in Southgate, MI, and also plays UUA Travel Basketball and Fast-Pitch Travel Softball.



Impressive Performance from MPS Group – and its “Star” Employee

At the 2010 Chrysler Supplier Diversity Team's Matchmaker event, both MPS Group and Jennifer Pasha, Executive Assistant at the Soave Enterprises company, captivated their audiences. The 11th annual event sponsored by the Auburn Hills, MI-based automaker brought Tier 1 and Tier 2 suppliers together, providing a networking opportunity for the companies to interact and potentially foster additional business.

According to Sig Huber, Chrysler Senior Director of Supplier Relations, there were “nearly 1,800 attendees and over 250 exhibitors at the event, the highest totals in the history of Matchmaker.” And it's an impressive history. Since 1983, Chrysler has spent \$43 billion with its minority-owned suppliers.

Chrysler has taken a leadership position within the automotive industry to increase supplier diversity – which includes businesses owned by women, veterans, Native Americans and African Americans,” noted Bart Kocik, MPS Group's Director of Sales and Marketing. “We have been an active, valued supplier to the automotive giant for almost 15 years. With MPS Group currently in a growth-oriented position, we are working to expand our position with Chrysler as a long-term partner in their success. Our presence at the Matchmaker event helps further this goal.”

The Soave company skillfully manned a well-attended booth throughout the day-long gathering, but it was its long-time MPS Group employee Pasha who gave the solo performance that left everyone applauding. For the second year in a row, she was invited to sing the “Star Spangled Banner” during the Matchmaker event.

“I was happy to represent MPS Group – and delighted that Chrysler was pleased enough with my first performance to have me repeat it,” Pasha said. “When I saw my picture in the Michigan Chronicle the following week, I was shocked!” Pasha's standout singing drew congratulations and warm recognition from dignitaries in attendance, including Wayne County Executive Robert Ficano and Oakland County Executive L. Brooks Patterson.

In the spirit of a networking event, Pasha's mini-concert led to another singing engagement. “After my performance, I was asked to sing again the following week at the Native American Business Alliance Conference,” she explained.



Reaching Goals & Gaining Recognition

As a good corporate citizen, Great Northern Hydroponics (GNH) strives to contribute to the overall quality and fitness of its industry. It's always nice, however, to be singled out and recognized.

The Ontario, Canada-based producer of greenhouse tomatoes was named a 2010 Regional Winner of the Premier's Award for AgriFood Innovation Excellence. As part of a five-year program to foster innovation across the province's agricultural sector, the awards recognize vital contributions to the regional economy and to making Ontario a leader in agri-food innovation.

GNH's President & General Manager Guido van het Hof and Quality Systems Manager Kimberley Krosiak accepted an inscribed plaque and a \$5,000 cash prize on behalf of the company at the June 4, 2010 ceremony. “Great Northern was honored to accept this prestigious award in front of an audience of our friends and peers,” noted van het Hof. “We are delighted that The Honorable Dalton McGuinty, Premier of Ontario, took note and chose to highlight the ongoing accomplishments of GNH. His commitment to nurturing agribusiness in our province is admirable.”

A leader in ensuring food safety as well, Soave Agricultural Group (which includes GNH, Great Northern Seedlings and Soave Hydroponics Company) recently received certification to SQF1000, Level 3. The SQF, or Safe Quality Food, Program is a leading, global food safety and quality certification program and management system.

Soave Agricultural Group first identified this highest level of certification as its goal last January and has been working steadily towards its long-term objective. As a prerequisite, Quality Systems Manager Kimberley Krosiak attended SQF training and completed an examination to become a certified SQF Practitioner. In the following months, documentation was reviewed and a final facility inspection was completed on September 8, 2010. With a remarkable score of 97.39%, the greenhouses were granted the certification.

“Combining our Food Safety Program and ISO 9001 Program into one Food Safety and Quality Management System was a huge undertaking,” said Krosiak, “but Soave Agricultural Group is committed to remaining at the forefront of our industry – in safety and in innovation.”





Gobble Gobble!

Here are some interesting Thanksgiving facts, traditions and other bits of information relating to the history of Thanksgiving.

The first Thanksgiving was not a feast, but rather a time when Native Americans helped Pilgrims by bringing them food and helping them build off the land.

The Plymouth Pilgrims dined with the Wampanoag Indians for the First Thanksgiving.

The First Thanksgiving lasted for three days.

It was not until 1941, that congress declared Thanksgiving a national holiday, every fourth Thursday in November.

In 1939, 1940, and 1941 Franklin D. Roosevelt proclaimed Thanksgiving the *third* Thursday in November to lengthen the holiday shopping season. This upset people.

Turkey is the traditional dish for the Thanksgiving feast. In the US, about 280 million turkeys are sold for the Thanksgiving celebrations. There is no official reason or declaration for the use of turkey. They just happened to be the most plentiful meat available at the time of the first Thanksgiving in 1621, starting the tradition.

On the West Coast, Dungeness crab is a common alternate instead of turkey, as crab season starts in early November.

91% of Americans eat turkey on Thanksgiving Day.

Benjamin Franklin wanted the national bird to be a turkey.

50% of Americans put the stuffing inside the Turkey.

There are regional differences as to the "stuffing" (dressing) traditionally served with turkey. Southerners generally make theirs from cornbread, while in other parts of the country white bread is the base. One or several of the following may be added: oysters, apples, chestnuts, raisins, celery and/or other vegetables, sausage or the turkey's giblets.

20% of cranberries eaten are eaten on Thanksgiving.

40 million green bean casseroles are served on Thanksgiving.

A spooked turkey can run at speeds up to 20 miles per hour. They can also burst into flight approaching speeds between 50-55 mph in a matter of seconds.

Turkeys have heart attacks. When the U.S. Air Force was conducting test runs and breaking the sound barrier, fields of turkeys would suddenly drop dead.

There are three places in the United States named after Thanksgiving's traditional main course — Turkey, TX; Turkey Creek, LA; and Turkey, NC. There are also nine townships around named "Turkey," with three in Kansas.



Celebrating Citizenship at Parts Galore

Parts Galore is home to one of the country's newest patriots. This summer, cashier Anhur Almubarek celebrated her first Fourth of July as a U.S. citizen. On June 10, 2010, Anhur solemnly took her oath of citizenship before a cheering audience.

Anhur, a former Iraqi citizen, immigrated to America in 2000. She was hired at the self-serve, used auto and truck parts facility's Eight Mile Road location in 2005 and continues to serve customers each day with a smiling face.

"The entire Parts Galore family is very proud of Anhur's achievement," said President Bill Wild. "Her enthusiasm reminds us all what a gift it is to be a citizen of this country."



Marketing for the 21st Century

Brambleton's New Methods Appeal to Sophisticated Homeowners

Across the country, most home sales are sluggish. Brambleton, located in a family-oriented Washington DC suburb, is bucking that trend with a few trend-setting practices of its own. "Our home sales are moving at a very good pace," notes Kim Adams, Brambleton's Director of Marketing. "We've sold 274 homes in the first nine months of 2010, compared to 234 for all 12 months of 2009."

New model homes opened by Brambleton's builders in recently developed neighborhoods throughout the master-planned community have helped maintain buyer interest. "We have worked with our builders to create appealing home designs and the market is responding well to the new options available," continued Adams.

To kick off the new model openings and to bring out the Realtor community, Brambleton hosted a Model Home Treasure Hunt. The late September event had more than 60 real estate professionals exploring the properties with "treasure maps" in hopes of unlocking the Brambleton Treasure Chest with a bounty worth over \$1,000. The lucky winner went home with an iPad and gift certificates to Brambleton Town Center's restaurants and stores.

"The dynamics of marketing real estate have drastically changed from simply putting an ad in the local newspaper or calling a Realtor," Adams remarked. "People are on-line, so that's where we'll go to speak to them. We're trying our best to stay ahead of the pack with social media events like 'Tweet Up!' Our goal is to strengthen our bond with those who tweet about us and to meet the people who are excited to live in Brambleton."

Over the summer, Brambleton pulled off its first ever "flash mob" dance at Youthfest. Flash mob is a newly coined term used to describe a large group of people who assemble suddenly after being organized via Facebook or Twitter. In its fifth year, Youthfest is a community event targeting middle and high school age youth with an afternoon of free events. The teens enjoyed live music by local youth bands, interactive exhibits, inflatables and exhibits from local nonprofit organizations.

Next up for the tech savvy at Brambleton, the community hosted a geocaching event at its Fall Festival. The increasingly popular outdoor activity has participants use a GPS device to locate specially hidden containers called geocaches. Adams explains, "We want to draw people into Brambleton and get them familiar with the development through our next generation, community-building events. Then, perhaps when they decide its time to move, they will consider Brambleton their first choice."





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Industry Recognition for Moraya Bay

Beachfront Homes Receive 17 Sand Dollar Awards

Soave Enterprise's newest residential development, The Tower at Moraya Bay, recently received 17 additional decorations to adorn its stunning grand lobby. The Naples, Florida luxury high-rise earned a record number of Sand Dollar Awards during the 20th annual awards ceremony on September 18. Presented by the Collier Building Industry Association (CBIA), the Sand Dollar Awards recognized excellence across 60 categories.



"From concept to completion, we truly believe that Moraya Bay offers an exceptional beachfront lifestyle experience, and to have that formally recognize by our industry peers is especially rewarding," said Inga Wilson, Vice President, Sales and Marketing, Moraya Bay.

Moraya Bay earned awards for: Product Design of the Year, Multi-Family Home, \$1,750,000 plus; Best Interior Design of the Year, Multi-Family Home, \$3,500,000 plus; Best Pool Design for a Developer; Best Master Suite \$3,500,000 plus; Best Kitchen

Design for Private Residence, \$3,500,000 plus; and a host of others gained through collaboration with Crawford + Associates Interior Design and B-Squared Advertising.

An architectural masterpiece, Moraya Bay is home to 72 residences overlooking the Gulf of Mexico with views that extend for miles across state and county park-protected conservation areas. The property's amenities rival those of a five-star resort, including a private beach club with poolside beverage and food service; a bar and lounge area; fitness center; and fountains of fire and water.



Team Soave Finds Inspiration Close to Home

Allison Hildebrand calls herself a "previvor." Her friends and co-workers at Soave Enterprises consider her an inspiration. On Saturday, October 9, Team Soave joined Hildebrand at the Making Strides Against Breast Cancer event. The team joined 14,000 other participants for the five mile walk on Detroit's Belle Isle.

For Hildebrand, an accounting clerk at Soave's corporate offices, the fundraising walk and its underlying cause were intensely personal. She lost her mother to breast cancer and, through a simple blood test, learned that she carries the breast cancer gene. Because of her genetic makeup, Hildebrand had a 96 percent chance of getting breast cancer and a 44 percent chance of getting ovarian cancer.

So, the forward-thinking young wife and mother made the decision to be proactive. Instead of being hoping to be a breast cancer survivor, she opted to undergo medical procedures that can lower the risk of breast cancer by 90 percent. In doing so, Hildebrand proudly considers herself a "previvor," the recently coined term for people opting for medical intervention before a disease strikes.

"Allison and Team Soave raised over \$5,500, including the matching funds donated by Soave Enterprises," noted Kristan Williams, a Team Soave member. "Hopefully, our support will enable the American Cancer Society to save lives. Nationwide, the Making Strides event is anticipated to raise approximately \$60 million to help create a world with less breast cancer and more birthdays."

Fox 2 on-air personality Deena Centofanti interviewed Hildebrand before the event to learn more about her story. To see her story, visit www.myfoxdetroit.com/dpp/health/one-woman-takes-chance-of-cancer-into-her-own-hands.



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Soave Enterprises LLC
3400 East Lafayette
Detroit, MI 48207

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