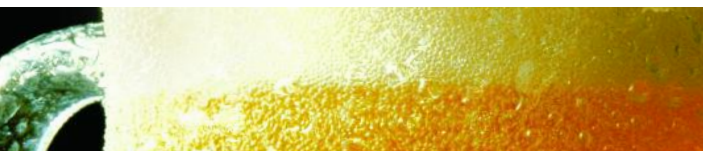




**Soave**  
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# SPECTRUM



## The Old and the New

It's not too late to still think of 2008 as the New Year, yet in some ways it seems really old amid the frigid winter temperatures and no sure sign of spring. Similarly, if you look around our communities, there still exist the old, persistent challenges – the threats of recession, the aging infrastructure, the healthcare crisis, the politics, and the poor. Yet, each day you also see new developments, new ideas, new leaders and new success stories – the signs of prosperity and

hopefulness that keep us focused on what's possible.

Looking to our own organization, there are many areas where the old and the new come together for exciting and inspiring results. By example, one of our newest condominium developments is in northern Phoenix - an older, yet increasingly vibrant, area in need of in-fill properties. Here, between the Phoenix Museum of Arts and the Phoenix Public Library, The Museum Towers will offer high-rise urban resort living to over 600 owners.

At MPS Group, an old friend and long time member of our Board of Directors, Charlie Williams, has assumed his new role as President and CEO of this quickly growing company. We have every confidence that this talented team will continue to thrive. In Ontario, a new way of looking at an old problem has resulted in the feeding of thousands of people. Instead of being recycled as organic fertilizer, hundreds of thousands of slightly imperfect tomatoes grown by Great Northern Hydroponics are now shipped to soup kitchens and food banks across our area.

In addition, there are hundreds of examples where our oldest customers have benefited from our newest innovations. There are countless times when our older, more seasoned employees have mentored and guided the new.

One thing is sure. In this organization, when our old problems and challenges are successfully met by new ideas and solutions, there is always one consistent force at play – our creative, talented and hard working employees. And this "old" Chairman is newly inspired by you each and every day.

Thank you for all you do.

## Small Change Making a Big Difference

### CITY Beverage-Markham Turns Office Errors into Charitable Contribution

Being late for a sales meeting will cost you at CITY Beverage-Markham – and not just missing out on a preferred seat or the fresh coffee. With the light-hearted "Cha-Ching for Charity" program instituted by Sales Manager Tom DeFacci, the beer distributor's sales staff was able to contribute \$375 in January 2008 to the non-profit organization Together We Cope.

Throughout 2007, DeFacci brought a bucket decorated with his program's slogan to all sales meetings, charging team members for minor infractions, including parking in the wrong spot, tardiness and cell phone interruptions. Team members who were "cha-chinged" contributed at least one dollar to the bucket.

DeFacci himself was the biggest contributor to the bucket. Early in the year, he promised team members that he would donate to the bucket for

every percentage point CITY Beverage-Markham's sales increased. With the monthly increases spiking as high as 6% for September, DeFacci found himself happily reaching into his own pocket for Cha-Ching donations.

The sales organization voted to designate Together We Cope as the recipient of their funds. The locally based non-profit will assist, advocate, empower and encourage those neighbors in need by providing help in the form of food and shelter, clothing and referral information in times of crisis.

"Pocket change and a good-spirited program have come together to help those in need," explained DeFacci. "It was so well-received, we intend to continue the Cha-Ching for Charity campaign in 2008 and raise even more funds as it grows."



## Museum Towers to Offer Urban Resort Living

Fast-growing Phoenix is home to the most recent investment by the Soave Real Estate Group. In partnership with SW Development Group, the company is now solidifying plans for Museum Towers, a luxury, high-rise condominium within the city's vibrant arts district.

Located just north of downtown, between the Phoenix Museum of Art and the Library, the development will provide front-door access to the city's light-rail line and be within walking distance of a multi-acre park. "The Museum Towers concept is urban resort living," explains Dan Roma, Vice President of Soave Real Estate Group. "Residents will experience an exceptional quality of life with many on-site services which may include such amenities as an outdoor pool, wine bar, barbeque and garden areas, and a dog running track. With the immediate accessibility of the light-rail line, commutes in and around the urban area will be minimal. Our goal is to make life easy."

With over 800,000 proposed square feet, the development will feature approximately 650 units in one, two, and three bedrooms configurations, each enjoying uninterrupted city views. Pre-construction sales will begin as early as December 2008, with an anticipated ground-breaking in April 2010.





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## WAY TO GO!

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

- Ten-year-old **Raymond Rushing**, son of CITY Beverage-Arlington Heights Controller **Kathy Rushing**, was recently awarded his first degree black belt in karate. Before receiving the degree, Raymond was required to demonstrate his leadership skills and briefly became a teacher to his own instructor. Currently on the National Karate Traveling team, he hopes to someday operate his own karate school, as well as become an orthodontist.

- **Jack Seltzer**, Head Golf Professional of Soave Enterprises-owned Bay Dunes Golf Course in Panama City, Florida, has qualified for the 2008 PGA Seniors Championship. With an overall total of 289, Seltzer scored among the top 35 finishers from a nationwide field of 265 Club Professionals at the PGA Club Professional Championship. The 2008 PGA Seniors Championship will be held at historic Oak Hill Country Club in Rochester, New York in May. We wish Jack the best of luck!

- University Preparatory High School senior **Lauren Welch** is helping prom dreams come true for many of Detroit's economically disadvantaged teens. Lauren, daughter of Soave's Communication Technician **Mitch Welch**, has spearheaded Project Prom Success to assist young women with their prom attire. At a recent benefit dinner, Lauren was presented with a certificate of recognition by Jemell Cotton, Mayor Kwame Kilpatrick's community ambassador.

- Soave Enterprises' Treasurer **Rick Brockhaus** has been named to the Forgotten Harvest Board of Directors. A non-profit organization, Forgotten Harvest's mission is to relieve hunger in the Detroit metropolitan community by rescuing prepared and perishable food and donating it to emergency food providers.

- With a memory that can recall when Kalamazoo Beer Distributing's warehouse was the Lawson Ice Arena for the Western Michigan University hockey team, Inventory Coordinator **Ted DeVries** celebrated his 30 year anniversary with the company on February 1, 2008.

- Strong Steel Products has helped further the athletic and academics dreams of Cass Tech junior **William Campbell**, son of crane operator **William Sassie Jr.** The company donated funds to send the highly ranked defensive tackle to the U.S. Army All-American Jr. Combine. Following Campbell's outstanding performance at the football camp, he rose from 55th to 11th position in the nationwide ranking of high school juniors. Campbell has received, and verbally accepted, a full scholarship to the University of Michigan.

## CITY Beverage - Arlington Heights Tops Six Million Cases

For the past year, CITY Beverage - Arlington Heights sales staff eagerly followed their team car's movement around the "race track" posted on the sales office wall. In January 2007, Mike Gertz, the beer distributor's sales manager, challenged his staff with the "Six Million Case Chase." Their monthly success was reflected in the progress around the track.

"Our goal was to sell an unprecedented six million cases of Anheuser-Busch products," says Gertz. "Posting our steady gains each month focused our 65 team members and fueled their on-going motivation."

Before year's end, the team exceeded their goal, ultimately selling 6,042,853 cases – an increase of 5.4% over the previous year. Gertz rewarded the team with a big night on the town.



"By popular demand, we went to downtown Chicago for our celebratory evening out," Gertz notes. "The CITY team attended a Blackhawks game, stayed overnight at the Embassy Suites and used a charter bus to transport the revelers safely around the city."

"Celebrating this achievement together as a group is a fitting prize for a team that has grown to trust each other since coming together as one company two years ago," Gertz reflects. "Each individual's hard work helped us reach a common and exciting goal."



## GNH Teams With Forgotten Harvest to Feed the Hungry

Metropolitan Detroit, like the rest of the country, struggles to cope with the hunger of many residents who live at, near and below the poverty line. Since 1990, Forgotten Harvest has worked to alleviate this on-going problem by rescuing perishable and prepared foods and delivering them to organizations that serve the hungry. In July, refrigerated trucks began traveling to Ontario to accept donations from Great Northern Hydroponics (GNH).



When Soave Enterprises' Treasurer Rick Brockhaus became a board member of the Detroit-based non-profit earlier in 2007, he immediately saw an opportunity to bring the Soave facility and the food gathering organization together. In six months of teamwork, GNH has provided several hundred thousand pounds of tomatoes to food banks and soup kitchens throughout the metropolitan area.

"Forgotten Harvest embraces its mission of feeding metro Detroit and Soave Enterprises and its employees feel this is another way to give back to our community," said Brockhaus. "This combined effort brings two like-minded organizations together and makes everyone a winner."

The rescued tomatoes are those that have minor surface imperfections, and are, therefore, not suited for commercial sale, but they are otherwise completely healthy produce. Prior to their donation to Forgotten Harvest, the fruit was recycled back into the fields as organic fertilizer. It now goes to help feed the 500,000 people in the tri-county area who live below the poverty level. "The Forgotten Harvest trucks now make regular stops at our facility – twice a week at the peak of the summer growing season, and then once a week during the fall," notes Darrin Didychuk, President of GNH. "We look forward to continuing our partnership in 2008."

Named 2007's Non-Profit of the Year by *Crain's Detroit Business*, Forgotten Harvest currently rescues 8.6 million pounds of food per year. Soave Enterprises is honored to be one of its contributors.



## Soave Companies Bring Holiday Spirit to Needy Families

The Soave family of companies played Santa's helper to families in need this past holiday season. From both sides of the U.S.-Canadian border, Soave employees generously contributed to charitable programs "adopting" low income households.

Ontario-based Great Northern Hydroponics and Masco Farms sponsored two families to ensure their children would have a merry and bountiful celebration. Coordinated through the Windsor-Essex Children's Aid Foundation, 2007 marks the third consecutive year Great Northern has participated in the sponsorship of underprivileged area families.

"So many of our generous employees participated in this charitable giving that we raised \$1,200 through voluntary donations. With this money, we were able to completely fulfill our two sponsored families' 'wish lists,'" explained Darrin Didychuk, president of Great Northern Hydroponics. "Thank you to everyone who contributed. Together we gave deserving children a beautiful holiday."



Great Northern Hydroponics and Masco Farms team members display the holiday presents donated for their sponsored families.

In Detroit, Soave Enterprises combined their holiday celebration with holiday giving. Coordinated by ACT Committee members Jen McBurney and Tina Forster, the Soave representatives initially selected three families to sponsor through the Volunteers of America Adopt-a-Family Program.



Holiday trees provided hints of the perfect presents for adopted families.

"Three Holiday Trees were displayed in the employee lunchroom listing suggested items for each family," noted ACT Committee member Kristan Williams. "A swift and overwhelming response sent us back to the Volunteers of America in search of additional families to adopt. Before team members were done, we had provided five metro Detroit families with much needed items – from clothing and toys to bedding and vacuum cleaners."

Congratulations are extended to the entire ACT Committee and everyone who contributed for their efforts. Our special thanks go to Receptionist Irene Gray for ensuring all the donated presents were beautifully wrapped and to the delivery elves who worked without the benefit of sleigh and reindeer.

The ACT Committee coordinates the corporate-wide community outreach initiative, TEAM Soave, including its participation in the annual ADA Walk. Charitable activity proposals can be submitted to Kristan Williams in the Human Resources department.

## SEED – Creating a Culture for Growth and Productivity

Soave Enterprises and its affiliate companies are committed to maintaining the highest standards of personal and professional integrity. As we begin the fourth year of SEED (Soave Ethics Education & Development), we would like to take this opportunity to remind everyone of our Key Corporate Values:

- We strive for Excellence*
- We exercise Integrity in decision-making*
- We Respect and value others' needs and differences*
- We foster Loyalty and commitment to relationships*

Success depends entirely upon the people of our organization and how we work together to protect our collective reputation. We thank you for your continued support of this very important initiative.



## Introducing the New smart car

smart cars are arriving daily – and the Soave Automotive Group's smart center of Merriam is the Kansas City, Eastern Kansas and Western Missouri dealer for this engaging new pint-sized automobile. Manufactured by Mercedes Benz, the smart car is a headline generating ultra-compact vehicle making its United States debut.

The U.S. version of the smart fourtwo is just 8.8 feet long and both 5.1 feet wide and tall. Two smart cars can fit into one typical urban parking space, yet the automobile can accommodate two adults

comfortably. Electronically limited to a top speed of 90 miles per hour, the vehicle is rated at 33 mpg city and 41 mpg highway.

Available in three models, the Pure coupe starts at \$11,590, while the Passion coupe has a base price of \$13,590 and the Passion Convertible starts at \$16,590. Since its introduction to the European market in 1990, there have been over 750,000 smart cars sold in 36 countries.

Orders are only taken for the car via its Internet-based reservation program. At \$99, the reservation is "an exciting way to ensure accessibility of this eye-catching vehicle to all smart car enthusiasts," according

to Joe Lasker, Soave Auto Group's smart center manager. "Anticipation has been building for a year, and with smart USA's refundable reservation system, it has resulted in over 30,000 reservations nationally."

Aristocrat Motors, Soave's flagship dealership, is proud to have added the smart center to its growing line of automotive offerings. To learn more about the smart fourtwo, visit [www.smartcentermerriam.com](http://www.smartcentermerriam.com) or [www.smartusa.com](http://www.smartusa.com). To view CNN's coverage of the fourtwo at the dealership, connect on-line to: <http://www.cnn.com/video/#/video/us/2008/01/23/lim.mo.mini.cars.kmbc?iref=videosearch>.





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## Anheuser-Busch Annual Convention Comes to Chicago

Over 1,500 wholesalers and Anheuser-Busch representatives are headed to Chicago to "Turn the Town Blue" making it a Bud Light town. Scheduled for April 8 and 9, CITY Beverage-Chicago (CBC), and the local regional office of Anheuser-Busch will play host to the 2008 Wholesaler Strategy Meeting.

Senior leadership from Budweiser distributors across the nation will attend the strategic summit to discuss challenges and opportunities facing the industry. "CITY Beverage is thrilled the convention is returning to Chicago," indicates CBC Sales Manager Tom Hincks. "It's been more than

a decade since the Windy City has hosted this gathering. We think choosing Chicago as the venue is an appreciated acknowledgement of our recent upward sales trends.

Held at the McCormick Center's Arie Crown Theatre, the strategic meeting will impact the surrounding establishments as well. "With so many Anheuser-Busch representatives coming to town, we are scheduling a number of off-site promotions in the nearby bars and restaurants," continues Hincks. "We plan to embrace the meeting's theme, continue our recent double digit growth of Bud Light and truly 'Turn the Town Blue.'"



## A Market Maverick: Brambleton Tops Competitors for 2007 New Home Sales

The real estate industry suffered a difficult year, with more troubles predicated to come. Despite this overwhelmingly lackluster backdrop, Soave Enterprises' master planned development Brambleton happily rang up 237 net sales in 2007. This figure exceeds all regional competitors' sales over the same time period. "Importantly, we are on track to continuing this steady sales pace for 2008," reports Kim Adams, Brambleton's Director of Marketing.

In particular, the community's condominiums have maintained keen buyer interest. "This product line has opened the door to homeownership to many first time buyers," notes Adams. "The units appeal to young professionals just starting out, as well as to time-constrained single parents seeking to avoid the exterior upkeep of single family homes and townhouses."

Centex Homes, one of Brambleton's condominium builders, recently won a prestigious industry award for its three-bedroom Sedgewick model (shown below). "Buyers always appreciate this reinforcement of their home-buying decision," says Adams.

Along with strong home sales, the community's Town Center continues to thrive. Consolidated Cinemas, which has only been open since May 2007, ranked in the top grossing theatres for the entire Washington D.C. metropolitan area. Adams notes, "Our residents select Brambleton for its active, community-focused lifestyle and conveniently located amenities."



## MPS Group Appoints Charlie Williams to Helm

After serving eight years on MPS Group's board of directors, Charlie Williams has been named as the company's President and Chief Executive Officer. He succeeds founder Roderick Rickman who continues on as Chairman of the Board.

Williams' duties in his new role include senior executive management and corporate oversight responsibilities, including strategic planning, corporate ethics, diversity initiatives, and board and stockholder relationships.

A member of the State Bar of Michigan, Williams is exceptionally well-qualified to lead the growing company and navigate it through future opportunities and challenges. He formerly served the City of Detroit and Wayne County for over 30 years, including posts as Chief of Staff for Detroit's mayor, and as Deputy County Executive for Wayne County. Williams also spent several years as Executive Director of the Detroit Water and Sewerage Department.

In 2006, Williams was appointed to a six-year term with the Wayne County Airport Authority Board, the governing agency for the world's 15th busiest airport. Active in the private sector as well, he currently serves on the board and as an audit committee member for publicly traded Magna Entertainment.

The Soave Enterprises family thanks Charlie for his historical contributions and wishes him much success in his new role.

## CITY Beverage-Markham Delivers Relief to Flood Victims

Instead of more typical ice and snow, an early January storm brought severe flooding to the city of Watseka, Illinois. Surprised residents were left with damaged homes and few resources. Soon after officials declared Iroquois County a disaster area, CITY Beverage-Markham and Anheuser-Busch stepped in to lend a hand.

CITY Sales Representative Jeff Wiley spearheaded and coordinated the relief for his territory by contacting Anheuser-Busch directly. The brewer, together with CITY Beverage, quickly decided to assist with the town's immediate needs and donated 100 cases of water to Watseka residents.

Swift delivery of the water was critical. To answer this need, Markham's Team Leader Steve Mulder volunteered weekend time to bring the water to Iroquois County.

We want to thank Anheuser-Busch and CITY Beverage-Markham for clearly demonstrating their ongoing social responsibility. Our appreciation also extends to Jeff and Todd for their personal involvement in coming to the aid of their neighbors.

## Have an idea for a story?

If you have information to share with co-workers across the Soave family of companies, please contact the site reporter at your location. A complete listing of reporters is available on-line at: [www.soave.com](http://www.soave.com)

The Spectrum publishes articles focusing on the professional and personal successes of Soave team members. Photos to accompany story ideas are appreciated and greatly enhance the information provided. Story ideas include: updates or changes in business activities, accomplishments by employees and their family members, employee appointments and events, or awards received. Thank you for your help in making our newsletter an important employee link across our diverse company.



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