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Home Building

Detroit has always been my home. My children were born here. My company was born here. And through the decades, I’ve been dedicated to preserving its legacy and increasing its modern vibrancy in equal measure.

While Soave Enterprises’ interests span the country – and even reach into Canada – from the outset, the headquarters and heartbeat of our

company have resided in Detroit. With this front of mind, our real estate arm has significantly increased our investment in the Greater Metropolitan Detroit (and beyond) community.

It’s time for the land we’ve held throughout metropolitan Detroit to be fully developed. Over the past few years, Soave Real Estate has built two significant multi-family developments in southeast Michigan: the Elton Park complex in Corktown and Stone Ridge apartments in Shelby Township. Each of these developments is only in its first phase with more to come.

Our roster of meaningful investments includes two additional single-family home subdivisions that are successfully selling – The Woods of Tullamore in Oxford and Parkside at Williams Lake in Waterford. It’s been exciting to explore opportunities with our existing land holdings.

We have also begun to move forward with projects on newly acquired land in a virtual Who’s Who of Michigan zip codes - Birmingham, West Bloomfield, Northville, Orion Township, and Ann Arbor. From east to west, Soave Real Estate is peppering the metropolitan area with an influx of timely and needed residential development. Of note, Soave-backed apartments will feature highly amenitized, full-service living which has been lacking in our area.

Additionally, our expanding real estate team is always vetting new opportunities.

In my humble estimation, Detroit is worth it. Thank you for believing in our company and embracing the vision with me.

Wishing you a joyful and productive fall season!

Greenhouse Transformation at Great Northern

From Tomatoes to Strawberries

While the crop at Great Northern Hydroponics (GNH) has always been bursting with flavor, the exact taste of that flavor is changing. After 24 years of growing greenhouse vegetables, the Kingsville, Ontario-based GNH is switching entirely to strawberries.

So far, the team at GNH has replaced 40 acres of tomatoes with strawberries and has an ultimate goal of reaching 65 acres by 2023. That space enables the team to produce an anticipated 30,000 cases per week to start with, and a projected ramping up to 45,000 cases. The crops are currently distributed in Ontario and parts of the U.S.

President Guido van het Hof explains that “the main reason for the evolution is that we see better long-term prospects in strawberries. We started propagating and growing strawberries in 2021, and the demand is going through the roof. By bringing an ever-bearing variety into the greenhouse and producing closer to the market, we’re able to produce a much better-flavored berry in season, 365 days a year,” details Van het Hof.

Further, by identifying opportunities for potential improvements in production, Van het Hof hopes to be able to build a prominent position in this segment. He notes that “the market leaders with tomatoes, peppers, and cucumbers have too big a lead for that. Despite the good results we have always achieved, we felt we had to change course.”

The company is a vertically integrated operation, which means that operations are streamlined from production through distribution. GNH’s sales and marketing organization, operating as Ever Tru Farms, has the ambition to pick, pack and ship strawberries on the same day.

Paul J. Mastronardi, Ever Tru Farms’ Vice President of Sales, noted that consumers are increasingly interested in knowing where their products come from and how they are grown. “Growing in a controlled environment of a greenhouse and its biological pest management fulfills their wishes,” he confirms.

Sustainability adds yet another layer to the reason to move to berries. “Strawberries need less heat, so we can expand operations in that segment without expanding our heating capacity,” Van het Hof. “Plus, we use a fraction of the water compared to outside berry production. Our irrigation system allows us to pasteurize the recirculated water.”

Sales volumes and customer base are projected to increase rapidly over the next few years. This anticipated growth means upsizing the GNH team in a tight labor market. Currently, the permanent staff of about 60 resides in the local area and there is low staff turnover. Seasonal workers add 200 contractors to that total.

Van het Hof expresses that bringing in workers from Jamaica, Mexico, Honduras, and Guatemala has been well accommodated through the Federal Temporary Agricultural Worker Program.

“We have always been very careful to look after our people and provide good housing, transport and other facilities that people need to feel comfortable and perform well. Anthony Soave taught me a long time ago that you will never be better than the people who work for you. Good people don’t cost money, they put money in the till. So, make sure your people are happy and can work well.”





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WAY TO GO!

Special achievements deserve special recognition. Hats off to the following!

• In late July, Great Northern Hydroponics hosted an Employee Appreciation Lunch to honor long-standing team members. President **Guido van het Hof** presented each of the honorees with a crystal award for 10, 15, or 20 years of service. The catered event brought the entire team together to celebrate and witness the achievements. Shown below being congratulated by



Guido van het Hof are **Dean Bernardes**, VP of Operations, and Manager of Supply Chain and Sales **Annie Bernardes**. Congratulations to all recipients!



• Kudos to **Angela Williams** on her promotion to Payroll Specialist. Working in the Soave corporate headquarters in Detroit, Angela began her career as a payroll clerk in 2019.



• **Hudson Williams**, son of HR Manager **Kristan Williams**, has had a busy 2022. In addition to graduating from West Bloomfield High School in June 2022, he and his teammates on the Michigan Jaguars FC won the Michigan State Men's Soccer State Cup. Next up for Hudson?

He's headed to Bowling Green State University this fall.

• For 12 years, **Kevin Killilea** of Soave Automotive has led his team in the Sunflowers to Roses charity bike ride. Over that time, he has raised more than \$160,000 with help from generous friends, family, and coworkers.

At this August's 20th-anniversary event, more than 350 riders participated. Killilea noted that "it was a great day for a bike ride with good weather and great comradery."

While preparing for this latest event, Killilea was able to encourage more than \$25,000 in donations to cancer-related causes on this milestone year.



Checker Cabs A "Driving Force" Behind Public Education

Not all rescuers come riding in on a white horse to save the day. Sometimes they arrive in Checker Cabs.

In August 2020, the Pontiac School District which oversees public schools in the Oakland County, Michigan suburb, found itself without enough bus service to transport all the students to and from school. Labor shortages, one of the COVID-19 pandemic's lingering challenges, had produced yet another barrier to children returning to the classroom.

When seeking solutions, the district's bus contractor sought assistance from Checker Transportation, a 100-year-old Detroit icon and part of Soave Enterprises' diverse portfolio. Checker, in turn, polled the qualified independent contractors within its fleet to identify seven owner-drivers able, credentialed, and willing to make the twice-daily round trip to transport children to and from school.

"This team of professionals represented the Checker brand and made us proud!" noted Operations Manager Frank Soave. "Up to 35 children, including several with special needs, or in some cases wheelchairs, were transported safely and on time to and from school for the full school year."

Those stepping up to service Pontiac Schools included drivers Fontaine Young, James Gaut, Mbaye Ediaye, Michael Hooks, Wanda Simpson, Donald Sutton, and Willard Paris, as well as Checker's School Transportation Coordinator Faith Clayton. Clayton assembled this team of reliable drivers - without compromising service and obligations to other school districts - with less than two-weeks' notice. Furthermore, only drivers who stood out above the rest were entrusted with this responsibility. "They are my go-to drivers," Clayton emphasized. "No trip request is too big or too small. They find a way to make it happen. School staff and parents love these drivers!"

Fontaine Young laughed when asked the secret to his success and humbly responded, "It's no secret at all. You just have to love what you do and remember to be professional at all times." He went on to say that "There is no 'I' in 'team'" and "We are honored to work with some of the best drivers in the business." The team received high marks from the school district for its performance. Notably, Kennedy Middle School singled out Young for his exemplary professionalism and consideration for the young passengers in his care. A year-end staff appreciation event was featured in its school newsletter, displaying Young's photo as one of those celebrated.

Checker Transportation operates as the dispatcher, contract administrator, technology provider, and accounts receivable servicer for a fleet of 140 independently owned and driven, cloud-connected and safety inspected vehicles. Trips at any time or day, whether work, travel, or entertainment, can be requested through Checker's proprietary smartphone app, by phone 24/7 with a live operator, or for business customers through a secure web page.

Remember: Soave team members are encouraged to call ahead to Checker for airport pick-ups or drop-offs, package or small equipment transportation, or health clinic visits, among other needs. Checker also has drivers credentialed to take passengers across the border, for our Canadian companies.



Headed Back to School Fully Equipped to Learn

Students in Golden Gate City, Florida, are excited to return to school this fall. Just like pupils across the state and country, they have backpacks filled with crisp new folders, freshly sharpened pencils, and reams of loose-leaf paper ready to be filled with the year's lessons. A "mountain" of these back-to-school necessities was supplied by the generous residents, contractors, subcontractors, and, of course, the entire Kalea Bay team itself.

Soave Real Estate Development Associates Hannah Roberts and Tyler Moore coordinated a late August supply drive for Grace Place for Children and Families, a full-service literacy school. The 501(c)(3) organization serves more than 1,000 students from cradle to career by providing education opportunities for infants, preschool, elementary, middle, and high school-aged children, as well as adults throughout Collier County. The programs are free to participants.

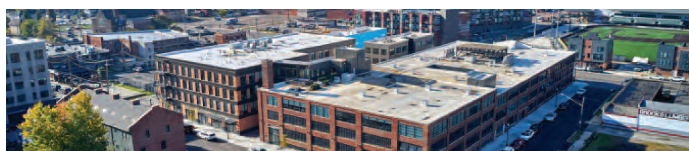
"Our staff in Naples, including the Club team, the Sales team, and the Development team, is proud to support the local community," said Roberts. "The median per capita income in Collier County was just under \$47,000 from 2016-2020. In Golden Gate City,



where Grace Place focuses its services on, that average was \$17,000. Grace Place's mission is to bridge that gap and provide viable ways for families to get out of poverty through education." In just two short weeks, Kalea Bay organizers were able to raise:

- 25,300 Sheets of Loose-Leaf Paper
- 18,700 Index Cards
- 4,240 Colored Pencils
- 4,045 Pens & Pencils
- 5,000 additional items including dry-erase markers, glue sticks, earbuds, notebooks, backpacks, sharpies, and more...
- More than \$11,000 in generous donations.

"Grace Place is always looking for volunteers and readily accepting food donations for its food pantry as well as books," notes Roberts.



Sustaining Hope and Granting Wishes

17-year-old Willy Springham of Ontario works after school at a strawberry field farm and has a burgeoning interest in sustainable farming. Like so many high school seniors, he’s currently evaluating what colleges are the best fit for him. Unfortunately, Willy has also been fighting cancer.

This summer, the Make-a-Wish Foundation approached Great Northern Hydroponics (GNH) when the non-profit learned that the Canadian teen’s big desire was to experience a hands-on tour of an environmentally responsible farming operation. The GNH team quickly agreed and facilitated a visit to the farm for Willy and his parents in late June.

The Make-A-Wish Foundation, founded in 1980, is a 501 nonprofit organization dedicated to fulfilling the wishes of critically ill children. Make-a-Wish Canada grants more than 1,000 wishes annually.

Willy’s goal is to pursue a career in agriculture and grow microgreens, lettuce, and strawberries. A volunteer “wish granter” with the foundation described Willy as “very passionate about farming and agriculture” with a particular interest in the innovations behind hydroponic farming – making Great Northern a perfect fit for this request.



“We were honored to host the Springham family and encourage Willy to pursue his passion,” smiled GNH President Guido van het Hof. “Through this process, I learned that 87% of Make-a-Wish alumni say their wish was a turning point in their treatment. Our team is both humbled and proud to grant this wish.”

Willy demonstrated a strong interest in the entire operation and concluded his visit with a promising statement from this upcoming agricultural professional: “The GNH strawberry operation is going to give the field strawberry farms a run for their money!”

As of this printing, we are delighted to report that Willy is in remission. Learn more about Make-a-Wish Foundation at [wish.org](https://www.wish.org) or [makeawish.ca](https://www.makeawish.ca).



Towering Achievements at Kalea Bay

The Florida sun is hot, and its real estate is even hotter. Always a sought-after vacation and retirement spot, the past two years have brought even more interest to the Sunshine State. Soave Enterprises’ latest luxury waterfront development Kalea Bay has been perfectly positioned to enjoy the rush of nationwide attention.

Located on the last remaining waterfront parcel in North Naples, Kalea Bay’s long-term master plan includes five towers. Tower 300 has an anticipated completion date of October 2022. Tower 400 began selling in May 2021 and has already marked the 80% sold mark, in less than a year.

Inga Lodge, VP of Sales and Marketing at Kalea Bay, attributes this record-setting achievement to the remarkable amenities and resort-style life the development has to offer.

“In addition to the breathtaking Gulf of Mexico views and unparalleled amenities they already enjoy, residents can look forward to a new 14,000-square-foot Wellness Center, expected to be completed in early 2023,” notes Lodge.

It’s no wonder that Kalea Bay won Aurora Awards from the Southeast Building Conference for:

- Best Recreational Facility or Amenity
- Best Multifamily Housing Community – 6 Stories and Above, Built for Sale
- Best Overall Advertising Campaign

Kalea Bay is the fourth North Naples property developed by Soave Real Estate. The Dunes, Moraya Bay, and the Regatta were previous, Soave-developed, highly successful projects.

CEO / founder Anthony Soave hops in the driver’s seat of a concrete finisher to help complete Kalea Bay’s Tower 400.





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Reflecting Back and Rising Forward at New Center Stamping



New Center Stamping (NCS) is capitalizing on both its historic roots and reinvigorated capabilities to expand its customer base. Since its 2019 acquisition, the Detroit factory has pursued an aggressive growth strategy under President and COO Tom Aepelbacher’s leadership.

Today the company is celebrating a successful new relationship with global automotive powerhouse, Volkswagen. NCS Director of Sales Bob Gough pursued and was awarded the service parts program for the Volkswagen Passat in mid-2021. The program,

which includes three hoods, six fenders, three decklids, and two sunroofs, required the installation and use of state-of-the-art automation technologies and was an eclectic fit for the 100-year-old stamping plant.

Based on relationships established and nurtured by Account Manager Nick Soave, the NCS team worked week-in and week-out to overcome obstacles and gain the trust of their new customer.

Kicking off the partnership, NCS managed the decommissioning of existing cells at Volkswagen’s 1400-acre plant in Chattanooga, Tennessee. Shortly afterward, the team coordinated shipping equipment from the cells to Detroit and then installation. “New Center had to provide the same functionality out of the equipment with only 20% of the space,” explained Soave. “Led by automation expert Vincent De La Hamaide and equipped with a fleet of Fanuc Robotics equipment, our team built two all-inclusive cells. One produces eight distinct parts while the other produces six. The cells are centered around interchangeable tooling fixtures, which allows the robots to clinch, glue, and hem various parts on demand.”

In just eight months, NCS was able to complete the commissioning project and produce a part approved by Volkswagen’s quality laboratory. The New Center team has since begun production on four of the 14 parts.

“Our goal is to develop a much larger relationship with the German-based manufacturer in the years to come,” says Soave. “NCS is currently the exclusive domestic service parts provider for Volkswagen and continues to develop the commercial relationship and build a reputation of excellence within the industry.

“Additionally, we welcome all Soave employees to stop by the plant and see the process in action.”

Finding Room for More at Brambleton

Despite the real challenges of building over the past year, including both supply chain issues and a labor shortage, Brambleton has maintained its steady growth. The Soave master planned community happily welcomes new families, new businesses, and new amenities each week to its beautiful corner of Loudoun County, Virginia.

As a compliment to the well-established and much-enjoyed Brambleton Town Center, the additional retail development of Bram Quarter nears completion of its first phase. The 60,000-square foot building is now ready for leasing.

“If you review local news outlets, our residents are actively curious and eagerly await news of tenants,” reports Kim Adams, Brambleton Group’s Director of Marketing. “All are hoping for their favorite restaurant to pop up within walking distance!”

To also nourish the cultural needs of residents, a historic dairy barn, dating back to the early 1940s,

will be renovated and become the Anthony L. Soave Center for the Arts. Construction has started with anticipated completion in 2023.

“We look forward to this space that will host neighbor events and celebrations. It will further serve to bring forward our community spirit,” Adams notes.

Additionally, the massive community which has been developing for the last 20 years continues to build out homes. “Brambleton is now home to over 7,500 families, six public schools, over 15 parks, seven pools and clubhouses and miles of trail, plus a public library,” expressed Adams. “Through it all, our vision remains clear – and that’s why people continue to move here and make it theirs.”



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Our Melting Pot

Celebrating Citizenship

While the majority of Soave Enterprises’ employees began their lives as residents of the

U.S. and have enjoyed the privileges of citizenship since birth, others have had to negotiate an extended journey to become Americans. Recently, two team members of Kalea Bay achieved and celebrated their well-deserved citizenship.

“Our congratulations go to **Imran Lynch** and **Yanira Yrigaray** for successfully completing the rigorous five-step process to achieving United States citizenship,” said Abadis Ruiz, Regional HR Manager. “On average, it takes anywhere from 18 months to 24 months to complete the naturalization process and become a U.S. citizen. The path begins with filing out government forms, undergoing background checks, sitting for an interview, and ends with taking the Oath of Allegiance.”



On April 5, 2022, Imran Lynch, formerly a citizen of Jamaica, took his Oath after having immigrated to the U.S. in 2016. He has been a popular and well-respected server at Kalea Bay since November 2021.

Cuban native and 20-year resident of the U.S., Yanira Yrigaray completed both her interview and her Oath on July 27, 2022, during a Fort Myers, Florida ceremony. Yrigaray joined Kalea Bay’s housekeeping team in January 2021.

Both new Americans cited learning the country’s history as the most interesting part of their studies to pass the U.S. citizenship exam.

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 Soave Spectrum publishes articles focusing on the professional and personal successes of Soave team members. Photographs 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.