

# briefs



Rochman Design-Build (RDB) announced that **Ann Jarema** has joined its growing staff as Office Manager. Jarema brings years of administration, accounting and business experience to her new position. At RDB Jarema will be responsible for the bookkeeping, marketing, customer service, accounts payable and receivable and payroll. In addition to her office manager responsibilities, Jarema is also an ordained minister. She travels throughout southeast Michigan performing weddings.

Rochman Design-Build specializes in creative residential remodeling and additions. RDB, serving the community since 1989, was the first to introduce the design-build concept to Ann Arbor. □

**Zingerman's Coffee Company** has packed up their beans and their roaster and moved the entire operation to the Airport Plaza development on Plaza Drive near the Ann Arbor airport. This new location will allow them the opportunity to sell coffee to retail customers. Plans are in the works to serve a wide range of coffee drinks as well as to sell beans and equipment.

The Coffee Co. joins Zingerman's other wholesale producers on the south side of Ann Arbor, the Bakehouse and Creamery. The Coffee Co. was located in the Zingerman's Mail Order warehouse on Phoenix Drive and began their move in mid-September with an aim to be set up for roasting in October.

Founded in 2003 as part of the Zingerman's Community of Businesses, Zingerman's Coffee Co. is a wholesale roaster supplying cafes, restaurants and businesses. It was started by Allen Leibowitz and the founders of Zingerman's Delicatessen, Paul Saginaw and Ari Weinzweig. In 2008, Steve Mangigian joined Allen as co-Managing Partner of the business. □

ForeSee Results, a market leader in online customer satisfaction measurement and management, announced that **Dave Lewan** has been appointed as Director of Government and Public Sector Markets, a new position created to meet growing demand.

Lewan will have responsibility for ForeSee Results' e-government and public sector practices, a category that includes nonprofits and associations. Lewan brings more than 20 years of experience with online strategy, technology, sales, leadership and consulting. Most recently, he served as vice president of product management at Gevity HR where he served as the primary leadership and planning force for Gevity's product and solutions strategy.

ForeSee Results uses the methodology of the University of Michigan's American Customer Satisfaction Index (ACSI) to help websites across industries improve sales, loyalty, return on investment, and effectiveness. □

**Brett Petersmark**, Petersmark Financial Network, LTD., recently attended focus09, a leading financial services industry conference hosted by LPL Financial, a leading independent broker/dealer.

Held in San Diego in August, focus09 was one of the industry's largest gatherings of independent financial advisors, and a leading industry sales and education event. Approximately 5,000 attendees from around the country assembled for the opportunity to learn new strategies and skills, expand knowledge in numerous product areas and network with peers and industry experts.

LPL Financial is one of the nation's leading financial services companies and one of the largest independent broker/dealers. LPL and its affiliates offer industry-leading technology, training, service, and unbiased research to 12,489 financial advisors, 768 financial intuition and over 4,000 institutional clearing and technology subscribers. □



The Thomas M. Cooley Law School has named **Timothy J. Innes** as the head of public services for the Ann Arbor campus library. Innes will direct all library activities and supervise circulation and reference staff. He also will be responsible for day-to-day operations and will be involved in reaching out to the community and expanding the library's collection.

Innes joined Cooley Law School in 1994. He previously served as a reference and outreach services librarian, a circulation librarian, and a reference assistant at the Lansing campus. □

Cerenis Therapeutics SA (Cerenis), a privately held pharmaceutical company developing novel HDL therapies to treat cardiovascular and other metabolic disease, recently announced the expansion of its team to include **Tom Brya**, **J. Christopher Prue** and **Cynthia Sundell**.

Tom Brya joins Cerenis as Senior Vice President of Business Development. He has supported business growth and expansion at Pharmacia, Monsanto/Searle, Cardinal Health, and KV Pharmaceutical. He has experience in the cardiovascular space and has led more than 200 deals in M&A, licensing, co-promotion, drug delivery and financing projects with closed deals across 15 countries. Formerly, he was vice president and general manager for a biologic CMO startup at Cardinal Health.

J. Christopher Prue, RPh, MBA, joins Cerenis as Vice President of Regulatory Affairs. A 30-year veteran of the pharmaceutical industry, he formerly held roles at AtheroGenics, Purdue Pharma, Incara Pharmaceuticals, GlaxoWellcome, and The Upjohn Company.

Cynthia Sundell, PhD, brings more than 14 years experience to her new role as Vice President of Drug Development at Cerenis. Formerly Sundell led discovery efforts at AtheroGenics, where she supported the delivery of multiple compounds to clinical development in the areas of cardiovascular, metabolic and chronic inflammatory diseases.

Cerenis Therapeutics is a pharmaceutical company focused on the discovery, development and commercialization of breakthrough HDL therapies for the treatment of cardiovascular and metabolic diseases. Cerenis has operations in Toulouse, France and Ann Arbor. □

Wright Griffin Davis (WGD) announced the promotion of **Lori Diem**, CPA to Senior Accountant within the Small Business Group and **Sherry Brubaker**, CPA to Audit Manager.

Brubaker and Diem both joined WGD in 2004 after graduating from Eastern Michigan University. Brubaker audits and consults with closely held companies in the manufacturing, transportation and technology sectors and is also an audit specialist within the Employee Benefit Plan Group. Diem assists clients with their internal accounting, tax and payroll needs. □



**Todd Perry**, CIMA®, CFP® Senior Financial Planner at Vintage Financial Services, LLC in Ann Arbor, recently obtained the Certified Investment Management Analysts designation. The CIMA designation, delivered by Investment Management Consultants Association (IMCA), is the only advanced designation designed specifically for investment consultants.

The CIMA marks identify those individuals who have met the experience and ethical requirements, have successfully completed advanced investment management coursework taught

in conjunction with The Wharton School, University of Pennsylvania, and have passed a rigorous examination covering the following areas: investment policy, asset allocation, risk management, tax efficiency, alternative investments, international financial markets, measuring return on a portfolio, and due diligence. CIMA licensees must also agree to meet on-going continuing education requirements and to uphold IMCA's Code of Professional Responsibility, Performance Reporting Standards and Standards of Practice

Perry has worked at Vintage since 2005 and is responsible for managing client portfolios and heads the company's tax planning division. Vintage Financial Services is a fee-only investment and financial planning firm founded in 1985. □

**Margie Harris** has joined Edward Surovell Realtors as a sales associate in the Jackson office. Harris was previously an interior designer for 20 years, most recently in East Grand Rapids. While in East Grand Rapids, she was active with the arts council, Junior League, school photography and yearbook, and coaching soccer, swimming and softball. Her green home design and construction was featured in the Citizen Patriot in 2007 as the first of its kind in Jackson County.

Founded in 1982, Edward Surovell Realtors is one of Michigan's largest independent real estate companies. □

*Inc.* magazine recognized **Second To None, Inc.** as one of America's Fastest Growing Private Companies for the third year in a row, in the magazine's annual *Inc. 5000* issue. The list represents a comprehensive look at America's independent-minded entrepreneurs.

The 2009 *Inc. 5000* serves as a report card on the U.S. economy. Despite the on-going recession, aggregate revenue among the companies on the list actually increased to \$214 billion, up \$29 billion from last year, with a median three-year growth rate of 126 percent. The *Inc. 5000* are responsible for creating more than 1 million jobs since their founding, making the list a strong example of the impact private, fast-growing companies can have on the economy. □

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# briefs



Hartlep



Lombardini



Miller



Boggs



Fletcher



Shutes

**The Ann Arbor Area Board of REALTORS® (AAABoR)** elected five members to fill open seats on the 2010 Board of Directors at a recent General Membership Meeting.

AAABoR members elected the following Board of Director representatives to a two-year term: Jeffrey Hartlep, Ann Arbor, Edward Surovell REALTORS® and Bill Miller, Ann Arbor, The Charles Reinhart Company.

Board of Director representatives elected to a three-year term are: Jason Boggs, Ann Arbor, the Charles Reinhart Company; Linda Lombardini, Ann Arbor, Trillim Real Estate; and Vance Shutes, Saline, Real Estate One.

Present directors include: Alex Milshteyn, 2010 President, Ann Arbor, Edward Surovell REALTORS®; Andra Anteau, 2010 Treasurer, Ann Arbor, Edward

Surovell REALTORS®; Missy Caulk, Saline, Keller Williams, Ann Arbor; Jeff Fletcher, Saline, Fletcher Inspections, LLC; La Tanya Keith, Ann Arbor, Keller Williams; Frank McVeigh, Dexter, The Charles Reinhart Company; Kay Merx, Milan, Real Estate One and Gordon Taylor, Ann Arbor, Edward Surovell REALTORS®

AAABoR also announced its Affiliate of the Year Jeff Fletcher, Fletcher Inspections, LLC. This award is given to an affiliate member who provides significant contributions and outstanding service to the Ann Arbor Area Board of REALTORS®. Fletcher is a certified home inspector and a member of the National Association of Home Inspectors and is a National Instructor for the American Home Inspectors Training Institute.

The Ann Arbor Area Board of REALTORS® announced that

the Realtor of the Year Award was presented to Mary Helen Gilbert (in memoriam). Daughter Maria Gilbert accepted the award on behalf of her mother. Gilbert served as a Director and Treasurer of the Board and was Chair of the Finance/Investment Committee, Chair of the Multiple Listing Committee, and Chair of the Governmental Affairs Committee. She became a REALTOR® and joined the board in 1992 and earned the GRI, ABR, CRS, SRES and e-Pro designations. Her community involvement included volunteering for adult foster care and hospice and serving as a principal in the formation of the local Alzheimer's chapter as well as supporting the Children's Miracle Network and Susan G. Komen for the Cure. □

The Salvation Army of Washtenaw County has hired Ann Arbor resident **Debra Molitor** as director of development. Molitor's responsibilities include advancing TSA-WC's mission by developing community relationships and implementing new fundraising programs and events. She is also in charge of increasing volunteer participation and maintaining donations to meet community needs.

For the past 15 years, Molitor has led development efforts for organizations such as the University of Michigan, Michigan Radio, WEMU 89.1 and the Wild Swan Theater. She has also volunteered for several organizations, including the Women's Center of Southeastern Michigan, the Flint Institute of Arts and the Staples Family Center, TSA-WC's 90-day emergency family shelter.

The Salvation Army is an evangelical part of the Universal Christian Church dedicated to serving people in need without discrimination. Operating in Washtenaw County for more than 100 years, the non-profit addresses the physical and spiritual needs of the area through various programs and service center located in Ann Arbor and Ypsilanti. □

Jane Hughes, ASID, owner of Organizational Designs, announced that **Stephanie Ney**, ASID, Associate Designer and Business Manager, has successfully passed all sections of the qualification examination and is fully certified by the National Council for Interior Design Qualification (NCIDQ).

Ney is an AutoCAD, computer rendering and presentation expert and has been employed at Organizational Designs since 2006. She is a Professional Member of the American Society of Interior Designers (ASID).

Organizational Designs is an Ann Arbor interior design and planning firm with 30 years of professional experience. □

Entrepreneurs, technologists and designers from across the state will gather to share the ideas that are shaping our future at the inaugural TEDxDetroit in October. **Richard Sheridan**, President and CEO of Menlo Innovations in Ann Arbor was the first speaker announced by the organizers.

TEDxDetroit will be held at Lawrence Tech University on October 21. Themed "positive ideas for the world from Detroit," the event will emulate the spirit and ideals of the renowned TED Conference

At TEDxDetroit, TEDTalks video and live speakers combine to spark deep discussion and connection at the local level. The TED Conference provides general guidance for the TEDx program, but TEDxDetroit is self-organized.

TEDxDetroit is curating a collection of thinkers and doers across a wide range of fields and experiences to attend the event. More details on the event can be found at [tedxdetroit.com](http://tedxdetroit.com). □

**Drew Sayer** has joined re:group as Connections Director, leading the re:group integrated media team. In this role he will provide strategic leadership in the development and execution of integrated media plans for re:group clients.

Sayer was previously at Doner where he managed digital media, media insights, planning and research. His past client experience includes: The UPS Store, Auto Club Group, Eurika, Expedia.com, Mazda, Cranium, Ponderosa Steakhouse and others.

re:group, Inc. is a privately held, national brand marketing firm located in Ann Arbor. □

**MedHub, Inc.** recently signed an agreement with The University of Indiana School of Medicine to deploy its MedHub enterprise residency management system across all residency and fellowship programs, Graduate Medical Education and hospital finance.

The MedHub system is an integrated web-based suite of modules developed to improve communication, information workflow and reporting for physician training and residency program accreditation.

MedHub replaces multiple databases and ad hoc processes with a single workflow centered unified database. Stakeholders will use MedHub to document activities, manage tasks and streamline workflow.

With over 1,000 physician trainees spread across 75 residency and fellowship programs and six affiliated hospitals in and around Indianapolis, The University of Indiana has one of the largest and most complex teaching hospitals in North America. Nearly 5,000 total users will interact with the MedHub system on a regular basis.

MedHub was incorporated in 2002 and is a privately held Michigan company. □

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United Bank & Trust – Washtenaw announced that **Len Middleton** was recently elected to its board of directors. Middleton is on staff at the Stephen M. Ross School of Business at the University of Michigan as an adjunct professor of strategy and entrepreneurship. He teaches classes in entrepreneurship, strategy consulting, family business, and several international project-based courses. He has consulted with startup companies, Fortune 500 corporations, and world-class non-profit organizations in North America, Europe, Asia, and the Middle East.

Middleton has a broad experience base serving on a myriad of professional and charitable boards, including the Ann Arbor Hands-on Museum and Women for Women International.

United Bancorp, Inc is an independent financial holding company that is the parent company for United Bank & Trust – Washtenaw. □

Beal Group announced that **Keri Firestone** has been promoted to Director of Human Resources from Front Desk Manager. Firestone has been with the Beal Group since 2008 and was previously tasked with handling all incoming and outgoing communications at the Beal Group's Ann Arbor headquarters. Firestone will now be responsible for all human resource matters for Beal Properties, LLC and Beal Incorporated.

Beal Properties also announced that **James McPhail** has joined Beal Properties as Michigan Property Manager. McPhail will be responsible for managing and maintaining Beal's portfolio of 30 properties in the city of Ypsilanti as well as properties in Ann Arbor and Detroit. McPhail has a long history with the city of Ypsilanti, having previously run a storefront business in downtown. McPhail has been in property management

since 2000.

Beal Properties announced that **Edwin Cedeno** has joined Beal Properties as Ohio Property Manager. Cedeno will be responsible for managing and maintaining Beal's portfolio of 58 apartments in the Toledo, Ohio area. Cedeno has previously managed other apartment complexes in the Toledo area and has been involved in property management for 20 years. □

Each year for the last thirteen years, the Saline Area Chamber of Commerce has presented the Business Enterprise Award to two area businesses. These awards are widely recognized as being the most prestigious honor businesses can receive in the greater Saline area market.

This year the award in the over-20-employees category goes to **LaFontaine Chrysler, Dodge, Jeep**, located on Michigan Avenue in Saline. The award recipient in the category of 20-or-fewer employees is presented to **Spotted Dog Winery**, also located on Michigan Avenue in Saline.

The purpose of the Business Enterprise Award is to recognize established, successful firms that have exhibited exemplary business practices and have an excellent reputation for service to the community. Community participation and peer recognition are also important components of the awards. Honorees are selected by the Saline Area Chamber of Commerce Board of Directors, with nominations taken from the entire Saline area community.

The awards will be presented at a Gala Awards Dinner in late October at the Stonebridge Golf Club. □

**Dykema**, a leading national law firm, announced the following attorneys from their Ann Arbor office were named Super Lawyers for 2009. This listing is published annually by Law & Politics, which performs the polling, research, and selection of Super Lawyers in a process designed to identify Michigan lawyers within 60 practice areas who have attained a high degree of peer recognition and professional achievement. They are: James M. Cameron, Jr., Intellectual Property Litigation; Marie R. Deveney, Estate Plan-

ning & Probate; James P. Greene, Employment & Labor; Daniel J. Stephenson, General Litigation and Jill M. Wheaton, Appellate.

Dykema had 46 lawyers in total named to the Super Lawyers list. □

**JPMorgan Chase** made approximately \$1.5 billion in loans and lines of credit to nearly 1,600 small- and medium-sized Michigan businesses during the second quarter of 2009.

The bank was the largest auto lender in the country for the first half of 2009. The bank provided \$5.3 billion in auto loans and leases for more than 544,000 vehicles during the second quarter of the year.

JPMorgan Chase extended \$1.3 billion for 1,276 loans to medium-sized businesses, corporations and government and non-profit agencies, up 46% from the first quarter; and \$184 million for 315 small business loans, up 31%.

Small businesses are the cornerstone of the U.S. economy. More than 96 percent of Michigan businesses have fewer than 100 employees, according to the U.S. census Bureau's most recent data. Together, these firms employ 1.4 million people and pay \$46 billion in salaries.

This announcement was made by Sarah McClelland, Michigan market president for Chase. □

**NanoBio Corp** announced recently that data from a large ferret study indicates that its intranasal, nanoemulsion-based adjuvant elicits robust immunity and cross protection against influenza using 1/15th of the standard antigen dose, without evidence of toxicity or tolerability concerns. The company also announced that data from a large GLP toxicity study in rabbits demonstrated similarly robust immune responses without signs of toxicity or inflammation.

Data from both studies was presented in September at the 49th Interscience Conference on Antimicrobial Agents and Chemotherapy at the Moscone Center, San Francisco, California.

NanoBio® Corp is a privately held biopharmaceutical company focused on developing and commercializing dermatological products, anti-infective treatments and intranasal vaccines derived from its patented NanoStat™ technology platform. □

**Bodman LLP** announced that forty-one of its attorneys have been honored as leaders in their areas of practice by the publication Michigan Super Lawyers 2009.

The publisher of Super Lawyers compiles annual lists of leading attorneys based upon a rigorous selection process that includes a statewide survey of practicing attorneys, independent research by the publisher's attorney-led research staff, and a peer review of candidates. Leading attorneys who have been in practice for more than ten years typically receive the "Super Lawyers" designation; and attorneys who have practiced for ten years or less are honored as "Rising Stars."

Bodman lawyers from the Ann Arbor office included on the Super Lawyers list are: Harvey W. Berman, Construction/Surety; Timothy R. Damschroder, Business/Corporate; Alan N. Harris, Intellectual Property; Susan M. Kornfield, Intellectual Property and Jerold Lax, Government/Cities/Municipalities.

Ann Arbor attorneys on the Rising Stars list are: Matthew T. Jane, Construction Litigation and Carrie Leahy, Business Litigation. □



Butzel Long attorney and shareholder **Robert A. Boonin** is chair-elect of the Wage & Hour Defense Institute (WHDI) of Litigation Counsel of America, comprised of rigidly selected and experienced wage and hour defense attorneys from across the United States. Boonin is also a co-founder of the WHDI. The WHDI serves as a nationwide network and meeting ground for top-tier practitioners to engage in professional development in what

has become a highly nuanced area of the law, and also to become an established resource for employers on wage and hour matters. Each member was selected for membership in the WHDI based on his or her individual skills and experience representing management in the defense of wage and hour litigation.

Based in Butzel Long's Ann Arbor office, Boonin's practice is largely concentrated in the areas of wage and hour, labor and other employment law matters. Butzel Long is one of America's leading law firms with 240 attorneys and offices in Michigan, Florida and Beijing, Shanghai, Mexico City and Monterrey. □

**Motawi Tileworks** was recently honored by the Detroit Regional Chamber and Michigan Economic Development Corporation with the Alfred P. Sloan Award for Business Excellence in Workplace Flexibility.

Motawi Tileworks workplace practices include flex time, World Café strategic planning and Toyota-style lean manufacturing.

The Alfred P. Sloan Awards are part of the *When Work Works* project, an ongoing initiative of the Families and Work Institute, the Institute for a Competitive Workforce and the Twigs Foundation. The project shares the results of research on creating effective and flexible workplaces that meet the needs of the 21st century.

In January owners asked employees for assistance in devising cost-cutting measures to avoid layoffs. The result was a substantive list of new cost cuts for their studio along with a consensus that taking a collective 10% reduction in pay would allow them to move forward prudently and contain costs. As the economy improves the company is able to eliminate the cap on hours.

Now in its 17th year, Motawi Tileworks handcrafts historically-informed art tile in the Arts and Crafts tradition in their Ann Arbor studio. □

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## of note



Members of the **Builders & Remodelers Association of Greater Ann Arbor** are reaching out to a resident in need.

Corporal Kenny Bowen is a U.S. Marine who lives in Washtenaw County and was badly wounded recently in Afghanistan. He was the only surviving member of an IED attack on his patrol. Corporal Bowen had over 40% of his body burned and is undergoing extensive skin grafts. During the next few years, while he is healing at his parent's home, he is unable to be in the direct sun or have any mosquito bites. As someone who loves the outdoors, he is having a hard time not being able to go outside.

The Washtenaw Remodelers Council and its builder members will be building him a screened-in porch so he may get out of the house and sit outdoors during nice weather.

The project started in late September. Some of the remodelers and builders on the project are Meadowlark Builders, D.A. Haig Construction, Fireside Homes, and providing materials are Chelsea Lumber Company and Fingert Lumber Co.

There are still some materials needed and donations would be very helpful in providing this comfort for Corporal Bowen. If you'd like to donate a few dollars to help out, please call with a credit card or send a check to the Builders & Remodelers Association of Greater Ann Arbor, 179 Little Lake Drive, Ann Arbor 48103. Or call 734/996-0100.



The Ann Arbor **ATHENA PowerLink** program is accepting applications from women business owners in Washtenaw county who wish to participate in the program. The program, designed for women-owned businesses beyond the initial start-up difficulties, links a business with a panel of advisors who meet the specific needs of that business. Women entrepreneurs with at least two years of experience running their own business can get a year of pro bono advice and coaching from some of Washtenaw county's finest business experts through the Athena PowerLink program.

The PowerLink program began in 1992 in Pittsburgh, Pennsylvania when two business women recognized that female entrepreneurs often lack access to valuable advisors and mentors.

The proven mentoring process "links" a business with a volunteer panel of advisors recruited from the local community. The panel and business owner work together for one year to meet the specific objectives of the business owner. Business owners learn to network, access capital and implement best practices from these volunteer advisors.

To be eligible to participate in the program, applicants must meet the following criteria: Own the majority of the company and actively manage it • Minimum of two years in business, • Minimum of two full-time employees, one of who may be the business owner, • Minimum annual revenues of \$250,000 for manufacturing or retail business and • Minimum annual revenues of \$100,000 for service business. Deadline to apply on line at [www.athenawashtenaw.org](http://www.athenawashtenaw.org) is October 16.

For more information contact Charlie Penner at 734/547-9170 or [info@athenawashtenaw.org](mailto:info@athenawashtenaw.org).

The U.S. Environmental Protection Agency (EPA) announced recently that the **City of Ann Arbor** appears on its new Top 20 On-site Green Power Users List. The City of Ann Arbor is generating nearly 9 million kilowatt-hours (kWh) of biogas, hydro, and solar power annually, equivalent to 20 percent of its electricity use. By producing green power on site, the city demonstrates a proactive choice and a leading commitment to switch away from traditional sources of electricity generation and support cleaner renewable energy alternatives.

The Top 20 On-site Green Power Users List, which debuted on July 27, is one of nine Top Partner Lists that EPA releases quarterly, highlighting some of America's largest green power users. The City of Ann Arbor currently ranks No. 16 on EPA's Top 20 On-site Green Power Users List. All of EPA's Top Partner Lists are available at <http://www.epa.gov/greenpower/toplists/>.

## Home-Based Businesses Growing in Popularity

As the economic downturn has proven traditional jobs and career paths can be filled with as much uncertainty as so-called risky business ventures. More people are choosing to work for themselves and to take charge of their financial future—and more are choosing to do so from the comfort of their own homes.

According to recent research from the U.S. Bureau of Labor Statistics, 4.12 million entrepreneurs are now working at home, with a majority of these professionals functioning in the services industry. Clearly indicative of a trend, these numbers also signify that home-based businesses are well positioned to be the career choice of the future.

"As more people attempt to find a balance between work and family life, home-based businesses are emerging as a way to have the best of both worlds," said Kendra Kerr, Business Coach with The Entrepreneur's Source in Ann Arbor. "For those people considering business ownership, home-based options offer many advantages, including a more relaxed lifestyle."

Kerr goes on to note that additional perks of home-based businesses include flexible hours, no commuting and the ability to interact more freely with family members. Kerr speaks first hand of these and other aspects of home-based business ownership, as The Entrepreneur's Source was recently recognized by *Entrepreneur Magazine* as one of the top home-based franchises for 2009.

"Personally speaking, the home-based business model has afforded me the privilege of being my own boss, operating on my own schedule, at my own pace," added Kerr. "Of course, it is a unique lifestyle that may not be suited for everyone, but it is certainly worthy of consideration."

Kerr recommends that business professionals in the Ann Arbor area contemplating entrepreneurship take the time to investigate what Kerr refers to as their "Primary Aim," or what it is that gives them a sense of purpose and motivates them to achieve their personal best. "Understanding their Primary Aim will give our clients the ability to actively shape their life and define the vision needed to get the most out of life," said Kerr. "Once they understand what they want their life to look like, they can then explore the many different franchise concepts to help them get there."

"With the future of the economy so uncertain, now is an ideal time for people to reprioritize and consider career choices that previously may have seemed impractical," said Kerr. "It's time to consider a home-based business as an alternative and to start investigating the steps that need to be taken to make such a lifestyle a reality."

Based in Ann Arbor, Kerr is a Business Coach with The Entrepreneur's Source who offers guidance and training about franchise and business opportunities.

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