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# Business Banter

Summer, 2011

Promoting Commerce and Community on the Boulevards

Our mission is to unify members with common interests in improving the economic, environmental, and security conditions within our community. The WWBA provides a forum for communication, group benefit participation, and social outreach.

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## Members Gather to Celebrate Our Business Community

Members gathered at the pavilion behind Absolute Title on July 14th for our annual summer BBQ/Fun Fest.



Rob DeAngelis (right) brought wine from his new winery, DeAngelis Cantina del Vino, for us to enjoy.



Rob Terbush (far right), of Holiday's Restaurant, supplied a great spread.



Doug King of Pro Energy Consultants (center) networks with Evan LeRoy of Fifth Third Bank and Kristine Reed from C & M Insurance.



New member Kelly Petrock of General Systems Consulting/ the LEAD Institute introduces himself.



We also greeted new member Gint Gaska (far right) of hyperLOCAL Connections, LLC.



Mark Bishar, of Big George's Home Appliance Mart, explains the finer points of softball.



Richard Westbury (L) of the Huron Valley Sunrise Lions Club catches up with Robert Shannon, CPA (R).

## Member Highlight

### General Systems Consulting & The LEAD Institute

New WWBA member General Systems Consulting & The LEAD Institute offer their clients two complimentary services; Consulting, and Leadership Training and Development. Consulting services focus on helping clients develop and execute a business strategy as well as provide change facilitation to clients to help them develop high performance work cultures. Their other service involves training, where they focus on leadership skills and effectiveness for high-potential leaders and managers of managers. Through the use of a Venn diagram, Vice President Kelly Petrock explained the interaction among three variables: the corporate Strategy, the Corporate Culture, and Company Capabilities. He described how dysfunction, disconnects, or avoidance of one or more of these components can send a company down the wrong track. The LEAD Institute helps clients identify which of those components will need adjusting to bring about the desired changes within the business.

Kelly's father, Frank (who still works in the business), started the company in Ann Arbor in 1972. At that time their focus was on traditional Fortune 100 and 500 companies. In 2003, the business focus was shifted to southeast Michigan in order to be closer to family and to focus more on small and medium-sized enterprises. They joined the WWBA because they want to have a more local focus. After this last recession, many family-owned and other small to mid-size businesses found that they need to differentiate themselves in order to compete in this new business environment.

While completing a major in psychology, Kelly did some internships with his father, helped in researching materials, and learned about the business at his father's side. It wasn't until he worked directly with a client that he saw how his psychology background could add value with client businesses. He believes their consulting work compliments their leadership development and training business because they have such extensive experience in understanding clients and their businesses.

General Systems Consulting & The LEAD Institute provide consulting services in their offices, in their client's offices, or at venues



Vice President Kelly Petrock

such as Campus Inn or Weber's Inn where they can conduct workshops for a business's leaders and employees. The LEAD workshops help business leaders determine the vision and strategy for the organization; develop strategic goals, measures, and targets; identify the capabilities and systems that need to be developed/improved; adjust their leadership approach; and engage and build high performance teams. At the conclusion of every workshop or consultation each business leader leaves with a 30-, 60-, or 90-day set of milestones and a plan to get positive momentum and traction on necessary changes.

The company, at 6055 Jackson Road, employs between 4-6 people. Kelly believes Ann Arbor provides a good source for capable associates when the need arises. For example, U of M's Institute for Social Research employs many people with the kind of background they need.

For more information, go to their web site at [www.LEADinstitute.com](http://www.LEADinstitute.com). Kelly also maintains a blog at [www.kellypetrock.com](http://www.kellypetrock.com).

*Editor*

## Open Letter to Our Membership

### RE: The Sign Ordinance

The Scio Township sign ordinance, in my opinion, is in line with surrounding areas' sign ordinances and not nearly as harsh. In most areas the square footage of a sign is based on the amount of storefront that you have. In Scio Township, you are charged for one side of the sign, but Ann Arbor charges for both sides. Zoning laws may vary from area to area.

As you drive up and down Jackson road, you will notice signage that is very visible and legible. Sign companies play a big part in making signs visible and complying with zoning laws. They

make sure a business type style or logo is enlarged correctly for readability. Something that works on a letterhead may not be readable from a car traveling 40-60 mph.

You will also start to see LED message boards, even on the highways. They are being used effectively for driver awareness. These message boards don't need to flash or fade in order for their display to be seen. Because the messages are changed using a computer, businesses can change their message within a half a day.

I welcome your opinions. You can reach me at 734-662-1503.

*Harold Braun, Vice President of Michigan Signs Inc.*

## Message from the Board

The Dog Days of Summer are upon us! I hope everyone is keeping cool.

The member-to-member discount plan is continuing to grow. Let us know if your business would like to participate. You can see the list on the WWBA website at [wwba.biz](http://wwba.biz).

We'd like to thank all that made the Jackson Road Cruise a success! We had many volunteers from the WWBA give their time: Tim Patino, Connie Marshall, Doug King, Todd Uggcioni, Tracy Mayrand, Laurie Kokmeyer, and Mark Smoltz just to name a few.

Reinhart West did a terrific job again, cleaning and weeding the northern pedestrian islands on Stadium Boulevard. Ann Marie Kotre, Jan Baker, Nan Cunningham and Melissa Vandam lent us their green thumbs, thank you.

I'd also like to thank our sponsors for the WWBA Summer Fun Fest; Absolute Title, Coffee House Creamery, Sunrise Screen Printing, The Yoga Space, DeAngelis Winery, Arbor Beverage, A1 Rental, Holiday's Restaurant, TDS Metrocom. It was a fun event for all ages.

The board would like to welcome Paul Larned of Larned & Associates who is filling a vacant seat on the WWBA board.

See you on the boulevards,

*Rick Stites*

### Cruising Again on Jackson Road

On May 21st, Jackson Road again became a haven for hot rods and vintage cars. "Jackson Road has the greatest concentration of car dealerships on a 5-mile stretch of road in Michigan, so we have the best opportunity for cars and cruising," said Scot Hedberg, chairman of the Scio Township Economic Development Corporation. It also celebrates the history of the Old US-12, which connected Detroit and Chicago.

Tim Patino, manager at Quarter Bistro, added that the cruise is a good way to promote local businesses. He noted businesses that otherwise don't get noticed, might get increased visibility during the cruise because they had something going on in conjunction with the cruise.



*Photo by Tim Patino*

## New Members

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