

Detroit, Troy Businesses Win Walsh Extreme Makeovers

A wholesale food distributor, an air-cleaning company, and a carbide die company will each receive Extreme Small Business Makeovers valued at more than \$50,000 in the upcoming year.

Atlas Wholesale Food Company of Detroit; Sanit-Air of Troy, and Wolverine Carbide Die Company of Troy will each receive free recommendations, assessments, products, coaching, and equipment donated by business sponsors. The sponsors represent technology, law, process improvement, human resources, accounting, marketing, and sales.

The winning businesses applied to and were selected for the makeovers by the Walsh College Business Leadership Institute following a small business conference in May. Visit www.walshcollege.edu and <http://www.walshcollege.edu/?id=890&sid=1> for more.

New Adams Entrepreneurial Fellow and Walsh graduate student Gary Phillips of Novi will be their change agent. The Adams Fellowship develops the entrepreneurial skills of promising business students or alumni by matching them with local entrepreneurs. Phillips's mentor is Raymond Campbell, president of Mastermind Solutions, Lake Orion.

The Fellowship is made possible by a grant from The Ann and Carman Adams Fund of The Community Foundation for Southeast Michigan.

Phillips will be following the process of the makeover on his blog. You can follow the companies' progress at www.walshmakeover.blogspot.com/.

Here's what he says so far:

The Extreme Small Business Makeover is off to a roaring start. All the businesses in the makeover have been visited by myself and at least two consultants, along with a survey of their computer system capacity for new software. The excitement is starting to build as the consultants delve into some of the operating procedures and intricacies of each business. The owners of the companies have been

very receptive and cooperative, and have expressed how they are excited to view their business in a new light.

The ensuing weeks will hold a myriad of further analysis and assessment activities. In addition to the business, tax and financial systems overview, there will be benchmarking analysis, legal consultation, financing analysis, human resource audit, operational and productivity assessment, marketing and brand advice, and computer system software installation assistance.

There is much work to do in evaluating the current position and practices of each business, and the process will take time and effort on everyone's part, but the prospects for improvement are extreme.



WALSH COLLEGE SELECTED the above business owners for Extreme Small Business Makeovers. They are, l-r: Nick Stavropoulos of Wolverine Carbide Die Company, Troy; Mike Kotsis and John Kohl from Detroit Atlas Wholesale Food Co., and Connie and Tom Morbach from Sanit-Air, Troy.

Mike Kotsis
Strategy and Execution



313-921-1251 Phone

313-921-4945 Fax

586-703-8638 Cell

Mike.Kotsis@AtlasWholesaleFood.com

www.AtlasWholesaleFood.com

Atlas Wholesale Food Company

5100 St. Jean Street • Detroit • MI • 48213

John Kohl
Sales & Marketing



313-921-1251 Phone

248-894-5086 Cell

313-921-4945 Fax

AtlasWholesale@Gmail.com

www.AtlasWholesaleFood.com

Atlas Wholesale Food Company

5100 St. Jean Street • Detroit • MI • 48213