

DEVELOPMENTS

A PUBLICATION OF FIRST COMPANIES, INC.

*"For
First Companies
it's all about teamwork."*

— DAVID MAY, D.D.S.



BRETON GARDENS FAMILY DENTISTRY
DR. DAVID MAY & DR. HEATHER MALLORY-MAY

616.455.0720

STAFF OF 14 EMPLOYEES

4,850 SQUARE FOOT FACILITY

STONE WAINSCOTING &
PAINTED CEMENT BOARD SIDING

VAULTED CEILINGS

QUALITY CARE IN A QUALITY SETTING

While it's just a short drive from their previous location near 44th Street and Breton to their new and larger location less than a half mile north on Breton Road, Breton Gardens Family Dentistry's beautiful facility seems miles away from ordinary.

Their many patients – and new patients – will agree. As you approach the stone-accented building, it's easy to mistake it for a large home or clubhouse. Inside, the waiting room is large, bright, and inviting, with a handsome glass block wall, kids' area, plenty of windows, and planters with live greenery. The treatment rooms are clean and bright. There is plenty of room for the staff of 14 to efficiently and effectively care for their patients.

"The staff is very pleased with the new facility," comments Dr. David May, who has operated the practice with his wife, Dr. Heather Mallory-May, since 1990. "And that has helped contribute to an even better experience for our patients. We want them to be completely satisfied with the care we provide."

When he began thinking about building a new facility, Dr. May asked some area dental colleagues for recommendations. "Several friends have top-quality buildings built by First Companies and have enjoyed excellent relationships with them," he explains.

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QUALITY CARE IN A QUALITY SETTING, CONTINUED

He worked primarily with Craig Baker, Paul Stoutjesdyk, and Val Howard. "For First Companies, it's all about teamwork," comments Dr. May. "They're enthusiastic about what they do, they follow through on their promises, and they're committed to building quality buildings. They don't compromise."

He says the First Companies team helped every step of the way, by designing the facility, working through city zoning issues, and managing the construction. Dr. May is pleased to note, "We've been here six months, and I haven't found anything I'd change. It speaks volumes about how important the planning process is."

"This location provides excellent visibility in more of a residential setting, and delivers a great first impression to current and prospective clients," says Dr. May.

Through routine dental care, plus cosmetic procedures like implants and whitening, Drs. May and their staff strive to help their clients make a good first impression as well – throughout all stages of their lives. 🌱



SHRED-IT

4717 BROADMOOR SE, SUITE B

GREG TAYLOR, GENERAL MANAGER

STAFF OF 22 EMPLOYEES

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SECURE DOCUMENT DESTRUCTION – ON SITE

In every business, there's more confidential information floating around than one might think. Budgets. Legal contracts. Reports. Payroll data. Medical records. Customer lists. Supplier records. New product info and specs. Marketing plans.

That's where Shred-it comes in. The Toronto-based corporation, founded in 1988, provides secure, on-site destruction of confidential documents. It now serves more than 150,000 customers around the world, and has 140 branches on five continents. All Shred-it employees are bonded – through extensive background tests, random drug screenings, and more.

Greg Taylor joined Shred-it's Grand Rapids branch in 2002. Since he became general manager four years ago, sales have soared. He attributes that growth to his staff, now at 22. "Our people deserve all the credit for our success," he comments. "Between our sales reps, CSRs (who drive the shred trucks), and the rest of our team, we're providing a critical service to customers. There's no cutting corners when it comes to security."

Shred-it provides locked security consoles that fit discreetly under a worksurface. "The consoles let employees combine recycling material with confidential info," Taylor says.

His branch regularly serves over 1,500 customers throughout the western half of Michigan. "We do all shredding on site, in our large trucks," Taylor explains. "We do not take a customer's documents off site until they've been destroyed."

Since becoming general manager, Taylor has worked with Julie VanderPloeg of First Companies. "Julie is the type of person you like to do business with," comments Taylor. "Last year, when we needed more space, she saw our sense of urgency and went the extra mile to get this project moving," he continues.

Jason Beeke managed the buildout, which required creating an office suite and upgrading the warehouse. "Jason was very willing to help out," Taylor comments. "I was amazed at how quickly the work was completed."

Shred-it now has twice as much space. "Now we can breathe," laughs Taylor. "And there's still room to expand."

"Other real estate companies approach me all the time," he adds. "I say, 'no, thanks' because Julie has always taken care of us." 🌱



*“They **listened** to what we needed and provided **creative solutions**...”*

– TIM HUBBARD

MATERIALS TESTING FOR PRODUCTS USED AROUND THE WORLD

For product testing, manufacturers worldwide count on Intertek. Headquartered in the United Kingdom, Intertek has offices – and more than 500 laboratories – in over 100 countries. The corporation, which employs over 20,000 people, has annual sales approaching \$2 billion.

Its Grand Rapids operation, established in the 1970s, recently consolidated its eight facilities into one large facility in Kentwood. This location primarily serves customers from the Midwest, plus some international firms. According to Linda Hall, field marketing manager, “With our wide range of lab equipment, chambers, and setups, we perform hundreds of types of tests, including metallurgical, environmental, electronic, and accelerated stress testing.”

Tim Hubbard, director of operations, confirms Intertek’s versatility. “In our Grand Rapids labs, we test virtually any type of consumer or industrial product, from automotive components to medical devices to office furniture. We evaluate products to ensure that they meet quality, safety, and performance requirements – for manufacturers as well as for third parties.”

Hubbard worked with Dean Rosendall and Jason Beeke of First Companies to plan and manage the upgrades to Intertek’s new location. “We were on a tight timeframe, and Dean and Jason responded quickly with proposals,” says Hubbard. “They listened to what we needed, and provided creative solutions to help us stay within our budget restrictions.”

The project included a 100-ft. photometrics tunnel (one of three in North America) for testing automotive and interior lighting, an environmentally controlled universal test room, noise-controlled furniture/vibration testing rooms, special areas for vehicle fit testing, plus a multitude of power configurations.

According to Hubbard, Beeke was instrumental in working with and scheduling subcontractors to meet Intertek’s specialized construction requirements within the established deadlines. “Jason kept me informed every step of the way. He and the subcontractors were great about working around our staff members who were moving in while other work was still in process.”

At an open house on September 25th, from 3-7:00 p.m., customers and prospective customers will have the opportunity to tour the new facility and see test demonstrations. For more information, contact Linda Hall at (616) 656-7401 or go to www.intertek-etlsemko.com/gropenhouse. 📍



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TIM HUBBARD, DIRECTOR OF OPERATIONS

LINDA HALL, FIELD MARKETING MANAGER

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- Office / Medical



FOR LEASE – 4100 40TH STREET

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"Their follow-up is
outstanding."

— DR. HENRY MULDER



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MANAGING PARTNER

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A WELCOMING HAVEN FOR CARE & GUIDANCE

As you walk into the lobby of Psychiatric Associates of West Michigan, you're certain to be impressed by the warm surroundings: oak-paneled walls with a deep brown finish, distinctive light fixtures, and an inviting fireplace.

The building is filled with design cues from the work of architects Charles and Henry Greene, who were influential in the American Arts and Crafts movement of the early 1900s.

Dr. Henry Mulder was the driving force for bringing the Greene brothers' design to Psychiatric Associates' new facility in Kentwood. With the help of First Companies and architects from The Design Forum, Dr. Mulder's dream became a reality.


Psychiatric Associates of West Michigan is owned by Dr. Mulder, Dr. Randy Christensen, Dr. Greg Flentje, and Dr. Phil Fox, all psychiatrists. The 14-person team also includes three psychotherapists and office/support personnel. The seven professionals' combined experience totals nearly 150 years.

"We serve all age groups, and try to be as accessible as possible," explains Dr. Mulder. "We usually see new patients within two weeks after a referral, which is much shorter than what's common in our industry."

Dr. Mulder says that patients sometimes are referred to a psychiatrist as well as a therapist. "With both specialties on staff, it's much easier to coordinate care and provide patients with the best possible care," he comments.

Their new facility opened in August 2007. "Patients and other visitors almost always comment on how warm, welcoming, and peaceful it is," says Dr. Mulder. It's conveniently located near 60th St. and Kalamazoo Avenue, close to M-6.

Jeff Baker, Craig Baker, Jeff Schipper, and Val Howard assisted with various stages of the project. Schipper, who managed the construction, "was committed to getting the details right, and letting nothing fall short of what we wanted," comments Dr. Mulder.

Val Howard assisted with the interior design, which included giving staff members the opportunity to select the colors – within the guidelines of the Craftsman style – for their offices. "Val and the rest of the team never seem to forget anything," concludes Dr. Mulder. "Whatever we agreed upon was always done. Their follow-up is outstanding." 



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*"It allowed us to **focus** on our **business**"*

- STEVE SHRODER



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22 PERSON TEAM

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616.975.2000

TOOLING FOR THE DIE-CUTTING INDUSTRY

It's probably safe to say that when we visit a store and buy a product, most of us don't think much about the packaging. It protects the product and often provides helpful information – but we're much more interested in what's inside.

For Michigan Lasercut, it's all about the packaging. They create steel rule dies used by the die-cutting industry to produce folding cartons. Each die is a wood board, often maple or birch, that is engraved by advanced lasers. Into the slots go small metal blades – steel rules – that create the footprint for a carton. Different sizes and shapes of steel rules accommodate the cutting, creasing, and gluing required for most types of cartons. Although die sizes range from 4" x 4" to 48" x 60", most are about 30" x 42".

The company's dies are also used for creating "label nameplates," such as a manufacturer name/logo on a computer product, an insert on a golf club, or small signs in airplanes.

Steve Schroder, president, Brian Curtis, vice president of manufacturing, and Dr. Les Wong, chairman, acquired the company in 2001. Since then, Michigan Lasercut has invested heavily in technology, which has helped the 22-person company more quickly and accurately meet their customers' needs. "We go out of our way to make sure our customers are taken care of," says Schroder.

When Schroder, Curtis, and Wong decided Michigan Lasercut needed a new facility, Chad Versluis of Grand Real Estate recommended several properties owned by First Companies. The partners chose to locate on 40th Street between East Paris and Patterson. "We now have better access to major roads (for local deliveries), we can get later pickups for outgoing deliveries, and we're closer to the airport, which helps in a number of ways," Schroder explains.

Michigan Lasercut also partnered with First Companies to design and build its new facility. "The company came highly recommended," Schroder continues. "We worked primarily with Jeff Baker, Dean Rosendall, and Craig Baker. "As our comfort level grew, we left more and more of the decisions to them, because they clearly knew what they were doing. It allowed us to focus on our business."

First Companies also helped support Michigan Lasercut's "green" initiatives, which include recycling most scrap materials. "Part of the building design enables us to recapture heat generated by our equipment," explains Schroder.

He concludes, "The facility is better, cleaner, and more efficient than our old one. We're very proud of it."

CONSTRUCTION FOCUS



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*"They
listen to our needs,
then find away to meet them
quickly."*

— SUE WEST



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CONNECTING FOOD MANUFACTURERS WITH FOOD SERVICE OPERATORS

Have you eaten a meal at a restaurant lately? Or perhaps at a hotel, hospital, or college? Chances are, Knott & McKinley was involved. The company is a food service broker that represents about 80 food manufacturers such as Campbell's, Dannon, Hershey's, and Land O' Lakes. It essentially serves as a manufacturer's sales force to sell the products to food service distributors (about 30 in Michigan), and ultimately, to the food service operators who prepare and serve meals.

Knott & McKinley was established in Grand Rapids in the early 1960s. During the first seven years of this decade, the company tripled in size. Last year, it joined forces with Midwest Regional Sales, a network of food service brokers covering a six-state region. Midwest Regional Sales is headquartered in Canton, a Detroit suburb, employs about 250, and is now the third largest food broker in the nation.

Sue West, of the Grand Rapids office, works with market access specialists who call on the distributors – which include area companies such as Gordon Food Service, Sysco, and Van Eerden. Her many responsibilities include coordinating food shows and organizing product samplings/training at Knott & McKinley.

A couple of years ago, John McKinley decided that Knott & McKinley's sales force could work more effectively from their homes. Since Knott & McKinley has been a client of First Companies for nearly 20 years, West contacted Julie Vander Ploeg to find new quarters.

"We quickly settled on new space nearby that we could organize to meet our needs, which had changed in several ways," West explains. "Now we have a large conference room (used mainly for training), better parking, and a loading dock." Its large warehouse also enabled Midwest, the parent company, to close an expensive warehouse in Canton.

"Over the years, I've worked with Craig (Baker), Jeff (Baker), and Julie," Sue says. "They are always willing to help. They listen to your needs, then find a way to meet them quickly."

"I always know that they will take care of us," she concludes. "They always have."

CONSTRUCTION FOCUS



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