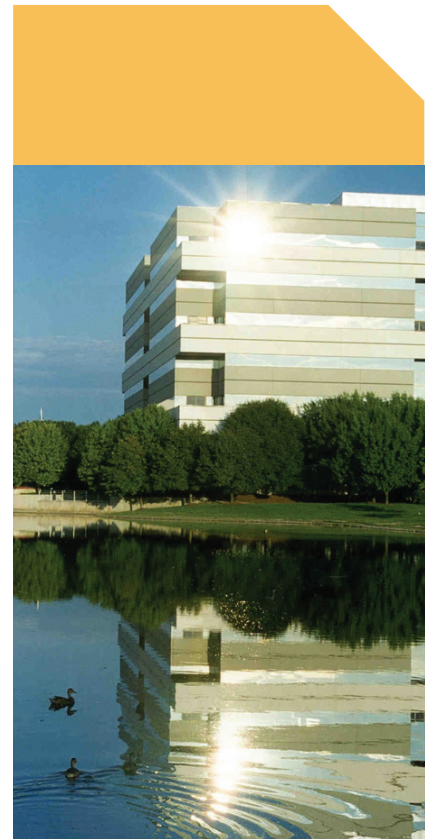


Business Briefs

Celebrating Business in Troy





The Breakfast Club Treats Diners to Delectable Food

3672 Rochester Road | 248.422.6938
FB: thebreakfastcluboftroy

Penny White started the Breakfast Club in 1999 at an eight-table restaurant in Clawson. The first day they served 12 guests and the second day they served 106 guests. Troy's Breakfast Club is owned and run by Christy Belloli, Penny's niece. Christy started working at the Breakfast Club when it first opened in 1999. Christy and her partner Chef Adam Spencer believe in high quality ingredients, unsurpassed guest service, contemporary menu and a remarkably clean and cozy atmosphere. Some of their signature items include Penny's "World Renowned Oven Baked French Toast" and Crème Brule French Toast. They also serve many unique items such as Breakfast Enchiladas, French Crepes, homemade Breakfast Quiche, the Breakfast Club Wrap, Banana Coconut Cream French Toast, and much more.

Breakfast Club serves chocolate covered strawberries at the end of each meal.

Barry Bagels got its start back in the early 1970's as a family-run operation that always focused on giving back to the community and they continue to give back to their communities more than ever. After over 40 years in the industry, you could say Barry Bagels is on a roll. With a menu that

features over a baker's dozen of bagel varieties, a selection of their own flavored cream cheeses plus sandwiches, various savory soups, homemade fresh deli salads, and more – the Barry Bagel Team is confident

Barry Bagels Troy is family-run by brothers Adam, Steve, & Robert Rosender.

that they have something for nearly everyone. Sandwiches include corned beef, roast beef, pastrami, tuna, turkey, BLT, hummus, lox, and many more.



Barry Bagels Invites Everyone to Taste Their Delicious Bagels

876 E. Big Beaver Road | 248.965.3780
barrybagels.com



Nutrition Coaching Gets Results

2886 W. Maple Road | 248.918.0081
profileplan.com/troy

Profile by Sanford, a weight loss clinic owned by Kelly and Sam Frank, opened their doors in Troy. Profile is part of South Dakota's Sanford Health, one of the nation's largest nonprofit healthcare systems created eight years ago to set the industry standard for how nutrition, activity, and lifestyle coaching is delivered.

Profile by Sanford's dedicated team of Certified Profile Coaches creates personalized nutrition, activity, and lifestyle programs to help members lose weight, and more importantly keep it off. They educate and motivate members through every stage of their weight loss journeys. Profile offers members customized plans including The Reboot and The Balance.

Kelly & Sam work with clients to achieve their weight loss goals through a program rooted in science and research, and a personal approach.

With more than 24 years of experience, Dr. Lakshmi Palakurthi is a physician who truly understands the need for non-surgical aesthetic and medical treatment options. Dr. Palakurthi speaks three languages - English, Hindi, and Telugu. She personally performs every treatment at Star Laser.

Dr. Palakurthi offers a wide range of treatments including platelet-rich plasma (PRP) therapy, laser rejuvenation, microneedling, HydraFacial®, O-Shot®, and much more for aging skin problems. PRP treatments help stimulate healing and cell growth to improve intimacy or boost your skin's look. They have solutions for your face and body, wellness, and weight loss concerns.

Star Laser focuses on a person's outer beauty with the latest in non-surgical cosmetic and medical laser treatments.



Star Laser, Medspa and Wellness Center, Opens

1787 W. Big Beaver Road, Suite 250
 248.649.2626 | starlasermedspa.com



Sherwin-Williams Opens Paint Store in Troy

275 E. Big Beaver Road | 248.528.1551
sherwin-williams.com

Residents and contractors alike are excited that Sherwin-Williams opened a neighborhood paint store in Troy. Store Manager Bernie Schmidt IV, Assistant Manager Cameron Harper, and Sales Rep Brandon Nault are excited to serve the community with the highest quality paint and stains, as well as supplies for all projects, large and small. Sherwin-Williams provides innovative paint solutions that ensure the success of all projects, interior and exterior, DIY or commercial work. Sherwin-Williams offers a professionally trained In-home Color Consultant to help you choose the perfect colors right in the comfort of your home. During a 90-minute in-home visit, their consultant creates a custom color palette that fits your decorating style. Also sign up for Paint Perks offering great in-store and online benefits.

Sherwin-Williams has been serving contractors and individuals for more than 150 years.

Alan Soifer became a gemologist in 1979 achieving the title of Graduate Gemologist through the Gemological Institute of America and Certified Gemologist Appraiser in 1986 from the American Gem Society. Alan James Jewelers was conceived in 2006, after former Employer Sidney Krandall closed. When his business partner retired in 2019, Alan became the sole owner of Alan James Jewelers and relocated the store to South Blvd. Alan James Jewelers offers fine diamonds, color stone jewelry, fashion pearls, sterling silver and gold, plus beautiful bridal jewelry. They will custom design pieces and are experts at laser jewelry and watch repair. Services include buying, brokering, and consignments for gold, diamonds, and jewelry. The Alan James philosophy has always been to learn as much as they can about their customers and translate that very special bond into a long-lasting relationship.

Alan James offers fine quality jewelry tailored to one's taste and style for all price ranges.



Alan James Jewelers Relocates in Troy

2061 W. South Blvd. | 248.220.1105
alanjamesjewelersllc.com.



Floyd's Barber Shop Offers a Full Menu of Services

283 E. Big Beaver Road | 248.275.1210
floydsbarbershop.com

From the diverse styles and personalities of the Floyd's Barbershop stylists and barbers, to their signature poster wall plastered with a time machine of music legends and icons, Floyd's is a place where the music is worth turning up, and where everyone can proudly let their individuality shine. They want each experience at Floyd's Barbershop to be as unique and authentic as the people who fill the shop. Floyd's offers a full menu of services for everyone, including haircuts, hair color, fades, beard trims, straight razor shaves, and signature massage shampoo, finishing every service with a relaxing shoulder massage. They provide great service, a unique, high-energy vibe, and haircuts with an unbeatable value. Reservations are highly encouraged for all services, and walk-ins are always welcome.

Floyd's Barbershop mixes excellent service with the new style appeal of an experienced and talented staff.

Tide Cleaners, a GreenEarth Cleaners, uses state of the art technology, and no harsh chemicals in their cleaning process. The GreenEarth process is better for the life of all garments, plus safe for skin and the environment. Items in before 9am

Monday thru Friday are done by 5pm and in on Saturday before 9am they will be ready after 3pm. Customers have 24/7 access with the 24-hour kiosk and 24-hour drop bin for express customers.

Tide's mobile app, available in the App Store or Google Play, shows guests what items they dropped off, when they will be ready and gives them access to an Inner Circle Rewards program. Tide Cleaners is a one stop shop for leather, suede, alterations, wedding dresses and much more.

Open 7 days a week (M-F 7am-7pm, Sat 8-5pm, Sun 10-3pm), Tide Cleaners offers free same day service.



Tide Cleaners Locates in Troy

287 E. Big Beaver Road | 586.884.8255
tidedrycleaners.com



Troy Kroger Reinvests in Coolidge Store

1237 Coolidge Hwy. | 248.519.1320
Kroger.com

The Troy Kroger recently renovated the store with a nearly \$2 million investment in the local community. Customers will enjoy the new décor which is part of the newly remodeled 41,064 square-foot store. The remodeled Kroger features added conveniences including a new deli and self-serve bakery, new shopping carts and self-scan equipment.

Customers can shop how they want, in the store or online with convenient store pick-up or delivery. Kroger offers fresh, natural & organic food. The Kroger Team is dedicated to bringing shoppers affordable, fresh and delicious food for all with seasonal low prices.

Kroger serves the community with conveniences such as an onsite ATM, Bank, Western Union, Check Cashing service, Coin Star Machine, and other amenities so important to busy families.

Kroger Shoppers earn fuel discounts saving everyone money at conveniently located Kroger Fuel Stations.

Founded in 1970 by Olga Loizon, right here in Oakland County, Olga's Kitchen is celebrating its 50th Anniversary Golden Year. When you start with the Best Bread on the Planet, you quickly discover that you can "Olga" just about anything, and Olga did. From chicken to ham, veggies to turkey, everything tasted better wrapped in Olga

Bread. Next, she added now classic side dishes—The Olga Salad®, Spinach & Cheese Pie, Peasant Soup and everyone's favorite, Olga's Snackers®. To celebrate 50 years, Olga's Kitchen in the Troy Sports Center Plaza

has unveiled its revitalized location as Olga's Fresh Grille.

This new fast-casual concept offers a quick, convenient dining experience with fresh menu items and Olga's classics. Today the need for fast, high-quality, fresh foods is in high demand.

Olga's Fresh Grille offers the perfect option for those seeking an alternative to the sit-down dining service.



Olga's Fresh Grille Celebrates 50 Years

1853 E. Big Beaver Road | 248.524.1500
olgas.com



Coworking space Sevensco features a flexible floorplan with modular glass walls allowing for easily customizable spaces to meet the needs of the modern business.

Sevensco Owners Toshi Kurematsu, Andrew Nadhir, and Waad Nadhir make it easy for members to focus on their business by offering 24-hour access and everything a business needs to grow and prosper.

Sevensco offers an array of workplace options from private offices, virtual offices, conference rooms, and event hosting. Offices are available for month to month rentals to multi-year rentals. Sevensco is an all-inclusive office providing for all of the needs of its members including furniture, reception, hi-speed WiFi, copiers & printers, coffee/tea, mail services and more.

By 2030, 30 percent of the total office market is projected to be flexible and shared workspaces.

Sevensco, Luxurious Modern Style Coworking Space Locates in Troy

888 W. Big Beaver Road, Suite 200
248.301.0010 | sevensco.com

The move to a new 16,000 sq. foot Troy office is a sign of Aras' continued investment in the metro Detroit area and commitment to providing software solutions to the automotive industry for the engineering, manufacturing, and maintenance of

complex products. Aras provides a resilient platform for digital industrial applications. Customers include Airbus, Audi, GE, GM, Honda, Kawasaki, and Microsoft.

Only Aras offers open, low code technology that enables the rapid delivery of flexible, upgradeable solutions for the engineering, manufacturing and maintenance of complex products. CEO & Founder Peter Schroer and the Aras Team believes the best decisions come from hands-on evaluation. They want customers to try before they subscribe.

Aras supports more than 350 global multinational customers and over 250,000 users.



Software Company Aras Expands in Troy

2600 W. Big Beaver Road, Suite 150
248.918.0249 | aras.com



Bush Seyferth PLLC Expands Law Firm in Troy

100 W. Big Beaver Road, Suite 400
248.822.7800 | bsplaw.com

Bush Seyferth was founded in 2003 in the City of Troy under the name Bush Seyferth & Kethledge (BSK Law) by Cheryl Bush, Patrick Seyferth and Raymond Kethledge. Rebranded as BSP Law, the firm recently moved to a larger Troy office in the Liberty Center. BSP Law is a certified woman-owned law firm of business-minded trial attorneys with a proven track record defending Fortune 500 clients in high-profile complex product liability, commercial and employment matter through the country. The BSP team is led by the two founders Cheryl Bush and Patrick Seyferth, both recognized Top Lawyers in Michigan.

*The
BSP Law
Firm includes
67 employees - 28
attorneys and 39
support staff
members.*

More than 54 million Americans suffer from arthritis, making it the number one cause of disability. The Arthritis Foundation offers trusted information, powerful health tracking tools and ways for people to connect. Resources include the Better Living Toolkit, Arthritis Resource Finder, Your Exercise Solution and much more.

Local Executive Director Sarah Scranton and her team encourage everyone to participate in a local Walk to Cure Arthritis.

The Arthritis Foundation is working to address both federal and state legislative & regulatory issues that greatly impact patient care and access to treatment.

The Arthritis Foundation supports the specific and urgent needs of Juvenile Arthritis

families through camps, educational programs, and other resources, spreading the word about these life-changing tools because kids get arthritis too.



The Arthritis Foundation Works Hard to Defeat Arthritis

888 W. Big Beaver Road, Suite 305
248.649.2891 | arthritis.org



The Training Room Relocates in Troy

4062 Livernois | 248.619.1733
trainingroompt.com

In 1998 John Poslajko and John Czarnecki created the first collaborative business partnership between The Training Room and many of Detroit's sports teams. The Training Room blazed a trail in fitness and rehabilitation when they designed the very first Physical Therapy and Full Scale Fitness Center in metro Detroit. The New Training Room of Troy has evolved once again to now provide the leading Rehabilitation, Fitness, and Professional Personal Training all in one center. The Training Room brought to the new Troy location Laura's House of Pain Personal Training. Both five time Stanley cup winning Scotty Bowman, and Hockey Hall of Fame member Igor Larionov are part of The Training Room's distinguished leadership. The Training Room was also named the Official Physical Therapy center of The Detroit Red Wings Alumni in 2019.

The mission is to empower you to have the tools to manage a diagnosis by tailoring programs to meet specific goals.

McDoll owner Lena Hurt and her dedicated staff give guests their personal attention as they help them unwind and relax. McDoll Salon offers a variety of proven techniques and quality services to clients in a soothing, relaxed and comfortable atmosphere with highly trained estheticians.

Lena is a licensed esthetician and at McDoll Salon she offers facials, eyelash extensions, face, body, and eyebrow waxing, and makeup application.

Lena moved to the U.S. in 2006 from Korea, planning to stay six months, learn the language and return home. As a hard working woman, she saw so many opportunities in this area that she decided to bring her daughters to the U.S. and build a life here. Lena lived in Troy for nine years, working at the Broadway Salon Studio.

Lena recently got married and moved to Oxford, but decided to open her own salon in the City of Troy that she loves.



McDoll Salon Helps Clients Look and Feel their Best

6030 Rochester Road | 248.840.0515
FB: @McDollLashes



TeamLogic IT Opens Office in Troy

1790 Livernois, Suite 200 | 248.792.0400
teamlogicit.com/troymi204

TeamLogic IT is a national provider of technology solutions that businesses rely on for best-in-class managed IT services. Local offices provide companies of all sizes with the IT support they need to minimize downtime and improve productivity. TeamLogic's IT services include proactive cybersecurity protection, cloud computing, backup and disaster recovery, business continuity, mobility, IT procurement and consulting services. Whether a company needs IT outsourcing in its entirety or supplemental to their own internal IT activities, owner Evan Agnello and the TeamLogic IT team gets the job done. There are nearly 200 independently owned and operated locations across North America.

TeamLogic IT fills the void in the marketplace for a trusted technology advisor.

Founded in 2001 by former NYPD canine handler and commanding officer of the Nassau County Police Department Michael S. Gould, Hounds Town USA is a doggie daycare, pet boarding, and dog grooming facility that offers worry-free, flexible, and reliable service.

For close to 20 years, Hounds Town USA has offered a natural environment for dogs to be dogs.

They also offer a convenient pet taxi service. Pete Mourad purchased the Michigan franchise and is very excited to make Troy the state's first location.

Unlike many other pet care facilities, Hounds Town offers fully interactive doggie daycare—meaning dogs are placed in play groups by size and temperament, where they interact and play all day long. The psychological structure that natural packs offer helps with separation anxiety, confidence building, obedience, and many other behavioral issues. It's also peace of mind for customers, knowing that their dogs have a place to be themselves without having to pay a fortune.



Hounds Town Metro Detroit Comes to Troy - Home of the Happiest Dogs on Earth

1135 Rochester Road | 833.738.3297
houndstownusa.com



2020 Small Business Workshops at the Troy Public Library

Brought to you by the Oakland County One-Stop Shop Business Center, City of Troy, and Troy Public Library.

Whether you're thinking about starting a new business or have been in business for years, the Oakland County One-Stop Shop Business Center is here to help. In 2020, the Troy Public Library will be hosting quarterly workshops on key business topics. Workshops are free to all attendees and will start at 10:15 am and end at Noon. The Troy workshops will be held as follows:

April 21 – Good Idea to Great Concept

Jul 28 – Understanding Cash Flow

Oct 27 – Writing Your Business Plan

For more information, contact Erick Phillips at 248.858.4070 or phillipse@oakgov.com.

Troy Just Keeps on Growing

Have a new business?
Expanding? Relocating to Troy?

Contact Economic Development Specialist Glenn Lapin at 248.524.3314 or glenn.lapin@troymi.gov.

Let's celebrate with a ribbon cut! Contact Community Affairs Director Cindy Stewart at cindy.stewart@troymi.gov or 248.524.1147.

City of Troy Receives Five-Star Honors



The City of Troy has been recognized for its successes and efforts in contributing to Michigan's entrepreneurial growth and economic development in the annual eCities study conducted by researchers at iLabs, University of Michigan Dearborn's Center for Innovation Research. Troy was honored as a 2019 five-star community. Troy is proud to be a five star community, and this recognition highlights the value of Troy's collaborative economic development activities.

