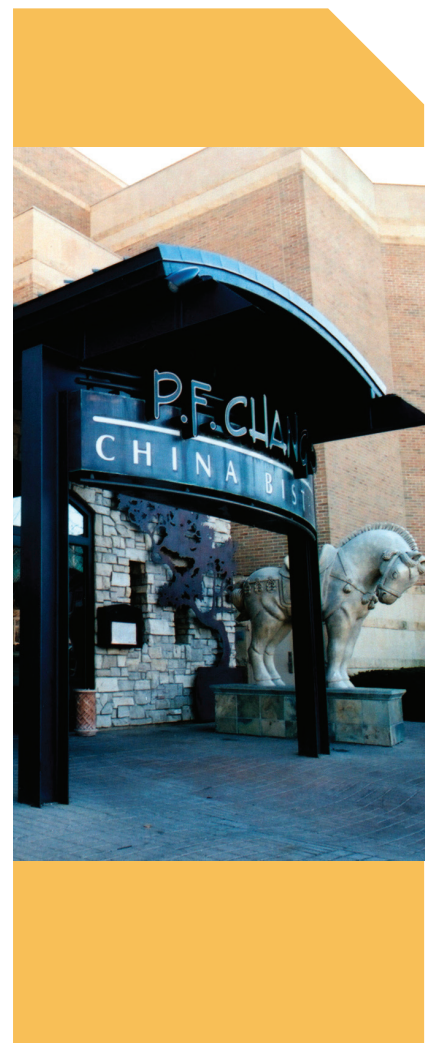


# Business Briefs

Celebrating Business in Troy





## Beyond Juicery Eatery Brings a Fresh and Quality Eating Experience to Troy

830 E. Big Beaver Road | 248.422.6986  
beyondjuiceryeatery.com

Aldana's Mexican Bar & Grill brings the excitement of stepping into an authentic Mexican plaza to the metro Detroit area. From the Al Pastor roasting in the open kitchen, to the tequila-studded Kiosko, the terra cotta floors and live mariachi playing in the background; when stepping into Aldana's you are surrounded by the sights, smells, and sounds of Mexico. Aldana is applying a truly fine-dining approach to their food, bar, and customer service.

*Aldana's, named after one of the owners, Mexican native Maria Aldana, chooses fresh ingredients from local farms and gulf-sourced fish.*

Rooted in authentic Mexican flavors, top-quality ingredients, old-world cooking techniques and modern touches, the food at Aldana's is a level above. At 160 bottles strong and complemented

by an agave-centric cocktail program, Aldana's

bar is positioned to be Troy's premier tequila destination.

When you think about Beyond Juicery + Eatery, think smoothies, salads, juices, and wraps, because that's what they do best. Their motto is, 'Fresh is our focus, people are our purpose,' so they are all about serving people and giving them a quality experience. As dine in options are limited and ordering takeout became the norm, they added something new to expand the customer experience. Try their two special salad bowls for 2021 that are not only awesome cold, but can also be prepared hot in a skillet at home. They are healthy, easy to prepare, and flavorful. Whether you favor cold-pressed juices, or made to order food, juices and smoothies, you now have the option of the take home meals with the same focus on freshness.

*They offer various ordering options: the Beyond app, on site order, curbside pick up or telephone orders.*



## Taste Authentic & Delicious Food at Aldana's Mexican Bar & Grill

2986 W. Maple Road | 248.792.2111  
aldanamexicangrill.com





## BetterInvesting Invests in a New Troy Location

570 Kirts Blvd, Suite 237 | 248.583.6242  
betterinvesting.org

BetterInvesting, a national 501(c)(3) nonprofit investment education organization, has been empowering everyday Americans since 1951. Also known as the National Association of Investors (NAIC®), they have helped more than five million people from all walks of life learn how to improve their financial future. BetterInvesting provides unbiased, in-depth investing education and powerful online stock analysis tools to create successful lifelong investors.

BetterInvesting staff, along with a dedicated community of volunteers across America, teach the organization's principles and time-tested methodology to individuals and investment clubs. They teach how to invest profitably in stocks of high-quality growth companies to help you reach your long-term financial goals.

*Mission  
is to educate  
individual investors  
and investment  
clubs to become  
successful lifelong  
investors.*

Emery HR is a full-service Human Resources Consulting firm. They provide small and mid-size businesses and non-profits with the HR expertise and services available to larger companies but at a fraction of the price. Emery HR offers free consultations, and based on the needs of the company, they can hire

Emery HR as their HR department, on a retainer basis, or even for specific projects. Everything under the HR umbrella is available including employee management and benefits to policy and compliance.

Susan Justice, owner and founder of Emery HR (formerly Emery Benefit Solutions, LLC), has 15+ years of progressive experience in the field of human resources, mainly in the consulting and management roles.

*A graduate  
of the Goldman  
Sachs 10,000 Small  
Businesses program, Sue  
is a Best of Michigan  
Business Award  
winner.*



## Full-Service Consulting Firm Emery HR Relocates to Troy

755 W. Big Beaver Road, Suite 2020 |  
248.619.9500 | emeryhr.com



## Square Lake Nutrition Offers Healthy Eating Options

6040 Rochester Road | 248.825.3084  
Facebook.com/SquareLakeNutritionTroy

Jolena Capogna and Lindsay Blain met as freshmen at Oxford High School. Their friendship has gone in a new direction now that they have become business partners. Both are married with three children each and both lost more than 50 pounds each as a result of healthy and nutritious eating. The lessons they learned are what they want to share with others at Square Lake Nutrition where they prepare and sell “fast food” for healthy people.

The meal replacement smoothies are sold together with a tea and contain approximately 200-300 calories each. The smoothie has a full day's worth of nutrition including 21 essential vitamins and minerals and they taste delicious. The tea contains aloe and B-12 which helps you absorb the nutrients in the smoothie.

*People can drink their smoothies in place of one or two meals, helping with digestive health and calorie burning.*

For the past 16 years, IXL Learning Center has been providing exceptional love and care to children across Southeast Michigan. This past fall, they opened a seventh location in Troy. IXL Learning Center embodies love, trust and exceptional care.

The staff is committed to providing children with opportunities for growth and purposeful play

through a wide variety of social and developmental experiences. The IXL team strives to create strong relationships with children, families and teachers to build a solid early childhood foundation and a love of learning. IXL Learning

Center of Troy provides a wide array of classroom environments that foster both personal and educational growth in all children.

*IXL offers care for infant children as young as 6 weeks old up to children who are of school age.*



## IXL Learning Center Opens Their 7th Location in Troy

1064 E. Wattles Road | 248.729.7096  
ixlkids.com



## Muscular Health and Wellness Treats Pain with Experience & Technology

200 E. Big Beaver Road | 248.845.8852  
muscularhealthandwellness.com

Electric Last Mile Solutions (ELMS), a commercial electric vehicle solutions company, moved its new global headquarters to Troy. With 31,000 square feet of space, the new global headquarters allows capacity for nearly 200 employees in the areas of e-powertrain engineering, vehicle design and integration, prototype development and software solutions. This new location provides ELMS access to one of the world's best automotive talent pools. The state-of-the-art facility includes a

15,000 square foot prototype lab, where ELMS plans to assemble initial battery pack and electric motor prototypes as well as complete pre-production vehicle builds. ELMS also plans to utilize the facility as a customer center where it can work with customers

to understand their vehicle specifications and analytics needs, as well as conduct test drives.

*ELMS's first vehicle, the Urban Delivery, is anticipated to be the first Class 1 electric vehicle in the U.S. market.*

The primary focus at Muscular Health and Wellness is to treat pain using their experience and technology instead of injections, pharmaceuticals, or surgery. These invasive methods often mask pain symptoms, instead of resolving the root causes of pain. They strongly believe that healing first begins from the inside out and should happen non-invasively as much as possible. If you struggle with carpal tunnel, plantar fasciitis, back pain, migraines, TMJ, or other pain points in your body, consider trying the revolutionary Robotic Precision Therapy. Applied by a Registered OT, static pressure lengthens shortened muscles essentially bringing the body back into alignment while reducing and or eliminating pain completely.

*Their online shop offers the highest quality nutritional supplements such as collagen, bone broth, protein powders, vitamins, and CBD.*



## Electric Last Mile Chooses Troy for Its Global Headquarters

1055 W. Square Lake Road  
electriclastmile.com



## City 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 2020 five-star community. The City of Troy is pleased to be a participant in the eCities program and appreciates the University of Michigan - Dearborn utilizing eCities to encourage best practices in economic development.

The eCities project collects and analyzes data across Michigan communities as it relates to entrepreneurship, economic development, and job growth. Specifically, the study examines five years' worth of publicly available data relating to community growth and investment metrics that impact the business community.

Troy has a strong reputation as a top business location for both domestic and foreign-based

companies. In a recent Oakland County study of Foreign Direct Investment, more than 200 foreign-based companies (about 20% of the County total) are located in Troy. Companies large and small, in a variety of industries find that Troy offers an ideal location, unsurpassed City services and a welcoming business environment. As an

Oakland County One Stop Ready community, and in the pipeline for Michigan Redevelopment Ready Communities status, Troy strives to provide fast, fair and predictable development services.

The City of Troy is pleased to be a participant in the eCities program and appreciates the University of Michigan - Dearborn utilizing eCities

to encourage best practices in economic development. Troy is proud to be a five-star community, and this recognition highlights the value of Troy's collaborative economic development activities.



## Troy Just Keeps on Growing

### Have a new business? Expanding? Relocating to Troy?

Contact our Economic Development Specialist Glenn Lapin at 248.524.3314 or [glenn.lapin@troymi.gov](mailto:glenn.lapin@troymi.gov).

### Let's celebrate with a ribbon cut!

Contact our Community Affairs Director Cindy Stewart at 248.524.1147 or [cindy.stewart@troymi.gov](mailto:cindy.stewart@troymi.gov).