

focus

august 2006

The monthly news magazine of the Lansing Regional Chamber of Commerce

Global IT Company liquidweb

Thrives & Drives
Region

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Nine years ago, **Liquid Web, Inc.** was formed by a teenager just old enough to drive a car, who was determined to provide the nation with supreme web hosting solutions.

Today, he's done just that. Liquid Web is on the brink of quadrupling its capacity, bringing more than 100 new jobs to the Lansing area.

Holt native **Matthew Hill** had a passion for technology. Every day after school, he would spend endless hours absorbing the emerging World Wide Web. He worked hard to become knowledgeable in the industry by developing websites and soon began making money through internet marketing.

Hill's experience as a customer enticed him to further evaluate the web hosting industry. In his opinion, the demand for web hosting was obvious but the companies that offered such services were overpriced, designed for larger businesses or lacked stability.

"No one really seemed to be getting the web hosting portion of it entirely right, says Hill. "It was

very much a market ready for entry by anyone with the knowledge and motivation."

With the support of his family, the 16-year-old founded Liquid Web in 1997 and set forth on a mission to provide competent and competitively priced web hosting solutions.

Hill's father, **Gregg Hill**, knew his son would be successful at operating his own business. "Based on the success of his other website ventures, Matt proved himself to be more than capable," says Gregg. "He was, and still is, an extremely motivated individual."

With incomparable customer service at the forefront, Liquid Web experienced growth relatively fast. Within its first six months, through word-of-mouth referrals alone, the company expanded to 400 customers with 100 servers.

Hill credits the company's solid business plan and clear-cut purpose as its survival tool during the dot-com crash, which left hundreds of companies out of business and thousands of people out of work. According to Hill, the bust didn't even leave a scratch on the company's astounding growth.

"We were serving a real need unlike so many of the other dot-com businesses out there at the time," he says.

As his company's client base continued to increase, Hill needed more space and made the move to an 11,000 square foot building in Delta Township in 2003. During the next two years the company

grew to 20,000 customers and 2,000 servers and the data center quickly reached capacity.

In 2005, the company was recognized as one of Michigan's 50 Companies to Watch, an awards program celebrating second-stage entrepreneurs. In that same year, Liquid Web further expanded with the purchase of a 31,700 square foot professional building adjacent to the first data center to accommodate increasing customer demand.

Since its inception, Liquid Web has doubled in size annually. The current focus is to continue with the accompaniments to the new data center, which, once filled, will hold 8,000 additional servers for a total of 10,000 servers.

According to Hill, the key to Liquid Web's astounding growth is in its customer service.

"With a 24/7-managed facility, our support staff is able to foresee any issues and quickly respond to avoid any downtime," he says. "Also, redundancies such as back up generators and servers are installed at every level to ensure utmost stability."

The company's clients couldn't agree more. "We've grown to expect superior customer service from Liquid Web," says customer **Camron Gnass**, owner of Vision Creative. "Anytime we have an issue or a question, these guys answer the phone, or use their well managed online support tickets to get us responses. In an environment where we rely on them as one of our business partners to service our demanding clients, it's extremely helpful, and very much appreciated."

With customers in more than 100 countries, Michigan is one of Liquid Web's top states, second only to California in number of clients.

Today, Liquid Web is offering a lot more to Michigan than web hosting, it's offering jobs. Within the next two years, the company will be hiring more than 100 employees to keep up with the market's demand. According to Hill, Lansing is perfect for finding the



MEDIA & PR EXPERTS FACE OFF AT CHAMBER EVENT

Local PR experts and media representatives will face-off at an upcoming Lansing Regional Chamber event. **THE GREAT DEBATE: The Media vs. The PR Experts** takes place **Tuesday, August 29** from 11:30 am to 1:30 pm at the Sheraton Hotel in Lansing and is sponsored by The Rossman Group and Emergent BioSolutions BioDefense Operations.

At this event, attendees will get a behind the scenes look at the "other" side of media coverage, learn what events and stories make the news, and discover the secrets of attaining media coverage. Program panelists include: Kevin Polzin, Lansing State Journal, Kevin Ragan, WILX-TV, Chris Holman, Greater Lansing Business Monthly, Kelly Rossman, The Rossman Group, Bob Kolt, Kolt Communications and Debra Pozega Osburn, Lezotte Miller Osburn Public Relations, Inc. Kim Brennen Root of Emergent BioSolutions BioDefense Operations will moderate.

The cost for the luncheon is \$35 for Chamber members, \$40 for ACCESS members and \$45 for nonmembers (includes lunch). Contact **Michelle Fink** at 517-853-6457 to register.



CHAMBER MEMBERS WELCOME NEW EXECUTIVES



Nearly 100 Chamber members turned out for the Lansing Regional Chamber's Executive Welcome program on Thursday, June 22 to meet and greet two new local executives, Robert Wright, the new CEO of Ingham Regional Medical Center (pictured above) and Lyle Schulze, General Manager of WSYM-TV. The Radisson Hotel generously sponsored the free VIP networking event and provided breakfast for attendees.

LOOKING FOR MORE CHAMBER NEWS?

Be sure to sign up for FOCUS Online, the Chamber's biweekly email newsletter! To be added to the mail list contact the Chamber at 517-487-6340 or aberry@lansingchamber.org, or go online at www.lansingchamber.org.

Already signed up but not getting your copies? Be sure to add the Chamber to your address book and/or check with your IT department to make sure your emails aren't being blocked.

CALENDAR

All meetings take place in the Lansing Regional Chamber of Commerce board room at 300 E. Michigan Ave., Lansing, unless otherwise noted. For further event information, please call us at (517) 487-6340 or visit our website at www.lansingchamber.org.

AUGUST

Thursday, August 3:

Ambassador Committee Meeting, 12 – 1 pm, LRCC board room

Tuesday, August 8:

Member Mixer, 5 – 7 pm, Aspen Lakes, 3879 Lone Pine Dr., Holt. Tickets are available at the door, \$10 members, \$15 ACCESS members, \$20 non-members and include beverages and hors d'oeuvres.

Wednesday, August 9:

LRCC Board Meeting, 7:30 – 10:30 am, Capital City Airport

Thursday, August 10:

Economic Club Committee Meeting, 4 – 5 pm, LRCC board room

Thursday, August 24:

Bottom Line Breakfast, "Safety Means Savings" presented by David Hintz, CSP, Accident Fund Insurance Co., 7:30 – 9 am, Chamber Board Room, 300 E. Michigan Ave., Lansing. Tickets are \$10 member, \$15 ACCESS member, \$20 non-member.

Thursday, August 24:

Small Business Advisory Council Meeting, 4 – 5 pm, LRCC board room

Tuesday, August 29:

Ready Set Network!, a speed networking event, 7:30 – 9:30 am, Sam's Club, Eastwood Towne Center, 3003 Preyde Blvd., Lansing. Breakfast provided by Sam's Club. The cost is \$10 members, \$15 ACCESS members, \$20 non-members.

Tuesday, August 29:

The Great Debate: The Media vs. The PR Experts, 11:30 am to 1:30 pm, Sheraton Hotel, Lansing. Tickets include lunch and are \$35 members, \$40 ACCESS, \$45 nonmembers. Sponsored by The Rossman Group and Emergent BioSolutions BioDefense Operations.

SEPTEMBER

Thursday, September 7:

Ambassador Committee Meeting, 12 pm- 1 pm, LRCC board room

Tuesday, September 12:

Member Mixer, 5 pm – 7 pm, The English Inn, 677 S. Michigan Rd., Eaton Rapids. Tickets are available at the door, \$10 members, \$15 ACCESS members, \$20 non-members and include beverages and hors d'oeuvres.

Wednesday, September 13:

LRCC Executive Board Meeting, 7:30 am – 9 am, LRCC board room

Lansing Regional Chamber of Commerce 2006 Board of Directors

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MAXIMIZE YOUR EXPOSURE – ACT NOW TO GET IN THE CHAMBER’S 2007 DIRECTORY

Get noticed by area decision-makers by advertising in the 2007 Lansing Regional Chamber Membership & Business Directory!

The Lansing Regional Chamber Membership & Business Directory includes members of the Lansing, Charlotte, Clinton County, Grand Ledge, Mason & Williamston Chambers, putting your ad in the hands of more than 3,000 decision-makers in the Lansing Region.

Chamber members want to do business with other Chamber members, and consumers want to do business with companies that invest in their community. There are advertising opportunities from \$20 to \$2,000 and up, so there’s something for every member’s budget. Add descriptive text such as hours of operation, or special services and brands offered, to enhance the value of your basic listing, list your business in other related Categories, or focus the power of a display advertisement to get the attention of the region!

Act before Thursday, August 31 and you can reserve your advertising space in the 2007 edition. Contact **Martha Howley** at 517-853-6466, or via email at mhowley@lansingchamber.org for rates and specs.

Attention ACCESS Members

Your Chamber ACCESS membership *does not* include a listing in the Membership Directory. Contact a Membership Manager at 517-487-6340 to upgrade to a General Membership and open up your marketing opportunities!

AREA YOUNG PROFESSIONALS ROCK!



Lansing area young professionals rocked this summer as part of a networking series hosted by the Greater Lansing Business Monthly, the Lansing Regional Chamber and the Lansing Center. **Rock-in’ on the Riverwalk: Networking for the Next Generation of Business Leaders** was a forum for professionals under 35 to meet, conduct business and build a valuable network of contacts. Three events were held this summer and each featured food, drinks and live music from local bands. Don’t miss the next young professionals program, **Ready Set Network!**, hosted by the Lansing Regional Chamber on August 29. Contact **Michelle** at 517-853-6457 for more details.

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ideal staff because of the great technology programs and degrees offered by Michigan State University and Lansing Community College.

Currently, the company’s staff consists of just over 40 tech-savvy employees, mostly around 25 years of age. The oldest employee is Hill’s father, Gregg, who is secretary and treasurer of the web-hosting firm.

According to **Travis Stoliker**, Liquid Web’s Marketing Manager, the staff is what sets Liquid Web apart from their competitors.

“They are trained level three technicians who are able to intelligently answer the customer’s questions. The excellent customer support is what perpetuates our product,” he says.

Beyond jobs, Liquid Web also helps the state with economic development, building infrastructure that attracts other technology companies to the region.

“By bringing high capacity Internet connections into Lansing, we are enabling regional technology companies to deploy their high bandwidth web services locally,” says Hill.

As for the future, Hill plans for his company to continue to prosper and provide benefits to the Lansing area.

“We are a Lansing company,” Hill says. “We employ people here--this is where we are going to be for the long haul.”

Welcome New Members

AdvanceHR

Human Resources Development
Ed Culberson, VP of Client Services
4407 W. St. Joseph
Lansing, MI 48917-4120
Ph. 517-321-4765 Fax: 517-321-4526
www.advancehr.net

Aerotek, Inc.

Employment Agencies & Consultants
Sean Banks, Director of Business
Operations
2164 University Park Dr., Ste 220
Okemos, MI 48864-3960
Ph. 517-381-3300 Fax: 517-347-1424
www.aerotek.com

Aetna

Insurance
Angela Mitchell, Sales Executive
26933 Northwestern Hwy., Ste. 100
Southfield, MI 48034
Ph. 248-208-8609
www.aetna.com

Albin Business Centers

Copying Machines & Supplies
Mike Tetsworth, Branch Manager
2133 University Park Dr., Ste. 100
Okemos, MI 48864
Ph. 517-679-1107 Fax: 517-347-0848
www.albinkonica.com

Bennigan's Grill And Tavern

Restaurants
Dave Gannon, General Manager
2085 W. Grand River
Okemos, MI 48864
Ph. 517-349-2321 Fax: 517-349-6751
www.labellemgt.com

Budget Blinds, LLC

Blinds & Shades
Bob Mitchell, Owner
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Brighton, MI 48116-8810
Ph. 517-333-3599 Fax: 517-333-3811
www.budgetblinds.com

Dr. John Crisler, D.O.

Physicians-D.O.
Kim Farrell, Executive Assistant
320 W. Ottawa St.
Lansing, MI 48933-1590
Ph. 517-485-4424 Fax: 517-301-2716
www.allthingsmale.com

Glenbrier Golf Course

Golf Courses-Public
Robert Fink, President/Owner
4178 W. Locke Rd.
Perry, MI 48872
Ph. 517-625-3800 Fax: 517-625-1663
www.glenbriergolf.com

H & H Mobil

Gas Stations
James Little, Owner
1500 Haslett Rd.
Haslett, MI 48823-2963
Ph. 517-332-6335 Fax: 517-332-1615

Halloran And Associates

Attorneys
Joshua Wease, Associate Attorney
541 E. Grand River, Ste. 201
East Lansing, MI 48823
Ph. 517-853-1601 Fax: 517-853-1605
www.hallorantaxlaw.com

Houlihan's

Restaurants
Rich Levenhagen, General Manager
5732 W. Saginaw
Lansing, MI 48917
Ph. 517-323-3550 Fax: 517-323-0870
www.houlihans.com

Magellan Health Services

Health Care Services
William Reidenbaugh, Executive Director
34705 W. Twelve Mile Rd., Ste. 148
Farmington Hills, MI 48331
Ph. 248-489-2835
www.magellanhealth.com

Mark's Watershed

Restaurants
Mark Fink, Owner
5965 Marsh Rd.
P.O. Box 160
Haslett, MI 48840
Ph. 517-999-7433 Fax: 517-999-3347
www.markswatershed.com

Mid Michigan Rainmakers

Irrigation
Mark Fink, Owner
5965 Marsh Rd.
P.O. Box 160
Haslett, MI 48840
Ph. 517-999-7246 Fax: 517-999-3347

Outback Steakhouse

Restaurants
Jeffrey Satterla, Prop.
4880 Marsh Rd.
East Lansing, MI 48864
Ph. 517-381-1704 Fax: 517-381-1712
www.outback.com

Purity Foods, Inc.

Food Products-Wholesale
Donald Stinchcomb, President
2871 W. Jolly Rd.
Okemos, MI 48864
Ph. 517-351-9231 Fax: 517-351-9391
www.purityfoods.com

Synergy Fitness

Health Clubs
Todd Yehl, Managing Member
2655 E. Grand River
East Lansing, MI 48823
Ph. 517-351-3204
www.synergyfitnesscenters.com

Voyager Construction Inc.

Contractors-Construction
Bob Williams, Owner
P.O. Box 37
Okemos, MI 48805
Ph. 517-449-2772

Westside Car Care Inc.

Automobile Repair & Service
Troy & Sandra Sika, Owner
409 Lentz Ct.
Lansing, MI 48917
Ph. 517-484-6199 Fax: 517-484-8404

Wetland And Costal Resources, Inc.

Environmental Consultants
Tom Bennett, Principal
5801 W. Michigan Ave.
Lansing, MI 48917
Ph. 517-327-0970 Fax: 517-327-2853
www.wetlandcoastal.com

William Reichenbach Co.

Contractors-General
Jim Reichenbach, Owner
4216 Legacy Pkwy.
Lansing, MI 48911
Ph. 517-882-3404 Fax: 517-882-3726

Wycoff Wellness Center, PLLC

Physicians-M.D.
Cindy Wycoff, Marketing Director
1226 Michigan Ave.
East Lansing, MI 48823
Ph. 517-333-7270 Fax: 517-333-1801
www.wycoffwellness.com

Young Automotive Group, Inc.

Automobile Dealer New & Used
Skip Young, General Manager
6420 S. Cedar
Lansing, MI 48911
Ph. 517-393-5700 Fax: 517-394-7633
www.youngautosales.com

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 The Assured Limited Partnership
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Three reasons to join the Chamber's group dividend program for workers compensation:

1. You will automatically save 5% on your workers compensation premium.
2. Every year you could receive some of that premium back as a dividend.
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For more information call the Chamber at 517-487-6340 and ask about the group dividend program for workers compensation.

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 Lady Links
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 Edward Jones
 Mark's Watershed

Members on the Move

People News



John D. Miller, an attorney with Fraser Trebilcock Davis & Dunlap, P.C., has been appointed by Governor Jennifer Granholm to serve on the Michigan Board of Occupational Therapists.

Erick R. Friestrom, P.S. of Fishbeck, Thompson, Carr & Huber, Inc. has earned his Michigan Professional Surveyor license. Friestrom works out of FTC&H's Lansing office and has been with the company for more than four years.

Paul Kauffman has been named Director of Third Party Administration Operations at Accident Fund Insurance Company of America. Kauffman has 15 years experience in the field and previously managed Accident Fund's Integrated Disability Management division.

Paramount Coffee has added

Rob Davis to its team as Sales Executive for National Retail Accounts. Davis' focus will be targeting major retail grocery chains to place Paramount Coffee products on their shelves. Davis comes to Paramount after 20 years with Kraft Foods where



he served in district and regional management positions with both the Pizza and Biscuit Divisions.

Libby Jean has been named associate director of financial aid at Olivet College. She previously worked at Davenport University.

Pam Rutyna has been named college relations specialist at Olivet College. Rutyna previously worked as the editor for Thisweek Rosemount newspaper in Rosemount, Minn.

Fishbeck, Thompson, Carr & Huber, Inc. has promoted **Karen E. Ellis**, P.E.; **Brandi L.E. Miller**, P.E.; **Kerri A. Miller**, P.E., LEED® AP; and **Michael L. Berrevoets**, P.E. in the civil engineering department to senior level. **Elise Hansen Tripp** and **E. Wendy Ogilvie** were promoted to Senior Environmental Specialist; **Christopher M. Kretovic**, AIA, LEED® AP was promoted to Senior Architect; **Michael A. Colpaert**, P.E. to Senior Electrical Engineer; and **David J. Baar**, P.E. to Senior Process Engineer.

Gottfried Mehnert, owner and founder of **Bekum American Corporation**, was inducted, along with seven other plastic pioneers, into the Plastics Hall of Fame, the highest honor bestowed on deserving individuals in the plastics industry. The ceremony took place June 19 in Chicago.

Karen Chutz has been appointed as Account Manager at ICS Marketing Support Services and will be responsible for new business development and servicing of client programs.

George S. King has joined the commercial banking team at Independent Bank and will work at the company's new East Lansing headquarters. King's primary responsibilities include building new commercial banking relationships and managing existing clients within the bank's portfolio.

Company News

NuUnion Credit Union has become the first credit union in Michigan to join the Michigan Economic Development Corporation's Capital Access Program, a program originally created in 1986 and reinstated in 2002. The program provides banks with a flexible tool to make business loans that are somewhat riskier than conventional bank loans, allowing the financial institution to expand its market and better serve its customer base.

Joseph R. Cozart, President and CEO of **Teachout Security Services**, announced the purchase and formal opening of the company's new corporate office. The 4,000 square foot facility is located in the Stone Bridge Office complex in Flint Township.

Awards

Allegra Print & Imaging in Lansing received an International Sales Growth Award for being among the top 10 businesses in increased sales volume for North America. Business owners Brad and Shirley Naghtin, who own Allegra Print & Imaging stores in Lansing and Charlotte, were recognized with this award from the company's world headquarters in Northville, Mich.

Mitchell Reno, Sales and Marketing Director for The Rehmann Group, the second largest Michigan-based accounting and consulting firm, was honored at the recent Association for Accounting Marketing (AAM) Achievement Awards in Denver, Colorado, as the 2006 AAM Marketer of the Year.



Clark Construction Company was part of an award winning team to receive the prestigious Engineering Society of Detroit's **32nd Annual ESD Construction and Design Award** for development, design and construction of the Harborside Office Center in Port Huron. The team of Clark Construction (Construction Manager), Acheson Ventures, LLC (Owner) and Albert Kahn Associates, Inc. (Architect) was honored at ESD's Annual Dinner and awards program on June 22 in Detroit.

The National Association of Women in Construction (NAWIC) Detroit Chapter 183 presented **Clark Construction** with their *Longevity With Integrity – Contractor/Subcontractor* award during NAWIC's 11th Annual Construction Industry Night Awards Event on June 21 in Orchard Lake.

Message Makers, a local media firm, won three Tell awards for film production as part of the 27th Annual Telly Awards competition. The group won two Silver Telly Awards, the competition's highest honor, and a Bronze Telly for outstanding achievement.

The Michigan Chamber of the American Public Works Association (APWA) awarded the Green Roof atop the Public Safety Building in Battle Creek the "2006 Public Works Project of the Year Award" in the Structures-Less than \$2 Million Category at the recent 52nd annual awards banquet. APWA honored the City of Battle Creek, **Soil and Materials Engineers, Inc.** and Christen Detroit for the innovative green roof.

Ambs Call Center, of Jackson, MI was presented with the exclusive 2006 Award of Excellence by the Association of Teleservices International (ATSI), the industry's trade association for providers of telecommunications and call centre services, at the ATSI's 2006 Annual Convention held in Portland, ME.

Rhonda Bucholtz, Conference Services Manager at the Kellogg Hotel & Conference Center, was recently recognized for her contributions to the Michigan chapter of the Society of Government Meeting Planners (SGMP) with the President's Award. The Michigan SGMP chapter, made up of over 130 meeting planners and suppliers, met in June at Potter Park Zoo for its annual Awards dinner.

*Send your company news to
Angie Berry at
aberry@lansingchamber.org.*

SAFETY DISCUSSED AT UPCOMING Bottom Line Breakfast



If you can't possibly squeeze another thing into your lunch hour, then join us in the morning for our Bottom Line Breakfast seminars.

The next BLB is Thursday, **August 24** and will feature **David Hintz**, CSP of Accident Fund Insurance Co. of America who will present, "**Safety Means Savings.**"

Learn how a safe business environment can actually save you money at this breakfast program. Local expert, David Hintz of Accident Fund will focus on *Prevention* -- 10 key elements for any safety

program, as well as *Reaction* -- 5 ways to reduce costs after a claim occurs. Don't miss this informative session!

The program runs from 7:30 am - 9:00 am in the Chamber boardroom and costs \$10 for members, \$15 for ACCESS members and \$20 for nonmembers.

Please reserve your space in advance and pay at the door. RSVP to **Michelle Fink** at **517-853-6457** or via email at mfink@lansingchamber.org. Hope to see you there!

CHAMBER PROGRAM SAVES YOU MONEY ON OFFICE PRODUCTS

If you're a Chamber member and interested in spending less on office supplies, then be sure to get registered for the Chamber's office supply discount program with **DBI Business Interiors**.

The program offers discounts between 20 percent and 80 percent on office products, convenient online ordering, free next day delivery and thousands of products to choose from. The program is free to Chamber members and is one of five group discount programs currently offered to members.

Call the Chamber at **517-487-6340** to register and a DBI representative will contact you to discuss the program further.

Local. Long Distance. High-Speed Internet.

We Make It Happen.

TDS Metrocom is pleased to offer Lansing Regional Chamber member businesses special rates on High-Speed Internet, Local and Long Distance phone service. As a member, you receive our lowest available pricing with only a one-year commitment, along with our 180-day Customer Satisfaction Guarantee.

Call your local Lansing TDS team today to learn more about our exclusive pricing and see how it can benefit your business.

Your people: Dan Bain, Eric Duncan, Dan Levine, Sarina Gleason, Mike Jussila, Mark Neistat, John Yancer, Robert Falcone

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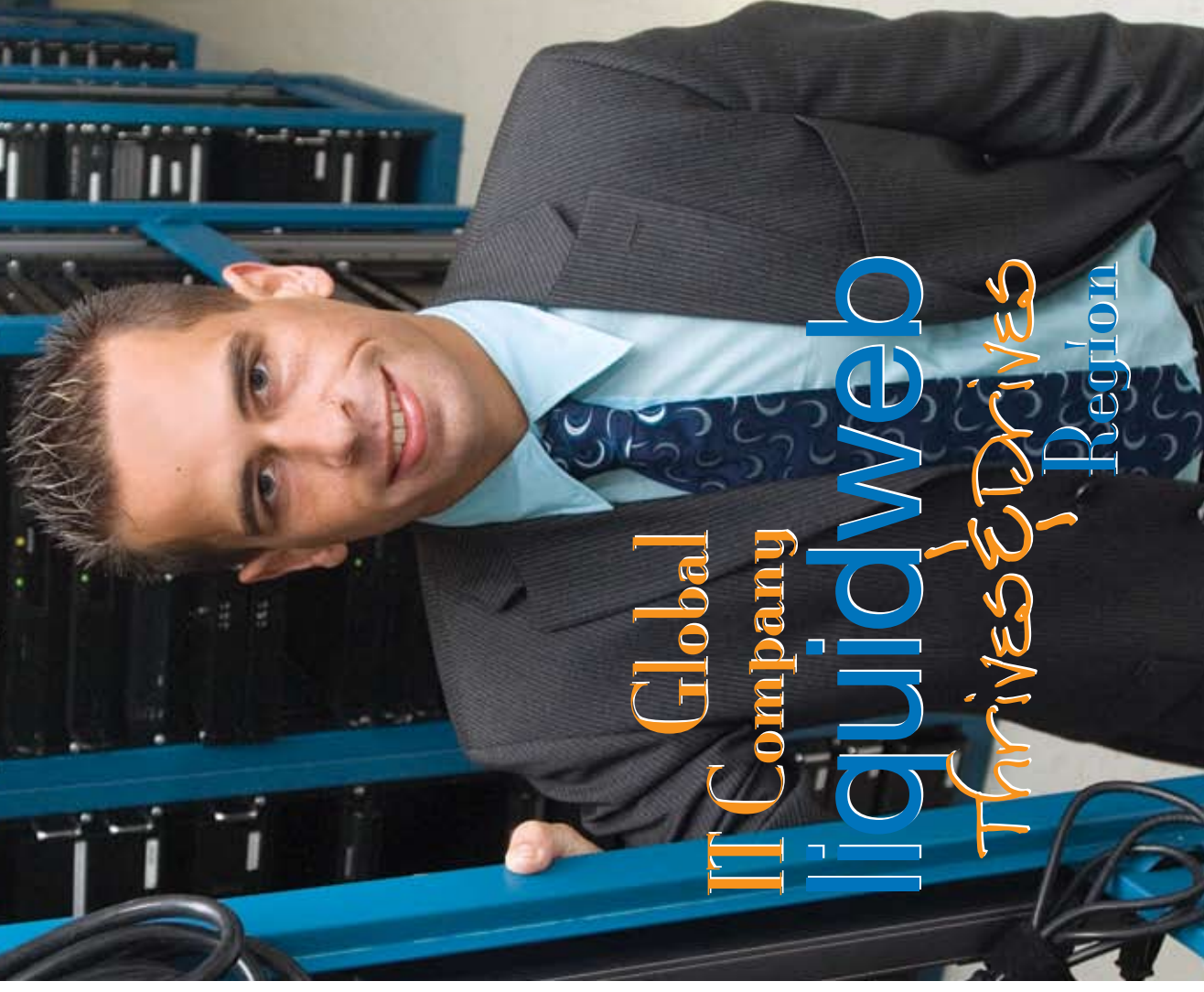
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August 2006

The monthly news magazine of the Lansing Regional Chamber of Commerce



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