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8:00 pm, December 13, 2009

## Business Diary

### CONTRACTS

**Creative Services Co.**, Madison Heights, was contracted to produce a video for **John Marx**, an orthodontics and dentofacial doctor for children.

**Roush**, Livonia, a provider of aftermarket automotive services to Ford vehicles, has collaborated with **S3**, Detroit, a television and film company, to feature Roush's 427R 2010 Mustang in the sitcom, "The Wanabees."

**Agree Realty Corp.**, Farmington Hills, has signed a contract to develop a property in Ann Arbor at Jackson Avenue and Maple Road for retail use by **Walgreen Co.**, Deerfield, Ill.

**SenSound L.L.C.**, and **Revware, Inc.**, Detroit, spinoff companies of **Wayne State University**, have announced a new product, SenCAH, for resolving persistent noise and sound engineering problems.

**Mist Innovations**, Detroit, is launching MoD II, a product that will improve companies' existing security systems with streaming video.

**ZipLogix**, Fraser, which offers electronic real estate forms and transaction management systems, has launched zipOfficePro product, a Web marketing program.

**Agency Services Group**, Farmington Hills, a company that helps insurance agencies with planning, human capital, sales and marketing, risk assessments, information technology and operational efficiency, signed a contract with **MarshBerry**, Grandville, a consulting company that helps insurance agents and brokers, to offer business strategic planning.

**Sachse Construction**, Birmingham, has built a new 14,000-square-foot-stand-alone **Walgreen Co.**, Deerfield, Ill., at 11980 E. Fulton in Lowell.

Bingham Farms-based **Identity Marketing and Public Relations** has added three new clients: **The Restore Foundation**, an Oakland County nonprofit committed to privately funding the **Oakland County Drug Treatment Courts** in order to help participants overcome substance abuse; Royal Oak-based **Ross Mortgage**, an independently owned full-service residential mortgage lender providing services throughout Michigan, Ohio, Kentucky and Florida; and **Veterans Financial Advisory Group**, a Phoenix-based veterans' assistance organization dedicated to helping veterans secure their Aid and Attendance benefit. Identity has also unveiled its new brand and Web site at [www.identitypr.com](http://www.identitypr.com).

### EXPANSIONS

**Terminal Supply Co.**, Troy, a distributor of electronic terminals, wire and vehicle maintenance items, has opened a new 15,000-square-foot manufacturing facility at 1800 Thunderbird, Troy. The new division, **TSC Manufacturing**, will provide harness and cable assembly services.

**Connelly Crane Rental Corp.**, Redford Township, has expanded to the Bay City area.

**Harrah's Entertainment, Inc.**, Las Vegas, has extended the Casino Express foodservice pilot created by **Nextep Systems**, Troy, to four additional casino locations.

**LaVida Massage**, Howell, is to open a new franchise in Troy.

### MOVES

**Cavanaugh & Quesada P.L.C.**, a law firm specializing in design and construction matters, to 1027 S. Washington Ave, Suite A, Royal Oak. Web site: [www.michiganconstructionlaw.com](http://www.michiganconstructionlaw.com).

**The Recovery Project L.L.C.** has moved its East Side Physical Therapy clinic to 17949 Hall Road, Macomb Township. Telephone: (734) 953-1745.

### NAME CHANGES

Bingham Farms-based law firm **Zivian & Ritchie P.C.** to **Zivian & Neilson P.C.** Telephone: (248) 594-3360.

### NEW PRODUCTS

**HoldUp Suspender Co.**, Southfield, announces three new products, including No Buzz, airport-friendly suspenders; Tummy-Ups, suspenders for pregnant women; and Ski-Ups, suspenders for skiers.

### NEW SERVICES

**Canton Computers**, with locations in Canton Township, Redford Township and Livonia, now offers drive-through computer repair. Web site: [www.cantoncomputers.com](http://www.cantoncomputers.com).

Birmingham-based real estate development firm **Robert B. Aikens & Associates** has launched its new third-party management division.

**JCG Associates Inc.**, Farmington Hills, a provider of sales and marketing promotional campaigns, has launched a new company Web site, [www.jcgassoc.com](http://www.jcgassoc.com).

**Mobiata**, Ann Arbor, a provider of mobile travel applications, has launched TripDeck, which will organize and track travel itineraries on a mobile device.

**Myeasy7.com**, Warren, can help people file bankruptcy without an attorney. The site can determine an individual's eligibility for Chapter 7 bankruptcy for free, then for \$199 walks the person through filling out the proper forms and filing them with their local bankruptcy court. It also provides links to credit counseling companies and, for those who need legal assistance, links to qualified bankruptcy attorneys.

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**ThermalNetics**, Auburn Hills, has launched a new Web site: [www.thermalnetics.com](http://www.thermalnetics.com).

**Flagstar Bank**, Troy, has launched a new banking Web site: [www.flagstardirect.com](http://www.flagstardirect.com).

**Baker College**, Auburn Hills, is offering a **Michigan Board of Nursing**-approved LPN-to-ADN ladder program. Graduates earn an associate degree in nursing and are eligible to take the licensure examination to become registered nurses. Web site: [www.baker.edu](http://www.baker.edu).

**Warner Norcross and Judd L.L.P.**, Southfield, has established a new-business startups and early round financing practice group focused on developing and financing early-stage companies. Web site: [wnj.com](http://wnj.com).

**Huntington Bank**, Troy, has launched health care premiere banking, a package of financial solutions customized to meet the needs of health care professionals in Southeast Michigan. Telephone: (248) 244-6718.

**Magnetic Products Inc.**, Highland Township, a provider of material handling solutions, has launched its new Web site: [www.mpimagnet.com](http://www.mpimagnet.com).

**Servant Systems**, Ann Arbor, a franchise software development specialist, has developed a new Web-based application to help **Mr. Rooter**, Waco, Texas, a plumbing service company, with its franchise network.

**Advisor Catalyst, Inc.**, Detroit, an independent advising firm which helps train business professionals, is now on the Web at [www.advisorcatalyst.com](http://www.advisorcatalyst.com).

**Comcast**, Philadelphia, a provider of communications products and services, has launched Spanish-language programming in Detroit.

**Plante & Moran, P.L.L.C.**, Southfield, a public accounting and business advisory firm, has launched a new Web site, [www.plantemoran.com](http://www.plantemoran.com).

Becky Schloff, a former marketing specialist for **Freudenberg-NOK**, Plymouth, has started **Pristine Marketing Services**, Detroit, which will offer marketing, communications and public-relations services.

**Karmanos Cancer Institute**, Detroit, launched a new company, **Delphinus Medical Technologies, L.L.C.**, Detroit, to build and market, SoftVue, a breast cancer screening device that was invented at Karmanos.

**MarketLink Services**, Novi, has launched a state/local government and education (SLED) market development service. Telephone: (248) 912-0313; Web site: [www.marketlinkservices.com](http://www.marketlinkservices.com).

#### STARTUPS

**Strong Productions**, Detroit, an Internet and marketing company promoting the positive sides of Detroit. Telephone: (313) 717-7651 Web site: [www.thenewmotorcity.com](http://www.thenewmotorcity.com).

**Home Team Marketing**, Cleveland, which brokers marketing deals for companies that want to target high school athletic events, has opened an office in Troy. It will be run by Patrick O'Neill, who previously worked as director of sales for the Detroit region at the **Golf Channel** and for **BET Networks** in the Detroit area.