



[www.misbtdc.org](http://www.misbtdc.org)

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**Four Customer Groups**

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**Four Core Services**

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Business Education  
Information Based Planning  
Technology Commercialization

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Growth Group Team (G2)  
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## Crosaires Wins 2012 Best Small Business Award from the Michigan Small Business & Technology Development Center

WILLIAMSTON, Mich. – Twelve companies from around the state of Michigan have been selected to receive the Michigan Small Business & Technology Development Center’s (MI-SBTDC) Best Small Business Award. These companies were chosen from over 13,000 small businesses that the MI-SBTDC provided with confidential counseling and training in 2012. The Best Small Business award recipients were identified based on their success in creating jobs, increasing sales, improving their business strategy and their involvement with the MI-SBTDC. These recipients will be honored at the Michigan Celebrates Small Business awards ceremony on May 2, 2013.

“The Best Small Business Award provides the MI-SBTDC network with an opportunity to acknowledge exceptional small businesses that we’ve worked with the previous year,” says Carol Lopucki, State Director of the MI-SBTDC. “We are excited to celebrate their successes.”

After working nearly 20 years in the assisted living care industry, Todd Walter knew that there was an alternative way to provide effective eldercare besides the institutional-style facilities people commonly resorted to. For many years he carried the idea of creating a “home” not “home-like” environment, where all emphasis was placed on the elders. This led him to develop Crosaires (Gaelic for ‘Crossroads’), a 2,800 square-foot home for aging adults in Williamston.

Before beginning his business, Walter attended the MI-SBTDC’s 10-week FastTrac New Venture program. After completing the course, he met regularly with MI-SBTDC consultant Tom Donaldson to work on business planning and financing. Hard work, personal commitment and having a strong vision helped Walter open the doors of Crosaires to its first resident on April 4, 2012. The home is currently full and operates with a staff of eight employees. Because of the positive feedback and success of Crosaires, Walter plans to expand his current home to create room for additional residents.

For more information about Crosaires visit [www.crosaires.com](http://www.crosaires.com).

### About MI-SBTDC

The Michigan Small Business & Technology Development Center provides counseling, business education, information based planning and technology commercialization to new and existing businesses throughout Michigan’s 83 counties.

The MI-SBTDC is located at the Grand Valley State University, Seidman College of Business in Grand Rapids, Michigan. As host of the MI-SBTDC State Headquarters, the Seidman College of Business oversees the eleven-region MI-SBTDC network. Entrepreneurs and small business owners may access the services of their nearest MI-SBTDC by calling 616.331.7480 or visiting [www.misbtdc.org](http://www.misbtdc.org).

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