

CRAIN'S DETROIT BUSINESS

http://www.craindetroit.com Vol. 21, No. 39

SEPTEMBER 26 - OCTOBER 2, 2005

\$1.50 a copy; \$59 a year

©Entire contents copyright 2005 by Crain Communications Inc. All rights reserved

Page 11

THIS YEAR'S CLASS

Keith Albertie, RKA Petroleum Cos., Page 12.
Edward Alterman, MPH Magazine, Page 12.
Keith Anderson, Toll Bros. Inc., Page 13.
Dennis Archer Jr., Archer Corporate Services L.L.C., Page 13.
Joe Barbat, Wireless Toyz, Page 14.
Ron Boji, Boji Group, Page 14.
Kevin Bolding, YMCA of Metropolitan Detroit, Page 14.
Jon Carlson, 2 Mission Design, Page 14.
Enrique Carrillo, Comerica Bank Inc., Page 16.
J. Michael Davis, National City Bank, Page 16.
Sonya Delley, LaSalle Bank Midwest, Page 16.
Brian Demkowicz, Huron Capital Partners L.L.C., Page 16.
Craig DeRoche, Michigan House of Representatives, Page 17.
Trisha Drueke-Husel, Domino's Pizza Inc., Page 17.
Greg Grabowski, Hospice of Michigan, Page 17.
Andrew Greenlee, US Farathene Corp., Page 18.
David Hall, Rock Financial, Page 18.
Greg Haller, Verizon Wireless, Page 20.
Jeff Hauptman, Washtenaw Affordable Housing Corp., Page 20.
Kristen Hoyt, NSF International Inc., Page 20.
Sarah Hubbard, Detroit Regional Chamber, Page 20.
Vincent Keenan, Publius.org, Page 21.
Debbie Kenyon, WVM 98.7 FM, WYCD 99.5 FM, Page 22.
Jason Luo, Key Safety Systems Inc., Page 22.
Kelly Major, Brogan & Partners, Page 22.
Angelique Strong Marks, Handlman Co., Page 25.
Marques McCammon, ASC Inc., Page 25.
Rich Morgan, American Laser Centers L.L.C., Page 26.
Tom Murar, Cape Health Plan, Page 26.
Frank Orsini, Lear Corp., Page 26.
Jane Palmieri, Dow Automotive, Page 28.
Eric Pekarski, Pulte Homes Inc., Page 28.
Dana Raymant, Surtsey Productions Inc., Page 29.
Philip Ross, Clark Hill plc, Page 29.
Dana Schmitt, General Sports & Entertainment, Page 30.
Rupesh Srivastava, H2H Solutions/Youngsoft, Page 30.
Jim Townsend, Tourism Economic Development Council, Page 30.
Duane Tursi, Netarx Inc., Page 32.
April Wagner, Epiphany Glass Studio, Page 32.
Chris Yatooma, Outdoor Creations, Page 32.

The 40 Under 40 Class of 2005 is a milestone class. Its selection marks the 15th year we've picked 40 people who have had business successes before age 40.

The Class of 2005 has members who have started successful companies, have found success at a young age at established companies or who have taken nonprofits and made them stronger.

More than 250 people were nominated for this year's class. Our staff judges based selections on information provided by candidates and our own research. Professional achievement is the most important qualification.

The 40 from this year's class join a line of 560 previous 40 Under 40 honorees. We surveyed those alumni to find out what they're doing and to get a sense of what they're like as a group. Throughout this section, we'll update you on some of them. Watch for the shaded boxes marked by mortarboards.

Here's some of what we learned about them:

For starters, they appear more comfortably describing themselves by political philosophy rather than party.

Twenty-two percent say they're moderate, 6 percent are conservative, 6 percent are liberal, 6 percent are independent, 4 percent are libertarian and 4 percent are "fudup."

By contrast, 29 percent said they were Republicans and 13 percent were Democrats.

We also learned that nearly all of them do nonprofit or charity work, with 44 percent spending five to 10 hours a month on it. Seventeen percent spend less than five hours; 26 percent spend 11-20 hours; and 11 percent more than 20.

They're also family people. Eighty-five percent of those who responded are married. Some 70 percent report children, with 9.5 percent with one, 48 percent with two, 28 percent with three, 9.5 percent with four and 5 percent with five or more.

We couldn't come close to featuring all 560 alumni in this section, but they've all been invited to a reunion of sorts.

Crain's will host a reception for this year's class, and for all alumni, at 5 p.m. Oct. 18 at Forte, 201 S. Old Woodward Ave., Birmingham. The event is open to the public. Tickets are \$60 and can be reserved at www.craindetroit.com.

40 under 40 Class of 2005

15
years

It's been 15 years since we named our first 40 Under 40. This year, we do it again, and look back at some notable alumni accomplishments.

Photos of this year's class taken by Glenn Triest



Jon Carlson, 34

Managing partner
**2 Mission Design and
Development L.L.C.**
Ann Arbor

Biggest achievement: Restoring six historic buildings in downtown Ann Arbor in 1993 at the age of 22 and eventually opening Grizzly Peak Brewing Co. in one of them.

Current goal: To continue to develop niche, mixed-use projects in downtown urban markets that include historic redevelopment as well as new construction projects.

Jon Carlson finds redevelopment opportunities that others overlook.

"I think that's his best asset," said Barry Haven, president of Grand Rapids-based Schelde Enterprises Inc., a company that owns nine restaurants and manages four owned by Carlson. "He has a good grasp on locations that will work and restaurants that work."

In 1993, when he was just 22, Carlson stumbled on a recipe for development success by accident.

Carlson and a partner bought a building in downtown Ann Arbor with the idea of renovating it. But the project ran over budget and encountered delays, and Carlson was facing a mountain of debt.

"I had to just learn on my feet," Carlson said. "We were supposed to do everything at once, but we did the restaurant first."

Carlson found funding by applying for state and federal historic tax credits, linked up with Schelde and hired it to manage Grizzly Peak Brewing Co., one of Michigan's first brewpubs, and then filled in the rest of the building with lofts.

Since then Carlson has followed the same development model for eight other projects, including Vinoteca, which opened in Royal Oak in April, and Bastone, Café Habana and Cinq in Royal Oak, which opened in 2004. Vinology in downtown Ann Arbor is scheduled to open next year.

Carlson is the managing partner of each of his restaurants but lets others run them while he concentrates on new projects. Carlson formed 2Mission Design and Development L.L.C. in December with friend and architect Greg Lobdell.

2Mission takes its name after Old Mission Peninsula near Traverse City, where Carlson grew up. Now, with Lobdell on board, Carlson said, 2Mission also is looking to develop new buildings.

"We really can go anywhere in the state, but we have chosen to develop in markets where we either lived or grew up, so we want some kind of local connection," he said.

Annual sales from Carlson's restaurants and properties were \$15 million in 2004.

— Brent Snavely