

# 2020 Outstanding Growth Award

**ACG**<sup>®</sup>  
Association for Corporate Growth  
Western Michigan

LEADING CHANGE.  
PROVOCATIVE THINKERS.  
DISRUPTIVE COMMERCE.

# Welcome to the 2020 Outstanding Growth Award Event!

Thank you for joining us for an evening with this  
year's winner **Bradford Company!**

## EVENING AGENDA

- 4:30 pm** Winner Presentation
- 4:45 pm** Networking Begins with multiple rounds  
in breakout rooms
- 6:00 pm** Networking Concludes

## THE OUTSTANDING GROWTH AWARDS

Each year our ACG Western Michigan Outstanding Growth Award Committee reviews many nominations. What does it take to be awarded the ACG Western Michigan Outstanding Growth Award?

- An operational / financial or other business presence in West Michigan
- \$10 Million minimum in annual sales
- Demonstrated growth in sales, profitability and employment as well as continuing community involvement

*We begin accepting nominations for the Outstanding Growth Awards in October. Check our website for updates.*

## The Winners Circle

- |                                    |                              |
|------------------------------------|------------------------------|
| <b>2004</b> Wolverine World Wide   | <b>2015</b> JR Automation    |
| <b>2005</b> National Heritage      | <b>2016</b> OST              |
| <b>2006</b> Rockford Construction  | <b>2017</b> Comfort Research |
| <b>2007</b> Herman Miller Inc.     | <b>2018</b> Ranir            |
| <b>2008</b> Elan Nutrition, Inc.   | <b>2019</b> Profile Films    |
| <b>2009</b> Butterball Farms, Inc. | <b>2020</b> Bradford Company |
| <b>2010</b> Perrigo                |                              |
| <b>2011</b> Service Express, Inc.  |                              |
| <b>2012</b> ADAC Automotive        |                              |
| <b>2013</b> Zeeland Farm Services  |                              |
| <b>2014</b> Founders Brewing Co.   |                              |



# ACG Cup® Western Michigan

## 2020 ACG CUP COMPETITION

An incredible opportunity for students and business professionals alike

**ACG Western Michigan proudly hosted its 12th annual ACG Cup competition on February 22nd.**



ACG Cup has two divisions: one for MBA students and one for undergraduates. During this year's competition, teams of 2-4 students from 11 participating schools analyzed complex business cases and presented strategies involving merger and acquisition alternatives, valuation, capital markets, finance options, and corporate strategy. **ACG Western Michigan is the only ACG Chapter in the world hosting an undergraduate division of ACG Cup.**

Teams presented their cases to a panel of judges representing the key entities in the business case. Over 50 prominent West Michigan private equity professionals, bankers, lawyers, and other finance experts volunteered as judges to contribute their time and expertise and help enrich the growth of our local talent. Through several rounds of the competition, the judges scored each team based on their presentation and analysis. The highest scoring team in the Final Round is awarded the grand prize for its respective divisions.

**Tonight, we recognize the winning teams from the 2020 ACG Cup Competition. Please look at our special insert to learn more about the winning teams!** *To participate in the ACG Cup Competition please check our website.*

### PARTICIPATING SCHOOLS

- Aquinas College
- Calvin University
- Central Michigan University
- Davenport University
- Ferris State University
- Grand Valley State University
- Hillsdale College
- Hope College
- Michigan State University
- Oakland University
- Western Michigan University

### 2020 QUICK FACTS

- 120 Student Competitors
- 50 Judges
- 60 West Michigan Companies Represented
- 11 Participating Schools
- Volunteers too numerous to mention



**Thank you Grand Valley State University for hosting the competition.**



# How does a family business last over 100 years?

**Bradford Company, our 2020 Outstanding Growth Award winner, says the answer is simple: *By constantly reinventing themselves to best serve their customers.***



**Bradford Company** is a fifth generation, family owned business. With eight manufacturing locations across North America, they are North America's largest manufacturer of industrial paperboard partitions, sewn textile packaging and custom engineered reusable/returnable interior protective packaging.

The W.J. Bradford Paper Company was founded in 1897 in Chicago and incorporated in 1924, primarily to serve the confectioners industry. In 1952 a second location was added

in Holland, Michigan. The new plant found a market for cell dividers among the auto part makers, suppliers to the furniture industry, and other industrial companies in the boom years following WWII. Over time, Bradford became the largest manufacturer of returnable custom interiors in North America for the automotive and appliance industries.

***“Given the strength of our area’s successful business community, it’s an honor to have been nominated, let alone selected, to receive the Outstanding Growth Award. The Award shines a spotlight on our team’s ongoing efforts, at our eight North American operations, to listen, develop, communicate and produce cost effective solutions for our valued customers.”***

Tom Bradford  
CEO of Bradford Company



For the past four years, Bradford's Compounded Annual Growth Rate (CAGR) for sales exceeded double digits. The CAGR for EBITDA was 50% greater than sales. This success, mostly fueled by organic growth, has allowed the company to expand its international presence via acquisition. Bradford added over 450 employees globally during this time period.

Bradford Company accepts that change is natural and should not be feared. This attribute is embraced and drives their growth. With that understanding, they seek to deliver innovation to customers not only through packaging, but by using a FAST (Forward Thinking, Agile, Simple and Trustworthy) approach in the ways in which they communicate with customers, suppliers and employees.



# Feyen Zylstra

Marlin Feyen and Bob Zylstra started Feyen Zylstra in 1980 with one simple vision: to be the first-choice electrical resource in the market. Since their beginning, Feyen Zylstra has grown to become a national, forward-thinking electrical services and industrial technology firm serving a wide range of customers with diverse needs.

Feyen Zylstra has enjoyed consistent growth with revenue of \$125 million in 2019, up \$26 million from 2018. They're carrying their founders' vision forward with a highly skilled team of 700 employees including electricians, technicians, and engineers who are shaping the industry with innovative solutions. For decades Feyen Zylstra has earned the reputation as the best of the best, leveraging their capability and creativity to address their customers' most challenging problems.

***"We believe that growth is good; because it results in the growth of our people, our customers, and our business," says Nate Koetje, CEO, "Over the past forty years, FZ has never wavered from our purpose of having a positive impact on the lives of people."***

In an industry that has historically been slow to adapt to change, the process of innovation at FZ involves the continuous exploration of new ways to solve old problems. Everyone at FZ is expected to be innovative, constantly searching for and experimenting with new ideas, new means, and new methods. This means failing fast and trying again, and includes not only their electricians, technicians, and

engineers, but also those involved in supporting the front line and operations of the business.



**feyen zylstra**





# Grand River Aseptic Manufacturing

Grand River Aseptic Manufacturing, Inc. (GRAM), is a pharmaceutical contract development and manufacturing organization that delivers customized solutions to meet clients' fill and finish needs from development through commercialization. With capabilities for biologics as well as controlled substances, GRAM's expert project managers and modern facilities support pharmaceutical development, cGMP manufacturing, analytical testing and regulatory filing.

In 2017, 2018, and 2019, Inc. Magazine ranked GRAM as one of Inc. 5000's fastest-growing companies in America. Additionally, GRAM won a spot on Michigan's Best and Brightest Companies to Work For in 2017. A small company founded in 2010 to acquire the assets of a joint venture between the Van Andel Institute and Grand Valley State University, GRAM now employs over 190 employees in multiple facilities near downtown Grand Rapids.

To meet demands, GRAM invested \$60 million in a state-of-the-art facility expansion encompassing additional cGMP manufacturing space. With a Spring 2020 completion, this expansion more than doubles existing square footage and provides access to top quality, high-speed parenteral drug manufacturing and packaging for all commercial batch sizes.

***"The primary driver behind our growth is GRAM's consistent execution on quality, customer service, and technical expertise. We have succeeded in building a strong foundation, and this foundation coupled with innovation gives us additional opportunities and partnerships," said President and CEO, Tom Ross. "We are grateful for our West Michigan community and Michigan as a whole for supporting growth in our home of Grand Rapids."***

# OUR GROWTH STORY

**2019-2020  
ANNUAL REPORT**

**ACG**<sup>®</sup>  
Association for Corporate Growth  
Western Michigan

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

616.732.7149

[admin@acgwmich.org](mailto:admin@acgwmich.org)





## About the Association for Corporate Growth Western Michigan Chapter

The Association for Corporate Growth Western Michigan (ACGWM) is the voice of West Michigan's middle market,<sup>1</sup> a \$16.2 billion segment and an engine of our local economy. Since 1999, our mission has been to connect business leaders and help drive economic growth in the region.

Middle market companies contribute one in four dollars in annual revenues to our economy and employ more than one in four workers.<sup>2</sup> **In short, West Michigan's middle market leads our economy.**

With a chapter **membership of more than 315 individuals** from in and around the region, ACGWM provides a forum for industry professionals to share knowledge, mentor future leaders, and grow their professional and personal networks.

The Western Michigan Chapter is a member of the Association for Corporate Growth Global ([www.acg.org](http://www.acg.org)) comprised of more than 14,500 members in the United States, Canada, and Europe. Business leaders focused on the middle market make ACG their resource for opportunities, capital, and services. ACG brings together every segment of the business community interested in building companies and investing in growth.

ACG Western Michigan is where business leaders go to connect, share, and learn. Events and trainings relate directly to the concerns of West Michigan businesses.

From effectively investing for growth to enhancing valuations and managing change, all business concerns form our agendas. ACG is where deals are discussed, dissected, and done. Simply put, ACG Western Michigan is where business leaders give, get and grow.

**GIVE** back to the industry and the community

**GET** professional development and connections

**GROW** in your career and build your network

<sup>1</sup> Defined as businesses with revenues between \$10 million and \$1 billion per Dun & Bradstreet, American Express, The Middle Market Power Index: Fueling the Nation's Economic Growth, 2017

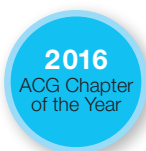
<sup>2</sup> Dun & Bradstreet, American Express, The Middle Market Power Index: Fueling the Nation's Economic Growth, 2017

# A Message from Our Presidents

## 2019-2020 Annual Report

**LEADING CHANGE.  
PROVOCATIVE THINKERS.  
DISRUPTIVE COMMERCE.**

**In 2019, ACG Global awarded ACGWM our third consecutive Mid-Size Chapter of the Year honor — something never accomplished by any other Chapter of ACG.**



### **Other Highlights from 2019:**

- Membership over 315 members
- 2800 + attendees at over 30 events
- Hosted our first ever event focused on Diversity & Inclusion which included a Deal Source for Minority Owned Businesses looking for access to capital
- Celebrated 5 years of offering nonprofit board trainings yielding over 135 alumni
- Hosted the largest ACG Cup Competition in the country, featuring 11 schools, 120 students, 50 judges, and 40 volunteers and committee members
- Presented our award-winning programs at two ACG Global Chapter Leaders Conferences
- Completed the second cohort of Women in Finance mentorship program focused on developing future leaders
- Launched regular Happy Hours for Young Professionals
- Led and collaborated with ACG Detroit and ACG Toronto for the first-ever Cross Border ACG event

**Innovative** programming, **involvement** of our members, and **investment** in our existing strengths, fueled our growth in 2019. But we are not content to rest on our laurels. Our 20th anniversary in 2019 brought with it an introspection and determination that we need to be ready for the next twenty years. With that, we are focused on what ACG Western Michigan needs to address in order to be relevant and sustainable in the future. **2020 is the Year of the Changemakers.**

Change for us means looking inward at all of our programming and initiatives. Are we meeting the needs of our members? Are we addressing the most important topics? Are there new initiatives we should embrace? We know that continued growth for ACGWM goes beyond the typical programming and networking activities. We will need to dig deep and find opportunities for people to **GIVE, GET and GROW**. Thank you for helping us by being a critical component of our chapter's success.

A handwritten signature in blue ink, appearing to read "Jon Siebers".

**Jon Siebers**  
2019 ACG President

A handwritten signature in black ink, appearing to read "Jason Brinks".

**Jason Brinks**  
2020 ACG President

# Your growth begins with your engagement.

## Give. Get. Grow.



**ACG University** provides unique personal and professional development opportunities to ACG members and potential members by providing value-added services. It assists the next group of community and professional leaders so that they can develop both their knowledge and network of connections. ACG University has two signature courses offered each year: Committing to Community and Strategic Acquisitions.

Find out more about these ACG University Trainings at [www.acgwmich.org/acg-university](http://www.acgwmich.org/acg-university) or contact Matt Hylant at [matt.hylant@hylant.com](mailto:matt.hylant@hylant.com)



**ACG Cup** is an intercollegiate competition among students from colleges and universities in Michigan. Student participants gain invaluable experience in a real-world context, receive feedback from leaders in the local business community, expand their networks, and compete for a cash prize. ACG Cup provides students with a real-world experience supported by the West Michigan business community, so that they can decide where their skills are best used.

Find out more about ACG Cup at [www.acg.org/wmich/acg-cup](http://www.acg.org/wmich/acg-cup) or contact Caleb Pols at [CPols@bhsins.com](mailto:CPols@bhsins.com) to get involved.



**The Young Professionals Initiative** develops the next generation of leaders for the business community in West Michigan so that young professionals can grow in their careers and contribute to the continued economic prosperity of the region. It is a forum for professionals 35 years old or younger to network and learn best practices related to corporate growth and mergers and acquisitions.

For more information on how to get involved contact Elisa Berger at [eberger@chartercapitalpartners.com](mailto:eberger@chartercapitalpartners.com) or go to [www.acg.org/wmich/groups/young-acg](http://www.acg.org/wmich/groups/young-acg)



**The Women in Finance Initiative** supports the growth and promotion of women in financial based careers in West Michigan so that these women are more visible to West Michigan companies. It works to ensure that more women are recruited into higher level financial positions within our community. Through its Mentorship program it develops the next generation of women leaders. It supports the growth of women owned businesses in West Michigan so they have access to capital and business leaders who will support that growth.

If you have an interest in working with this committee or being part of the mentorship program, please go to [www.acg.org/wmich/groups/women-finance](http://www.acg.org/wmich/groups/women-finance) or contact Jennifer Folsom at [jennifer.a.folsom@chase.com](mailto:jennifer.a.folsom@chase.com).



**The Signature Event Committee** develops the theme and content for our Signature Breakfasts throughout the year. Its goal is to provide networking opportunities for members and educational content about current issues relevant to the local M&A, financial, and corporate community so that ACG Western Michigan remains a valuable resource for the West Michigan business community.

Help develop our Signature Event programming by contacting Andrew Mason at [andrewm@oapc.com](mailto:andrewm@oapc.com)



**The Diversity and Inclusion Committee** was formed to increase diversity and deepen inclusion through Education, Engagement, Information Gathering, D & I Implementation, Monitoring and Adjusting so that there is a wider dialogue and a forum for ACG and the middle-market community

to more deeply embrace and engage inclusive activity in West Michigan. Our Guiding Principal is: Diversity is a fact and Inclusion is a choice.

Contact Bill Grice at [bgrice@mwadvantage.com](mailto:bgrice@mwadvantage.com) to get involved.

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# ACG<sup>®</sup> Western Michigan

Association for Corporate Growth

## MEMBERSHIP COMMITTEE

**The ACG Western Michigan Membership Committee** is tasked to grow and develop the membership of the chapter so that we have a diverse and active association of advisor and corporate members that encourage and support the growing businesses in our area.

Get involved by contacting Todd Tjoelker at [todd.tjoelker@profilefilms.com](mailto:todd.tjoelker@profilefilms.com)

## SPONSORSHIP COMMITTEE

**The Sponsorship Committee** creates the capital needs to sustain and grow ACG through its high-quality programming and networking events.

Get involved by contacting Brian Hamilton at [bhamilton@BlueSkyVision.com](mailto:bhamilton@BlueSkyVision.com)

## OUTSTANDING GROWTH AWARD COMMITTEE

**The Outstanding Growth Award Committee** exists to provide “must attend” special events such as the Outstanding Growth Awards that celebrate the growth of local businesses, along with our ACG CUP participants, and the advisors that support and nurture the growing local business environment.

Want to be part of this committee? Contact Peter Roth at [pgroth@varnumlaw.com](mailto:pgroth@varnumlaw.com)

## MARKETING COMMITTEE

**The Marketing committee** assists the organization in promoting the value of membership and active participation through strategic marketing counsel and tactical execution. The committee works to support all social media platforms as well as regular marketing and PR activities of the organization.

Want to help with social media or other marketing activities? Contact Greg McCormick at [Gregory.McCormick@perrigo.com](mailto:Gregory.McCormick@perrigo.com)

## PUBLIC POLICY COMMITTEE:

**The Public Policy committee** exists to make Chapter Membership aware of and seek input around public policy matters such as legislation and regulations that affect our membership.

Help develop this initiative by contacting Eric Kamstra at [ekamstra@gunlakeinvestments.com](mailto:ekamstra@gunlakeinvestments.com)

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## READY TO GIVE. GET. GROW?

### CONTACT US TODAY

EM [admin@acgwmich.org](mailto:admin@acgwmich.org)

TEL 616.732.7149

- 100% of people say they'd attend an ACG program again
- 30% membership annual increase from 257 to 315
- Over 150 people involved on committees



# ACG Western Michigan 2020 Board of Directors

Jason Brinks, Oxford Financial, President  
Eric Fischer, BDO USA LLP, Vice President  
Heather Hoezee, Crowe LLP, Treasurer  
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Julie Metsker CAE, Executive Director  
Karen Helm, Chapter Executive  
Michelle Cox, Chapter Executive  
Heather Edwards, Chapter Executive

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## ACG 2020 Committees

### Executive Committee

Jason Brinks  
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Heather Hoezee  
Jon Siebers  
Julie Metsker

### ACG University Committee

Matt Hylant, Chair  
Greg Guest, Co-Chair  
Roger Colman  
Brad Comment

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Loic Dimithe  
Paula Kendra  
Nolan Spencer  
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Rachel Bartels  
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Mark Ghafari  
Lynzey Gibbons  
Greg Guest  
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Mike Keast  
Paul Kloska  
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### **Membership Committee**

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Mike Brown  
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Vance Meyer  
Greg Rhodes  
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Daryl Targosz

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Mark Janes  
Brooks Kindel  
Todd Medendorp  
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Rich Noreen  
Chuck Samfillippo  
John Schuring  
Peter Scudder  
Tamara Sytsma  
Mark Walztoni  
Steve Whitteberry  
Andrea Wood

### **Public Policy Committee**

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John Porterfield

### **Outstanding Growth Award Committee**

Joel Brandt, Co-Chair  
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Dan Fuller  
Michael Hollander  
Bob Pekrul  
Chuck Smeester  
Jessica Webster-Huizen

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Jon Siebers

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Josh Geoghan  
Doug Holtrop  
Ed Meyette  
Todd Mulder  
Jon Siebers  
Mark Walztoni

### **Women in Finance Committee**

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Lauren Davis  
Sue Edwards  
Meredith Ervine  
Katy Felver  
Haley Korthuis  
Peggy Murphy  
Hilary Roelofs  
Megan Romano  
Heidi Spencer  
Tamara Sytsma

### **Young Professionals Committee**

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Pete Scudder, Co-Chair  
Blake Bachelor  
Chloe Benzer  
Liz Briggson  
Emily Cantor  
Matt Crowe  
Loic Dimithe  
Jake Dunlop  
AJ Ebels  
Mark Ghafari  
Jason Gust  
Lauren Hayes  
Matt Hylant  
Mike Keast  
Jim Mullen  
Nicholas Neuland  
Michael Penny  
Caleb Pols  
Joe Presutti  
Jordan Werner

## **SPECIAL THANKS**

### **Project Management & Copywriting:**

Julie Metsker CAE, ACG Executive Director  
Karen Helm, Chapter Executive  
Michelle Cox, Chapter Executive  
Heather Edwards, Chapter Executive

### **Photography & ACG and ACG Cup Video Production:**

Russ Climie, Tiberius Images

### **Graphic Design:** James Falk Design

### **Bradford Company Video Production:**

Steve Steketee, Shutterwerks Media

# Thank You

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**JOIN US!** If you have interest in joining or sponsoring ACG Western Michigan, please contact Julie Metsker, CAE, Executive Director at [jmetsker@acgwmich.org](mailto:jmetsker@acgwmich.org) or 616.732.7149