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Shop Local

GROW MICHIGAN
Genusee Eyewear and Detroit Denim Co
PAGE 9 & 28

YOUNG ENTREPRENEURS
Meet these innovative leaders
PAGE 6, 26 & 31

HOW OLD IS AMERICA compared to the rest of the world?
PAGE 22 & 23

CELEBRATE THE ‘RED, WHITE & BLUE’ at the Fenton Freedom Festival
PAGE 3 & 27
With great respect in our hearts, let's give our thanks to all the great soldiers who make our land free, on this Fourth of July! ~ Happy Fourth of July from all of us at Vic Bond Sales

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**Sump Pump Sale**
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- 1/3 H.P. SANIFLO $99.95 *SANIFLO 045
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  - 15 Year Warranty
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  - 1 faucet
  - 1 utility pack
  - 2 strainers
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- R-72511-SD-CP $160.00
- $399.00

**Tubular Style Kitchen Faucets**
Available in vibrant stainless or chrome w/ soap dispenser

**Mazz**

**MAZZ Kitchen Faucet**
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- R-72511-SD-VS $180.00
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THE ‘RED, WHITE AND BLUE’

★ Here’s everything you need to know about this 29th annual Fenton Freedom Festival

By Sally Rummel

**What is the Fenton Freedom Festival all about?**

The 29th annual Fenton Freedom Festival is a community-wide celebration on the most patriotic day of the year — Thursday, the Fourth of July. It has been a Fenton area tradition for almost three decades, growing from its earliest roots of the Fenton Rotary Club’s Rubber Duck Regatta and the Fenton Lions Club’s Chicken Barbecue.

It’s just like an old-fashioned Fourth of July celebration with family and friends, said Pat Lockwood, event chairperson.

**Where are the events taking place?**

The action will take place in downtown Fenton, from the Fenton Community & Cultural Center to the gazebo/mill pond area.

**What should we bring?**

Wear comfortable clothes and walking shoes, grab your

*See CELEBRATE on 27*

**Pat Lockwood**
Fenton Freedom Festival chairperson

Freedom Festival parade 2017. Photo: Tim Jageilo
• While Florida is called the “Peninsula State,” Michigan is the only state consisting of two peninsulas, Upper and Lower.

• Sault Ste. Marie, founded in 1668, was the first European settlement in the Midwest, and the third-oldest one west of the Appalachians.

• There are no longer any living wolverines in the Wolverine State. One was one discovered in Huron County in 2004, the first one spotted in 200 years, but it has since died, and has been stuffed and mounted.

• One of the world’s largest registered Holstein herds can be found at Green Meadow Farms in the appropriately named village of Elsie.

• The world’s largest limestone quarry is located near Rogers City.

• Colon, despite its unfortunate name, is quite the magical place. It’s the former hometown and final resting place of famed magician Harry Blackstone Sr. It’s also home to several magic supply manufacturers: Abbott Magic Company, Sterlini Magic Manufacturing Company and FAB Magic.
Happy 4th of July!

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- Oliver Wendal Holmes

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★ FREE SHIPPING ★ MADE IN THE USA ★ MONEY BACK GUARANTEE ★
By Sally Rummel

Michigan has always had a strong entrepreneurial spirit, including the likes of Motown’s Berry Gordy, Quicken Loan’s Dan Gilbert, Amway co-founder Jay VanAndel and hundreds of others.

But there’s a new wave of entrepreneurial spirit in our country and state, and our tri-county area is no exception — thanks to the enterprising efforts of young people with exciting new products and ideas.

Here are nine entrepreneurs age 21 and under who are making an impact in business and innovation. This is only a glimpse of the energy, savvy and ambition of this young generation, according to Entrepreneur.com.

Alina Morse, 14
Zollipops

When Alina Morse of Walled Lake was just 7, she learned that lollipops are bad for teeth, and she set her off to find more tooth-friendly versions. After 100 trials, she and her dad had a solution: replacing sugar with natural sweeteners like xylitol and erythritol, and a new business called Zollipops. The company also makes taffy and hard candy, and is sold in 7,500 stores, including Whole Foods, plus Amazon. Zollipops is projected to hit $5- to $6 million in retail sales this year.

Moziah Bridges, 16
Mo’s Bows

Moziah Bridges, founder and creative director of Mo’s Bows, started his business at age 9 in Memphis, Tennessee, where he’d ride his bike in his neighborhood wearing a suit and tie. His favorite ties were bow ties. He asked his grandmother to teach him to sew, and Mo’s Bows was born. Since 2011, Bridges has earned nearly $700,000 in sales, appeared on ABC’s Shark Tank, and signed a one-year licensing deal with the NBA to create signature bow ties for each team. His short-term goals are to get his driver’s license and buy a Jeep.

Rachel Zietz, 18
Gladiator Lacrosse

“There are a lot of bumps along the way, but the biggest bump is being a teenager,” said Rachel Zietz about her entrepreneurial journey. At 13, Rachel Zietz founded Gladiator Lacrosse to make durable, affordable practice equipment for her favorite sport. Today, Gladiator Lacrosse is sold at national retailers and is projected to do $2 million in sales this year. This summer, her gear was used at the World Lacrosse Championship, which was broadcast on ESPN. Now a freshman at Princeton studying economics, she continues to build her business.
### Michigan’s Fortune 500 Companies

<table>
<thead>
<tr>
<th>RANK</th>
<th>COMPANY</th>
<th>REVENUES</th>
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<tbody>
<tr>
<td>10</td>
<td>General Motors</td>
<td>$157,311 Million</td>
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<tr>
<td>11</td>
<td>Ford Motor</td>
<td>$156,776 Million</td>
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<td>47</td>
<td>DowDuPont</td>
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<td>139</td>
<td>Penske Automotive Group</td>
<td>$21,389 Million</td>
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<td>140</td>
<td>Whirlpool</td>
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<td>148</td>
<td>Lear</td>
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<tr>
<td>226</td>
<td>Kellogg’s</td>
<td>$12,923 Million</td>
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<td>232</td>
<td>DTE Energy</td>
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<td>240</td>
<td>Stryker</td>
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<td>289</td>
<td>Autoliv</td>
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<td>299</td>
<td>Ally Financial</td>
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<td>301</td>
<td>BorgWarner</td>
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<td>351</td>
<td>SpartanNash</td>
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<td>373</td>
<td>Masco</td>
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<td>375</td>
<td>Auto-Owners Insurance</td>
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<td>429</td>
<td>CMS Energy</td>
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<td>449</td>
<td>American Axle &amp; Manufacturing</td>
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<td>503</td>
<td>Kelly Services</td>
<td>$5,374.4 Million</td>
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<td>556</td>
<td>Diplomat Pharmacy</td>
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<td>610</td>
<td>Universal Forest Products</td>
<td>$3,941.2 Million</td>
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<tr>
<td>644</td>
<td>Cooper-Standard Holdings</td>
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<td>Meritor</td>
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<td>700</td>
<td>WABCO</td>
<td>$3,304.2 Million</td>
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<td>717</td>
<td>Visteon</td>
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<td>728</td>
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<td>776</td>
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<td>862</td>
<td>Wolverine World Wide</td>
<td>$2,350 Million</td>
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<tr>
<td>883</td>
<td>Herman Miller</td>
<td>$2,278.2 Million</td>
</tr>
</tbody>
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### LACASA’s 21st Annual Garden Tour Weekend

**Explore Lovely Gardens**

- **Saturday & Sunday**
  - **July 13 & 14, 2019**
  - **9am – 4 pm daily**

**Tickets:**
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**Scavenger Hunt • Blooming Raffle • VIP Bus Tour ~ $50 w/lunch**

---

**21st Annual Garden Party Gala**

- **Saturday, July 20**
  - **6 pm until twilight**

**Tickets:**
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★ New companies start with a problem to solve or a dream to realize

**By Sally Rummel**

Today’s startup companies don’t look anything like the giant corporate profit-making machines that drive much of the U.S. economy. Instead, these small companies are driven by dreams and innovation, starting small and sticking true to the vision they started with. Here are a few examples less than an hour away from the tri-county area:

**Genusee Eyewear made in Flint**

What do empty plastic water bottles and eyeglasses have in common? They are one and the same thing through the vision of Genusee Eyewear made in Flint.

This “genesis” of turning the environmental leftovers of the Flint Water Crisis into fashionable eyewear came from the vision Detroit native Ali Rose VanOverbeke had when she volunteered in Flint in 2016.

After the federal government declared a state of emergency in Flint, this Parson’s School of Design graduate began lugging cases of bottled water throughout the city. That was just a drop in the bucket of the 20 million bottles of water that were being used every day by Flint residents during the height of the water crisis.

This resulted in a surplus of plastic being brought into the city. Soon, corporations benefitted from Flint’s disaster by recycling, reprocessing and reselling the plastic out of the city.

VanOverbeke discovered soon with her friend and fellow Parsons graduate Jack Burn that the problem of the Flint Water Crisis ran deeper than just water. People in this poverty-ravaged city needed jobs. Although neither VanOverbeke nor Burns had experience in starting a business, they had the passion to learn the process from the ground up.

Using this valuable recycled material could create jobs, boost the local economy and benefit the community that has been without clean water since April 24, 2014.

Thanks to a financial boost from a Kickstarter crowd-funding campaign that raised more than $100,000, Genusee became the first eyewear brand made in Flint from single-use plastic water bottles. This local startup began to bring a new manufacturing legacy into the city.

Genusee products include eyeglasses, sunglasses, blue light filter eyeglasses and readers. All lenses are anti-scratch, anti-reflective, UVA and UVB protective, priced from $99 on up.

See **GROW** on 28
According to one study, Michigan is the 18th most fun state in America. The rankings from WalletHub were determined on criteria including the number of restaurants, movie theaters, golf courses, amusement parks and more per capita.

The Great Lakes State ranked 20th in both categories of “entertainment and recreation” and “nightlife.”

**Golf is number one**

Michigan ranked first for the number of golf courses and country clubs. WalletHub found that this state has .18 courses and clubs for every 100,000 residents. According to Golf Digest, Michigan has 650 public golf courses.

Florida ranked number three in number of golf courses per capita, behind Michigan and Iowa. Alaska ranked 50th in this category, behind Utah (49) and New Mexico (48).

With our Great Lakes and many inland lakes, Michigan is also number one in number of marinas. This state has .06 marinas per capita and ranks second in the number of skiing facilities per capita. 

**Michigan has…**

- .006 skiing facilities per capita, #13
- .027 for state fairs and events per capita, #16
- average amount for personal spending on recreation services per capita is $1,849, #12
- state and local direct general expenditures on park and recreation per capita is $131.23, #29
- average cost of movie is $10.45, #16
- #17 in access to bars
- .0022 music festivals per capita, #18

Source: WalletHub

---

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**MICHIGAN IS 18TH MOST FUN STATE**

Criteria based on entertainment, recreation and more

By Hannah Ball

According to one study, Michigan is the 18th most fun state in America.

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- .0022 music festivals per capita, #18

Source: WalletHub

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See **FUN** on 12
SAVE THE DATE

BOTTLES, BREWS & NEWS

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**FUN**
Continued from Page 10
number eight in beach quality.
This state is also ranked number one for average beer and wine prices. According to Simple Thrifty Living, Michigan has the cheapest average cost for a case of beer in America at $14.62 per case.

**Michigan ranks**
★ #8 in a variety of arts, entertainment and recreation establishments
This includes the number of arcades per capita, which is .03, making Michigan the ninth state with the most arcades.

★ #12 in restaurants per capita and #12 in movie theaters
Michigan has 2.25 restaurants and .04 movie theaters for every 100,000 residents. According to the National Restaurant Association, Michigan has 16,543 eating and drinking locations in 2018.

★ #12 on amusement parks
This state has .0057 amusement parts for every 100,000 residents. A list on Wikipedia shows Michigan has 12 amusement parks.

★ #16 on casinos
Michigan has .0086 casinos per 100,000 residents. According to gamboool.com, a gambling website, there are 26 casinos in this state.

★ #19 on fitness centers
There are .25 fitness centers in Michigan for every 100,000 residents.

★ #29 for performing arts theatres
Michigan has .018 performing arts theatres per capita. A list on Wikipedia shows Michigan has approximately 18 of these establishments, mainly in Ann Arbor.

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MICHIGAN FUN FACTS

- The first air-conditioned car was manufactured in 1939 by Detroit’s Packard Motor Car Company.

- In Michigan, you get 10 cents back for recycling a can, which is the highest payback rate in the country. While the state also has the nation’s highest recycling rate, they’re also losing over $10 million a year due to out-of-staters fraudulently trying to cash in. Blame the border states of Indiana, Wisconsin and Ohio, which don’t offer any can refunds at all.

- Vernors Ginger Ale, created by a Detroit pharmacist, is possibly the oldest soft drink still on the market. It is definitely the oldest-surviving brand of ginger ale.

- Traverse City is the tart (i.e., pie) cherry capital of the world, and hosts the National Cherry Festival each July.

- Battle Creek is the cereal capital of the world because of the Kellogg Company. Kellogg’s, by the way, offered its first mail-in cereal box prize back in 1909.

- The Michigan Dogman, a kind of werewolfish-type beast, was first spotted in Wexford County in 1887 and several times thereafter. More recent sightings have mostly been linked to a 1987 radio station hoax, as well as to a related 2007 video which was later debunked on “MonsterQuest.”

- The bell from the Edmund Fitzgerald, the wrecked ship made famous in a Gordon Lightfoot song, is on display at the Great Lakes Shipwreck Museum at the Whitefish Point Light Station.

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Summer pet tip for dogs:

Check the pavement before taking your dog out for a walk.
Place your hand or bare foot on the surface for 10 seconds. If it’s too hot for you then it’s too hot for your pet.
Keep on grassy surfaces.
Early morning and late evening walks are better in the summer.
As always make sure your pet has plenty of water to drink!

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T Q F J L O X M E Q S F K F O J Y F R H J N Z W W
L W O U F L I P P E D S O U L W S O A J Q N P X T
W T P M G O I B C F A L U Q T M T Z N N F H S X F
I W L P S C R E A M 4 V R S A A T C E V T S Z L
M L A E P G L O V Q U A D I R N L N E H U E S X B
E I Y R V S S K A X W P I Y I J H R S V E H O X
Y V B D B W D R I V E N R I O A D N A W D R K W H
D F C N E R Q V S R J J I P M D R E A M G I R L S
U R K W X W D O K S E T U P F J I N D G P G E P
T L I C I Z E P N O N T O U C H B A C K A M X F R
R X I T T H T S Z G J A P R K S K P G E X P G N A
A J K P 3 K R E T C V B Y U F Y Q X M W K Y Q A V
N P C W 3 R O M R R O G F Y T R U S T I J C B W R
S R R Q O Y I I O D X N F K S I M A R J O E U B V
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Buzzard
Catfish
Conviction
Crimewave
Detroit9000
Division19
Dreamgirls
Driven
Exit33
Flipped
Jinn
Jumper
Killshot
Krystal
Maniac
Marjoe
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MICHIGAN

FACTS

- Michigan is home to the first three tunnels in the world that connect two different countries: the St. Clair Tunnel, which connects Port Huron with Sarnia, Ontario, and the Michigan Central Railway Tunnel and Detroit Windsor Tunnel, both of which connect Detroit and Windsor, Ontario.

- Grand Haven is famous for its “singing sand” beaches, which make a whistling sound when you walk on them.

- Yoopers (everyone in the U.P., not just the guys in the band) refer to people from the rest of the state as “trolls” because they live “below the (Mackinac) bridge.”

- If you straightened out Lake Superior’s shoreline alone, it would reach from Duluth, Minnesota to the Bahamas.

- The Saugatuck Chain Ferry, built in 1838, is the only remaining hand-cranked chain ferry in the U.S.

- Edsel Ford, son of Henry Ford, may forever be associated with Detroit’s biggest flop, but he died 14 years before the line of cars bearing his name came out. Edsel himself would most likely have done a much better job with the design — he was, after all, responsible for the body of the super-successful Model A, as well as its braking and transmission systems.

PHOTO:SWODA.UWINDSOR.CA

PHOTO:MIVLE.COM
HAPPY INDEPENDENCE DAY!
• Michigan touches four out of the five Great Lakes, more than any other state: Huron, Michigan, Erie and Superior.

• The J.W. Westcott II, which operates out of Detroit, is the world’s only floating post office, as it delivers mail to ships as they pass under the Ambassador Bridge.

• Detroit residents were the first in the nation to have phone numbers. By 1879, the city had grown so large that operators were no longer able to route the calls by name alone.

• The world’s largest weathervane was built by Whitehall Metal Studios of Montague. It’s 48 feet tall and stands at the corner of Dowling and Water Streets.

• French-Canadian lumberjack Fabian Fournier, who worked for a lumber company in the Grayling area in the late 1800s, was said to be an inspiration for the legendary Paul Bunyan.

• Ossineke has a giant statue of Paul Bunyan and Babe, his blue ox. Unlike certain other statues of Babe, in this one he really is an ox, a.k.a. a steer.
Continued from previous page

- Petoskey stones, the state stones of Michigan, are made from 350-million-year-old fossilized limestone.

- A one-mile stretch of Woodward Avenue in Detroit was paved with concrete from Fenton cement companies in 1908, making it the world’s first concrete-paved road.

- The Frederik Meijer Gardens and Sculpture Park in Grand Rapids has a 24-foot high bronze equestrian statue that, while completed in the 1990s, was based on a design by Leonardo DaVinci.

- The Cross in the Woods Catholic shrine in Indian River has a 31-foot high crucifix, the largest one in the world.

- The nation as a whole learned how to spell the name of Kalamazoo (well, sort of) in 1942 when the Glen Miller song “(I’ve Got a Gal in) Kalamazoo” hit the top of the charts.

- Kalamazoo was also the original home of Gibson Guitars, and a budget model produced in the ’60s and ’70s was called the Kalamazoo.

- Oscoda claims to be the official hometown of the literary Paul Bunyan, as the first published story about him appeared in the Oscoda Press in 1906. Oscoda puts on an annual Paul Bunyan Festival each September.

- The Detroit metro area sits atop a gigantic salt mine. Experts say there’s enough salt to last for 70 million years at the world’s current rate of consumption.

- The nation’s first tribally owned casino was Kings Club Casino, operated by the Ojibwe Indians of Bay Mills.
How old is America compared to the rest of the world?

The Republic of San Marino, China and Japan often cited as the world’s oldest countries

By Sally Rummel

America has the Liberty Bell in Philadelphia and the Plymouth Colony in Massachusetts, but the pyramids of Egypt, the Great Wall of China and the Coliseum of Rome are certainly older than any historic landmarks that the United States can claim.

Most historians cite the formal age of the U.S. to be 243 years old this year, if using the date based on the signing of the Declaration of Independence on July 4, 1776. If you base America’s age on the presence of Native Americans, that date could reach back 527 years — still a “babe” in comparison to other countries.

These countries are considered to be the world’s oldest:

San Marino

By many accounts, The Republic of San Marino, one of the world’s smallest countries, is the world’s oldest.

San Marino was founded on Sept. 3 in the year 301 BC. However, the nation wasn’t recognized as independent until 1631 AD by the pope, who at that time controlled much of central Italy politically. San Marino’s constitution is the world’s oldest, first written in the year 1600.

Japan

Japanese history cites that the country’s first emperor, Emperor Jimmu, founded Japan in 660 BC. However, it wasn’t until at least the eighth century AD that Japanese culture and Buddhism spread across the islands. Over its long history, Japan has had many different types of governments and leaders. While the country celebrates 660 BC as the year of its founding, it wasn’t until the Meiji Restoration of 1868 that modern Japan emerged.

China

The first recorded dynasty in Chinese history existed more than 3,500 years ago when the feudal Shang dynasty ruled from the 17th century BC to the 11th century BC. However, China celebrates 221 BC as the founding of the modern country, the year Qin Shi Huang proclaimed himself the first emperor of China.

In the third century AD, the Han dynasty unified Chinese culture and tradition. In the 13th century, the Mongols invaded China, decimating the population and culture. China’s Qing Dynasty was overthrown during a revolution in 1912, leading to the creation of the People’s Republic of China.

Continued on next page
China’s history goes back more than 3,500 years, making it one of the oldest nations in the world. Photo:history.com

What about modern countries?
Modern countries such as Egypt, Iraq, Iran, Greece, and India bear little resemblance to their ancient counterparts. All of these countries except Iran trace their modern roots only as far back as the 19th century. Iran traces its modern independence to 1501, with the founding of the Shia Islamic state. Other countries that consider their founding to be prior to Iran’s include:

- France (843 AD)
- Austria (976 AD)
- Hungary (1001 AD)
- Portugal (1143 AD)
- Mongolia (1206 AD)
- Thailand (1238 AD)
- Andorra (1278 AD)
- Switzerland (1291 AD)

Source: Thoughtco.com

Top 10 important dates in U.S. history

★ 9/11
Sept. 11, 2001
★ The Great Depression
October 1929
★ The Dropping of the Atomic Bomb
Aug. 6, 1945
★ The Vietnam War –
1956-75
★ Apollo II and the Moon Landing
July 16, 1969
★ World War II
1941-45
★ Assassination of President
Abraham Lincoln
April 14, 1865
★ The Louisiana Purchase
1803
★ The American Revolution
1776-1781
★ The founding of Jamestown,
Chartered in 1606

Source: Listland.com

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MICHIGAN FUN facts

- The Kalamazoo Mall was the first outdoor pedestrian shopping mall in the United States.
- A Roseville man who dropped a couple of F-bombs after falling out of his canoe was convicted in 1999 under a law that had been on the books since 1897 prohibiting “indecent, immoral, obscene, vulgar or insulting language in the presence or hearing of any woman or child.” In 2002, the conviction was overturned by the Michigan Court of Appeals, and the law was struck down at the same time.
- It is still against the law in Michigan, however, to “contumeliously reproach” God, assuming you can even figure out what that means.
- Brighton and Grand Rapids have laws against being annoying, although Grand Rapids, obviously unwilling to foot the bill for jailing its entire populace, is planning to abolish that law ASAP.
- In 2008, the city of Flint passed a law that gave police the authority to arrest anyone whose pants sagged so low as to expose their undies or bare buttocks.

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4TH of JULY
by the numbers

1941 Congress made Independence Day a paid holiday

86 places in the U.S. have “independence,” “liberty,” “freedom,” or “eagle” in their name
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Abby Kircher, 18
Abby’s Better
Good-for-you nut butters are Abby Kircher’s “bread and butter,” a product Abby started in her parents’ kitchen when she was 15. It has since grown into Abby’s Better, a brand distributed along the East Coast and Midwest in stores including Wegmans and Lowes Foods, with revenue over $1 million in 2018. She now runs a team of 12 employees, including her family. She’s postponing college for now but feels the sacrifices she has made as a teen have been worth it. “You know you’re working toward your goals, not someone else’s,” she said.

Brennan Agranoff, 18
HoopSwagg
Brennan Agranoff grew up in Oregon, near Nike’s headquarters, and was a huge Nike fan. But at age 13, he found the Elite brand socks to be “dull” and wanted to stand out with his own product. Buying a pair of brightly patterned socks online for $40, he decided to make his own brand. After research and making a business plan, he invested $3,000 from his parents and launched HoopSwagg, his brand of eye-catching basketball socks. Today, he has 20 employees, 700 original patterns, and $1.6 million in annual sales. “The concept of quick-turnaround, customized products is where I see the industry heading,” Agranoff said.

Anton Klingspor, 18
Indicina Ventures
Anton started his entrepreneurial journey young, showing up at his family’s abrasives manufacturing company board meetings in a kid-size suit and tie. By junior high, he was dabbling in his own ventures, most notably creating a website with proprietary software that allowed his classmates to cut the line at the Adidas website to purchase in-demand Yeezy shoes, for a modest fee. In 2016, with personal capital from earlier enterprises and family investments, Klingspor launched the Miami Beach-based Indicina Ventures—an incubator and venture capital firm with a mission to help foster the ideas of young entrepreneurs who are not taken seriously by traditional venture capitalists. Currently, Indicina’s assets total $53 million.

Keiana Cavé, 20
Mare
At age 15, Keiana Cavé was fascinated with efforts to clean up the 2010 BP oil spill. She asked professors at nearby Tulane University to let her use their labs for research, and discovered that cancer-causing toxins were developing in the seawater. Now 20 and a junior at the University of Michigan, she launched her startup Mare to find ways to neutralize those toxins, to protect the ocean’s inhabitants and humans. At a pitch competition at MIT, Cavé caught the attention of a Chevron executive, which led to a $1.2-million investment and helped her build a team of 14 employees. Earlier this year, Mare was acquired by an oil-and-gas corporation, giving Cavé freedom to focus on her next project: developing a non-hormonal, over-the-counter contraceptive pill. “The same way I was able to change mindsets about approaching oil-spill cleanup? We just have to change mindsets again,” she said.

Zandra Cunningham, 17
Zandra Beauty
When Zandra Cunningham was 9, she was obsessed with lip-gloss. With her mom’s help, she started making her own lip balms using online kits and YouTube videos for guidance. She passed out her homemade products at her church in Buffalo, New York. When she realized she could make money off her products, she experimented with new formulas for all-natural skincare products, using each failure as motivation. She enrolled in KidBiz, a summer youth program offered by SUNY Buffalo State, to learn the basics of building a business. Today, Zandra Beauty is sold in Costco, Bed Bath
CELEBRATE
Continued from Page 3
sunscreen and sunglasses and put a couple of fold-up chairs in your vehicle for comfortable seating during the 10 a.m. Grand Parade. Bring “pocket money” for food and treats, too.

Where should we park?
Plan to park at any of the Fenton city parking lots, but know that they will fill up early.

What is the parade route this year?
The parade route is 1.9 miles long, and steps out at the intersection of Industrial Way and Owen Road, continuing east along W. Shiawassee Ave. to LeRoy Street, north on LeRoy to Caroline, then west on Caroline to West Street.

This year, there is a dedicated parade route for special needs/family zone, said Pat Lockwood, Fenton Freedom Festival chairperson. No sirens are allowed at the beginning of the parade on Industrial Way and Fenway Drive.

Who is the Grand Marshal of the parade?
It’s the entire Fenton Lions Club. They will be recognized at the Grand Marshal Reception on Tuesday, July 2 at 7 p.m. at the Fenton Community & Cultural Center. Read more about the lion’s Club on page 3A of this edition.

What will we eat during the festival?
There will be lots of “good eats” in Fenton all day, from the traditional 7 a.m. American Legion Pancake Breakfast to the new Pig Roast, hosted by Fenton Boy Scout Troop #2212.

This event replaces the traditional Chicken Barbecue hosted by the Fenton Lions Club for almost three decades. Serving time will be 10 a.m. to 3 p.m. at the Fenton Community & Cultural Center.

What is there for kids to do?
The entire festival is family oriented, from parade and fireworks fun, to arts and crafts, and children’s games hosted by the Fenton Kiwanis Club. There will be inflatables, a petting zoo, and a special visit from Adopt-A-Pet in Fenton.

What about runners and walkers?
The Fenton Firecracker 5K and 2.5K Run/Walk is a popular event that kicks off at 9:45 a.m. from the corner of Mill and Adelaide streets, heading north. Parking will be at the Ellen Street Campus, where race packets can be picked up beginning at 7 a.m. on race day.

Where are the best fireworks views?
The Festival Fireworks get started at dusk, and there is no parking during this time at the Silver Lake Beach, the site of the fireworks show by Zambelli Fireworks. Many people enjoy the view from nearby retail parking lots, from Silver Parkway to Owen Road.

How are funds raised for the fireworks?
Businesses and individuals are welcome to make donations by calling the Fenton Regional Chamber of Commerce at 810-629-5447. Volunteers from the Fenton Freedom Festival Committee also collected funds in person at VG’s Grocery on Silver Parkway on June 28 and 29. “It’s a big part of our fundraising efforts,” Lockwood said.

Who are this year’s Festival King and Queen?
Fenton Freedom Festival King Jacob Novak, 17, and Queen Kaitlin Gruber, 18, will officially be crowned Wednesday, July 3 at the Silver Lake Ski Show event at 6:30 p.m.

Both of these young people will be incoming seniors at Fenton High School and will be representing the Fenton community and the Fenton Area Regional Chamber of Commerce at various parades and events throughout the year.

Each will earn $1,000 in scholarships, received next year after crowning the royalty. Read more about Gruber and Novak on page 15A of this edition.

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Continued from Page 9

Each pair of eyeglasses from Genusee is manufactured out of 15 plastic water bottles. The eyeglasses are made from post-consumer plastic pellets, from bottles sent to a processor in Dundee. The pellets are then turned into frame parts by an injection molding facility in Warren.

The Genusee staff does post-processing from sanding to assembly. Lenses are purchased separately, but are ground to buyers’ prescriptions and tinted in-house.

The main eyeglass style is a unisex, vintage-inspired round frame that has been designed to suit a wide range of face shapes and sizes.

Young people especially embrace this socially conscious model, fashioned around giveback brands like TOMS Shoes and Warby Parker eyeglasses.

For more information about Genusee eyeglasses, go to Genusee.com

Detroit Denim Co. made in Detroit

People tend to form a special attachment to their jeans, and that was the driving force for Eric Yelsma when he opened the Detroit Denim Co. in 2010.

Ever since he was a self-described skinny teenager with jeans that never fit, he yearned to make his own pair of jeans. When he studied the U.S. jeans-making market, he discovered only 1 percent of jeans worn by Americans are manufactured here in the U.S.

Yelsma set out to change all that.

He went on a mission to create a high quality pair of jeans, starting by making them in his garage and basement, which lasted for about a week. He soon realized that it was a complicated process to manufacture jeans, requiring 13 machines to accomplish.

Yelsma began renting space in Detroit’s Ponyride creative incubator in 2010, making all the jeans himself for about a year. When his popular brand outgrew the space, he rented a property in the Rivertown area in 2016, where it remains today.

Expect to pay about $200 for a pair of jeans that just might last a lifetime. Why the high price tag? Detroit Denim Co. uses all domestically sourced materials, hires and trains Detroiter and pays his employees a living wage, according to a recent story in USA Today.

Customers also get free repairs and a lot more wear than from a mall pair of jeans, said Yelsma.

Detroit Denim Co. did about $1 million in revenue in 2018, with 65 percent of sales from its physical store at 2987 Franklin St., Suite B in Detroit, and 35 percent from online sales.
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ENTREPRENEURS  
Continued from Page 26 & Beyond and Wegmans with sales close to $1 million, and a pending partnership with Target.

Isabella Rose Taylor, 16

Isabella Rose Taylor launched her fashion brand for young women when she was 8 and quickly landed in local retailers and boutiques. In 2015, Nordstrom called, and her designs spread across the country. But as sales rose to the high six figures, Isabella struggled with sourcing and manufacturing, trying to scale up quickly. She restructured, and stopped working with large retailers. Now in college, she is working on partnerships to build her brand, including a 2017 collaboration with PBteen. She has also found partners to help her scale as she rebuilds her retail presence.

AnaLeigh Brooks, 9

FriendLeigh Designs

AnaLeigh Brooks, a fourth grader at State Road Elementary in Fenton, is a budding young local entrepreneur with her own T-shirt design company, FriendLeigh Designs. “I custom print shirts for businesses, family reunions, any custom order that’s more than one or two shirts,” AnaLeigh said. She got start-up money for her business from family and friends who believed in her business goals. She was also the keynote speaker at the first Shark Tank event at The Freedom Center in Fenton when she was just 7 years old.

AnaLeigh makes her designs on the computer with a CAD program, taking inspiration from music, school, the Bible, movies, videos and pictures. She and her parents, Aaron and Sonja Brooks of Fenton Township, rent space at Factory Two in Flint where they make screens, then screen print the shirts. Then she tags the shirts and delivers or mails them to her customers. She donates 10 percent to a deserving non-profit from shirt sales, and reinvests the remaining money into her business. “Most of my customers find me on Facebook and Instagram,” she said. AnaLeigh has several new designs, which will be released soon and printed in August.

Meara Miller, 21

Meara Anne Fashions/Buzzforward Media

Meara Miller, 21, has made a name for herself locally through her textiles and clothing company, Meara Anne Fashions. She started her company when she was 20, with the goal of providing customers with ethically made clothing, to help eliminate mass production sweatshops that supply most retailers. Now she is moving into another entrepreneurial direction, opening a social media marketing company, Buzzforward Media, with her fiancé, Josh Mundy, also 21.

“My dad’s a graphic designer and produces artwork on the side,” she said. “My mom went to school for fashion design and taught me how to sew. I got the fashion for marketing when I worked for a local orthodontist. I have a passion to help other businesses succeed.”

Like many young Millennials, Miller and Novak work out of coffee shops on their computers rather than a formal office space. When working on clothing and textiles, they produce the items in a studio at her parents’ home, Robert and Heather Miller.

4TH of JULY

by the numbers

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**Mohop**
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Shopping locally keeps money in your community. Every dollar that a community member spends outside the community diminishes the economic health of the community. Here are six reasons why shopping local benefits our community:

**Maintains jobs**
With increasing job loss and a shrinking labor market, supporting local businesses by shopping locally helps fund and maintain jobs in the area, preventing outsourcing and the outflow of economic wealth. Additionally, locally owned businesses may often be motivated to give workers better wages and benefits.

**Keeps tax flow community based**
Independent area businesses pay more local and state/provincial/regional taxes, keeping the tax flow community-based.

**Reduces urban sprawl**
Local owners are typically more invested in thoughtful, livable urban planning for their communities, and their stores often require less physical space than corporate chains in suburban shopping centers. By creating cohesive city and town centers, pollution, automobile dependency and urban sprawl can all be reduced.

**Builds strong communities**
Local businesses help build strong communities and neighborhoods, linking citizens and nurturing local causes. When members of the community own businesses, the owners have obvious reasons for more strongly and insightfully considering the impacts of important decisions about growth and local politics.

**Destination for socializing**
Shopping at local stores often becomes a destination for socializing in small communities.

**Better service**
Local businesses can offer a more refined expertise and base of knowledge about their product, especially if it is also locally made. Local grocers specialize in knowing how and where their foods were made and how to cook and eat them — knowledge that benefits the consumer.

10 reasons to buy American-made

★ When you buy American, you support not only American manufacturers but also American workers, safe working conditions, and child labor laws.

★ When you buy goods made in the USA, you help keep the American economy growing.

★ U.S. manufacturing processes are much cleaner for the environment than many other countries.

★ When you choose products made in the USA, you contribute to the payment of an honest day’s wages for an honest day’s work.

★ When you seek out American-made goods, you foster American independence.

★ The huge U.S. trade deficit leads to massive, unsustainable borrowing from other countries.

★ American consumer protection laws and safety standards are in place to protect your family.

★ When you buy only American-made products, you insist on a higher standard.

★ Factories and money are shifting to countries not friendly to the USA or democracy.

★ As U.S. manufacturing declines, future generations will be unable to find relevant jobs.

*Source: madeinusaforever.com*
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