



NEWS & STORIES



AS GOOD AS GOLD **The Third Decade (Give or Take)**

The year 2019 marks Treystar's golden (50th) anniversary. In recognition of Treystar's golden anniversary, we're featuring snapshots from our 50-year history in our newsletter and on our website. We hope you enjoy this latest installment.

[Learn About Our Third Decade](#)



PROJECT UPDATE **For the Best, Choose West**

No matter what service or product you're selling—coffee, ice cream, groceries, haircuts, and yes, even simulated golf—your success depends on delivering an exceptional customer experience, time and again.

That's why Treystar invests in developing lasting relationships with its clients. "Our relationship with Treystar is more than a business transaction," said Kate Wunderlin, Managing Partner of Natural Health Center. "They're great people. We would recommend them to any company looking for space in the area."

[Read More About Westwood Plaza](#)



PARTNERING WITH CLIENTS **Relax, Let Your Hair Down**

Everything feels better after a haircut. At [Folio Salon & Boutique](#), this adage may be the understatement of ... three decades and counting.

After receiving a Folio haircut or treatment, you're guaranteed to feel (and look) amazing. The reason? Enthusiasm, quality work, and perhaps most of all, the lost art of customer service. "I think our success is not only the result of passion and talent, but also our unwavering devotion to clients," said Laurie Pruitt, Partner, Folio Salon & Boutique. "We thrive on building longstanding relationships."

[Read More About Folio and Treystar](#)



HATS OFF

While "All in the Family" was once a popular TV show, for [Bob Brown, Jr.](#), it's a personal mantra. "I love working with my father and brother," said Brownie, as he's known to most of his colleagues. "I also love working with everyone else on the Treystar team. I feel like we're all family."

At Treystar, Brownie's responsibilities include overseeing Revel & Roll West, Access Medical and Kalamazoo Mini Storage.

GIVING BACK

For nearly two decades, the Brown family and Treystar companies have generously donated through the **Ascension Borgess Foundation to a wide variety of health care initiatives**, primarily through sponsorship of the annual Ascension Borgess Foundation Golf Outing.

Investing in Kalamazoo's first hospital, a continued local leader in health and

PAY IT FORWARD

Summer is finally here (we think) and now is the time to get serious about summer grilling. Lauren Heath of Barrett's Smokehouse wants you to make sure your meats are grilled properly and offers these seven tips about improving your grilling game.

1. Know your butcher shop. Avoid prepackaged steaks—plastic wrap traps in moisture.

To assist with Treystar real estate development projects, he's also currently working toward achieving his real estate license.

Brownie is past Chairman of the Board of the [Monroe-Brown Foundation](#), a family foundation started by his father and grandfather. He's also served the community in numerous other capacities, including with the Borgess Foundation (past President and Trustee 2008-16 Emeritus), Ministry with Community, The Strive Program and Junior Achievement.

In his "free time," Brownie travels, hunts, fishes and bikes, skis, and roots for the University of Colorado and University of Michigan. Most of all, he enjoys spending quality time with his family: his wife, Melissa; his daughter, Maggie, a senior at Portage Northern; and his son, Owen, a freshman at Portage Northern.

wellness, has an enormous impact on our community by giving area residents access to the comprehensive care they deserve. "Thank you for your family's generous response to health needs in our community and for your confidence in Ascension Borgess to always be there," said Tony McDonnell, Director, Ascension Borgess Foundation.

Get into the swing of summer! Mark your calendar for the 2019 Ascension Borgess Foundation Golf for Health: Monday, July 15, at Gull Lake Country Club. Proceeds will benefit key renovations to the hospital's Emergency Department Registration and Reception Area. To learn more, call (269) 226.8100 or email foundation@borgess.com.

2. Get good grades. Spring for USDA Prime or Certified Black Angus steaks if you can. Choice-grade steak is a good, less-expensive alternative.
3. Look for marbling. Thin white streaks of fat throughout a steak, called marbling, add flavor and keep the meat nice and juicy.
4. Do a warm-up. Take your steak out of the fridge about 20 minutes before grilling to bring it to room temperature.
5. Don't move. Let your steak develop a seared crust on the grill before moving or flipping it.
6. Don't overdo it. Err on the side of undercooking a steak rather than overcooking it. You can always pop the meat back on the grill.
7. Let it rest. Once your steak is off the grill, wait at least 5 minutes before slicing. This gives the juices a chance to settle.

[Barrett's Smokehouse](#) is located in the University Commons shopping center at the corner of Stadium and Drake. The folks at Barrett's are available to assist you with selection of a wide-variety of grill-ready meats.

They bring three generations of experience as traditional butchers passed down by great grandfathers, grandfathers and fathers. As traditional butchers they believe the sign of quality relies

entirely on the satisfaction of their customers. They stock a vast range of beef, pork, poultry, smoked meats and many specialty items.

CONTACT US

With proven experience developing southwest Michigan, the Treystar Team listens to you and analyzes your space needs to develop solutions that work.



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