

B & L NEWS

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Enterprise Software for Metalcasters

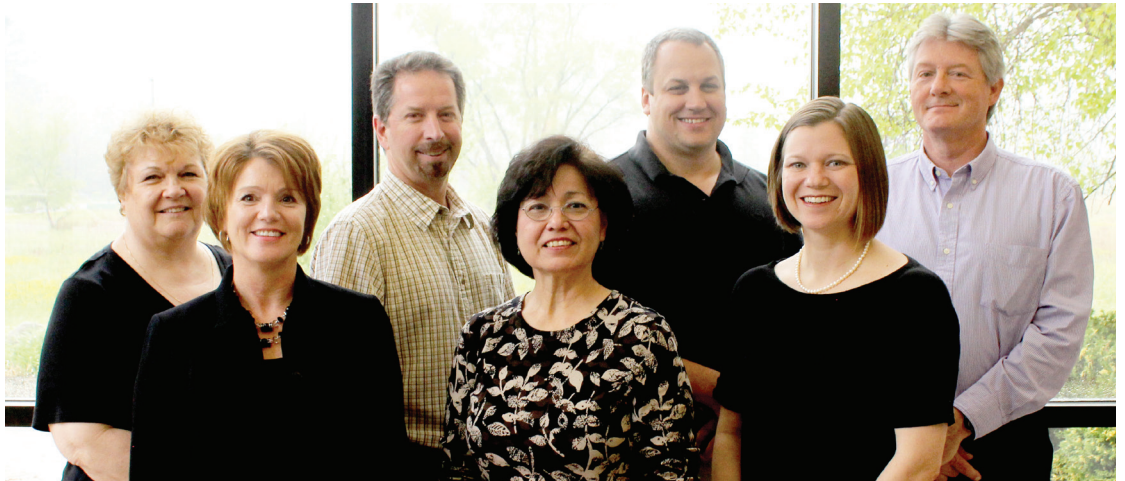
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Welcome to the B&L Information Systems Employee Directory!

It has been awhile since our last directory and we have had some employee changes, losses, and additions; we thought it was time to do an update.

Our people are the key ingredient that makes B&L head and shoulders above the rest. Since 1976, B&L's mission statement has been *"To develop, market, implement, and support computer software of the highest quality to the foundry and die cast industries. We strive to treat all those with whom we come in contact, be they customers, suppliers, business partners, or the community at large, with the highest possible level of respect and professionalism."* Four hundred plus customers later we still hold these values to be true.

As you look through our directory keep in mind that all employees have one common goal: to ensure our customers have the tools – whether it is software, expert advice, or training – to increase their profitability in this competitive world. This goal is the reason why B&L has one of the highest customer retention rates in the software industry.



ADMINISTRATION, FINANCIAL, & BUSINESS DEVELOPMENT STAFF

From left to right: Sandy Warren, Janet Wcisel, Phil Laney, Rosa Cox, Matt Gacek, Lindsey Downey, Ron Thomas

■ **Sandy Warren's** face and voice are very familiar to many B&L clients. Sandy has been at B&L for 22 years and is the Business Development Support Specialist. In addition to her many Business Development duties she is co-organizer/planner (along with Brenda Povlock) of our annual user's group conference, editor of the company newsletter, maintains the company's database, and a lot of other things. Sandy is very involved in her church's activities and enjoys traveling and spending time with her family.

■ **Janet Wcisel** has been part of the Business Development team since coming to B&L in 2005. Janet has a BA in Business Administration from Davenport University and 20 years of experience in implementation and sales of integrated solutions to various manufacturing industries. What Janet likes most about her job is meeting people and seeing the different metalcasting techniques. She is diligent to understand individual business processes and help streamline

business information workflow by using an integrated information system. In her spare time, Janet enjoys traveling, tennis, visiting Lake Michigan beaches, and spending time with friends and family.

■ **Philip Laney** became B&L Information Systems' President in May of 1999, after serving as Manager in the Client Services and the Business Development Departments. His 25 years in the software business and his customer-focused background give him a unique perspective in today's business environment.

After implementing his management team philosophy of running the business, B&L has led the way in business innovations including market changing products such as Odyssey (B&L's Windows-based product) and B&L's cloud offering, Odyssey SaaS (Software as a Service). Philip has been published in Die Cast Engineer, Modern Casting, and Foundry Management and Technology. Philip is also a sought-after speaker for various industry

events. Philip earned a B.S. degree in business administration from Ferris State University. In his spare time, Philip and his wife Becky enjoy traveling with their three children, golfing, and boating.

■ Your first contact at B&L will normally be with **Rosa Cox**. She greets visitors, answers our phones, does UPS, purchasing and sends out customer's software CDs. When asked what she does with off time, Rosa said "Not much; I spend time with my grandchildren (nine in all). I enjoy reading a good non-fiction book."

■ **Matt Gacek** joined B&L Information Systems in 1997 as a Support Consultant. In 1999 he moved to Business Development, eventually becoming VP – Business Development. In this role, Matt is responsible for all aspects of marketing and sales, including market growth, partnerships and alliances, corporate identity, and new product initiatives. Matt was instrumental in developing the business model for B&L's Odyssey Software as a Service and its very successful launch.

ADMINISTRATION, FINANCIAL, & BUSINESS DEVELOPMENT STAFF

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Matt has spoken to several groups about Software as a Service and has been a guest speaker for various Progress Partners Kick-Off conferences and AFS chapters. Matt earned his degree in Business Administration from Saint Joseph College. In his spare time Matt enjoys lifting weights (he participates in 4-5 powerlifting events a year) and spending time with his wife and their two children, Meredith, 10 and Grant, 7, and all of their activities.

■ In October of 2011, **Lindsey Downey** started at B&L as a Territory Account Manager. Lindsey graduated from Ball State University with a BS in Business Information Technology. Prior to coming to B&L, she worked for a quality software company in Indianapolis, and was a Senior Account Executive at CBTS, selling data center services. Lindsey enjoys spending quality time with her husband, Ben, playing and reading with her children, Dallas, 5, Dawson, 3 and Avery, 1, researching new technology, playing soccer, and working out.

■ **Ron Thomas** is the V. P. – Administration for B&L, completing his 16th year. He started as a project consultant and moved into the then Controllers' position in 1997. Ron's background includes working as a financial analyst for the foundry group of a flow control manufacturer and also for an automotive supplier. Ron has also worked in sales for a mainframe manufacturer. Ron has his MBA from Indiana University, CPIM from APICS, and CMA from the I.M.A. He has also taught managerial accounting and economics for Indiana University – South Bend over the past 22 years. He has three sons, Ryan, Aaron & Ronnie, who played basketball in college, and now two grandsons who will hopefully repeat their dad and uncle's basketball experience. Ron lives in South Bend and spends his spare time playing guitar, working on his car "collection" which is at two, playing golf and traveling.



CLIENT SERVICES STAFF

From left to right: Deanna Schmidt, Sasha Chaddock, Jim Adams, Kristine Craft, Frank Roorda, Lori Hnanicek, Marcia Mullins, Kevin Carlson, Brenda Povlock, Donna Medlin, Patrick McCrevan

■ **Deanna Schmidt** joined B&L as an Information Analyst in October of 2011. Deanna has a Bachelor of Business with a major in Computer Information Systems and a MBA, both from Western Michigan University. Deanna worked for 10 ½ years at a major manufacturer in their Manufacturing and Quality Information Systems Departments, developing, deploying and supporting their systems in those areas. She has 2 kids that are very active in many things that keep her busy too. In her free time, Deanna likes to read, be outside with her family, and swimming during our short summers.

■ **Sasha Chaddock** joined the B&L family in December of 2011 as a Support Specialist. Prior to coming to B&L she was in Tech Support at Southwestern Michigan College and worked at Whirlpool Corporation providing EDI support for key trade partners. Sasha has a son, Anthony, 13 and a daughter, Madison, 10. In her spare time she is kept pretty busy with her kid's activities and coaching Madison's basketball team. In the summer months, Sasha and her kids like to camp and spend time at the beach.

■ **Jim Adams** joined B&L in July, 2011 as a Project Consultant. Jim enjoyed a long and successful career at a major appliance manufacturer prior to coming to B&L. During that time he gained experience in programming, systems analysis and design and, for the last 20 years, project management. These skills are now being put to work aiding

in implementations of Odyssey software. Outside of work you are likely to find Jim singing, playing guitar, or perhaps watching the Detroit Tigers or Lions because, after all, we are a Michigan based company!

■ **Kristine Craft** joined B&L in July of 2005, starting as a Support Consultant for both BLIS and Odyssey; currently she is one of our Project Consultants, helping customers plan and execute their Odyssey implementations. Kristine has a bachelor's degree in business Management and an associate's degree in Applied Business. Prior to coming to B&L she worked in accounting at a plastics company; she also worked as an operations manager for a property management company and has a Michigan Real Estate License. Kristine is married and has two children.

■ **Frank Roorda** came to B&L in Dec. of 1994, doing System 36 programming and support. Currently, Frank is a Project Manager helping B&L customers implement their Odyssey software. Prior to coming to B&L Frank was an independent consultant. Frank says he doesn't have much spare time, but when he does he enjoys golfing, spending time with his fiancée, Jennifer, and his beloved cat, Nixon.

■ **Lori Hnanicek** started with B&L in June 2006 as a Support Specialist for the newly created Support Team. She has a BS degree in Business Administration from Cornerstone University and brings a varied background in accounting, phone support and

customer service. Lori has been married for 21+ years to husband Oscar. They have two terrific sons, Adam, 25 and Nathan, 18. In her spare time Lori enjoys the great outdoors by fishing, bicycling, kayaking, and summertime poolside activities.

■ In May of 2007, **Marcia Mullins** joined the B&L Support Team as a Support Specialist. Prior to coming to B&L, Marcia's jobs included accounting, project management, and customer service. In her spare time, Marcia likes to read, garden, do woodworking, and travel.

■ **Kevin Carlson** came to B&L in December of 1998. Taking a break from college, he joined the Navy Nuclear Power program and served on the USS San Francisco (SSN-711). He spent over 9 years at the D. C. Cook Nuclear Power Plant as a technician, project scheduler, and engineer. A staff reduction at Cook leads Kevin to the plastics industry where he was a scheduler, customer service manager, and production manager, but the job was a long way from home. Kevin is now a business consultant, helping clients install and implement B&L Software, teaching Crystal Reports classes, and assisting clients with new reports and modifying/troubleshooting existing reports. Outside of work, golf occupies the summer and fall, as well as refereeing high school volleyball. Kevin and wife Debbie have 3 children; Krysten, who is currently serving in Afghanistan with the US Army as an EOD Tech, Sean, who is living, working, and going to

CLIENT SERVICES STAFF

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school in NYC, and Shannon, who graduates from high school this June. Kevin and Debbie also have a granddaughter.

■ **Brenda Povlock** is no stranger to most of B&L's customers; she is B&L's VP – Client Services. Brenda has been with B&L over 16 years, and has 22 years of business experience. Her programming background, computer science degree, and people skills have helped many customers through some of those tough times associated with a software project. In Brenda's off time she enjoys shopping at the mall, spending time in her kitchen, and taking her dog Lily for walks.

■ **DJ (Donna) Medlin** joined B&L in 2007. In her prior life she was the Information Systems Coordinator (jack of all trades master of none) for 13 years at a die cast company, then moved to a foundry as the Master Scheduler/IT support, before coming to B&L. DJ has a B.S. in Computer Science from Grand Valley State University, with the emphasis on information systems and a minor in Business. Go Lakers!!! DJ is married to Dave, and they have 3 daughters, 2 son-in-laws, and 2 grandchildren. Life is never dull at the Medlin house; if they aren't at the bowling alley they can be found on the soccer field, at marching band events, a Girl Scout function, and the list goes on. During the summer months we can be seen cruising around on the motorcycle.

■ **Patrick McCrevan** started with B&L in June of 2006 as a Client Support Specialist, and is still working in that capacity. He worked in Manufacturing Information Systems at other software companies prior to coming to B&L and has been involved with information reporting in a manufacturing environment for almost 30 years. Patrick spent 6 years in the USAF in electronics and missile systems and attended Northeastern University (ASEE) and Southwest Michigan College (BSBA). Patrick and his wife Martha have four children and two grandchildren (whom Patrick dotes over annoyingly). Patrick enjoys

**RESEARCH & DEVELOPMENT AND TECHNOLOGY STAFF**

From left to right: Bryan Green, Brad Clark, Dawn West, Josh Cottrill, Tara McKibben, Doug Hinman, Carol Gorbitz, Phillip Gehlhausen, Flo Sasaki, Joe Harmon, Todd Elrick, James Gipson. Not pictured - Rick Xaver & Samantha Macumber

cooking and gardening at home, but his most favorite pastime is singing and acting in local productions of Broadway musicals and he has been in many.

■ **Bryan Green** started at B&L part time in the R&D Department in September 2011, becoming full time in October. He is a C# programmer working on the new user interface for Odyssey. Bryan graduated from Andrews University in December of 2010 with a BS in Computer Science. While at Andrews, he worked as teacher's assistant for Computer Science at the Berrien County Math and Science Center, also learning C# during that time. Bryan is studying Japanese and plans to take a fluency test in December. He also plans to visit Japan at some point in the future. In his spare time, Bryan enjoys reading fiction.

■ Senior Software Development Engineer **Brad Clark** graduated from Western Michigan University with a bachelor's degree in computer science and has been developing ERP software for 18 years. Brad has been involved in the development of Odyssey since joining B&L in 2000. As a father of 5 active children, evenings are filled with sporting events; some as a spectator, some as a coach, and some as an umpire. He is also an avid runner and bicyclist, riding several century rides each year including the local Apple Cider Century.

■ **Dawn West** joined B&L in June of 1997. She is a Software Development Engineer doing programming of BLIS-400 new release enhancements, technical

support, and new release modifications. Prior to coming to B&L, Dawn was working on her degree in computer science at Purdue University in Westville, IN. She is married and has four children who keep her very busy with volleyball games, scouting meetings, and school and church events. In her spare time she loves to go camping with her family.

■ **Josh Cottrill** joined B&L in May of 2010 as a Software Development Engineer. Prior to that he worked for a web development company in South Bend, Indiana. Josh holds a Software Engineering degree from Rose Hulman Institute of Technology. In his spare time Josh likes to golf, travel, and work in his garden.

■ **Tara McKibben** started at B&L in 2008 working for Client Services doing data conversions. She has a BS in Computer Science from Michigan Technological University and 20 plus years of experience in the software industry. She recently moved to the R&D team as a Software Development Engineer working on Community requests and Maintenance Releases for Odyssey. Family is very important to Tara, and she enjoys spending time with and watching the progress of her two daughters – Kristin at Central Michigan University and Jenni at the University of Saint Francis. She also enjoys quilting, sewing, and her two cats.

■ **Doug Hinman** is B&L's Senior Vice President – Research & Development. Doug is known "far and wide" for his quick wit and great sense of humor, as well as his metalcasting software

design expertise. He has been with B&L since January of 1989 and has overall responsibility for BLIS-400 and Odyssey product development. Never lacking enhancement requests, Doug and his staff of nine strive to continually improve B&L products. Doug is married and has 3 sons and 1 grandson.

■ **Carol Gorbitz** is Senior Software Development Engineer for B&L and recently celebrated 29 years of employment. Prior to coming to B&L, she worked at a metalcasting facility before going to school to get a degree in computer science. When she first came to B&L, Carol did programming and training, project management, phone support, as well as helping new employees learn the software and the industry. She is now in R&D devoting her talents to the Odyssey product. When she is not spending time with her family, Carol spends summer months doing water gardening.

■ **Phillip Gehlhausen** is a Software Development Engineer in the R&D department, where he works on the new Odyssey user interface. He has been with B&L since May of 2011, working for a short time in the Client Services department as a Support Specialist. Phillip has a degree in Computer Programming from IBC Fort Wayne, IN, and has worked as a programmer analyst and a CNC machinist/programmer prior to coming to B&L. He has a teenage daughter whom he enjoys watching play volleyball. Phillip likes to snow ski and cook, and he has a passion for trying to recreate dishes that he has enjoyed

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at restaurants which amazes his wife. He also likes to participate in occasional weekend road course racing at various tracks.

■ **Flo Sasaki** has been with B&L over 13 years, working as Software Development Engineer in the R&D Department. Flo does release re-modifications, technical support and new release enhancements for BLIS-400. She has 30 years experience working with the IBM 34, 36, AS/400, and I5. Outside interests include walking, hiking, traveling, sewing and baking. As an avid NASCAR fan, Flo's goal is to see a race at every track.

■ **Joe Harmon** started at B&L in April of 2001 as an Odyssey Software Developer. He has a Business Management degree, with a concentration in Information Technology. Joe not only participates in the development of Odyssey but also enhances and maintains B&L's internal network. He is now serving as Vice President – Technology, which encompasses the responsibility of the B&L Cloud (Software as a Service) initiative, internal network, and researching new technologies. Outside of work, Joe enjoys spending time with his son and two daughters

who range from 13 to 22 years old and helping out with the music ministry at his local church.

■ **Todd Elrick** started at B&L in 2011 in the Technology department, where he assists the Support team with technical issues, maintains our network, computers and servers, and maintains the SaaS servers. He graduated from the University of Illinois at Urbana-Champaign in 1999 with a bachelor in product design. In 2006 he completed courses for his MCSA certificate. Prior to joining the B&L team, Todd provided computer support to a power company in Northern Indiana. Todd lives in Three Oaks, MI with his wife, Zoe, and two children, Kelvin, 11 and Haley, 7. He is currently involved in a basement remodel project at home. When not working on the basement, the family enjoys hiking, biking, sailing, and other outdoor activities, especially with their extended family.

■ **James Gipson** joined B&L in April of this year as a Systems Engineer in the Technology Dept. His duties include maintaining and implementing IT system and software components. James has been working on computers since his family purchased a second hand Tandy back in 1990, when he was 8 years old. James has a Bachelors Degree in Computer

Science and has 7 years on the job experience. He is married and has two children, Cailin (4) and James Jr. (5 months). His hobbies are console gaming – Xbox mainly, gadgets, classic cars, and motorcycles. He just purchased a motorcycle last year in July. James says he had always wanted to ride but never went and obtained the permit/license or did the BRC class. One day he woke up and decided that it was the day, so he took the test for the permit. "Lo and behold, I passed the test and received the permit and had a new bike the next day." James took the BRC class a few weeks later and then was able to get his license. He and his father have been restoring a 1957 Buick almost from the ground up. They started in 1997 and are still working on it, but this year they plan on starting to do car shows with it on the weekends.

■ **Samantha Macumber** joined B&L in May of this year as a Software Quality Analyst. She received her Associate of Science in Business from Indiana University South Bend in 2010, and will graduate in August 2012 with a Bachelor of Science in Management Information Systems. While attending IU South Bend, Samantha served as Vice President and President of the MIS Club, and also worked for the university, first at the

Elkhart Center as the Student Services Evening Coordinator, and later in the Office of Human Resources in South Bend. In her spare time, she enjoys baking, knitting, sewing, reading, cycling, and traveling. She is engaged to Lucas Walter, a veteran of the United States Navy, with a wedding planned for April 2013. Between the two of them, they have three dogs, two cats, five chickens, and too many fish to count.

■ **Rick Xavier** recently joined B&L as a Software Quality Analyst in the R&D Department. Rick's past jobs include Level 2 Help Desk and Software QA Analyst at an electrical distributor as well as Director of Electronic Services for the Association for Educational Communications and Technology (an educational research association). He holds Masters degrees in Instructional Systems Technology as well as Latin American and Caribbean Studies. Rick worked for many years as a television news and sports photographer in South Bend, IN, Columbus, OH, and New Orleans. Rick is married to Penny Cole and they live in the Mishawaka, IN area. In their downtime, Rick and Penny enjoy their cottage near Glenn, MI.

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