

---

**Michigan  
SBDC**



Michigan Small Business Development Center  
[michigansbdc.org](http://michigansbdc.org)

SHINING SEA FISH CO. | DETROIT, MI

**2025**  
**ANNUAL**  
**REPORT**

# Our Programs



## Startup Services

Entrepreneurs and early stage business owners work with our team of regional business consultants who can answer questions and provide structure to new businesses.



## Growth Services

Our Growth Team provides tools and resources to help second-stage businesses (10+ employees, \$1M+ in sales) accelerate and grow at a healthy pace. Programs include Focus Four™, The Value Builder System™ and Vertical IQ®.



## Transition Services

Our team is equipped to help business owners through every stage of the entrepreneurial life cycle, including transition planning, exit strategy and business valuation.



## Technology Commercialization

Our expert Tech Team has first-hand experience helping entrepreneurs successfully launch their tech startups and bring their ideas to market.



## Export Services

We partner with the state's international trade services to deliver quality export opportunities to small businesses.



## Cybersecurity

We provide valuable guides, consulting and webinars to protect Michigan small businesses from hackers and cyber threats.



## Market Research

Our Market Research team provides Search Engine Optimization (SEO) reports and helps small businesses define a target audience by researching the market.



## Artificial Intelligence (AI) for Small Business

Our AI guide and on-demand training can help clients understand and leverage AI to enhance productivity, solve problems and address various small business tasks.



PETER WOJCIK AND ANNE HIDDEMA  
SHINING SEA FISH CO.

## Cover Story

Shining Sea Fish Co. | Detroit, MI

Peter Wojcik and Anne Hiddema are making waves with Shining Sea Fish Co. The company is dedicated to smoking and curing fish primarily from the Great Lakes Region. Peter honed his skills with the best mentors on both coasts, and has developed innovative processes to produce a quality of fish that is arguably unmatched in the country.

As a veteran, Peter discovered the Michigan SBDC through the VA and veteran services, which recommended the SBDC to help him start his business from the ground up, assisting with its mission, financials and business plan.

**“We were super lucky to come across our consultant Meri when we were putting together our business plan. Meri assisted with spreadsheets and the financials, guiding us in determining what to offer investors and how to establish a solid foundation for the business’s growth.”**

Peter and Anne are now on a growth trajectory and plan to expand existing brands and launch new products into the marketplace.



# Our Impact in 2025

**\$296.5**  
**Million**  
Capital Formation



**9,731**  
Clients served



**1,378**  
Webinar  
Attendees



**1,093**  
In-Person Training  
Attendees



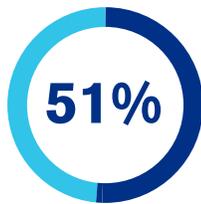
**42,849**  
Consulting  
Hours



**822**  
Market Research  
Reports



**243**  
Webinars & In-Person  
Events Hosted



Women-owned  
Businesses



Veteran-owned  
Businesses



Entrepreneurs and  
Small Businesses with  
fewer than 10 employees

# Our Stakeholders



**Laketa L. Henderson**  
**Michigan District Director**  
**U.S. Small Business Administration**

Our collaboration with the Michigan SBDC is a cornerstone of our shared success. The partnership helps strengthen the small business ecosystem, empowering Michigan's entrepreneurs to innovate, create jobs and

build prosperous futures.



**Governor Gretchen Whitmer**  
**State of Michigan**

Michigan has always been a state where innovators and entrepreneurs push the boundaries and achieve the impossible. The Michigan SBDC helps Michigan business owners grow, innovate, and create good-paying jobs. Their commitment and support for

small businesses makes Michigan a better state for everyone. Let's keep working together to support entrepreneurs, lower barriers to innovation, and cut red tape. I know we'll get it done.

# Our Year in Review



For fifteen consecutive years, the Michigan SBDC has exceeded stakeholder impact goals. 2025 was no exception. Despite market forces that challenged many, our organization remained innovative for Michigan's entrepreneurs. Our "secret sauce" has always been our people: the dedicated consultants who provide expert guidance and the experience needed to turn a business plan into a reality. This year, that human expertise was amplified by our integration of advanced Artificial Intelligence (AI). By embracing AI and assisting our clients with the technology, we have helped them work both faster and smarter.

The true heartbeat of the SBDC's work is found in stories like Peter Wojcik and Anne Hiddema of Shining Sea Fish Co. in Detroit. As a veteran, Peter turned to the Michigan SBDC to help launch his vision for premium smoked fish from the Great Lakes. Through the guidance of SBDC consultant Meri Dembrow, they navigated the complexities of financial modeling and investor readiness. Today, Peter and Anne aren't just surviving; they are a thriving example of how the right support, at the right time, creates a foundation for generational growth. Their success is our fuel, and it drives our commitment to Michigan's small business economy.

Looking toward 2026, we are entering a season of deep insight and strategic growth. We are proud to launch the Small Business Scoreboard, an analysis of Michigan small business outcomes and trends to ensure our services remain the gold standard for client impact. As Lansing prepares for a new governor and legislative changes, the Michigan SBDC remains steadfast in telling our story, and our message is clear: the SBDC is essential for Michigan's economy. Here's to the next fifteen years of making Michigan the best place to start and grow a small business.

**J.D. Collins**  
CEO | Executive Director  
Michigan SBDC

**National ROI Data for SBDCs**    **\$1 Direct Cost of Counseling**    **= \$4 Federal & State Tax Revenue Generated\***

\*National SBDC Return on Investment Data. Source: Christman Report - *Economic Impact of Small Business Development Center Counseling Activities in the United States: 2020-2021*



**Quentin L. Messer, Jr.**  
CEO, Michigan Economic Development Corporation

The Michigan Economic Development Corporation is a proud partner of the Michigan SBDC! The state's 'Make It in Michigan' economic development strategy is undergirded by a recognition of the central nature of small and medium-sized businesses. By fostering a statewide, collaborative Team Michigan approach that pushes the state toward a more business-friendly environment that fuels startups, unlocks funding, strengthens talent pipelines, sparks industry connections, boosts sales, and helps tech companies scale, we're proving that when we work together, results don't just add up—they multiply. No business is small to those who are making payroll, pitching the next customer and putting it all on the line! As we look at new and better ways to deliver a state economy that employs more, profits more, and fuels more entrepreneurial dreams, the MEDC remains committed to supporting our small businesses, their employees, and the local communities that they enrich in all corners of the state.



**Dean Diana Lawson**  
Grand Valley  
State University  
Seidman College of  
Business

The Michigan SBDC remains a cornerstone for small business success, driving economic growth and strengthening communities across the state. The GVSU and SBDC partnership, including the West Michigan Region, ensures that local entrepreneurs have the resources and support they need to flourish.



## Rockwell Earthworks

*“Working with Marie was incredibly beneficial, particularly in refining our value proposition and developing a targeted marketing plan to reach our ideal customers.”*

- Jina Rockwell, Owner

Senior Business Consultant Marie Elliott and Business Growth Consultant David Beeson assisted Rockwell Earthworks with:



- Business Model Development
- Business Strategy
- Capital Management
- Capital Access



## Zo's Mini Donuts

*“What we really needed was things that we couldn't find on a Google search. We needed contacts for suppliers, we needed contacts for packaging. It was just so helpful to have someone to turn to when we hit a wall or we didn't know what to do next.”*

- Zoey and Lydia Heyn, Owners

Senior Business Consultant Wendy Spreenbergh assisted Zo's Mini Donuts with:



- Financial Management
- Human Resources
- Hiring Employees
- Wholesale Suppliers & Packaging



## Great Lakes Malting

*“Jim helped validate a lot of the things that we were doing as positives for building our brand awareness, but also identify other opportunities that we could embrace to grow our audience.”*

- Jeff Malkiewicz, Owner

Growth Team Manager Jim McLain assisted Great Lakes Malting with:



- Industry and Market Research
- Brand Awareness Strategy
- Competitive Analysis
- Strategic Planning



## Protein Pints

*“We were connected with the Tech Team when all we had was our idea. Melanie helped us take our idea and turn it into a product and into a brand projected to be a \$20M business in 2025. We would not be here without the Michigan SBDC.”*

- Paul Reiss and Michael Meadows, Owners

Tech Team Business Consultant Melanie de Vries assisted Protein Pints with:



- Strategic Planning
- Business Strategy
- Investor Pitch Deck Preparation
- Marketing Strategy

# Contact Us

833.522.0025

michigansbdc.org



Connect with us

@michigansbdc



Federal Funding Disclosures - In accordance with Section 632 of Public Law 117-328 - Michigan Small Business Development Center Program  
Federal Share: \$3,927,324 (30%) • Non-Federal Share: \$9,134,074 (70%) • Total Program Cost: \$13,061,398

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration (SBA). All opinions, conclusions and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the SBA. SBDC services are provided in a nondiscriminatory way to all legal residents and citizens in the U.S. Michigan SBDC services are available through the support of the Michigan Economic Development Corporation (MEDC) and regional hosts. The statewide host of the network is Seidman College of Business at Grand Valley State University. The Michigan SBDC is nationally accredited by the Association of SBDCs.



## Shannon Schwabe | Michigan SBDC 2025 State Star

Senior Business Consultant | I-69 Trade Corridor Region

Within the Michigan SBDC network, Shannon truly shines. She consistently goes above and beyond for her clients, her I-69 Trade Corridor team and the network as a whole, tackling every endeavor with an enthusiastic “can-do” spirit. Shannon has a knack for breaking down complex business concepts into clear, actionable steps, empowering owners to make confident decisions and navigate the often uncertain path of entrepreneurship. Her unwavering commitment and remarkable contributions perfectly embody the spirit of a State Star. Congratulations, Shannon!