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The business magazine of economic development in Northern Michigan

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NORTH FORCE

M A G A Z I N E



LUDINGTON: AN ECONOMIC DEVELOPMENT PROFILE
AUTOMOTIVE PLASTICS
DISTINCTIVE DINING IN NORTHERN MICHIGAN

Steel Consultant relies on Crossover Technologies for PC CAD support

I appreciate your help in bringing my CAD system to life. Your knowledge of PC computer systems has unlocked the untapped power of the system.

My previous experience with computer sellers started out with hopes and expectations which were aimed



at the installation of a functioning CAD system. Time proved that national name recognition doesn't necessarily bring customer service beyond the sale.

Your being able to set up menus, utilities, learning tools and other software has been of major benefit. With your assistance I'm now using the system for which it was purchased and I expect to be in frequent contact with you for modifications and updates. I'll also be passing your name on to others with a high recommendation for computer expertise and genuine concern for the customer before, during and after the sale. Having your firm's PC knowledge available to the business community is a definite asset.

Steven N. Purvis
S.N. Purvis Company, Traverse City

Microcomputer system sales, consultation, installation, training, software integration and long-term support

- Computer-Aided Design & Manufacturing
- Electronic Business (Desktop) Publishing/Graphics
- General Office & Multi-User Network Applications
- System Upgrades, Maintenance & Troubleshooting



Crossover Technologies, Inc.

Logan Place West
3250 Racquet Club Drive
Traverse City, Michigan 49684
616/929-4540; fax -4431

AutoCAD is registered in the U.S. Patent & Trademark Office by Autodesk, Inc.

BUSINESS FOCUS

ON NORTHERN MICHIGAN

CADILLAC CITED FOR ECONOMIC EXCELLENCE

CADILLAC—This North Force area city was one of seven communities and four counties to receive awards in the 1989 Communities of Economic Excellence Program (CEEP) administered by the Michigan Department of Commerce.

Of Cadillac and the other recipients, Gov. James Blanchard said, "These communities have each done an outstanding job of forming cooperative, broad-based organizations to achieve economic success in their own local areas. They represent the best planning and action among communities across our state."

Accomplishments by Cadillac cited in the CEEP award included:

- Sizeable economic growth through a commitment by corporations to site and grow within this community.
- Informal communication between corporations and government enable development in a reactionary business climate.
- One of the most successful communities in retention and attraction of industrial section.
- New air terminal and microwave landing system, one of few in the United States.
- Coordination for the common good of business climate.

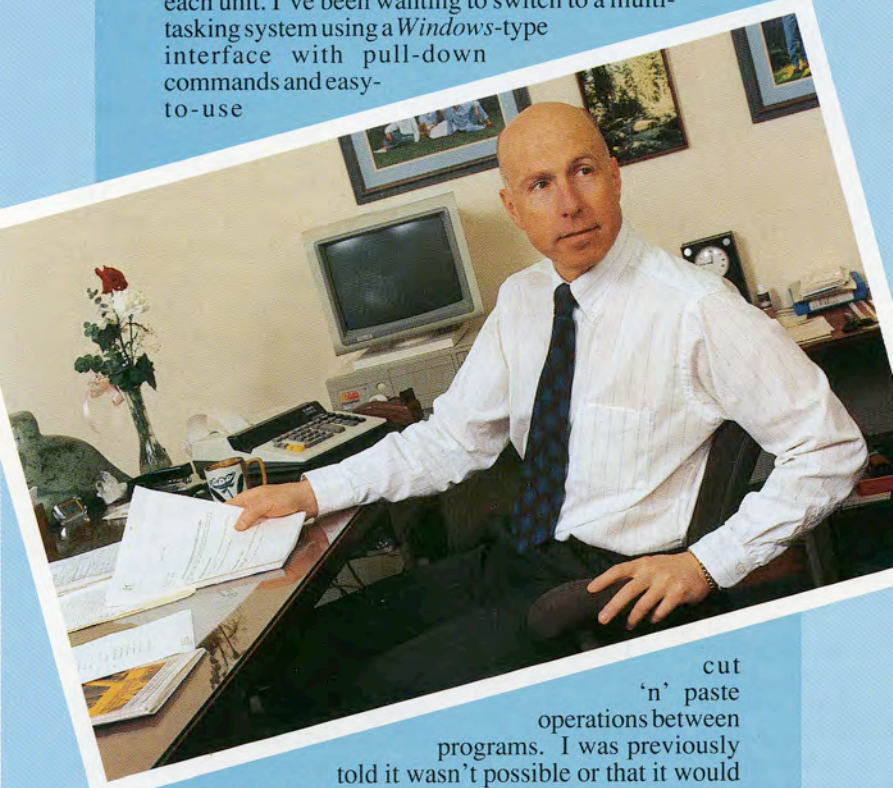
CEEP was initiated in 1983 by Gov. James Blanchard to recognize individuals and communities which play a unique role in economic development, such as identifying and fostering potential entrepreneurs, building on community strengths to increase economic opportunities and responding to the needs of area businesses.

Cadillac joins Manistee County, Hillman, Boyne City, Cheboygan and Montmorency County as winners of CEEP awards.

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CPA firm looks to Crossover Technologies for PC-based Novell® network support

Our IBM-compatible computer network system has eight PC 'smart terminals', but we can still only run one software application at a time on each unit. I've been wanting to switch to a multi-tasking system using a *Windows*-type interface with pull-down commands and easy-to-use



cut 'n' paste operations between programs. I was previously told it wasn't possible or that it would be too slow. Crossover has shown us that this type of power and flexibility is obtainable and, with their expertise, we are proceeding to make the conversion.

We've tried other PC sales/service outfits in the past. I feel very strongly about Crossover and highly recommend them to our clients who are getting into or are expanding their computer operations. I'm impressed with their enthusiasm, expertise and quick response to our questions and needs. They see solutions from our perspective and share our desire to be in the forefront of powerful, easy-to-use computer applications.

Robert Coleman, CPA
Coleman & Company, Traverse City
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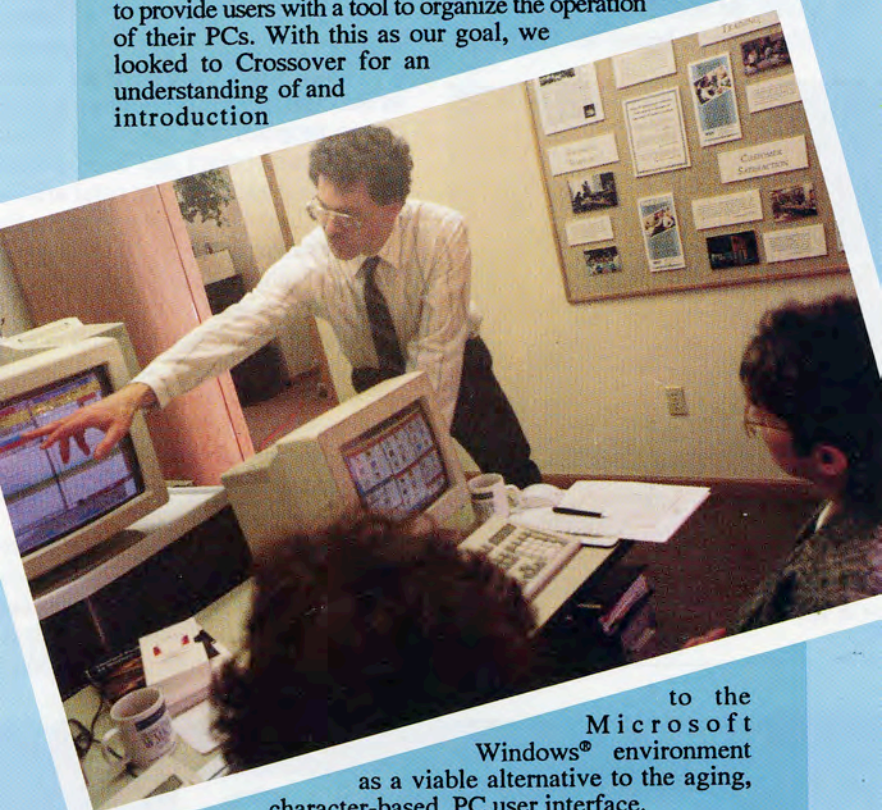
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Commercial photography by John Robert Williams, Traverse City

Weyerhaeuser chooses Crossover Technologies for Windows® PC training

THE use of PC computers has grown tremendously at Weyerhaeuser's Grayling facility in the past few years. As this growth continues, it's evident we need to provide users with a tool to organize the operation of their PCs. With this as our goal, we looked to Crossover for an understanding of and introduction



to the Microsoft Windows® environment as a viable alternative to the aging, character-based PC user interface.

Sure, we learned how Windows 3.0 can work for us. But more importantly, we learned that we have an extremely valuable PC training resource in our own backyard. We've previously dealt with other training programs, but few have exceeded our expectations as Crossover did in those few short hours.

We are very impressed with the level of expertise, knowledge, and customer responsiveness demonstrated by the Crossover team. When it comes to PC training and advice, we will rely on Crossover Technologies.

Lisa Upton, Information Systems Spec.
Linda Verdui, Engineer
Weyerhaeuser — Grayling Structurwood

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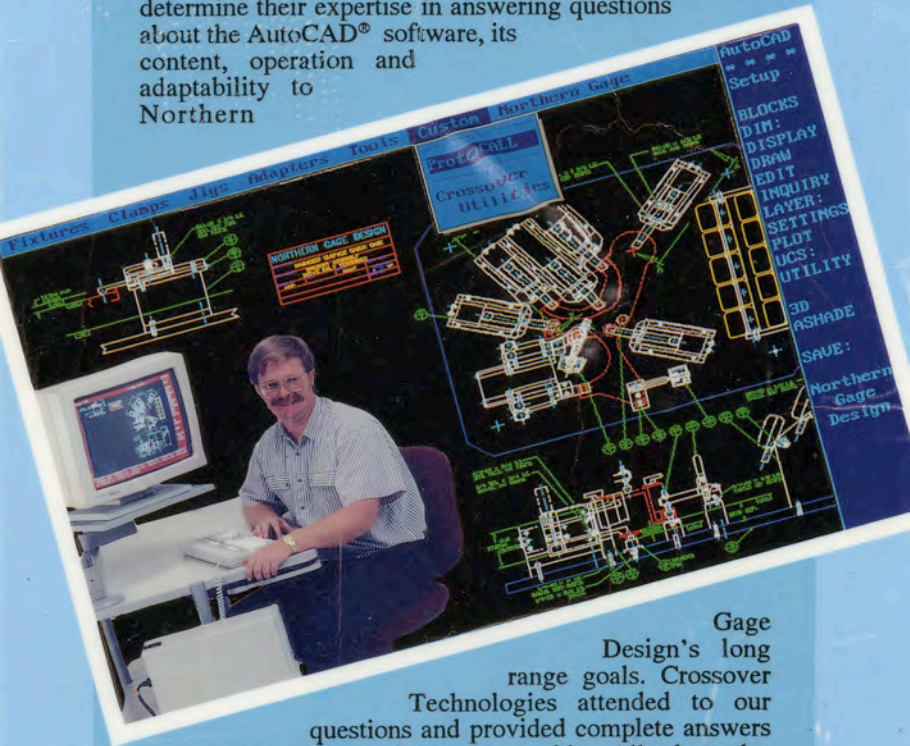
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Ad #6 in a
MAX Award-
Winning Series

Ad was created in-house on a CTI GraphicStation 386 and printed on a LaserMaster® 1000 Personal Typesetter

Tool designer recommends Crossover Technologies for drafting automation

Before purchasing our first computer-aided design system, I spent a considerable amount of time researching sales organizations in the region to determine their expertise in answering questions about the AutoCAD® software, its content, operation and adaptability to Northern



Gage Design's long range goals. Crossover Technologies attended to our questions and provided complete answers and alternatives for me to consider. All other sales outlets attempted to provide names of *outside sources* we should call for help. Crossover has also taken care of us by suggesting and installing complimentary software and hardware that facilitates the use of AutoCAD. No one else informed us of these options.

Since January, we have expanded to two AutoCAD stations linked by network software. I am looking forward to upgrading to AutoCAD Release 11 for the network and having Crossover perform the installation. Their personal interest in improving our operations and bottom line at Northern Gage is very important to me.

William Nagy
Northern Gage Design, Elk Rapids

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*The PC Graphics
& Networking
Specialists*

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