

## Quality Air of Midland, Inc.

Michael Fox, owner and CEO of Quality Air of Midland, Inc. began working with Delta College Corporate Services MI-SBTDC Business Consultant, Jim Rowley and Regional Director, Christine Greve to refine his business plan for the creation of two new companies. Quality Air specializes in critical airflow control systems and indoor air quality services and solutions. Commercial clients include research facilities, universities, chemical companies and government research institutes in addition to homeowners in a growing residential air quality industry.

The MI-SBTDC assisted Quality Air of Midland in the development of a strategic plan to better understand the company's goals, objectives and key characteristics. One of the most significant factors brought forth from the strategic planning process was the need for an increased capacity to develop new products and services while lessening the impact of losing one or more of the existing product lines.

As a result of the MI-SBTDC's assistance, Quality Air of Midland enjoyed a record year in 2004 with revenues in excess of \$8,000,000 and sales projected to exceed \$10,000,000 in 2005. In addition, the company added 13 new jobs and a new subsidiary was formed. Pure Indoor Environments, L.L.C. opened in 2004 with locations in Grand Rapids and Midland.



Quality Air of Midland, Inc.  
Matthew Heinen & Michael Fox

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