

SMALL BUSINESS OF THE YEAR 2010

February 11, 2010

Given in partnership with the St. Joseph County Chamber of Commerce, the Small Business Development Center (SBDC), and sponsored by Kruggel, Lawton & Company, the Small Business of the Year award is presented each year to a small business that has demonstrated outstanding leadership, innovation, economic growth, and capital investment.

On February 11, 2010, Kruggel, Lawton & Company was very proud to announce the winner of the 2010 Small Business of the Year award to New Carbon Company -- a valued client.

In 1937, Carbon's Golden Malted Pancake & Waffle Flour was born – a blend of high-quality wheat flour, corn meal, malt and a secret mix of flavorings. Today, hotels, restaurants, universities and theme parks around the world use this patented recipe.

The story of New Carbon Company is one of steady growth due to innovation and the ability to adapt to market changes. Since 1999, its annual revenue rose from \$10 million to more than \$30 million last year. In 2009 alone, in a down economy, the company realized seven percent growth in revenue. New Carbon even made the 2008 cover of *IMPACT* business-to-business magazine showcasing businesses that were thriving during economically-challenging times. In 2009, it was selected as one of Indiana's Top 50 Companies to Watch. New Carbon employs 74 full-time people nationally; 47 in its South Bend headquarters.

Carbon's GOLDEN Malted Pancake & Waffle Flour
SINCE 1937

Congratulations!
New Carbon Company
Small Business of the Year 2010

For over 50 years, Kruggel, Lawton & Company has helped small businesses, like New Carbon Company, grow by providing sound accounting and tax planning advice. Let us put that experience to work for you.
Small Business. Big Future.

 **Kruggel, Lawton & Company, LLC**

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