

Van Remortel wins Business Person of the Year award

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Steve Van Remortel says it's never too late to wrap your career around your passion.

Van Remortel, president of SM Advisors, a strategic planning and talent management consulting firm, was named **Business** Person of the Year Wednesday by the **Green Bay** Area Chamber of Commerce.

The chamber held its annual business recognition awards luncheon Wednesday in the KI Convention Center.

Van Remortel said he realized when he was a sophomore at the University of Wisconsin-Eau Claire that strategic **planning** was his passion.

"It was the concept of putting a plan together that kept you on track," he said. "Strategy is a way to help people accomplish their dreams."

He founded SM Advisors in 1999. He also is a Green Bay Press-Gazette columnist and is writing a book, "Stop Selling Vanilla Ice Cream," which will discuss how **companies** can differentiate themselves from the competition.

"There's difference with every business. Because **businesses** are made up of people, every business has different issues," said Van Remortel, a certified professional behavioral analyst.

Other recipients were:

- Entrepreneurial Award: Legato Marketing & Communications, Green Bay, for overcoming a struggling health care industry to achieve significant growth.
- Growth Award: MCL Industries Inc., Pulaski, for embracing Lean manufacturing practices to stay competitive and grow its business even during the recession.
- Cornerstone Award: Orthopedic & Spine Therapy of Green Bay, for expanding to four divisions and 13 clinics, making it the state's largest independent physical therapy provider while remaining true to its downtown Green Bay roots. The company's headquarters is in Old Fort Square on Broadway.

- Green Award: Smet Construction Services Corp. for investing in the WasteCap process to recycle construction materials. Smet estimates 75 percent or more of construction materials can be diverted from landfills.

- Special Accomplishment Award: Friends of Bay Beach Wildlife Sanctuary for providing the sanctuary with money to carry out multiple capital improvement projects since the group's founding in 1978.

Young Entrepreneur Grants were given to Paul Kelly, owner of Static Longboards, a skateboard company, and Michael Langemak, owner of 4 Seasons Yard Doctor, a lawn-care company.

Also nominated for awards this year were Camera Corner Connecting Point, The Animal House Pet Clinic, Faithful Companions Pet Crematory, Cognitive Concepts Inc., Ingenuity Industries, QPS Employment Group, artessence, OWLogistics, Dairy Interactive, Taboada & Associates, Leicht Transfer and Storage and Somerville Inc.



Steve Van Remortel, president of SM Advisors, assists business owners in writing strategic plans and taking action on those proposals. He was named Business Person of the Year on Wednesday by the Green Bay Area Chamber of Commerce. Corey Wilson/Press-Gazette