

PRESS RELEASE

FOR IMMEDIATE RELEASE
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Crazy Horse Steakhouse and Saloon and Koops, Inc. Honored with Business Leadership Award from West Coast Chamber

Holland/Zeeland, Michigan (9.28.2018) – Crazy Horse Steakhouse and Saloon and Koops, Inc. were honored with the West Coast Chamber's prestigious Business Leadership Award. Mark Herman, owner of Crazy Horse, accepted one award, and Paul Brinks, President and CEO of Koops, Inc. accepted the second. The award was presented at the Chamber's Annual Meeting on September 28, before a crowd of 523 attendees. The luncheon was held at the newly renovated Civic Center Place in downtown Holland.

About Crazy Horse Steakhouse and Saloon:

Crazy Horse was purchased by Mark Herman in 1996. At that time there were 20 employees and the restaurant was only open for dinner. Today, Crazy Horse is open for lunch and dinner and has 95 employees, including three of the original employees, all of whom are managers now. Longevity is a cultural trait at Crazy Horse, with the kitchen and front of house staff members averaging 11 years of service. The restaurant has also developed a loyal following in customers and has been awarded Holland's "Best of" award each year for the last 15 years in a row.

Crazy Horse has generated over \$275,000 for local non-profits through its monthly fundraisers. These events are a combination of the dollar bills that patrons tack to the walls, donations from the employees, and Mark's donation of a portion of the overall revenue for the evening. The restaurant further supports the community by making a point of purchasing from local suppliers as much as possible, and being actively involved in supporting charitable events.

When notified of winning the award, Mark commented, "This is an honor and a privilege. These employees are finally getting the recognition they deserve for what they have been doing for years."

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About Koops, Inc.:

Wesley Koops founded Koops, Inc. in November 1989, with a focus of mechanical machine design. The company grew steadily throughout the 90's and in 2001, the company moved from its founding location into a facility located in Holland, MI. In 2012 Wes transitioned the company from a single business owner to a 100% ESOP Company, which has been a key component to the company's growth and success. In 2013 it established a presence in Greenville, SC, and in the last year, the company added a third facility to its Holland campus, and relocated into a larger facility in Greenville, SC.

This steadily growing company now employs approximately 200 people across all locations, adding 35 to the staff within the last year. As an Employee Owned Company, innovative programs have been developed to build this loyal team of employees, including one which allows paid time off to be donated to team members who fall on hard times with health situations. This commitment to excellence in Human Resources has been recognized throughout the state and nationally, earning Koops the "Best and Brightest to work for in the Nation" award, as well as the Michigan Chapter of The ESOP (Employee Stock Ownership Plan) Association's 2016 Company of the Year award.

"Being recognized by the Chamber for being an outstanding company is something we don't take lightly," said Paul. "We believe in our people and are proud of the team and culture we have formed and can't wait to see what the future brings."

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