

Eyes on Success

Three siblings share Young CEO of the Year title for their decorative eyeglasses.

BY JOHN S. SCHULTZ | PHOTOGRAPH BY JOSH SCOTT

After coming home from a kids' 3-D movie, Melia and Sophia Hosler decided to pop the lenses out of their special theater glasses and add stick-on jewels and tiny beads from a craft set to enrich the rather plain spectacles.

"We thought we made them beautiful and began to wear them everywhere we went, even school," says Melia, 8, a third-grader at Way Elementary in Bloomfield Township. "Soon, everyone was asking us, 'Where did you get those?' and 'Where can we get a pair?' So we told our mom, and we decided we could make some money selling them to other children."

The two sisters pulled in their older brother, Christian, 10, a fourth-grader who is "the family math whiz." The enterprising trio even called up several theaters to solicit more glasses for their project. Armed with dozens of gem-adorned glasses, a "for sale" sign designed on the family computer, a company name — Nooloos (a combination of their nicknames), and a price of \$5, calculated by Christian, they began selling the decorated eyeglasses, along with lemonade, in front of their home and at the Birmingham Farmers Market.

In short order, they recorded a profit of nearly \$400. Eyeing bigger things, the trio shipped samples to several large retailers, sent an audition tape to the television show *Shark Tank*, and have set up a website (nooloos.com), a Facebook page, and a Pinterest account. For their efforts, the three siblings were named "Young CEOs of the Year" by

» **DECORATED SUCCESS**
The three Hosler children, left to right, Sophia, Christian, and Melia, with their dog Zoey, have turned a trip to the movies into a possible million-dollar venture.

DBusiness magazine.

The early success led 7-year-old Sophia to ask: "When do we get to sell at Target?"

Target has not committed to the venture, but in mid-May the children received their first order from Claire's

Stores Inc., a national specialty retailer of fashionable jewelry and accessories for young women, teens, tweens, and kids. With the help of a company in China, they plan to deliver more than 18,000 sets of the custom glasses to Claire's store shelves in August. Sold in four colors, they will cost \$10.50.

Although the original idea was to sell the glasses pre-decorated, the spectacles are sold packed with a sheet of stickers and beads in a neat carrying case, wrapped with a colorful label that highlights the faces of Christian, Melia, and Sophia donning the special glasses.

The sudden success — from prototype to production in seven months — has led to higher aspirations. "I hope this goes good and we're in a lot of stores and we can be millionaires," Melia says. "Then we can get a pool." In response, Sophia nudges Melia and whispers, "Don't forget (we also want a) hot tub — and another puppy." **db**



Bozii Time

» **OFFERING ORGANIC** and healthy food, Bozii Restaurants Corp. is adding eateries in Midwest states including Michigan and Illinois, Canada, and Asia in a bid to be a global player in the healthy, quick-meals industry. In five years, the future franchisor plans to have 100 outlets open around

the world.

Already, the company operates seven restaurants in greater Windsor and metro Detroit. New locations will come on line in Clinton Township and inside the Renaissance Center in downtown Detroit over the summer.

"We're looking at Ann Arbor, Campus Martius (in Detroit's

central business district), Lansing, Grand Rapids, Chicago, other parts of the Midwest, China, and other parts of Canada," says Michael Steffke, Bozii's director of operations. "Our goal is to be in every major market. We use organic chicken and turkey, roasted tenderloin, and local ingredients. We can have (a Bozii) prepared in less than a minute."

Free of additives

and preservatives, a Bozii consists of a warm baked dough exterior shaped in a half circle. It easily fits in the palm of a hand. Filled with ingredients ranging from a Maryland crab cake to bleu buffalo chicken to turkey and Brie, the unique shape all but eliminates spills. Prices range from \$2.50 to \$4.50 each, depending on the selection.

The company, whose U.S. head-

quarters is in Clinton Township, got its start two years ago in Windsor, where it operates locations at the Devonshire Mall, Tecumseh Mall, Clair College, and the University of Windsor. Last October, Bozii opened an eatery at Great Lakes Crossing Outlets in Auburn Hills, and in March an outlet was added at Fairlane Town Center in Dearborn.

"We have no fryers in the kitchen, each

Bozii averages 330 calories, and we make nearly everything from scratch, including our chicken soup and fruit smoothies," says Dave Bachtold, Bozii's vice president of operations. "We have 14 different (Bozii) flavors, so we won't be adding many more. But I could see us adding a Rueben one or, if we were in Boston, something with lobster." — *R.J. King*