



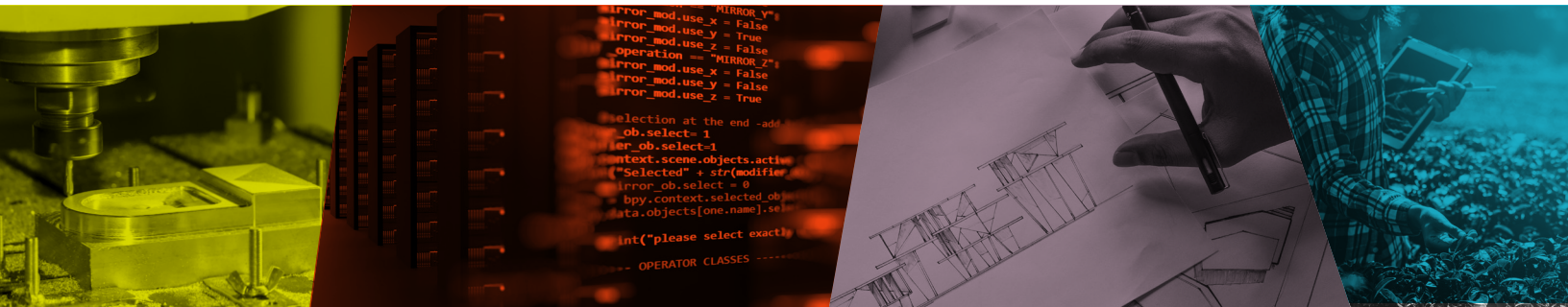
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# WELCOME TO THE SCALE UP NORTH FINALS

**MAY 5 / 3:30 - 7 P.M.  
CITY OPERA HOUSE**

Traverse Connect's annual Scale Up North Awards competition is committed to bolstering and encouraging the scalability of businesses in the Grand Traverse Region. The Scale Up North Awards recognize and celebrate the vibrant and varied companies doing business "up north", their achievements, and their impact on the community and economy. After several rounds of opportunity to showcase their work, two businesses are selected by a panel of judges and crowned as winner of one of two Scale Up North award categories. We look forward to celebrating the incredible entrepreneurs who make our community thrive!





# SPONSORS

## PRESENTING



## SUPPORTING



## MEDIA



## IN-KIND



DANBROOK  
ADAMS  
RAYMOND





# AGENDA

<b>3:30 - 4:00 PM</b>	Registration
<b>4:00 - 5:45 PM</b>	Program
<b>5:45 - 6:15 PM</b>	Networking while judges break for final decision
<b>6:15 - 6:30 PM</b>	Awards Ceremony
<b>6:30 - 7:00 PM</b>	Networking & Celebrations

## JUDGES

**Janis Adams**  
Danbrook Adams Raymond PLC

**Christa Brenner**  
Short's Brewing Company

**Andrew Gorecki**  
Superior Physical Therapy

**Barbara Shellman**  
SCORE Traverse City

**Logan Suttman**  
Priority Health

**Kelly Alpers**  
Hagerty

**Matt Bulloch**  
TentCraft

**Tricia Phelps**  
Taste the Local Difference

**Elizabeth Sonnabend**  
Extended Educational Services - NMC



# FINALISTS



## 2022 TOP 3 FINALISTS: EMERGING BUSINESS AWARD



## 2022 TOP 3 FINALISTS: HAGERTY SCALING BUSINESS AWARD





## EMERGING BUSINESS AWARD

SCALE UP NORTH AWARD

### Focused on supporting business in the startup phases of growth.

- <5 years in business
- Any revenue
- 3+ full-time employees

**VALUED AT  
MORE THAN  
\$23,000**

### PRIZE PACKAGE

- \$2,500 cash prize
- Winner's choice of the following, courtesy of Hagerty, valued at \$2,000:
  1. The Commongrounds Experience (Desks & Conference Rooms/Commongrounds Food Hall credit/Higher Grounds & Ironfish beverage service
  2. Charitable matching grant to a nonprofit organization of your choice
- 10 hours consulting services tailored to the needs of the business from Hagerty
- Quarterly one-on-one mentorship with a Hagerty leader
- 6 months complimentary shared space at 20Fathoms including 9-5 access to a desk and 20Fathoms resources
- \$1,000 toward customized or professional dev. training from Northwestern Michigan College's Lifelong & Professional Learning Work & Career Portfolio
- Two seats for the "Get More Done" training program courtesy of the Michigan Manufacturing Technology Center
- Three-month advertising package courtesy of the Traverse City Record-Eagle, valued at more than \$3,000
- A fully-printed 10x10 mightyTENT package courtesy of TentCraft, valued at \$1,700
- \$1,500 advertising package courtesy of Heritage Broadcasting
- \$1,000 of signage, graphics, print or design work from Image360
- 4 hours employment law counseling courtesy of Danbrook Adams Raymond PLC
- \$300 gift card for Short's Brewing Company
- 3 free months of Superior Physical Therapy's new Stretchme program
- 2 complimentary tickets to Traverse Connect's 2022 Economic Outlook Luncheon
- 2 complimentary tickets to three of Traverse Connect's Economic Strategy Sessions
- 3 months of advertising in Traverse Connect's weekly newsletter and on Traverse Connect's website
- An invitation for one c-suite level team member to Traverse Connect's exclusive Leadership Roundtables program
- Complimentary Executive-level membership at Traverse Connect for one year

### PRESENTING SPONSORS

# HAGERTY®

# PriorityHealth

### SUPPORTING SPONSOR





**HAGERTY  
SCALING  
BUSINESS  
AWARD**

SCALE UP NORTH AWARDS

## Focused on supporting scaling businesses with demonstrated growth.

- 5+ years in business
- ≥\$500K in revenue in 2021
- Up to 150 full-time employees

**VALUED AT  
MORE THAN  
\$41,000**

### PRIZE PACKAGE

- \$5,000 cash prize
- Winner's choice of the following, courtesy of Hagerty, valued at \$4,000:
  1. The Commongrounds Experience (Desks & Conference Rooms/Commongrounds Food Hall credit/Higher Grounds & Ironfish beverage service)
  2. Charitable matching grant to a nonprofit organization of your choice
- 20 hours consulting services tailored to the needs of the business from Hagerty
- Quarterly one-on-one mentorship with a Hagerty leader
- \$1,000 toward customized or professional dev. training from Northwestern Michigan College's Lifelong & Professional Learning Work & Career Portfolio
- Two seats for the "Get More Done" training program courtesy of the Michigan Manufacturing Technology Center
- Digital and print advertising package courtesy of the Traverse City Record-Eagle, valued at almost \$8,500
- A fully-printed 10x10 MONARCHTENT package courtesy of TentCraft, valued at \$2,700
- \$1,000 advertising package courtesy of Midwestern Broadcasting. Package includes the production of a :30 second radio commercial.
- \$2,000 advertising package courtesy of Heritage Broadcasting
- 4 hours employment law counseling courtesy of Danbrook Adams Raymond PLC
- Superior Risk Opportunity Assessment for your business courtesy of Superior Physical Therapy
- \$1,000 gift card for Short's Brewing Company
- 1 complimentary table of 8 to Traverse Connect's Economic Outlook Luncheon 2021
- 2 free tickets to three of Traverse Connect's Economic Strategy Sessions
- 3 months of advertising in Traverse Connect's weekly newsletter and on Traverse Connect's website
- An invitation for one c-suite level team member to Traverse Connect's exclusive Leadership Roundtables program
- Complimentary Executive-level membership at Traverse Connect for one year

### PRESENTING SPONSORS

**HAGERTY**<sup>®</sup>

**PriorityHealth**

### SUPPORTING SPONSOR

