

[TRAVERSECONNECT.COM/SUN](https://traverseconnect.com/sun)

ABOUT THE SCALE UP NORTH AWARDS

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!

EMERGING BUSINESS AWARD

The Emerging Business Award is focused on supporting businesses in the startup phases of growth that have been in business less than five years and have three or more full-time employees. The 2022 Finalists are The Elk Rapids Marina on Elk Lake/The DAM Shop, FirstIgnite, and Shift Health Center.

The Emerging Business Award prize package is valued at more than \$23,000 in cash and in-kind services and products.

Previous winners include Interactive Aerial and Taste the Local Difference.

ABOUT TRAVERSE CONNECT

Traverse Connect is the lead economic development organization for the Grand Traverse region, which supports area businesses through a combination of business attraction and retention strategies, talent development efforts, and through strategic coordination among partner agencies. Traverse Connect is the lead entity serving the region in support of business growth and development, alongside partner organization Venture North Funding and Development.

HAGERTY SCALING AWARD

The Hagerty Scaling Business Award is focused on supporting scaling businesses with demonstrated growth, that have been in business more than five years, have upwards of \$500K in annual revenue, and have up to 150 employees. The 2022 Finalists are Grand Traverse Distillery, Oryana Community Cooperative, and Truly Free.

The Hagerty Scaling Award prize package is valued at more than \$41,000 in cash and in-kind services and products.

Previous winners include Tentcraft and Short's Brewing Company.

SCALE UP NORTH AWARDS FINALS: MAY 5 - 4 PM - CITY OPERA HOUSE

The Scale Up North Finals are two shows in one: a pitch competition and a leadership seminar from the region's leading CEOs of growing small businesses.

The finalists for the Emerging Business Award will present a five-minute pitch to the audience before the judges engage them with questions.

Leaders of the three businesses in the Hagerty Scaling

Awards will sit on a panel for a discussion about growing and scaling their companies.

Following both presentations, the judges will deliberate before recovering the audience and announcing the two winners of the 2022 Scale Up North Awards.

PRESENTING SPONSORS

HAGERTY 

SUPPORTING SPONSOR

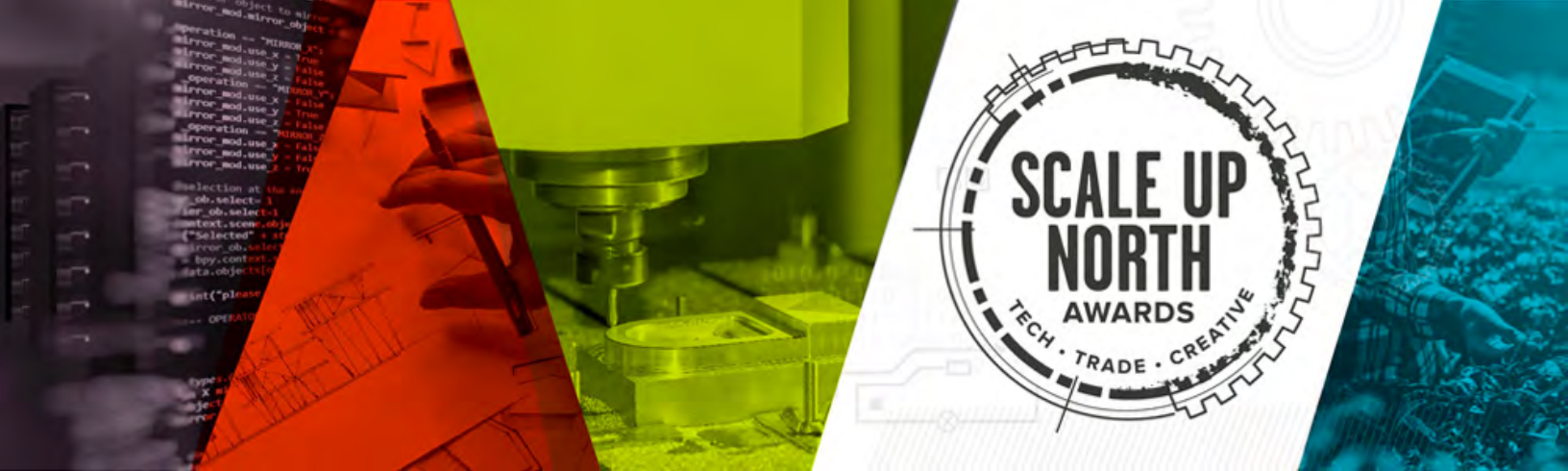


IN-KIND SPONSORS



MEDIA SPONSORS





2022 SCALE UP NORTH AWARDS FINALISTS



EMERGING BUSINESS AWARD

ELK RAPIDS MARINA & THE DAM SHOP



Elk Rapids Marina is a full-service marina in Elk Rapids striving to be a family-friendly destination, while creating an inviting atmosphere as the gateway to Elk Rapids where locals and visitors alike can create lifelong memories. In addition, they offer the most unique catalogue of boats for sale in the industry. Dedicated to the Elk Rapids community, they also work with partner organizations, Right Tree and Great Lakes Boat Building School, to help young men and women develop their futures.

FIRSTIGNITE



FirstIgnite helps bridge the gap between industry and academia by connecting companies, consultants, and investors with global academic experts in order to help them make better decisions. For innovative companies, who are looking to offer new products, the FirstIgnite product is a matching program that links companies to appropriate researchers to build those innovations, using massive databases and Artificial Intelligence using proprietary algorithms that enhance the matching of need to researcher to enable the best match.

SHIFT HEALTH CENTER



Shift Chiropractic has been rated among the top Traverse City Chiropractors for helping patients live the life they deserve through a gentle, state-of-the-art approach to chiropractic care. Through a detailed neurological and structural analysis, Shift Chiropractic uses an exact assessment of your overall health to help you reach your optimal health.



HAGERTY SCALING BUSINESS AWARD

GRAND TRAVERSE DISTILLERY



Grand Traverse Distillery is Michigan's oldest craft distillery. A family-owned business, the founders' two sons work for Grand Traverse Distillery.

Kent Rabish started Grand Traverse Distillery in 2005. The idea was born from the "why can't we do that locally" question. Kent, his son and Master Distiller, Landis and the entire team are stubbornly committed to doing things right. They use only local grains, from farms just a few miles down the road. They distill, age and bottle every spirit that carries the Grand Traverse name.

ORYANA COMMUNITY COOPERATIVE



Oryana is a locally-owned cooperative grocer. Oryana has worked for over 40 years to achieve a quadruple bottom line: People, Planet, Purpose and lastly, Profit. The purpose of Oryana is to provide high-quality food produced in ecologically sound ways at fair value to owners and the community. Oryana owners and staff are committed to enhancing their community through the practice of cooperative economics and education about the relationship of food to health.

TRULY FREE



Truly Free is on a mission to free over 10,000,000 homes from harmful toxic chemicals and excess plastic waste. It all started when founder Stephen Ezell's first-born child developed a terrible rash using toxic laundry detergent. That sparked a mission which became a movement. They create innovative, powerful, and family-safe products in refillable and reusable packaging which empower families to protect themselves from harm and reduce their environmental footprint. They believe that giving back to the world we serve is a responsibility for any company, and a necessity for making our planet a better place. When you Truly Free your home from chemicals and plastic waste, you also support several projects that you can be proud of.