



MEDIA ADVISORY:  
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## **MAY 5 SCALE UP NORTH AWARDS FINALS & AWARD CEREMONY**

Pitch competition and panel discussion to precede winners' announcement

**WHAT:** Traverse Connect is presenting the Scale Up North Awards Finals and Award Ceremony. The Scale Up North Awards Finals will feature a pitch competition for the three finalists in the Emerging Business category and a panel discussion with representatives of the three finalists in the Hagerty Scaling Business category. The winners of the Emerging Business Award and the Hagerty Scaling Award will be announced before the event's conclusion.

**WHO:** Traverse Connect, Scale Up North Awards judges, and finalists representing local businesses

- Warren Call, Traverse Connect
- Camille Hoisington, Traverse Connect
- Logan Suttman, Priority Health & Scale Up North Judge
- Brittany Vanderbeek, Hagerty
- Susie Cooper, Elk Rapids Marina & the Dam Shop located at Elk Rapids Marina
- Chase Bonhag & Cody Pawlowski, FirstIgnite
- Kent Rabish, Grand Traverse Distillery
- Steve Nance, Oryana Community Cooperative
- Kyle Konas, Shift Health Center
- Stephen Ezell, Truly Free

**WHEN:** Thursday, May 5 from 4-6:30 p.m.\* (Registration opens at 3:30)

\*Networking reception to follow. Interviews with the winners may be conducted during this time.

**WHERE:** City Opera House, 106 E. Front Street, Traverse City, MI

Members of the media may register for the Scale Up North Awards Finals and Award Ceremony via the following link with the code **SUNMedia22**.

<https://business.traverseconnect.com/events/details/scale-up-north-finals-6488>

**WHY:** Traverse Connect 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.

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### 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 now serves the region as the single entity serving the region in support of business growth and development, alongside partner organization Venture North Funding and Development.