



FOR IMMEDIATE RELEASE

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What ARE These Prosper Awards?

Medford OR – At SOREDI’s Annual Meeting, on June 29, 2018, four local companies and one individual will be honored with a 2018 Prosper Award. We began the tradition of bestowing Prosper Awards in 2012, at the Annual Meeting that marked SOREDI’s 25th Anniversary.

The categories recognized by SOREDI’s Prosper Awards are: Ingenuity, Prosperity, Tenacity, Collaboration and Inspiration.

The Inspiration Award was developed to recognize one individual person in Southern Oregon who has made an impact in the region, through the consistent time and attention that they have invested in helping Southern Oregon business prosper. Over the years, these dedicated individuals have spent many hours of their personal time, developing programs that help connect entrepreneurs with sources of funding, growing businesses with various types of resources, or offering their expertise for the express purpose of improving our region. In addition to this effort, they have done these activities in a manner that inspires us! Previous winners of the Inspiration Award are: Steve Vincent, John Lamy, Dean Wendle, Dennis Donnelly, Peter Angstadt and Bern Case.

The other awards are given to companies that epitomize the title of each award. Each winner of the Ingenuity Award has accomplished an extra measure of creative problem-solving that introduced a new product, a new business model or an invention that changed their identity or access to the market. Previous winners of the Ingenuity Award have been: Global Caché, Diode Laser Concepts, Pavati Marine, Carestream, ICWUSA and MaskIT.

The Prosperity Award is given to companies that have demonstrated remarkable or sustained financial growth over the past several years, as demonstrated by expansion of products, services, footprint or employment. Previous Prosperity Award Winners have been: Krauss Craft, Erickson Aircrane, Oregon Shakespeare Festival, First Call Resolution, Darex and Lithia Motors.

Tenacity Award winners have all been characterized by their remarkable ability to overcome an obstacle or difficulty posed in regard to their business growth. Business growth is often peppered with challenges as the economic climate changes, but obstacles can also present themselves when a business is poised for growth or transition to the next generation.

Exceptional businesses in Southern Oregon have not only weathered uncertain times, but have leveraged them into opportunities that have allowed them to thrive in our region. Previous Tenacity Award Winners have been: Classic Trolley, Taylor's Sausage, Masterbrand, Encore Ceramics, Rogue Valley MicroDevices and Varney Manufacturing.

The Collaboration Award was conceived as a special recognition of companies that deliberately foster the growth of others, in addition to themselves. Collaborative companies take a holistic view of our region and they consider an investment in the region, as vital to their own future. These companies are the epitome of the phrase, "a rising tide lifts all boats," and they cultivate that environment throughout their corporate culture. The first such Collaboration Award was given to Rogue Co-ops, a collaborative group including Rogue Credit Union, Medford Food Co-op and Ashland Food Co-op. Other Collaboration Award Winners have been: Motorcycle USA, Quantum Innovations, Croman Corporation, Zeal and Pallet Wine Company.

Please join us on June 29, for a jet boat trip down the Rogue River, a delightful meal at Hellgate River Lodge and an opportunity to cheer for the Prosper Award Winners who will be announced at our Annual Meeting. We plan to have a Seriously Playful time this year. Register by visiting: www.soredi.org/events

About SOREDI: SOREDI is a private, membership-based, non-profit organization, governed by a board of directors. Its eight-person staff is charged with local business expansion and new business recruitment efforts, financial assistance to start-up companies through its business loan fund, and management of Enterprise Zones in Jackson and Josephine Counties. The agency was formed as a regional economic development agency in 1987. Learn more at <https://www.soredi.org>.