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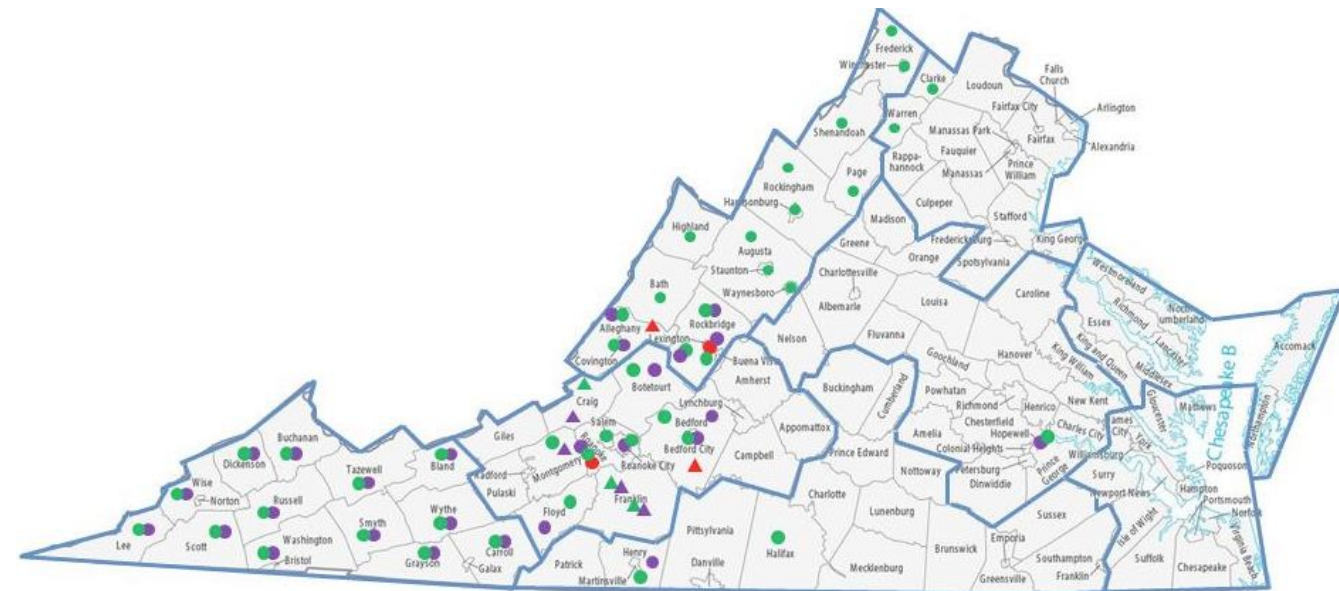


www.TheAdvancementFoundation.org

PROGRAM



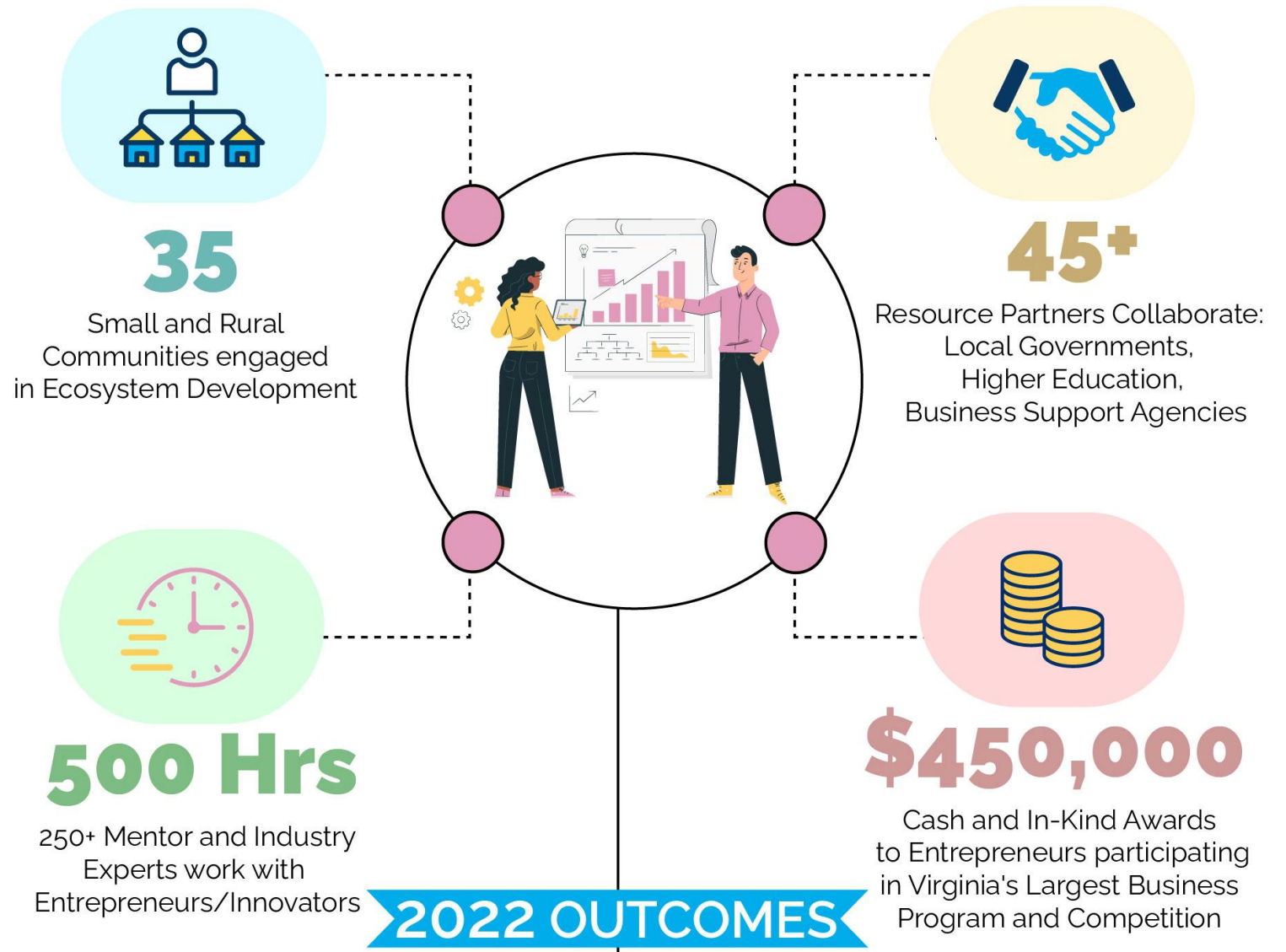
The 9th Annual GRADUATION & AWARDS CEREMONY



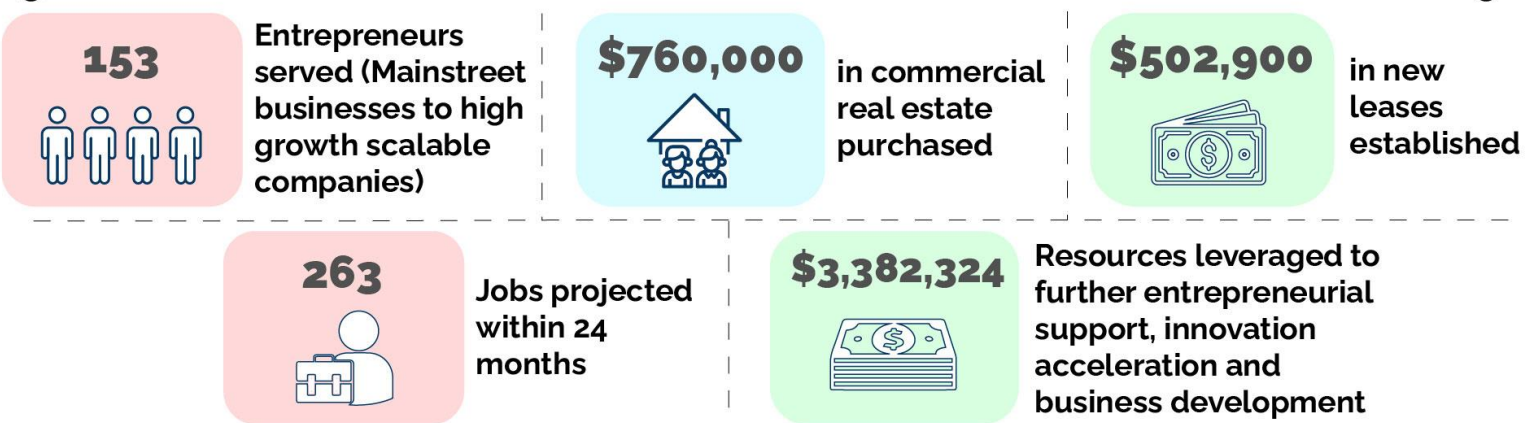
Virginia's Largest Business Program and Competition



The Advancement Foundation 2022 ACTION and IMPACT



2022 OUTCOMES



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Thank You To Our 2023 Sponsors

COMMUNITY LEVEL SPONSORS



GEM LEVEL SPONSORS





Village Care Collaborative is a holistic pediatric therapy clinic and family support center. We are dedicated to improving the quality of life of families through occupational therapy, physical therapy, speech therapy, mental health counseling, educational support, parenting support, and more.



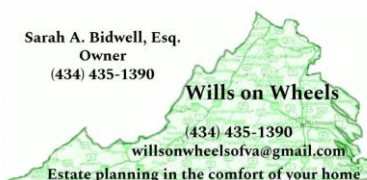
Whistle Pig Country Store is a place where you could enjoy the community gathering atmosphere of a country store. Our signature coffee, t-shirts, caps, sweatshirts, and other unique items made in Appalachia and other small communities will be available in our first-floor retail space. We also have outdoor entertainment space which serves as a rentable venue for community events, private parties and seasonal craft and art festivals.

“I was terrified signing up for the Gauntlet, now I'm terrified but knowledgeable. . . The Gauntlet has completely changed how I view my business; I am more confident in what it can become. I'm thankful for all the connections I made along the way.”

Autumn Morgan, Four Moons Designs



Wildcraft Botanicals LLC is an herbal product and education company offering hand-crafted wellness products and instruction to help you successfully support your health and lifestyle naturally.



Wills on Wheels of Virginia, PLLC provides peace of mind through planning and preparation. Our mission is to provide convenient mobile estate planning services in homes and businesses across Virginia. We work with clients to create Wills, Powers of Attorney, Advanced Medical Directives, Deeds, Funeral Directives, and Trusts, ensuring their peace of mind now and as they age.

Dear Friends

The 9th Annual GAUNTLET—Virginia’s largest business program and competition, now serving 50 communities—is a framework that shows what is possible when we work together to share what we have, whether knowledge, talent, financial resources, or services. Entrepreneurship is driven by a spirit of passion and hope, the very foundation of our country.

The Advancement Foundation’s (TAF) mission is to ignite bold opportunities that connect regional and statewide business development initiatives, which foster innovation, economic prosperity, and equality for all of Virginia’s communities. Our vision to provide small, mid-size, and rural communities with equitable and consistent access to comprehensive business development resources and important networks, which previously have been more accessible in Virginia’s urban and prosperous areas.

TAF has attracted nearly 1,000 entrepreneurs, including brewers, hydroponic growers, homegrown product retailers, and technological innovators. One entrepreneur is in the final stages of developing a wireless space propulsion solution that could be used by NASA. Indeed, the talent in our region is highly diverse and valuable.

In addition to providing a central platform for innovators to test their ideas, The GAUNTLET allows community leaders to engage with innovators as mentors/industry experts in meaningful knowledge sharing. These partnerships shorten the learning curve, centralize access to critical resources, and encourage connections to a growing ecosystem across the Shenandoah, Roanoke, New River Valleys, as well as Southside and far Southwest Virginia.

As an updated snapshot of 2022 GAUNTLET outcomes, those participants have purchased \$760,000 in commercial real estate, and over the next 24 months will spend \$502,000 to lease commercial property, create 263 jobs, and produce revenues of \$3,382,324.

For our communities to be truly prosperous, we must work collaboratively to seize local resources and provide citizens with pathways to economic and financial well-being, which in turn promote individual freedom and liberty. The old paradigm of government solutions is inadequate, falling short of our human capacities for innovative solutions that foster community development and sustainable economic growth.

In 2024, we will celebrate The GAUNTLET’s 10th anniversary and would like to challenge our entrepreneurs, mentors, sponsors, and partners to identify additional resources they can contribute to this strong entrepreneurial ecosystem. These resources include mentoring time, financial support of the Community Investment Fund, training workshops, retail/commercial space, or in-kind services.

Best Regards,

Annette

Annette Patterson, President
The Advancement Foundation



Thank you to our partnering localities and organizations!



The Crooked Stick is a traditional Irish pub serving authentic Irish fare and drink. We will also offer golf simulators for entertainment. It has been a dream of mine for several years on how to combine my passion for cooking, Irish culture, and love of golf into one passion. My wife, Trysh, and I feel the Roanoke Valley will benefit from and enjoy this new business concept.



The Lemonade Stand is for the lemonade and healthy food lover! Offering signature classic and specialty lemonades too, The Lemonade Stand will provide customers with a fun yet, unique dining experience. Jahnae, also known as “Nae,” is an aspiring, 11-year-old, young entrepreneur and future owner of The Lemonade Stand. It is her vision, goals, and dreams, as she began to build a little wooden Lemonade Stand, summer of 2022.



The Original Flag Company is a patriotic legacy small business established in 1997. We build hand crafted wooden representations of the American Flag, as well as custom wooden memorial cases for burial flags or other medals and awards.



The Wellness Bar: Uptown is Southwest Virginia's premier IV hydration and vitamin lounge. We aim to improve the health and wellness of the community, focusing on each individual and their unique wellness goals.

“The speakers were all fantastic and brought a different and unique aspect to each class. I especially enjoyed hearing the stories and the success from past entrepreneurs who went through the program.”

Jennifer Prevette, The Burg Box



Sirens and Salutes, Inc. was founded in 2021 with the purpose of honoring and memorializing veterans and first responders. We sponsor events such as 9/11 Memorial Walk in Buchanan and the yearly Fallen Heroes Tree for our first responders. Our veteran geared events include flags for veterans graves, wreaths at Christmas time and a free movie for Veterans Day at Buchanan theatre. We run on donations and all volunteer hours.



SMG Cleaning Services, LLC currently serve clients in Roanoke City, Roanoke County, Salem, and Botetourt County in the state of Virginia. At the present time SMG Cleaning Services, LLC only provides cleaning services to clients in homes and apartments.



Sugared Edge Confections is edging into the bakery market as an egg and nut allergen friendly bakery located in Forest, VA. Our delicious confections include cupcakes, cakes, cookies, cheesecakes, and brownies. We look forward to baking for you!



The ARTS Bus is a mobile arts studio rolling across the Southwest Virginia region providing visual and performing arts lessons to underserved communities. We fuel creativity in towns, schools, rehabilitation programs, senior living facilities and more! Our goal is to reach as many children and adults as possible to open doors to creativity, imagination and fun!



The Burg Box is a curated gift box company featuring goods and products sourced exclusively from small and local businesses around the New River Valley. We identify and gather iconic staples from around the area, box them up in an appealing, elegant presentation and ship or deliver. It is the perfect way to send "a little taste of local" to those you love.

Dear Entrepreneurs, Mentors, Sponsors, and Friends,

Entrepreneurs continue to make the bold step to realize their dreams of launching their own business while building the economic development of communities throughout Southwest and Central Virginia.

In this, our 9th year, more than 100 entrepreneurs, building and growing 45 businesses, took part in The GAUNTLET, Virginia's largest business program and competition.

The Advancement Foundation's (TAF) vision is to accelerate economic prosperity and equality for diverse entrepreneurs with this ten-week program that offers business development, connection to resources and access to capital. This vision calls us to create bold opportunities that ignite innovation and strategic investment. TAF is grateful to key partners who share our vision for thriving communities such as our lead sponsor State Farm who has committed to grow the program with both critical financial support and the incredible volunteerism of its agents across the region.

The 2023 GAUNTLET class participants made a true commitment to explore their business concept, attend classes, conduct customer discovery interviews, and learn to make the case for their business concepts. Likewise, mentors, faculty members, community leaders, resource agencies, institutions of higher education, chambers, SBDC, SCORE, and numerous corporation/individual donors joined forces for the heavy lift of providing awards, teaching business concepts, and sharing knowledge and honest feedback to ensure The GAUNTLET program's success.

Thank you.

Becky

Becky Freemal, Board Chair
The Advancement Foundation



"The Gauntlet equipped me to take my underdeveloped idea and transform it into a tangible plan. It provided me with business knowledge and connections that you can't get from researching business on your own. Being part of a community of people all striving to improve their lives and communities was also helpful; it reminded me why I am pursuing this dream and that it can be a reality."

Mikayla Hansen, Mountain Momma Maternity Support

Dear 2023 GAUNTLET Grads, GAUNTLET Alumni, Community Leaders, Program Faculty, Mentors, and Sponsors,

Each year as The GAUNTLET Business Program and Competition™ continues to grow and evolve, The Advancement Foundation is uncovering new opportunities to serve the development of Virginia's entrepreneurial ecosystem through our three prong approach: programming, resources, and placemaking. I wake up every single day excited to be a part of the magic being created in small and rural communities all across the region.

The primary objectives of The GAUNTLET program are to:

- uncover entrepreneurs who have innovative ideas and to assist in their development;
- provide meaningful and substantial learning experiences for entrepreneurs who are interested in starting or growing a business;
- bring people together for the purpose of creating a context in which entrepreneurial ideas might be tested in a supportive and non-threatening environment;
- leverage existing community assets;
- identify local and regional service providers (e.g. attorneys, accountants, marketing; professionals, engineers, etc.) who are willing to become a part of our mentor/expert network to support entrepreneurial activities;
- connect program participants with other business talent (over 1,000 GAUNTLET Alumni and over 300 industry experts);
- identify venture and other types of capital investment opportunities (grants, loan funds, etc.); and
- create opportunities for collaboration among community stakeholders who are working together to build sustainable, vibrant communities; and the continued development of Virginia's entrepreneurial ecosystem.

To all the 2023 GAUNTLET program grads: You deserve huge kudos for investing in yourselves and your dreams by completing The GAUNTLET program. Your innovation, tenacity, and BIG DREAMS provide inspiration to so many every single day! You are the fuel that drives the development of communities where people want to visit, live, work, and play.

To ALL of the program supporters: It truly takes a village and we could not do this work without YOU! Your gifts of time, talent, and sponsorship are priceless. On behalf of all of the lives and communities your efforts impact, WE THANK YOU!

While another year of The GAUNTLET Business Program and Competition™ may be complete, our journey does not end here. As we approach the 10th Anniversary of The GAUNTLET program we look forward to all of the magic that we will create TOGETHER!

In deep gratitude,

Kathy

Kathy Deacon, Vice President of Business Resources and Development
The Advancement Foundation



PrimeTime Golf is Salem's up and coming mobile golf simulator and club repair experience. Family owned and operated, PrimeTime Golf has the ability to bring golf simulators and club repair directly to your home or business! Experience the tradition and innovation of the game of golf first hand in comfort and convenience.



Redlight, Greenlight-GO! is a fun and exciting target marketing app for both the consumer and merchant. Her online reincarnation of the former K-Mart Bluelight Special offers a 'match-up' database that is customized to help businesses handpick and generate the perfect customer for their product/service specials bringing potential for increased sales growth.

"The Gauntlet expanded my enthusiasm for entrepreneurship and what it means, not only to me, but for numerous talented entrepreneurs across my region and state."

Dirk Moore, Blue Hills Natural Food Market



Roanoke Wellness Wagon is a 36 ft long refurbished school bus that travels around the Greater Roanoke area to offer AcuDetox treatments. Those treatments incorporate an auricular acupuncture technique that utilizes five points in each ear to help calm the nervous system and can help reduce anxiety, stress, depression, withdrawal symptoms and cravings for those suffering from substance use disorder.



RTB Athletics is a high quality sports supplement company and aspiring cross fit gym. We are dedicated to helping athletes and fitness devotees redefine the limits of their physical potential. We hope to lift up the community through health/fitness by eliminating complacency, inspiring people to be more active, and break down barriers in their lives.



Masterpiece Landscape Contracting has created hundreds of incredible outdoor spaces since 2005. We specialize in hardscaping but also do landscaping, landscape lighting and water features. We're committed to continuing our tradition of exceeding our clients' expectations!

“The Gauntlet was an investment of time, at a time when I didn't have a lot of time. But I knew committing to it would be the best step I could take to organize my ideas and make a productive plan to move forward. And I was right! It was the accountability and teaching I needed to set my course for success!”

Jenny Wilen, Love & Butter



Mountain Momma Maternity Support exists to create a community for birthing persons and their families in areas that lack resources and options. We offer maternity care through certified lactation counseling, home birth, doula support, and educational classes.



PAR Golf Simulator is a mobile golf entertainment simulator provided for many different types of events. These events include weddings, corporate events, and bachelor/ bachelorette parties. We bring the course to you so you can play a round at your house or event. Visit us at parmobilegolf.com for more information.



Pink Door House Decor was born from the idea that everyone should feel peaceful and relaxed in the space they live in. We specialize in improving the look and feel of interior spaces, from home decoration, real estate staging and home organization we can help you create a space that is both aesthetically pleasing and functional.

Meet Our Network of Mentors, Advisors, Judges & Faculty!

Thank you to these individuals who share their time and expertise with entrepreneurs.

- | | | | | |
|----------------------|-----------------------|--------------------|----------------------|------------------|
| Kathleen All | Marj Easterling | Scott Jenkins | Nick Morgan | Marshall Stanley |
| Heather Alto | Alan Eberle | Gail Johnson | Josh Morris | Scott Steele |
| Stephen Ambruzs | Jennifer Eddy | Jim Jones | Leo Mulcahy | Brad Stephens |
| Noel Anderson | Mountain Edge | Joshua Justics | Paul Murphy | Eric Stetler |
| Luke April | Tom England | Greg Keene | Daryanne Neilson | Martin Steve |
| Janine Aquino | Doug Farrington | Bridgett Kidd | Marc Nelson | Stacy Stevens |
| Natalie Ashton | Heather Fay | Tom Kirby | Clay Nichols | Sabrina Stone |
| Linda Bailey | Lisa Fenderson | Kyle Knight | Betty Noel | Jessica Stoots |
| Pam Bailey | Cindy Fields | Carl Knoblock | Becki O'Quinn | JD Sutphin |
| Steve Baker | Brandy Flint | Simone Knowles | Savanah Oakes | Lynn Swann |
| Bill Baldwin | Shannon Fogus | Crystal Knuttgen | Wendi Pannell | Amanda Tackett |
| Chasity Barbour | Mandy Folman | Kim Kristensen | Joy Parish | Tom Tanner |
| Dustin Bays | Cynthia Forbes | Keith Krzemininski | Kat Pascal | Jonathan Tarris |
| Katie Beach | Amanda Forester | Ryan LaFountain | Annette Patterson | Aaron Taylor |
| Amanda Bell | Allen Foster | Susan Larkin | Missy Paxton | Erik Tharpe |
| Beth Bell | Karli Foster | Betsy Lee | Alexis Perry Hodnett | Philip Thompkins |
| Bobby Berkstresser | Catherine Fox | Rebecca Leverett | Ginny Plant | Rachael Thompson |
| Andy Bishop | Marty Francis | Amanda Livingston | Carrie Poff | Bryan Thompson |
| Chelsey Blake | Becky Freemal | Mark Lucas | John Powell | Matt Thompson |
| Josh Blancas | Bethany Fresh | Rachel Lucas | Jonathan Freedom | Rachel Thompson |
| Bradley Boettcher | Lois Fritz | Teresa Lyons | Leo Priddy | Bryan Thornhill |
| Austin Bousman | Jim Garcia | Tracy Lyons | Jim Privetera | Tim Tinger |
| Linda Brentano | Aaron Garland | Marcia Major | Dave Prosser | Juan Toress |
| Brian Brown | Kenny Garrett | Caleb Mann | Spencer Pugh | Cheryl Tucker |
| LaTron Brown | Beth Garrett | Richard Mansell | Whitney Pugh | Richard Turner |
| Levi Buck | Nate Gay | Joe Martin | John Rainone | Steve Wachnowsky |
| Jodi Burgess | Frank Giannini | Pam Martin | Laura Rainone | Kayla Waller |
| Chet Butler | Laura Godfrey | Steve Martin | Kristina Ramsey | Sarah Welfare |
| Brandon Caldwell | Ramain Gohar | Anna Matheny | Sandy Ratliff | Valarie Wellnest |
| Nadean Carson | Pam Golden | Bruce Mayer | Steve Redden | Amy White |
| Lynn Chapman | Jamie Goodin | John Mays | Kevin Reeder | Mike White |
| Amanda Christiansen | Andrew Gore | Ed McArdle | Kristen Reimer | Kimberly Whiter |
| Jean Clark | Kiesha Graziadei-Shup | Mark McCaskill | Jesse Reynolds | Charles Whiting |
| Worthy Clark | Marie Greer | Lauren McCaughrin | Wanda Richard | Jack Wilkinson |
| Fonda Coffey | Siobhan Haines | Julie McClellan | Chris Riha | Brenda Williams |
| Chris Conner | Chris Hamm | Terri McClung | Tom Roberts | Kelly Willis |
| John Connor | Teresa Hammond | Lindsey McClure | Jeff Robertson | Cassie Wilson |
| Katie Connor | Bruce Harrison | Theresa McCoy | Michelle Rucker | Sheri Winesett |
| Mickey Cowden | Pat Harrison | Ken McFayden | Khari Ryder | Judy Wood |
| Todd Creasy | Holly Hart | Kathy McLead | Blake Salyer | Don Woodward |
| Bill Custer | Johnathan Hart | Denise Membreno | Joe Scales | Brady Woolwine |
| Debbie Custer | Laurie Hartwell | Paul Menschner | Abrina Schnurman | Jonathan Young |
| Steve Dalton | David Hawkins | Anne Millehan | Keith Schult | Chad Young |
| Jenefer Davies | Patrick Henderson | Chance Miller | Chad Scott | Johnathan Young |
| Nathan Day | Chris Henson | Stevii Mills | Kiki Scott | Derrick Ziglar |
| Kathy Deacon | Brent Hershey | Jamal Milner | Tammy Scruggs | Mary Beth Zirkle |
| Kelly Dean | Greta Hines Selph | Candace Monaghan | Getra Selph | |
| Tamera Dennis | Natalie Hodge | Duncan Monroe | Aimee Simmons | |
| Ramon A. Diaz Toledo | Grant Holmes | Casey Morgan | Lisa Sink | |
| Cheryl Dillon | Emory Holmgaard | | Regina Sink | |
| William Dixon | Shatenita Horton | | Judith Sivonda | |
| Cinnamon Dooley | Erin Huffman | | Steven Smith | |
| Tina Dressler | Caleb Jacks | | Dustin Smith | |
| Kimberly Eakin | Heather Jackson | | Matthew Snare | |
| Scott Easter | Lois James | | Mary Katherine Stahl | |
| | | | Caroline Stanfills | |

Meet Our 2023 Entrepreneurs!

Bee Anderson
 Phil Anderson
 Robert Arana
 Ana Arias
 Phillip Barrett
 Derly Bejarano
 Karol Beltran
 Sarah Bidwell
 Ryan Brannan
 Deryck Brown
 Jan Brown
 Veronica Buendia
 Maria Carreno
 Cora Chrisley
 Clarissa Clarke
 Lenai Clegg
 Melissa DeKerlegand
 Lindsay Demshar
 Laura Denyes
 Christina Dowdy
 Melinda Edwards

Deana Filipak
 Ashlyn Fix
 Dave Forbes
 Kate Greenway
 Renea Guill
 Angie Gwynn
 Chris Hamm
 Michael Hanger
 Mikayla Hansen
 Paul Hassell
 Teffany Henderson
 Mike Holcomb
 Saborah Holmes
 Melissa Hubbard
 Travis Hudley
 Mandi Hundley
 Mary Genelle Iocca
 April Jones
 Natalie Karnes
 Adam Kenny
 Michele Kenny

Danylle Kunkel
 Cindy Lacroix
 Paul LaPradd
 Mackenzie Lewis
 Zenobia Lewis-Marrow
 Dirk Moore
 Keith Moore
 Autumn Morgan
 Kristine Morgan
 Seth Mowles
 Manuel Munoz
 Jennifer Owen-O'Quill
 Joshua Palmer
 Lindsay Palmer
 Jessica Pandolfini Rossello
 Michael Pickett
 Christopher Poff
 Sommer Potter
 Jennifer Prevetie
 Cynthia Price
 Gloria Ramos

Alexis Rivas
 Valentina Rivas
 Nidia Rivers
 Danielle Shotwell
 Ron Shotwell
 Kristy Sprague
 Kaley Sweeney
 Jahnae Valentine
 Catrien van Assendelft
 Christina van Assendelft
 Dirk van Assendelft
 Keri vanBlaricom
 Claudia Vasquez
 Dora Wallace
 Chelsea West
 Cody West
 Jenny Wilen
 Sidrick Wright
 Adrienne Young
 Denise Young



Imagine Fostering, Inc. is a therapeutic foster care agency, licensed by the Department of Social Services, which performs according to the policy and procedures established by DSS to provide therapeutic foster care case management to children in the foster care system, whose special needs that cannot be met in regular foster care.



Karnes Confections: Tailgate Baker Food Truck will be bringing their delicious baked goods straight to customers at outdoor events in the Roanoke regional area in the coming months. She hopes to bring a taste of what she learned growing up watching her mother and grandmother in the kitchen. Natalie can't wait for you to try a freshly baked scone or a slice of delicious babka, made straight from her truck.



Life Care Coordinators is a group of specialists with over 12 years of experience helping aging adults, caregivers, and their families cope with the transitions of aging and chronic disease to age gracefully with the BEST quality of care. We are assessing, planning and advocating to coordinate health care services for clients to live a better life.



Love and Butter is a bakery focused on creating a student care package service, finding the most fun markets to bring our vintage camper filled with baked goods to, and catering special events! Our baking tends to reach back to those good old family recipes, with some fun little twists of our own, but ALWAYS includes plenty of love!

“The learning environment, encouragement, intensity, and pace have challenged me more than anything I have done . . . Thank you for this opportunity. I didn't know what to expect, but my experience has been rewarding and meaningful.”
Jennifer Owen-O'Quill, Aspire Leadership Consulting





Hamilton Roots is a small plant shop located in Clifton Forge. We have a vision of expanding our business to create a hydroponic farm to supply nutritionally superior pesticide-free lettuce, leafy greens, and other produce to Allegheny County and the surrounding counties.



Hamm's Fine Foods LLC came into existence in 2015. We provide the finest food with excellent service at a fair price. We provide catering service for all occasions. We are expanding with a custom soup line called Soup is Life.



Healthy Minds of Appalachia is an organization that provides behavioral health-related services and support to individuals & families living in rural and remote communities. Rural and remote communities face many barriers when it comes to mental and behavioral health. We will provide community education opportunities, mobile & amp; satellite treatment options, and flexibility when it comes to paying for the care you need.



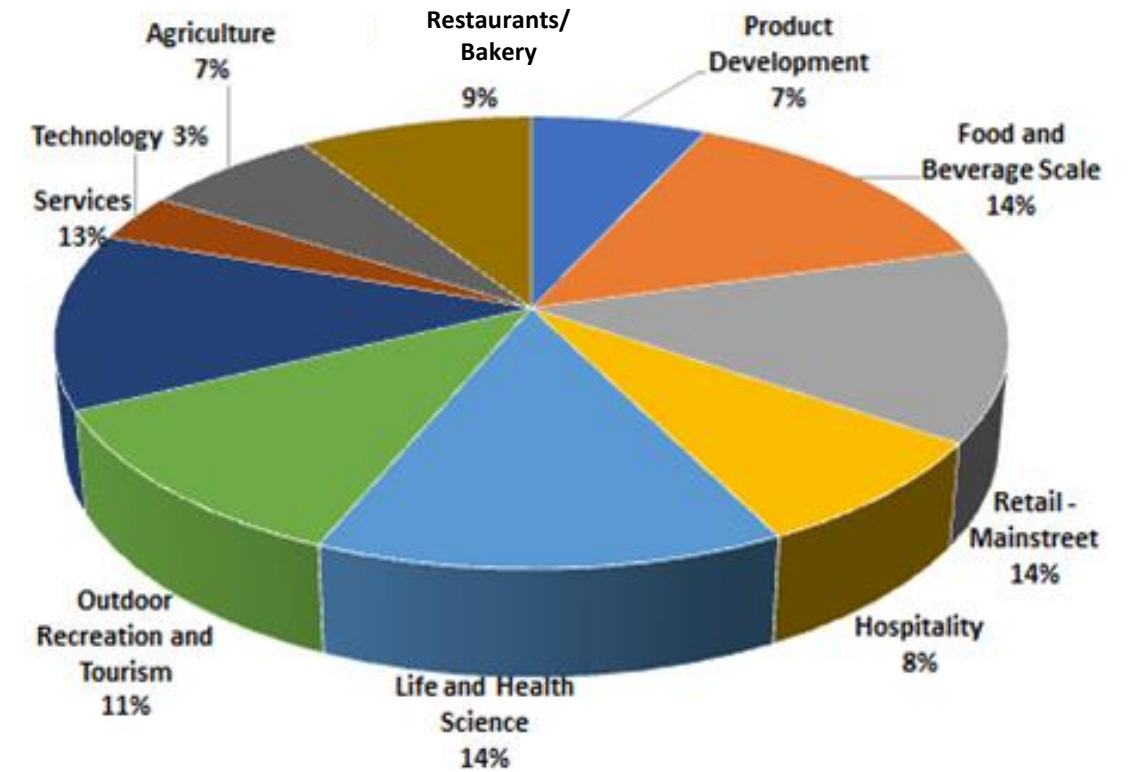
Holy Heaven Cookie Co. is Lynchburg's first gourmet jumbo-stuffed cookie company offering 4.5 to 6 ounce cookies and 2lb cookie cakes. Holy Heaven Cookie has gained a local reputation for their chewy, moist cookies with fun names.



Hoop Love Academy is a ground-breaking organization changing the way youth learn the game of basketball and providing space for the entire community to be active, network and elevate themselves physically and mentally. The Academy's mission is to assist youth and young adults in developing comprehensive skills, maximizing individual potential and elevating their "game" both on and off the court.



2023 Program Participants Industry Types



- Join our Mentor Network
- Become a Cash/In-kind Sponsor
- Teach a Supplementary Workshop
- Refer an Entrepreneur to the Gauntlet

To get involved, contact us at GAUNTLET@TheAdvancementFoundation.org



Vi-a
Preposition
1. Traveling through (a place) en route to a destination.

The Virginia Innovation Accelerator (VIA) is IGNITING value added product development through innovation, commercialization services, and space for manufacturing, packaging and distribution.

VIA PRODUCT DEVELOPMENT AND COMMERCIALIZATION



Empanadas Meraki LLC doesn't just sell food, we sell an experience. Our empanadas are not just delicious, but also tell a story of our heritage and our journey. So come and join us on this culinary adventure and let us take you on a journey through our culture, one bite at a time.



Four Moons Designs is a women-owned laser engraving business in Clifton Forge, Va. We offer handpicked items, and personalized and customized products using our three laser engraving machines. We supply in-house designers to assist in creating products to fit each customer's vision.



From Mine to Yours is a subscription-based clothing recycling program for families with children ages 0-16 years.



Fyvie Farms Brewing is a subsidiary of Fyvie Farms, and serves as a small-scale craft beer brewery located in the Alleghany Highlands of Virginia. We specialize in producing traditional high-quality, small-batch craft beers that are produced from locally sourced ingredients.



Got Trash? LLC provides a residential trash pick-up and other services like junk or brush removal and small demo. We started our business in January with one truck and 3 accounts, have grown to 25 accounts with 2 trucks. We take pride in helping people by providing a solution for removal of trash, bulk items, and recycling.

"The Gauntlet Program reignited my passion for success!"
Ron Shotwell, Masterpiece Landscape Contracting



Blue Hills Natural Foods Market is a health food store that provides a wide variety of products, much of which are locally sourced, aimed at supporting a healthy community. The staff, which is highly knowledgeable about these products, strives to provide caring service that informs toward healthier food choices.



Cloverdale Cleaning Company, LLC service client households in both the Roanoke and Botetourt areas. For all of us, life is busy with things like work, family, and friends. It's often difficult to find the additional time to keep our homes neat, orderly, and running smoothly alongside everything else. We offer a simple and effective solution to this problem.



Culture Ethnic Shop LLC is a retail boutique that sells diverse cultural products such as clothing, jewelry, hair & skin care products, books, sage, incense, oils, art, sea moss, and a variety of hand-made, all-natural and authentic products created by Minorities, both local and worldwide.



Daisy Mae Laser Engraving is a custom laser cutting and engraving business. We specialize in custom gifts and home decor, ultimately providing creative solutions for your home and business needs.



EaZUp products offers accessories making outdoor recreation more accessible and enjoyable for all sizes, ages and abilities. Their first product launches this summer, EaZup (Ee-Zee-Up), was born from practical need in recreational kayaking.

The GAUNTLET Alumni 2023 Hall Of Fame



Advanced Racking
Jonathan Young



Beaver Dam Farm Sunflower Festival
Candace Monaghan



Cowden Technologies
Mickey Cowden



Farmburguesa Restaurants
Kat Pascal and Ashley Overbay



IVO
Richard Mansell



Total You Health
Linda Bailey



Twin Creeks Brewing
Andy Bishop, Jason Bishop, and
Barry Robertson

The GAUNTLET 2022 Winners



Rudy's Girl Media – Natalie Hodge
Electric Iris 3D – Natalie Ashton



5:30 PM	Pre-Event The GAUNTLET Business Showcase	Connect with GAUNTLET participants!
6:00 PM	Welcome The GAUNTLET Hall Of Fame Inductee Advanced Racking (2019) Beaver Dam Farm Sunflower Festival (2021) Cowden Technologies (2020) Farmburguesa Restaurants (2018) IVO (2019) Total You Health (2018 & 2020) Twin Creeks Brewing (2016 & 2018)	Annette Patterson President, The Advancement Foundation Jonathan Young Candace Monaghan Mickey Cowden Kat Pascal & Ashley Overbay Richard Mansell Linda Bailey Andy Bishop, Jason Bishop, & Barry Robertson
6:10 PM	The GAUNTLET Community	Becky Freemal Board Chair, The Advancement Foundation
6:30 PM	Where Are They Now? Andy Bishop Twin Creeks Brewing Co. (GAUNTLET 2016 & 2018) Jonathan Young Advance Racking / (GAUNTLET 2019) Natalie Ashton Electric Iris / (GAUNTLET 2022)	GAUNTLET Alumni Panel Richard Mansell IVO / (GAUNTLET 2019) Natalie Hodge Rudy's Girl Media/ (GAUNTLET 2022)
6:50 PM	Awards Ceremony	Kathy Deacon Vice President, Business & Resource Dev. The Advancement Foundation
7:00 PM	Awards Ceremony	Becky Freemal Board Chair, The Advancement Foundation
8:00 PM	Final Remarks	Annette Patterson President, The Advancement Foundation

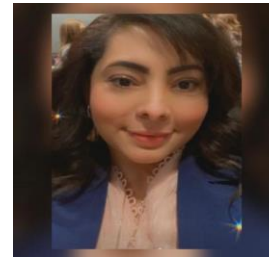
FACEBOOK LIVE Event by Rachel Lucas – WSLs Anchor

Check out our website www.TheAdvancementFoundation.org to learn about program opportunities, how to get involved, and how to make a tax-deductible donation to The Advancement Foundation

**MEET THE 2023
GAUNTLET COMPETITORS**



1st Call Mobile Urgent Care is committed to providing an alternative course of treatment for non-emergent conditions to reduce strain on local Emergency Medical Services and Hospitals.



A.R. Decisions provides a sewing and clothing service to all kinds of people. My goal is to have a sewing and design workshop where I can offer courses and encourage people to use their creativity.



Absorb Colors provides bright botanical and fungi based watercolor paints to artists around the globe. Christina has two years of experience working with natural dyes, and a passion for creating paints that last. She noticed that beautiful colors can be created from the world around us, however they tend to fade quickly when exposed to sunlight.



Aspire Leadership Consulting is a full-service boutique leadership consulting firm offering strategy and succession planning, executive and team coaching, leadership development and assessments, and Diversity Equity Inclusion and Belonging culture services that include strategies for leading today's hybrid, five generation workforce.



Blessed x2 Creations is an online small business with local pick up in Salem, VA. I am capable of creating timeless custom engraved gifts for you, your friends, and family. Any ideas you have, I will make them come true with multiple machines that I operate.