



Summit Companies Supports “Leadership Grand Traverse”

Summit Companies a premier Midwest region Fire and Life Safety (FLS) specialist company, with an expanding national presence, provides complete fire extinguisher, fire suppression, fire alarm & security and fire sprinkler systems and services designed to protect life and property.

For the past thirty-one years, the Traverse City Chamber of Commerce has hosted an annual golf outing benefiting leadership development in business. This year’s venue, held mid-August at Grand Traverse Resort and Spa, did not disappoint as over 260 golfers came together to support the Chamber’s Leadership Grand Traverse Program.



Over 260 Golfer’s Participated in this Year’s Chamber Outing

Leadership Grand Traverse is a valuable program that prepares participants for decision-making leadership roles in areas such as policy, program implementation, and organizational maintenance. Think of some of the major assets of the region, such as natural resources, parks and recreation, transportation, and agriculture, just to name a few. These selling points did not just happen. It took leaders in decades gone by to lead these initiatives when they merely ideas or decisions to be made.



In addition to participating as one of fifty-nine “ticket auction prize donors,” Summit Companies also was one of a limited number of “Super Hole Sponsors” on the Resort’s Wolverine course. As a Super Hole sponsor, companies are required to engage in a promotional activity of their choosing. In the case of Summit Companies, a product display was setup and manned adjacent to the sponsored tee box. Had one of the newly rebranded

Summit company service vehicles been available, it would have been also incorporated into the display on the course. Yes – that is allowed. Approximately 130 of the golfers passed through the company’s Super Hole.

“Had a great day making contacts and talking with current customers, stated Summit FLS Sales Representative, Chris Black. “Had a great response to the new business name, and for attendees that were surprised (result of the Koorsen Fire & Security branch acquisition), it gave us the opportunity to have a quality discussion on the products and services offered as a fire life safety company.”



Summit Companies FLS Sales Representative Mike Vande Leest

The chamber was extremely appreciative of the company’s donations and personnel time spent on the course. “We also raffled off some extinguishers, and upon delivery, it gave us the opportunity to meet and talk with the winning tournament teams directly.” The Annual Chamber outing draws a lot of business owners, professionals (attorneys, accountants) and administrators from all walks from industry to retail. “It was definitely worth the investment in marketing,” Chris Black went on to comment.

Representing the company at this year’s outing in addition to Chris Black was FLS Sales Representative Mike Vande Leest.



The Traverse City Area Chamber of Commerce believes in earning and maintaining a strong image and reputation among all group stakeholders, be it chamber members, the communities supported, elected officials, and other partners. The Chamber's benefits and services will only be as good as their current and prospective members perceive them. For this reason, the Chamber will continue to incorporate the organizations' values into messages and actions that they sincerely believe in. The Chamber adheres to these values as a means to establish trust and a confidence in their community role.

###