



FOR IMMEDIATE RELEASE
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Prestigious 36th Annual Sterling Awards Recognize Business Excellence

Scottsdale, Ariz. (November 30, 2022) – The Scottsdale Area Chamber of Commerce announced the Honorees of the 36th Annual Sterling Awards, presented by [Desert Financial Credit Union](#), on Friday, Nov. 18th, at the Embassy Suites Resort Scottsdale. The Sterling Award is one of the most coveted business awards in the Valley, with a rigorous application, judging and selection process.

According to Mark Stanton, Scottsdale Area Chamber of Commerce President & CEO, The Sterling Awards showcase businesses that demonstrated innovation and excellence in business. "The businesses that are recognized with a Sterling Award reflect their commitment, leadership and perseverance within our business community," said Stanton.

Four Honorees were selected from among 11 finalists, all of whom were featured and celebrated at the event. The 2022 Honorees for the coveted Sterling Award are:

- Micro Business – [Be A Legend, Inc.](#)
- Small Business – [DC Ranch Community Council](#)
- Big Business – [Scottsdale Community College](#)
- Non-Profit – [McDowell Sonoran Conservancy](#)

Micro Business Award

The Sterling Award for Micro Business recognizes an entrepreneurship or emerging business exhibiting success through innovation, creativity, and collaboration. (1-10 Employees)

Honoree: [Be A Legend, Inc.](#)
Contact Info: Lara Jones, Owner
(480) 470-0350
lara@bealegendinc.com
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Also recognized in the Micro Business category was the [Scottsdale Center for Aquatic Safety](#).

Small Business Award presented by [COX Business](#)

The Sterling Award for Small Business recognizes a company demonstrating success through innovation and professionalism, while contributing to the community. (11-75 employees)

Honoree: [DC Ranch Community Council](#)
Contact Info:
Christine Irish, Director of Public Affairs
(480) 710-9584
Christine.irish@dcranchinc.com
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Also honored for their achievements in the Small Business category were [AAA Cooling Specialists](#) and [Protecht, Inc.](#)

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Big Business Award presented by [Nationwide Insurance](#)

The Sterling Award for Big Business recognizes significant contributions to quality of life and the economic fabric of the community. (76 + Employees)

Honoree: [Scottsdale Community College](#)

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Other Big Business finalists honored were [Octane Raceway/Mavrix](#) and [Red Mountain Weight Loss](#).

Non-Profit Award presented by [Prestige Cleaners](#)

The Sterling Award for Non-Profit Business recognizes the social, cultural, educational, and economic impact of a 501C3 organization on its constituents and/or the broader community.

Honoree: [McDowell Sonoran Conservancy](#)

Contact Info:

Justin Owen, Executive Director

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Also honored for their outstanding contributions in the non-profit category were [Hope Women's Center](#) and [Scottsdale Arts](#).

About the Sterling Awards

Celebrating 36 years of business excellence, the Sterling Award is one of the most coveted business awards in the Valley, with a rigorous application, judging and selection process. Four teams of judges each conduct an initial review of all applicants and narrow the field to three finalists in each category. Once the finalists are identified, the judging teams visit those companies to conduct a personal interview and get a behind-the-scenes look at the operations. Each judge then independently casts a set of points for the finalists based on their embodiment of the award criteria. The points are tallied, and the results remain secret until the day of the event. One of the highlights of the Sterling Awards celebration is the highly anticipated video presentation of each of the finalists, produced by Moorhouse Creative. The Sterling Awards were presented by Desert Financial Credit Union, and sponsors included COX Business, Nationwide, Prestige Cleaners, NewGen Business Solutions, Salt River Project, and the event production sponsor, Merestone. Only members of the Scottsdale Area Chamber of Commerce are eligible to apply for the Sterling Award.

About the Scottsdale Area Chamber of Commerce

The Scottsdale Area Chamber of Commerce is the largest business organization in Scottsdale providing advocacy, education, networking, leadership development and exposure opportunities to our member businesses. Currently celebrating our 75th Anniversary, the Chamber actively works to maintain Scottsdale's high quality of life and create an environment where business innovation, excellence and entrepreneurship can thrive. Serving ALL of Scottsdale since 1947. For more information visit www.scottsdalechamber.com or call 480.355.2700.

Supporting graphics for the Press Release can be downloaded here:

<https://www.dropbox.com/sh/bbax1popc71446v/AADhkFyKZYN1hukCGwJXGbUa?dl=0>

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