

SUMMIT

Natural Essential Energy



WE ARE SUMMIT

by Fattyma Rodriguez, Events Planner

Summit is an all-natural, non-caffeinated energy drink brand that allows consumers to choose the energy they need. Summit provides a variety of flavors which are preserved with lemon juice and grapefruit seed extract, and packaged in eco-friendly paper bottles.

Summit's specific formulas and flavors include Empower, Vitalize, Mellow, Awaken, and Focus,

Summit is the perfect alternative to sugary, artificial energy drinks because it provides the boost of energy you need everyday.

Summit is good for the environment and good for YOU!



Danielle Henry
Chief Financial Officer
Matthew Messina
Chief Executive Officer
Julia Jaklevic
Chief Operations Officer



Left to Right:
Stephen Palermo
Chief Sales Officer
Gaby Contreras
Chief Marketing Officer
Samantha Tondo
Chief Human Resources Officer
Aidan Russell
Chief Technical Officer



Matthew Mullen:
Product Manager
Fattyma Rodriguez
Event Planner,
Cat Chenal
PR Manager,
Rhian O'Neil
Sales Marketing Associate



Patrick Allen & Rhian O'Neil:
Sales Marketing Associates

Photos by Jeremy Garretson

Our Products

Summit's mission is to provide consumers with a variety of natural energy flavors and formulas, designed to satisfy their individual needs.

Empower



Empower is consists of strawberry, banana, and maca root.

Empower gives you a natural consistent stream of fuel for your body before you workout, helping fight off muscle cramps, and promote healthy muscle contractions.

Mellow



Need help relaxing? The sweet cherries, citrus, sweet potato, and valerian root present in Mellow helps you to relax and reduce anxiety, giving you the calm sensation you desire.

Awaken



The lemon, watermelon, and matcha within Awaken gives you a burst of energy and hydration to help you conquer drowsiness and keep you energized.

Focus



Different from them all, Focus is made of blueberries, pineapple, and ginseng. Focus helps you concentrate on the task at hand, while giving you a smooth boost to help you persist on your work.

Vitalize



Containing apple, chia seeds, and turmeric, Vitalize allows you to improve your workout with sustained energy and the feeling of being fuller for longer. It also helps you recover energy lost during your activity.

LOCAL BUSINESS PARTNER SHARES CAREER WORDS OF WISDOM

by Samantha Tondo, CHRO



On October 22, Summit had guest speaker, Ali Tuthill, the manager at the Sherwood House Vineyards, come in virtual and talk about her career and life. She told her story on how she got to where she is now and what it takes to be the manager of this local winery.

Prior to working for a winery, Mrs. Tuthill worked in the corporate offices of Puma, but found more satisfaction in working at for a local business.

Being from Long Island, it is known that wineries have a big attraction. Hearing the steps of what she does each year and the amount of work that goes into the outcome of the winery was very interesting. Mrs. Tuthill was able to give advice to all our employees on all tasks from finance, to sales, to marketing, to management.

Her advice on integrating work and personal life ethic was helpful, and she also reminded everyone that you learn from your mistakes, and how you cannot succeed without mistakes along the way.

Mrs. Tuthill had such an interesting story and the Summit team was very lucky and humbled to have her join them!

Upcoming Events:

Guest Speaker:

Megan Blanchard of @juicesbymeg

Guest Speaker:

Shannon Ress of FIDM

Holiday Sweater Party

Business Plan Competition

Marketing Competition

Finance Competition

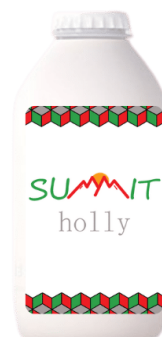
Oral Business Plan Competition

HOLIDAY STRESS?

TRY HOLLY!

by Fattyma Rodriguez, Events Planner

The holidays are approaching, and possibly your stress! The holidays often cause unwanted stress and anxiety, however, Summit has the perfect drink for you. We are now introducing our first seasonal drink named "Holly." Holly consists of cranberries, peppermint, and valerian root. This specially formulated drink was designed to help you de-stress and relax during the holiday season while also providing you natural energy! Make sure to check it out on our website today!



SHOUTOUT CORNER

By Fattyima Rodriguez, Events Planner

LOCAL BUSINESS ANGEL INVESTORS



This year Summit is happy to give a shout out to our Angel Investors! Angel investors provide our financial banking for Summit. A big shoutout goes out to Jabs Fitness located in Cutchogue, The Giving Room and Country Corner Cafe in Southold who are happily our Angel Investors this year so far! Thank you so much for your support!

SUMMIT'S ELEVATOR PITCH RANKS TOP 10% IN NATION

by Gabriela Contreras, CMO

In October, after researching best practices for elevator pitches, COO Julia Jaklevic, CFO Danielle Henry, and CMO Gaby Contreras developed Summit's pitch. With the help of technology teacher Mr. Wesnofske, the three officers were able to use the SOHO TV studio to film and record the pitch. Gaby acted as the spokesperson, and following the recording, they were able to upload it to the VE International Elevator Pitch Competition.

Summit scored 4 out of 5, earning a spot in the top 10% nationally. Congrats, Summit!

"Amazing! First of all, the technical deliverance is outstanding. I like the little touches with the green-screen and the logo. She is also very enthusiastic!"

"Super in professionalism, delivery and eye contact."

SUMMIT GIVES BACK

Summit chooses to donate 5 cents of every bottle sold towards Feeding America's Children. We chose to donate to Feeding America's Children because they help provide the youth with the nutrition and dietary needs desired to remain healthy



CREATIVE COLLABORATION: THE BRANDING PACKET

by Patrick Allen, Marketing Assoc.

One of Summit's early milestones this year was the Branding Packet, which was completed in mid-October by a special design team led by CMO, Gaby Contreras.

Inspired by designs by real-world companies and by samples from past Southold firms DronEats and JoyRide, the Summit team set to work dividing tasks and streamlining key design elements that would be used for Summit branding on the website and social media: fonts, color palettes, and page borders.

Our end result is a testament to the firm's amazing team dynamic, scoring 4 out of 5 and in the top 25% in the nation!



TEAM TIE DYE!

by Fattyma Rodriguez, Events Planner

On November 18th & 19th we held a team bonding event. We try to celebrate our company in many ways, and one of those ways was making tie-dye t-shirts!

Our team members got together to create fun colorful t-shirts which display our logo on the front. Due to Covid-19 restrictions, we had to separate into two different groups, however, even following these guidelines, our company made the best of it!



PRODUCT TASTING DAY

by Aidan Russell, CTO

The team at Summit wanted to feel and taste the effects of their original and tasty recipes,

The results were spectacular. Using COVID-safe precautions, Summit collaborated with Southold's Culinary Arts Class and replicated two of their flavors on December 16th and 17th.

On the 16th our team members Danielle (CFO) and Julia (COO) made the Empower formula. On the 17th our Sales and Marketing associate made our Focus formula and employees were able to give their input about what they liked and didn't like so much about the formulas.

DELIVERING SMILES WITH TOYS

by Julia Jaklevic, COO

At Summit, a top priority of ours is giving back to the community and world. Donating to organizations who help others is a huge part of the company we are!

In addition to donating to Feeding America's Children, Summit chose to take part in donating to Toys for Tots! Each of Summit's employees bought and donated gifts, totalling in 12 toys to give the families in need of a little Christmas magic.

For those who don't know, Toys for Tots is an organization run by the U.S. Marine Corps. Summit never fails to provide needs long searched for, and sometimes it's as simple as a helping hand.



SUMMIT TAKES ON DEMO TRADE SHOW

by Samantha Tondo, CHRO

On October 29th and 30th we had our first trade show of the year. Due to COVID, the Trade Show was held for two days. Different from years past, the event was completely virtual, making the trade show a new experience for all. However, 2020 has taught us to adapt to differences, so the Summit Team attacked the situation with a different approach. Specifically, this trade show acted as a practice, so Summit prepared what they believed would help their company be successful and met with people from our school get comfortable and situated. Eventually other individuals from various schools visited our online "booth" and we were able to practice pitching our products and making sales to some new faces.

One of our employees got to talk to Regional CTE Director Ellen Palazzo, which was a very cool experience.

The demo trade show was a great opportunity for Summit to get our feet wet in the business environment, and gave us helpful feedback to fix for the next upcoming trade show.

REGIONAL TRADE SHOW BOOSTS SALES

by Samantha Tondo, CHRO

On November 20th, Summit participated in its first official regional trade show. The team was jumping with excitement to meet other companies, execute our sales skills, and make some money!

The company was prepped and ready to go through the use of a easy-access link to share our updated website and sales brochure with other companies. We had a healthy number of customers come in and listen to our pitches, while simultaneously buying our products.

By the end, Summit had a total of \$15,257.91 in sales!



SUMMIT TAKES ON FIRST NATIONAL TRADE SHOW

by Samantha Tondo, CHRO

On December 10th, the Summit team took on their first national trade show. This trade show was particularly different than the past two trade shows, due to the previous ones being consisting of only companies from Long Island.

The customer traffic was slower than we anticipated during this trade show, which we found quite strange, however, towards the end of the event more people came trickling in.

The Summit team made total sales of \$15,316.36, meeting the goals they set for the day.

