



**Anthony Demasi of Beta Sole Foundation and Goldman Advisors Group
Honored As
Mt Pleasant, MI 2022 Local Businessperson of The Year**

BOSTON, MA: February 16, 2022 -- The largest online referral network for small businesses, [Alignable.com](https://alignable.com) is announcing the results of its national search for leaders who've gone above and beyond guiding peers and supporting entire communities as they strive to recover.

Today, Alignable's network has chosen Anthony Demasi of Beta Sole Foundation and Goldman Advisors Group as Mt Pleasant's 2022 Businessperson Of The Year!

The 2022 contest is the most popular competition Alignable has ever hosted, marking a 64% increase in participation over last year. **In all, 2,400+ small business owners were elected by their peers to be their Local Business People Of The Year across the U.S. and Canada.**

During the contest, which ran from Jan. 10 to Feb. 11, 2022, 160,000+ votes and 32,000+ testimonials were posted praising thousands of local leaders for helping their peers and communities through a turbulent year with many challenges: skyrocketing inflation, labor shortages, supply chain problems, and COVID variants.

Because of these issues, [70% of small businesses have yet to recover and recovery rates have declined 13% since December](#), according to Alignable's latest poll of 6,305 small business owners. This recovery reversal highlights how important it is for the contest winners to continue their work helping even more businesses bounce back from pandemic-era hurdles.

"Giving Is the Glue Holding Us Together"

"In our tight-knit community, it is important to give back, and it is nice Beta Sole Foundation is being recognized for its service" said Demasi "And the challenges we've all encountered have compelled many of us to offer counsel and other support to peers struggling to keep their businesses afloat, that is what Goldman Advisors Group has been able to do. While I'm thrilled to receive this award, it's really a testament to our entire community. And it reinforces my resolve to push toward a full recovery for everyone here in Mt Pleasant by the end of 2023, if not earlier."

Demasi received a special badge on his Alignable profile, recognizing this big win. In past years, the awareness generated through similar contests has spurred expanded connections, as well as new business for many winners.

Driving Recognition Is Key

“This has been a fun and rewarding contest to watch unfold,” said Alignable’s President & Co-Founder Venkat Krishnamurthy. “Local business owners are the heart and soul of their communities and they ought to get way more recognition for all they do. Friendly competition aside, this contest generated some incredible peer testimonials (to the tune of 32,000+), showing exactly why small business owners are stronger together.”

To arrange interviews with Demasi and/or an Alignable representative, please contact Chuck Casto at chuck@alignable.com. He also can offer JPEGs and other visuals, as well as local winner testimonials.

About Beta Sole Foundation

Beta Sole Foundation is a non-profit organization that recognizes the needs of underprivileged students who lack exposure to programs that help them properly determine career options and post-high school studies. They do this through skill building, mentorship, and scholarships. They also have been heavily involved in its local community by community service and development.

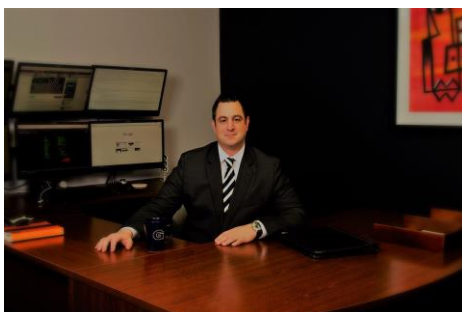
www.betasolefoundation.org

About Goldman Advisors Group

Goldman Advisors Group is a boutique full-service consulting firm that fills the niche of Venture Capital, Structured Finance and Business Consulting. Goldman has professionals with decades of experience within the sectors of: Start-up Formation and Funding, Capital Markets, Corporate Law, Regulatory Law, Financial Analytics, Structured Transactions, and Corporate Marketing and Public Relations. Goldman also provides much of its services towards pro-bono work for Companies and Entrepreneurs in the local community needing a boost to recognize their potential. www.goldmanlegal.net

About Alignable

Alignable.com is the largest online referral network for small businesses in the U.S. and Canada. With 7 million+ members across 35,000+ local communities, Alignable is the network where small business owners drive leads and prospects, generate referrals, land new business, build trusted relationships, and share great advice.



Anthony Demasi