

As we kick around the concept of what to name the non profit so we can get this moving. I was focusing on basic identifiers,

**Orion Alliance** – suggested by Lloyd Coe, represents community unity

**Orion Advantage** – used by Matt in 2009 as part of the GM campaign, reflects “why you should come”

**Orion Assembly** – this is throw back to our heritage reflecting the Assembly Hotel on Bellevue in our heyday and the GM plant name

Or more eccentric (which is my preference as a single vote...

I changed my mind. How about a powerful metaphor — **“holding the flame of the dragon”** — that can identify as a deeply rooted symbol in Lake Orion’s identity. The dragon connects to the town’s history, school mascot, and lore, but also symbolizes **power, guardianship, transformation, and legacy**. If you're incorporating that into the nonprofit’s identity, you can lean into imagery of **carrying the flame forward**, being **the steward of the spirit of Orion**, or **igniting vision** rooted in a storied past.

Here’s how that metaphor can translate into naming and branding ideas:

### Conceptual Meaning of “Holding the Flame of the Dragon”

- **Guardianship of legacy:** You’re carrying something sacred — history, culture, and identity.
- **Catalyst for change:** Fire transforms. You’re sparking growth, vision, and action.
- **Community pride:** It’s about ownership of a shared symbol that’s emotional and unifying.
- **Inspiration & resilience:** A dragon’s flame is powerful, enduring, and mystical — it lights the way forward.

### Name Ideas Inspired by This Theme

#### Flame & Legacy Focus

- Dragon’s Flame Initiative
- Orion Flame Collaborative
- Keeper of the Flame – Orion
- The Dragon’s Light (my favorite so far)
- Flame Forward Orion
- Ignite Orion
- Torch of Orion

#### Stewardship & Heritage Emphasis

- Guardians of the Flame

- **Orion Legacy Keepers**
- **The Dragon's Path Project**
- **Stewards of the Flame**
- **Dragon's Legacy Collaborative**

### **Vision & Planning Oriented**

- **Flame of the Future**
- **Orion Vision Flame**
- **The Dragon Plan**
- **The Ember Project**
- **Light the Way – Orion**

### **Blended Naming with Historical or Economic Focus**

- **Flame & Forge – Orion Collaborative** (symbolizes shaping the future with vision and legacy)
- **Depot & Flame Initiative** (rail + fire = past meets power)
- **The Dragon's Corridor** (connecting economic vitality and heritage through a symbolic "path")
- **Flame Harbor Foundation** (lake imagery + fire = unique and poetic)

### **Possible Taglines**

- “Holders of the Flame.”
- “Where the Dragon's Light Guides the Future.”
- “Honoring Legacy. Igniting What's Next.”
- “From Fire to Future – Orion's Vision Starts Here.”
- “Holding the Flame That Built Lake Orion.”

Lets get these thoughts, and yours going so we decide on this before the July 4<sup>th</sup> festivities. That's your target...