

**2006 Northeast Wisconsin Business Plan Contest
Contest Winner Summary Information**

Williams Technology Group – Appleton, First Place Winner (\$6,000)

Lorne Williams

Williams Technology Group will offer computer consulting services to small and medium sized businesses. The primary focus will be providing a virtual IT department to increase client productivity and reduce costs.

Keepsake Music – Neenah, Second Place Winner (\$4,000)

Rebecca Kopitzke

The mission of Keepsake Music is to provide custom written songs and unique CD gifts for wedding and other memorable life events, resulting in a personalized and lasting alternative to traditional music and gift options. The company's vision is to become the premier resource for unique special occasion music, inspiring "must have" status for custom written songs in American wedding culture.

Guardian Wireless, Inc. – Manitowoc, Third Place Winner (\$3,000)

Tracey Kaderabek

Guardian Wireless, Inc. provides wireless monitoring protection systems for various applications. While primarily designed for boats, recreational vehicles (RVs) and contractor sites, products are being developed for other specialized applications. The Guardian system notifies a system user via cellular network and email should one of the monitored systems be compromised.

Short Round Entertainment – Oshkosh, Finalist (\$2,000)

Julie Schmude

ShortRound Entertainment will introduce a new and unique way to plan and supply parties/events in the Fox Valley. ShortRound has a retail location called Celebrate! Event planners and associated services and supplies are available through ShortRound and Celebrate operations.

Waterscape Designs, LLC – Forestville, Finalist (\$2,000)

Paul Mancheski

Waterscape Designs creates custom designed decorative water features such as ponds, streams and waterfalls with an emphasis on all natural systems. Waterscape Designs uses completely balanced ecosystems, which consist of aquatic plants, fish, moving water, mechanical and biological filtration, beneficial bacteria, rocks and gravel.

Checkpoint Delicatessen – Green Bay, Finalist (\$2,000)

Chris King

The Checkpoint Delicatessen will be a take out restaurant/convenience located in downtown Green Bay at 229 North Washington Street. It will be known for selling Boaster[®] Foods and a variety of other hot delicatessen food entrees and retail packaged goods such as bottled teas, soda, chips and other snack foods. There will also be non-food retail items for sale such as T-shirts and novelty products.

continued

green3, LLC – Oshkosh, Finalist (\$2,000)

Sandra Martin

green3 is a casual women's apparel company that designs and markets high quality organic clothing. Green3 will develop a sportswear line that focuses on natural organic yarns made of cotton and wool using natural and water soluble color dyes. The clothing will focus on modern, classic styling.

The Artsy Crafter, LLC – Green Bay, Finalist (\$2,000)

Kim Clabots

The Artsy Crafter will be a retail specialty store that caters to artists of all levels of expertise by providing a variety of art related media and educational opportunities presented in a fun and energetic place to shop. The product mix will include specialized materials for scrap booking, a line of glass and crystal beads for jewelry making, related tools, accessories and services that will provide customers with a comprehensive product selection.

Polar Ice Water Company, LLC – Shawano, Finalist (\$2,000)

Joe Gamsky

Polar Ice Water Company will bottle and distribute water. In addition to bottling the water, the company will provide water distribution, label design and specialty marketing services.