



## For Immediate Release

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## NEWREP and WIN NE Announce Business Plan Contest Winners

**NEENAH, March 7, 2007** – The Northeast Wisconsin Regional Economic Development Partnership (NEWREP) and the Northeast Wisconsin Chapter of the Wisconsin Innovation Network (WIN NE) recently announced the winners of the second-ever Northeast Wisconsin Business Plan Contest.

The contest offered entrepreneurs an opportunity to present their respective business plans to a panel of judges, who picked the top five out of 53 entries from throughout Northeast Wisconsin. The five best plans received cash awards to use toward building or expanding their businesses.

Jerry Murphy, the Executive Director of New North, Inc., congratulated both the contest winners and the organizers for demonstrating the outstanding creativity and ingenuity of the business community in Northeastern Wisconsin.

“This contest demonstrates that the spirit of entrepreneurship is alive and well in the New North,” Murphy said. “NEWREP and WIN NE, who did an outstanding job organizing the competition, have proven that Northeast Wisconsin offers assistance that is second to none when it comes to supporting new and existing businesses. Congratulations to NEWREP, WIN NE, the contest winners, and everyone who participated and made the contest such a success.”

The first place prize of \$10,000 was awarded to Gene Langenecker, President, and Todd Kempinger, CEO, of The Luggage Club of Oshkosh. The Luggage Club offers a door-to-door luggage delivery service for travelers, allowing customers to have their luggage picked up when and where they wish and delivered to their travel destination safely and securely at a time of their choosing.

Second place was awarded to Teaosity, a tea lounge that will open in Ashwaubenon. Teaosity offers patrons a coffee house atmosphere and the ability to purchase high-quality specialty teas by the cup, teapot, bulk quantities, or in pre-bottled varieties, in addition to alternative beverages and pastries. Quasan and Reva Shaw, who submitted the business plan, received a cash prize of \$6,000.

Third place was awarded to WatchDOG LLC of New London, which provides professional property management and home watch service for clients who are away from their primary or vacation property. Ken Langehan submitted the plan and received a \$4,000 prize.

A fourth place award of \$3,000 was given to Bean Street Café in Campbellsport. The café will provide high-quality coffee, tea, and food with exceptional customer service. Specialty coffee and fine teas will be complemented by a limited menu including sandwiches, ice cream, and bakery items.

The fifth place prize of \$2,000 was awarded to Jim Dobinski, Cathy Wunrow, and Dustin White, who submitted their business plan for Stellar Blue Web Design of Neenah. The business is a full-service design agency, specializing in creative, affordable website design, along with state-of-the-art programming, reliable hosting, and domain name registration and search engine optimization.

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New North, Inc. is a regional collaboration effort focused on promoting regional cooperation and economic development in an 18-county region in Northeast Wisconsin. The 18 counties included in the New North are Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee, and Waushara.

To find out more information about New North, Inc., please visit our website at [www.thenewnorth.com](http://www.thenewnorth.com).

For more information about the Northeast Wisconsin Business Plan Contest, please contact Elizabeth Runge at 920.720.5600.

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