



For Immediate Release

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Business Plan Winners Announced

NEWREP and WIN reward top five plans from 43 submitted

NEW NORTH, March 20, 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 third annual 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 43 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.”

GreenList LLC, a real estate firm owned by Ryan Soletski and Marc Kostac of Green Bay, took home first place and a \$10,000 prize.

Great Choice Condominium Management LLC, owned by Nancy Johnson of Manawa and Mary Jones of Appleton, was awarded the second place prize of \$6,000. Great Choice is an independent condominium management company that offers financial, maintenance, and communication services.

StoneCroft Galleries LLC took home the third place prize of \$4,000. Kaethe Gutierrez of New Franken, who owns the company, plans to open a gallery and gift shop with an emphasis on fiber arts.

Fourth place and \$3,000 went to VenturePort LLC, a division of Appleton-based Catalyst Performance Group. VenturePort is an online community connecting entrepreneurs with each other and business resources, and is owned by Tod Hanson and Tracy Buzzell.

Caramel Crisp, a café in Oshkosh owned by Chanda Anderson, was awarded fifth place and \$2,000.



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.

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

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