



# Advance

**FOR IMMEDIATE RELEASE**

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**ENTREPRENEURS ADVANCE TO FINAL ROUND OF COMPETITION**

Green Bay, Wis.- (March 14, 2011) – Five businesses have advanced to the prize-winning round of the Northeast Wisconsin Business Plan Competition. The finalists represent the best of 33 business plans submitted after two rounds of judging. Business plans that made the final round are those submitted by the following companies: Athletic Recruiting Consultants of Winnebago County; Bread Street of Winnebago County; The Docking Station of Brown County; Going Places Family Hair Care & Tanning of Brown County; and RagSpun of Fond du Lac County.

On Monday, March 21, the finalists will present 15-minute summaries of their businesses plan to a panel of judges. Their order of finish will be determined after their presentations and will be announced at a press conference at noon that day at the Fox Valley Workforce Development Board office, 1401 McMahon Dr., Neenah. The public is invited to attend. A total of \$25,000 in prizes will be awarded: \$10,000 for first place; \$6,000 for second place; \$4,000 for third place \$3,000 for fourth place; and \$2,000 for fifth place. Prize money must be used to put the business plan into action within one year of its receipt.

Business plans are a critical tool in the proper planning and launch of new ventures and are the preferred mode of communication between entrepreneurs, innovators and potential investors. The goal of the Northeast Wisconsin Business Plan Competition is to encourage the preparation of business plans for start-up businesses, significant changes to existing businesses, or launching new products in northeast Wisconsin.

The contest is organized and sponsored by the Northeast Wisconsin Regional Economic Partnership. Other sponsors include The New North, Inc., Fox Valley Workforce Development Board, WE Energies, Dominion, Oconto County Economic Development Corporation, East Central Wisconsin Regional Planning Commission, Goodwill Industries of Northcentral Wisconsin, ADVOCAP, Ripon College Creative Enterprise Center, University of Wisconsin

Oshkosh College of Business, Lakeshore Technical College, Moraine Park Technical College, Northeast Wisconsin Technical College and Fox Valley Technical College.

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Established in 1882, the mission of the Green Bay Area Chamber of Commerce is to promote economic and community development. Chamber programs include Advance, the economic development arm of the Chamber. Advance is a partner in the Business Assistance Center, a partnership of organizations providing assistance and resources for growing businesses in the New North. Other partners include: Northeast Wisconsin Technical College Center for Entrepreneurship, SCORE, UWGB Small Business Development Center, Wisconsin Business Development Finance Corporation, Wisconsin Entrepreneurs Network, and Wisconsin Manufacturing Extension Partnership.

For more information about Advance, contact Fred Monique, 920.496.2118, or visit [advancegreenbay.org](http://advancegreenbay.org). For more information about the Green Bay Area Chamber of Commerce and its programs, call 920.437.8704 or visit [titletown.org](http://titletown.org).

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