



# Green Bay Area Chamber of Commerce

## FOR IMMEDIATE RELEASE

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### BUSINESS RECOGNITION LUNCHEON CELEBRATES SIX AWARD RECIPIENTS

Green Bay, Wis.- (June 9, 2011) - The Green Bay Area Chamber of Commerce is pleased to announce the winners of this year's Business Recognition Luncheon awards, distributed today at the KI Convention Center in downtown Green Bay.

The annual awards celebrate the achievements, growth and exceptional business practices of local businesses. This year's award recipients are:

- **Entrepreneurial Award: BreakthroughFuel LLC.** BreakthroughFuel LLC has essentially revolutionized an entire industry with its innovative transportation fuel management services. Its approach is so revolutionary, the company was awarded a patent on its process and two additional patents are pending. As the industry's first company focused on managing mobile energy, this company provides shippers with the ability to reduce costs and consumption of fuel, as well as their transportation carbon footprint. In the process, they have transformed how the industry does business.
- **Green Award: Valley Trucking LLC/Valley Transfer LLC.** Valley Trucking LLC/Valley Transfer LLC was founded to cater to a niche in the industry. Its owners chose to transport and store 100 percent recycled paper products including scrap paper and wet lap pulp. They built on that in 2009 when they purchased three trucks with a urea filtration system that reduces pollutants emitted into the air. Two more are on order, which means half the fleet will run on a clean emission system this summer.

But it doesn't stop there. The company has developed internal processes as well including a ventilation system in its warehouses that circulate the air every three minutes, ensuring

the wet lap paper dries sufficiently and doesn't mold. It's no surprise that the company that promotes itself as "Go Green With the Valley."

- **Growth Award: Jet Air Group.** Jet Air Group's humble beginnings have evolved it into a full-service facility and center for education. Its most significant strides occurred in 2009, when three businesses consolidated and in 2010, when the firm built a new, state-of-the-art facility. Its owners complemented those changes with the addition of international services, capacity for business and leisure services, and other expansions, including creating Wisconsin's only four-year college program in its field. These and other efforts have earned this company a reputation for being a leader in aviation repair, maintenance and avionics services.
- **Cornerstone Award: Leonard & Finco Public Relations, Inc.** In this time of 24/7 communications, it's never been more important for businesses to communicate quickly and effectively. That's exactly what this 19-year-old firm does for its clients. Leonard and Finco Public Relations' longevity is a tribute to the staff's ability to learn, adapt and offer new services in changing market conditions. But while the firm's client base comes from throughout North America, the company takes great pride in its community involvement – and encourages staff involvement on work time. Everyone on staff provides pro bono time and expertise to "A Pair & A Spare: Brown County's Undercover Challenge." Staff are involved in more than 20 community groups.
- **Special Accomplishment Award: Insight Creative, Inc.** Every week, millions of people tune in to watch "Extreme Makeover: Home Edition." Last July, "Home Makeover" came very close to home for Insight Creative, Inc., who chose to tackle all the marketing and public relations for its client. Among their biggest contributions: Meeting with location scouts, arranging for tents and banners, coordinating photographers and videographers and, perhaps most significant, organizing the biggest pep rally to recruit volunteers in the show's history. During the show's build week, staff went above and beyond; its media director event slept on site. The result: The show told this full-service agency it was the most successful marketing effort they'd seen for a build.
- **Business Person of the Year Award: Larry Treankler of Bay Tek Games.** This company's humble beginnings originated in the basement of its owner, and has grown to

become the largest manufacturer in its field in the U.S. under his helm. Along the way, the company has become a larger player through the acquisition of four companies but also by the examples set by its owner. Those include the hard work, strong character, intelligence, innovativeness and integrity he showcases on a daily basis in his role with the company's operations. He has created an environment that is both productive and filled with camaraderie, leading to high levels of job satisfaction as well as significant growth for this family-owned business.

Other companies nominated for awards included: American-3 Fab, Inc.; Animal Foundation & Pet Pantry of WI; Davis & Kuelthau, s.c.; Fox River Fiber; Innovative Cost Solutions, Inc.; ITConnexx, Inc.; LaJava a roasting house; Lindeman's Cleaning; Mark D. Olejniczak Realty, Inc.; PMI Entertainment Group; QPS Employment Group; Sanimax and Skyline Technologies, Inc.

Congratulations to all of the nominees and award recipients!

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Established in 1882, the mission of the Green Bay Area Chamber of Commerce is to serve as the focal point of economic and community development. The Green Bay Area Chamber of Commerce is a four-star accredited Chamber through the U.S. Chamber of Commerce. Chamber programs include Advance, Partners in Education, Leadership Green Bay, Brown County Teen Leadership, Current Young Professionals Network, Good Government Council and the International Business Development Consortium.

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