

Online TV Network Wins Prize Package

By [JIM LEUTE \(Contact\)](#) – October 22, 2010

A new online television network was the winner Thursday of a Rock County business plan contest designed to boost local entrepreneurship and enhance existing small businesses.

Local Vision TV and owner Tony Huml will receive a cash award of \$10,000 and in-kind services that bring the total prize package to \$25,000.

Five finalists and the ultimate winner were unveiled Thursday at the Rock Regional Business Expo in Janesville.

Rock County 5.0, a five-year public/private economic development initiative designed to reposition and revitalize the county's economy, sponsored the contest. Contestants were required to participate in a series of structured workshops and one-on-one mentoring sessions.

To qualify, a business must have 25 or fewer employees and \$5 million or less in annual sales. The business must plan to sell products or services to a customer base that includes markets outside Rock County. A minimum of 50 percent of newly hired employees must come from the county.

Organizers said there were no losers in the contest.

"We're extremely pleased with not only the contestant turnout but also the overwhelming support offered by everyone that contributed toward the contest," said Mary Willmer-Sheedy, a Rock County 5.0 co-chair. "The hands-on support that these 20 plus contestants received during the last five months will strengthen those existing or emerging businesses exponentially."

Steve Werner of the contest title sponsor, the Murphy Desmond law firm, agreed.

"The diversity and strength of the business plans were impressive," he said. "It's refreshing to see that even during challenged economic times, the local entrepreneurial and small business passion is strong."

Local Vision TV is an online television network that produces local news features, sports, government, education and entertainment videos. Content is designed, organized and delivered through categorical Web channels at either a free or premium level. The network's website is localvisiontv.com .

On Thursday, contest organizers also presented a runner-up cash award to Street Cop Spanish Seminars, a business developed by Janesville Police Officer Chad Sullivan and John Fugate to deliver specialized Spanish street language seminars to law enforcement departments.

Other finalists included:

All Season Runner, owned by Tawnya Hagen, a specialty running store that serves the running, walking, triathlon and fitness communities.

FitPro Services, owned by Heidi McLain and Kristi Downing, a mobile fitness company that offers affordable, convenient exercise classes.

Tailgate Tasters, owned by Adam Baumel and Chad Pennell, a magazine dedicated to the \$15 billion tailgating industry.