



Business Plan Winner Announced

By Holly Garey

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JANESVILLE — Local Vision TV of Janesville was named the winner of the Accelerate Your Business Plan contest during the Rock Regional Business Expo Thursday.

Rock County 5.0 revealed the winner of the business plan contest, which attracted 20 business entries. Local Vision TV at 20 S. Main St, Suite 20, Janesville, won the \$25,000 grand prize.

The contest, which began June 1, had a diverse group of entries. Contestants were required to submit portions of their business plan, as well as attend five structured workshops and five mentoring sessions (three were required and two were optional) to be considered for the grand prize.

After five finalists were chosen, a seven-member panel of judges convened to review the business plans and interviews with each of the five contestants were conducted.

Local Vision TV is an online television network that produces local news, features, sports, government, education and entertainment videos that are not covered by other television affiliates.

Representatives from Rock County 5.0 and Murphy Desmond S.C. awarded local Vision TV, as well as the runners-up contestant Street Cop Spanish Seminars, during the third annual Rock Regional Business Expo, held at the former Menard's building in Janesville.

"We chose this venue (Rock Regional Business Expo) because of the mass of people that are attending," James Otterstein, economic development manager for the Rock County Development Agency, said. He added that this contest intertwines with the purpose of the Rock Regional Business Expo.

The Rock Regional Business Expo is held by Forward Janesville and sponsored by Dean and St. Mary's Janesville Hospital. This year hosted 130 exhibitors and about 1,000 attendees.

Jennie Krakjeck, director of events and small business for Forward Janesville, said that this event is not only for business in Janesville, but also for any business in Rock County that wanted to expand the success of their business.

"(This event) brings everyone together from Rock County," Krakjeck said. "It's important for businesses to showcase to each other and the public."

Stacey Bodner, director of marketing and community development for the YMCA of Northern Rock County, 221 Dodge St., Janesville, said that the YMCA has been attending this event for the past two years to not only learn from other business, but to promote the different packages the YMCA offers to companies.

"It seemed like a really good opportunity to talk to business about what the Y has to offer," Bodner said.

Laura Baker, marketing coordinator of V Marketing and Creative Design, 100 Interstate Blvd, Edgerton, agreed. Baker's booth, decorated in a wild west setting, said that businesses are trying to find ways to market to each other, as well as to the public.

"Whether it seems like a wild,wild west territory, or a low economic times," Baker said, "Businesses are trying to find ways to catch people's attention."