



## Contest Finalists Recognized at Regional Business Expo

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(Rock County, WI) – Rock County 5.0 recognized the five finalists of the *Accelerate* Your Business Plan Contest during today’s Rock Regional Business Expo luncheon. In addition to awarding the Contest’s grand prize package – valued at \$25,0000 – to Local Vision TV, representatives from Rock County 5.0 and Murphy Desmond S.C. surprised everyone by presenting a runner-up cash award to Street Cop Spanish Seminars.

“We’re extremely pleased with not only the contestant turnout, but also the overwhelming support offered by everyone that contributed towards the Contest. The hands-on support that these 20 plus contestants received during the last five months will strengthen those existing or emerging businesses exponentially,” said Rock County 5.0 Co-Chair Mary Willmer-Sheedy. These comments were echoed by the Contest’s Title Sponsor, Steve Werner from Murphy Desmond S.C. who said, “The diversity and strength of the business plans were impressive. It’s refreshing to see that even during challenged economic times, the local entrepreneurial and small business passion is strong.”

The *Accelerate* Your Business Plan Contest, which began on June 1<sup>st</sup>, required contestants to participate in a series of structured workshops and one-on-one mentoring sessions. The 2010 *Accelerate* Your Business Plan Contest finalists included:

- All Season Runner, LLC
- FitPro Services, LLC
- Local Vision TV
- Street Cop Spanish Seminars
- Tailgate Tasters, LLC

Rock County 5.0 is a five-year public / private economic development initiative designed to reposition and revitalize Rock County’s economy. The initiative’s efforts are focused on the following five economic development strategies: Business Retention & Expansion, Business & Investment Attraction, Small Business & Entrepreneurship, Real Estate Positioning and Workforce Profiling.

For additional Rock County 5.0 information, visit [www.rockcounty5.com](http://www.rockcounty5.com) .

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