



Business Plan Contest Announced

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(Rock County, WI) – To stimulate the role of entrepreneurship and enhance existing small businesses, Rock County 5.0 announced its *Accelerate Your Business* Plan Contest. The Contest, which is designed to encourage the development of effective and strategic business plans, will also serve as a platform to match available financial / technical resources with local needs. The winner of the Contest will receive a prize package valued at \$25,000.

“This business plan contest represents one approach that we’re implementing to address Rock County’s small business climate. The recessionary impacts on our small businesses have been severe, that’s why it is absolutely essential to match-up available resources with emerging needs,” said Rock County 5.0 Co-Chair Mary Willmer-Sheedy. These comments were echoed by Willmer-Sheedy’s Co-Chair, Diane Hendricks, who said, “The foundation of our economy has been built upon small businesses, that’s why we need to cultivate their entrepreneurial spirit by providing a welcoming and nurturing environment. We are confident that this blend of practical information, coupled with peer networking, will provide value to Rock County’s existing and emerging small businesses.”

The *Accelerate Your Business* Plan Contest kicks-off on June 1st and then concludes mid-October 2010. Contestants will be required to participate in a series of structured workshops and one-on-one mentoring sessions. Individuals or businesses interested in lending their support to this Contest are encouraged to apply online. For additional Contest information, visit the “Business Resources” section online at www.rockcountyalliance.com.

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.

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