



Fond du Lac County  
Economic Development  
Corporation

Press Release  
May 9, 2007

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### **Entrepreneurs encouraged to begin business plans now for 2008 competition**

Prizes totaling \$25,000 were awarded in the 2007 Northeast Wisconsin Business Plan competition in March, but Fond du Lac County Economic Development Corporation (FCEDC) wants to get the word out that it is not too early to be thinking about next year's competition.

"A good business plan is one that is well thought out, researched and comprehensive," says Brenda Hicks-Sorensen, president of FCEDC. "The goal is to complete a plan that will serve as a helpful tool toward building a successful business for our clients, and to accomplish that, it often takes more than a few weeks."

Hicks-Sorensen stressed that FCEDC offers complimentary services to assist entrepreneurs and emerging businesses in developing a business plan. FCEDC will again serve as a partner in the competition in 2008. As deadlines for the Northeast Wisconsin Business Plan competition near, FCEDC can provide all necessary information about entering the contest to anyone who is interested.

In the 2007 contest, the first place prize of \$10,000 was awarded to The Luggage Club of Oshkosh. The business model includes door-to-door luggage delivery where luggage is picked up when and where its customers designate and delivered to their travel destination at the time that they choose. One local winner of a \$3,000 prize was a plan for Bean Street Café. Cheri Stoffel submitted the plan. Bean Street Café plans to open as a coffeehouse and eatery in Campbellsport, Wisconsin.

Business plans are a critical tool in the proper planning and launch of new ventures and are the preferred mode of communication between entrepreneurs, innovators and potential investors. The goal of the competition is to encourage the preparation of business plans for start-up businesses, making significant changes to existing businesses, or launching new products in northeast Wisconsin.

Anyone wishing to get assistance with the development of their business plan is encouraged to call FCEDC at 929-2928 to set up an appointment. The mission of Fond du Lac County Economic Development Corporation, a county-wide private/public partnership, is to improve the economic well being of the businesses, communities, and residents of the county via business attraction activities, existing business development, entrepreneurial services, community preparedness and consultation and workforce development.

