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Sixteen Emerging Businesses Advance in Business Plan Contest *Contestants vie for cash prizes in Second Annual Enterprise Challenge*

Yakima, Washington (October 25, 2011) New Vision, the Yakima County Development Association, announced today that sixteen entrepreneurs are moving on in the competition as first round judges recently completed their reviews of contestant business plans. According to New Vision's Tammy Everts, "We have our own version of the 'Sweet 16' and our remaining contestants have impressed me with their hard work thus far. There's a very broad mix of entrepreneurs, experience levels and businesses, which is adding a lot to the competition."

So far the contestants have been immersed in classes to help them with business planning, finance, marketing and business law. The evening courses were designed to help everyone in the contest learn more about starting and managing a business. "It is great to see the entrepreneurs network and learn from one another", Everts added. Many of our contestants have also taken advantage of business counseling opportunities available through the Small Business Development Center or our local chapter of SCORE business counselors. .

The sixteen contestants now have a week to make any revisions to their business plans and gear up the *Investment Round Trade Show*. The Investment Round uses a trade show format where each contestant meets with 30 contest judges during an afternoon. Judges get to review each contestant's plans in advance and then grill contestants at their booth during the trade show. After judges meet the contestants they must each invest \$1,000 'Enterprise Challenge bucks' in a minimum of five companies. Judges are asked to invest in companies based on New Vision's [evaluative criteria](#) that were established before the contest started.

Here's a snapshot of the participants that have advanced to the next round. Some businesses are still in the planning stages, so they may not be ready to launch their official name yet, and

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other contestants have websites and storefronts that you can visit for more information:

1. K-5 Contracting, a general contractor who specialized in installing specialized insulation products;
2. Bristol Media, BusyBee Magazine, a niche publication for families with children;
3. Creme', a startup French inspired patisserie and coffee bar;
4. Magic & Mind Games, a performance magician seeking expanded venues;
5. IQ Tax Center, providing tax services, IRS audit support and bookkeeping services;
6. Lower Valley Therapeutic Massage & Spa. Massage and spa services in Grandview;
7. Algae International, developing algae tank farms for biofuels and other products;
8. PartyNPlay, a startup cupcake bakery and family friendly coffee shop;
9. Milt's BBQ Gourmet Pellets, manufactures fruit wood flavored BBQ Pellets;
10. Serenity Falls, helping do it yourselfers and others with water landscaping projects;
11. Surya Yoga, offering Yoga classes and fitness options in Yakima
12. TBA Brewing Company, developing a craft beer brewing company;
13. VanKommer Industrial Design, starting an engineering and design services firm;
14. Washington Vision Therapy Services, providing vision therapy services;
15. Yakima Food Cooperative, starting a cooperatively run food store; and
16. Yakima Press Company. Manufacturing vintage wine and cider presses

After the trade show eight contestants will move on in the contest to vie for approximately \$18,000 in prizes. Contest winners will be announced in December.

Contacts:

New Vision: David McFadden, President or Tammy Everts, Business Development Director, 509-575-1140; davemc@ycda.com; tammy@ycda.com

About New Vision, the Yakima County Development Association: New Vision is a countywide economic development association that works to attract and grow business within the Yakima Valley. Founded in 1985, the association has helped over 50 companies locate or expand within the region. Companies receiving New Vision help have created over 2500 new jobs these firms have a \$400+ million dollar annual economic impact on the regional economy

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