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**New Vision to Stage Business Plan
Competition for Local Entrepreneurs**
First Annual Enterprise Challenge will award \$17,500 cash prizes

Yakima, Washington (July 28, 2010) - - New Vision, the Yakima County Development Association, announced today that it is initiating the **Enterprise Challenge**, a three month multi-round business plan competition.

The competition will unfold from September through December and feature several cuts along the way when judges choose contestants to move on in the contest. The top three entrepreneurs or business teams at the end of the **Enterprise Challenge** will win \$10,000 (1st place), \$5,000 (2nd place) and \$2,500 prizes (3rd place).

During the contest, New Vision is offering contestants numerous opportunities for networking, business development classes, and mentoring. According to New Vision's Tammy Everts, "Our goal through this competition is to help emerging companies take root and grow in our Valley. The contest is much more than having a person submit a business plan and get a cash prize. We have built in some tremendous educational seminars and field trips for our contestants so everyone participating should take home tips and information that will help them run and sustain their businesses."

The contest will commence with a half-day workshop, **MBA in a Day**, on September 15th at the Clarion Hotel in Yakima. The event will include sessions on Legal Issues for Business, Financial Management, Marketing and Business Planning Basics and will also offer Limited English tracks

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on these topics. The event will include a special luncheon speaker, Rebecca Lovell, Executive Director of the Northwest Entrepreneur Network. Ms. Lovell has literally reviewed thousands of business plans and will give tips on what it takes to be a successful entrepreneur. The workshop will conclude with an informational session on the **Enterprise Challenge** and how individuals and teams can compete in the contest.

Details for the **Enterprise Challenge** will be covered at the **MBA in a Day** event and posted on New Vision's entrepreneur website, www.YakimaValley.biz. Everts continued, "We are very excited about this new initiative and looking forward to identifying some of our Valley's best and brightest entrepreneurs. Supporting emerging companies is an increasingly important element of economic development and our association feels strongly that this competition will trigger business growth and tangible benefits for our communities."

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 dozens of companies expand within the region. Companies receiving New Vision help have created over 3000 new jobs these firms have a \$400+ million dollar annual economic impact on the regional economy.