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**New Vision Launches Business Plan
Competition for Local Entrepreneurs**
Second 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 **2nd Annual 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).

Supporters of New Vision, the community and growing local businesses stepped up big this year to sponsor; sponsorship funding increased by 300+ percent. This reinforces New Vision confidence that the contest can be sustained over time and gain popularity and success as it progresses. Mike Broadhead of Central Valley Bank, Community Growth Sponsor, commented, "We jumped at the chance to sponsor. Not only was it fun to be a part of last year's contest, but we truly believe entrepreneurship is the future of growing business in the Valley".

New Vision started the Enterprise Challenge as a way to identify and reward local entrepreneurs and new business owners, and help grow and strengthen those ventures by developing business plans. The business plan contest is tailored to and targeted at start-up companies and Yakima County entrepreneurs with limited independent business experience. "The contest isn't just to see who can write the best business plan. We strongly believe that those entrepreneurs who develop and use a business plan have a better sense of what it takes to run a business", says New Vision's Tammy Everts. "Everyone who participates in the contest has the

opportunity to gain valuable skills, experience and confidence from networking, business education and refining their business message. They get more than get their money's worth if they take advantage of all the activities."

This year's contest includes contestant-only advanced business planning sessions on legal issues financial management and other business plan essentials. New Vision, SCORE and the Small Business Development Center work with participants throughout the contest to develop a business plan, and help entrepreneurs present themselves and their enterprise effectively. Contestants also receive valuable feedback from a host of community judges on their business ventures.

Last year's winner was Tieton Farm & Creamery; their business continues grow and add value to the region. Ruth and Lori Babcock, owners of Tieton Farm and Creamery, were thrilled to win the 2010 contest: "We benefited tremendously from participating in the business plan contest. It gave us an opportunity to learn more about growing our business and helped us pinpoint how we can expand over the next few years. The funds we won will literally allow us to keep our expansion plans moving forward."

Details for the **Enterprise Challenge** will be posted on New Vision's entrepreneur website, www.YakimaValley.biz. Everts continued, "We are very excited about this year's contest. We know that there are some exciting, innovative new products and business ideas in our region and we look forward to working with some of our Valley's talented entrepreneurs".

Contacts:

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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.