



FOR IMMEDIATE RELEASE

DCEDC Supports High School Entrepreneurship Programs

Thursday, February 12, 2009

Door County, WI - The Door County Economic Development Corporation (DCEDC) is supporting two local high school Entrepreneurship programs offered by Sturgeon Bay and Gibraltar High Schools this year. DCEDC congratulates our local high schools for stepping up to introduce local youth to the tremendous opportunities and challenges that come with starting a new business venture.

During the courses, the students will learn how to write a business plan. In fact, the primary course assignment is to develop a business idea, select a business name, logo and slogan, and create a real plan for that business. Local businessman John (Jay) Blossom III, owner of Properties of Door County, has pledged a \$1000 seed capital prize to the best business plan from each class, to encourage the students to actually launch their proposed businesses.

Additionally, DCEDC Economic Development Manager Sam Perlman will make classroom presentations in both schools on the importance of entrepreneurship to the local economy. DCEDC will invite both classes to tour the Door County Business Development Center, the small business incubator operated and managed by DCEDC. Students will see how new entrepreneurs get started and also get to meet and speak to several tenants businesses.

Finally, DCEDC is linking interested students to members of the Door County entrepreneurial community. Local business owners will make themselves available for a one-on-one interview with the students at their place of business or assist the students with their business plans through their classes. There is no better way for these students to learn the ins and outs of business than to spend a little time with a real entrepreneur.

Jeffrey Hirsch, a student at Sturgeon Bay High School, was the winner in 2008 of a \$500 cash prize for the best business plan coming out of the Entrepreneurship course “adopted” by DCEDC last year. Jeffrey used the funds to start his own small company, Superior Lawn Service and said the money not only helped to start his business but also “opened up a whole new door to my future.” His business slogan is “Extraordinary lawns...for ordinary people.” Jeffrey can be reached at (920) 495-6448 or SuperiorLawnService@gmail.com.

For more information or to volunteer to assist with the high school entrepreneurship initiative, please contact Sam Perlman at 920-743-3113 x204 or sam@doorcountybusiness.com.

About Door County Economic Development Corporation

The Door County Economic Development Corporation (DCEDC) is a public/private partnership dedicated to improving the economic vitality of the county and its residents. Celebrating 20 years of service to the community throughout 2009, DCEDC has been successful in helping existing businesses create and retain thousands of jobs through a myriad of programs and initiatives. Additionally, DCEDC places strong emphasis on fostering entrepreneurial instincts in county residents as well as those who vacation on the Door County Peninsula. Door County Economic Development Corporation offices are located within the small business incubator DCEDC founded in 1997 at 185 East Walnut Street in the Sturgeon Bay Industrial Park.