



FOR IMMEDIATE RELEASE

Edgewood Orchard Galleries is Business Plan Contest Winner

Tuesday, July 22, 2008



Sam Perlman, DCEDC Economic Development Manager, presents a \$1,000 check to Nell and JR Jarosh, Edgewood Orchard Galleries' owners.

Door County, WI - The Door County Economic Development Corporation, in association with the UW-Green Bay Small Business Development Center, announced today that Nell and J.R. Jarosh, owners of Edgewood Orchard Galleries in Fish Creek, are the winners of a \$1,000 cash award for the best business plan originating from the NxLevel Entrepreneurial Training course conducted earlier this year. In addition to the \$1,000 cash prize, the Jaroshes will also receive a \$5,000 advertising package for their business from

DoorCountyDailyNews.com and the radio stations of Nicolet Broadcasting: WBDK-FM, WRLU-FM, WSBW-FM and WRKU-FM.

Nell and J.R. Jarosh were among sixteen students representing thirteen start-up or existing local businesses in the class

sponsored by DCEDC and the Small Business Development Center. The ten-week course covered topics such as Research, Marketing, Organizational Matters, Financial Planning and Projections and Managing Growth, and culminated in each of the participants writing a comprehensive business plan. This was the seventh year DCEDC has co-sponsored and offered the NxLevel Entrepreneurial Training course in Door County.

"Nell and J.R. put together a thorough, well-written and focused business plan and they are very deserving of this award," said DCEDC Executive Director Bill Chaudoir. "However, all of the people who participated in this workshop are winners. By taking the time to learn the skills of business planning, they have all improved their chances of succeeding in any business venture they decide to pursue."

Edgewood Orchard Galleries is a successful retail art gallery that has achieved a national reputation for the exhibition of outstanding artwork in all media. Edgewood Orchard Galleries is known for the excellence of the artwork exhibited, which includes original paintings, sculpture, jewelry and art glass and furniture. Edgewood Orchard Galleries was opened in June 1969 by Irene Haberland and her daughter Anne, Nell's mother and grandmother. Nell and J.R. are currently in the fourth year of a five-year plan to purchase the gallery business from her parents. In January 2009, Nell and J.R. plan to assume full ownership of the business. [Edgewood Orchard Galleries, 4140 Peninsula Players Road, Fish Creek, WI 54212. (920) 868-3579. www.edgewoodorchard.com.]

The \$1000 award was generously sponsored and judged by Associated Bank, Baylake Bank and Citizens Bank. The award is to be used by Nell and J.R. Jarosh for business expansion. The advertising package is courtesy of Roger Utnehmer, President of DoorCountyDailyNews.com and Nicolet Broadcasting.

The ten-week NxLevel Entrepreneurial Training course will again be offered in Door County beginning in January 2009. Contact the Door County Economic Development Corporation for information about the class.

The Door County Economic Development Corporation (DCEDC) is a public/private partnership dedicated to improving the economic vitality of the county and its residents. Founded in 1989, 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. For more information, please contact DCEDC at (920) 743-3113, on the web at www.doorcountybusiness.com or by email at sam@doorcountybusiness.com.