



**FOR IMMEDIATE RELEASE**

**DCEDC Awards \$500 to Sturgeon Bay High School Entrepreneur**

Tuesday, April 29, 2008

Door County, WI - Jeffrey Hirsch, a junior at Sturgeon Bay High School (SBHS), was announced today as the winner of a \$500 cash prize for the best business plan coming out of an Entrepreneurship course “adopted” by the Door County Economic Development Corporation (DCEDC) this year. The announcement came this afternoon during the DCEDC annual investors meeting at Stone Harbor Resort & Conference Center in Sturgeon Bay.

DCEDC enthusiastically supported the Entrepreneurship course as instructor Theresa Paakola led a class of twenty young, budding entrepreneurs in this first time class. DCEDC hosted a visit by the class and toured the group through the Door County Business Development Center, the small business incubator operated and managed by DCEDC. Additionally, DCEDC linked members of the class with local business owners for one-on-one interviews with the students at their place of business.

During the course, students learned how to write a business plan; in fact, the primary course assignment was to develop a business idea, select a business name, logo and slogan, and create a real plan for that business. DCEDC pledged the \$500 cash prize to the best business plan from the class, for a student who would actually launch their proposed business. Jeffrey plans to use the funds to start his own small company, Superior Lawn Service, this summer. His business slogan is “Extraordinary lawns...for ordinary people.” Jeffrey can be reached at (920) 495-6448 or [SuperiorLawnService@gmail.com](mailto:SuperiorLawnService@gmail.com).

“DCEDC salutes SBHS for stepping up to introduce these young people to the tremendous opportunities and challenges confronting business today,” said DCEDC Executive Director Bill Chaudoir. “We hope the class experience demonstrated how important entrepreneurs are to the local economy and how new entrepreneurs get started. We certainly wish Jeffrey great success in his business venture.”

**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. 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.