

---

**For Immediate release** sent 5/2/24

Green County Development Corporation

Tracy Brewer: [tracy@greencountydevelopment.com](mailto:tracy@greencountydevelopment.com) or 608-328-9452

### **Green County Small Business Series Ends with Business Pitch Contest**

For the second year, Green County Development Corporation (GCDC) and The Bank of New Glarus hosted the Small Business Series & Pitch Contest, a training program for small business owners and aspiring entrepreneurs. The event culminated with participants 'pitching' their business idea to a group of judges for a chance to win a cash prize.

Beginning April 3rd, 17 aspiring Green County entrepreneurs participated in weekly sessions that included information on developing their business plan, connecting with a mentor, understanding financing and how to market their business. Each session allowed time for entrepreneurs to network within the group, creating valuable connections and support. Participants were also able to connect 1:1 with Nora Roughen-Schmidt, business consultant for the Southwest Wisconsin Small Business Development Center (SBDC). "This series is an economic development driver that empowers participants with education, resources, consulting, and relationships. It is exciting to participate and assist in developing new businesses in Green County." Roughen-Schmidt said.

Ron Schaaf, President and CEO of The Bank of New Glarus stated, "The Bank of New Glarus is proud to partner with GCDC on this program. The entrepreneurs who attend have many great ideas, and we wish them all the best as they move forward with opening businesses across Green County."

The Pitch Contest, sponsored by The Bank of New Glarus provided cash prizes to the top three pitches. Judges ranked presentations on problem identification and solution, target market, competition and unique selling position, business viability, and pitch quality.

Eleven (11) Green County entrepreneurs pitched their business, and included:

**1st Place Kindred Spirits Meadery** (Stephen Ilzenhuiser): custom mead producer

**2<sup>nd</sup> Place Arrow Acres** (Susan Anderson): custom woodworking, hobby farm

**3<sup>rd</sup> Place Small Business Owners Coaching** (Marechiel Santos-Lang): group and 1:1 coaching for small business owners

**Daisy's Axe Box** (presented by Todd & Brenda Coy): an entertainment company providing axe throwing for private parties and community events

**Bellebrook Botanicals** (Monica Pastrana): wellness support with small batch herbal products

**Whole-Hearted Apothecary** (Lula Miller): master herbalist, educational speaker and events

**Heidi's Happy Acres** (Heidi Kent): specialty produce, pumpkin and sunflower patch, corn maze and family activities.

---

Other Pitch presenters included Luke Bacher, Jackie Judd, and Katie Brugger.

“We were excited to have so many enthusiastic entrepreneurs in our area committed to long term success.” stated GCDC Executive Director, Olivia Otte, “One of GCDC’s goals is to foster entrepreneurship, and this program directly connects participants with specialists that can step them through details and keep them on target for opening or growing their business.”

*Green County Development Corporation (GCDC), is a non-profit Public-Private Partnership organization here to help new and existing businesses find the right resources to grow and prosper in Green County Wisconsin. Contact them at [gcdc@greencountydevelopment.com](mailto:gcdc@greencountydevelopment.com) or 608-328-9452.*

**Image GCDC Small Business Series Pitch winners and judges (left to right):**

Jordan Nordby – Main Street Monroe, Susan Anderson – 2<sup>nd</sup> Place Arrow Acres, Brianna Wethal - The Bank of New Glarus, Stephen Ilzenhuiser – 1<sup>st</sup> Place Kindred Spirits Meadery, Jance Marty – The Bank of New Glarus, Marchiel Santos-Lang – 3<sup>rd</sup> Place Small Business Owners Coaching, Olivia Otte – Green County Development Corporation.

**IMAGE: Small Business Series Pitch Contest participants (left to right):**

Lula Miller, Monica Pastrana, Jackie Judd, Brenda Coy, Todd Coy, Heidi Kent, Stephen Ilzenhuiser, Susan Anderson, Luke Backer, Marchiel Santos-Lang, Katie Brugger.