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Press Release

*** FOR IMMEDIATE RELEASE***

EAU CLAIRE AREA ECONOMIC DEVELOPMENT CORPORATION ANNOUNCES BUSINESS PLAN CONTEST WINNERS

September 17, 2008 – The Eau Claire Area Economic Development Corporation (ECA-EDC) is proud to announce the winners of the 2008 Creating Your Own Business (CYOB) Contest:

MICRO BUSINESS CATEGORY: **LISTEDLOCAL.COM**

EMERGING/GROWTH BUSINESS CATEGORY: **SILVERMINE STONE COMPANY, INC.**

AWARDS PRESENTATION

An awards luncheon will be held in conjunction with Downtown Eau Claire, Inc. (DECI) on Thursday, September 18, 2008 at 11:30am at the Ramada Convention Center in Eau Claire, to recognize the winners of the Creating Your Own Business Contest (ECA-EDC) and the Jump-Start Downtown Competition (DECI). Greg Olson, Co-owner PowerBlock, Inc, will be presenting a keynote address entitled "Loving What You Do."

The luncheon is hosted by the ECA-EDC, the University of Wisconsin – Eau Claire Entrepreneur Program, and DECI. For more information, please contact the ECA-EDC office at 715-834-0070. Tickets are \$15 per person; reservations are required.

ABOUT THE WINNERS

Silvermine Stone Company, Inc. – Silvermine Stone Company, Inc is a manufacturing company offering a product called Stack N Tack. Stack N Tack is a mortar-less stone siding made with a specially designed aluminum lip poured into a cultured stone. The product's design allows the lips of each piece of aluminum to overlap and give the appearance of professional stone masonry work. Silvermine Stone Company, Inc. markets the product to the construction industry for indoor and outdoor projects.

"Silvermine Stone Company, Inc. is honored to be the 2008 award winner of the Eau Claire Area EDC's Create Your Own Business competition," says the company's president of operations, Richard Mickelson. "Our Stack N Tack product will be available this October. We look forward to introducing it to contractors and homeowners."

Silvermine Stone Company, Inc. will receive a \$10,000 cash award, discounted and/or in-kind business services and is eligible to receive a \$25,000 low-interest loan.

The Emerging/Growth category is for small businesses that are still in the conceptual stage of business development or that have been in business for two years or less (unless patent-pending technology). Companies in this category should serve the local market as well as markets beyond the Eau Claire area and should have potential for substantial employment growth.

ListedLocal.com – ListedLocal.com is a web-based business allowing people to cost-effectively advertise goods and services in the community. The company offers solutions for car dealerships, real estate companies, and businesses that have difficulty expanding their customer base and finding a web presence. The company also offers a free classified section for private parties.

ListedLocal.com intends to expand throughout the country while remaining headquartered in Eau Claire.

ListedLocal.com will receive a \$2,500 cash award, discounted and/or in-kind business services, and is eligible to receive a \$5,000 low-interest loan.

The Micro-Business category is for small businesses that are still in the conceptual stage of business development or that have been in business for two years or less (unless patent-pending technology). Companies in this category should serve the local market as well as markets beyond the Eau Claire area. This category is for business models that are less likely to employ a large number of people.

ABOUT THE CREATING YOUR OWN BUSINESS CONTEST

The Eau Claire Area Economic Development Corporation's Creating Your Own Business Contest has encouraged entrepreneurship and propelled business growth in the Eau Claire area since the contest's inception in 1986. Over 65 awards have been given to area businesses, many of which have gone on to create new jobs and advance Eau Claire's economy, including Powertex, StrandVision, Silicon Logic Engineering, First Choice Computer Recycling, [and last year's winners, ANS, Inc. and Becki's Mediterranean Olive Salsa.](#)

The ECA-EDC has received great support from area businesses seeking to support the next generation of companies by sponsoring the contest or offering discounted or in-kind services to our award winning companies. The 2008 CYOB sponsors include: Luther Midelfort – Mayo Health Systems, Xcel Energy, Charter Bank, RCU, the City of Altoona, the City of Eau Claire, and Eau Claire County.

The Eau Claire Area Economic Development Corporation, a nonprofit organization, is a public/private sector partnership that facilitates the growth of quality job opportunities by working with entrepreneurs, governments and businesses seeking to create, retain, and expand quality jobs in the Eau Claire area.

For more information contact the ECA-EDC at 715-834-0070 or visit www.eauclaire-wi.com.

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