

NEWS RELEASE



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RACINE COUNTY “LAUNCHING GREEN BUSINESSES CONFERENCE” JANUARY 12TH

Racine County Executive Bill McReynolds today announced the “Launching Green Businesses Conference,” to be held on January 12, 2010 from 1:00 p.m. to 5:00 p.m. at the University of Wisconsin – Parkside. The Conference will provide attendees with information about the resources available to assist and support entrepreneurs who want to start a “green” business, and it will offer attendees the opportunity to network with others. Keynoting the conference will be Tom Szaky, of TerraCycle, Inc., and Tera Johnson, of Wisconsin Specialty Protein, two entrepreneurs who have launched their own successful and well-known “green” businesses.

Designed to help create businesses and put more people to work, the conference is a collaborative effort of the Racine County Workforce Development Center, UW-Parkside Small Business Development Center, Gateway Technical College, Green Racine, Racine Area Manufacturers & Commerce, Racine County Economic Development Corp., and Wisconsin Women’s Business Initiative Corp.

Noting that, as a result of the current recession many talented people have lost their jobs, McReynolds said, “We want to give these talented individuals looking for new opportunities the opportunity to join others with green business ideas and possibly start new businesses in Racine County.” Matt Wagner, Director of UW Parkside’s Small Business Development Center, concurred, noting, “The green market continues to expand, and now may be an ideal time for entrepreneurs to launch their business.”

Twenty individuals with great business ideas will be rewarded with scholarships valued at over \$1,000 to a business planning class and counseling to help them launch their green business venture. During the conference registration process candidates with green business ideas will submit 200 word overviews of their ideas. A scholarship committee comprising representatives from the Workforce Development Center, UW-Parkside, Gateway, and local entrepreneurs will select the scholarship recipients based on the 200 word overview and interviews. Winners will be notified after the conference.

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Those interested in attending the conference can register at the Racine County Economic Development Corporation's web site www.RacineCountyedc.org. The cost is \$25 for adults and \$10 for students. Payment is required at time of registration using a credit card.

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