



Racine County

## Workforce Development Center

February 04, 2009

### PRESS RELEASE

When people hear about your new venture, do their thoughts spring to phrases such as: “Wow!” “Very Innovative,” “How Creative.” or the highly over used, but very effective “Cool?” If so, you’re the perfect business for the 4th Annual Apollo Award sponsored by the Racine County Workforce Development Board. This award recognizes the accomplishments of a business owner or entrepreneurial team who started a new and innovative business in Racine County in the last three years. In recognition of being named the winner of the Apollo Award, a new and innovative business will receive a \$2,000 Prize from the Racine County Workforce Development Board to be used for Marketing, Product Development or Research and Development. Edward Salinas, President of Alliance Enterprises, and the 2008 winner, had this to say about the award,

*“The monetary award enabled our company to pursue value added training for our employees which equipped our team with the tools necessary to be competitive in the dairy industry. This contributed to the advancement of our research and development. Additionally, we directed part of the award towards initiating a new marketing strategy*

Contact Kim Bartel at 638-6643 or [Kim.Bartel@goracine.org](mailto:Kim.Bartel@goracine.org) for a nomination packet. Nominations will be accepted until March 13, 2009. The presentation of the Apollo Award will be made at the RAMAC Annual Meeting to be held on April 7 at the Racine Marriott. A dinner will be served and tickets will be made available to the award winner and their family.

The award was developed in the interest of promoting entrepreneurial spirit in the Racine area, and encouraging creative, innovative business people to make their dreams a reality while providing jobs and economic stimulus for the area. The selection committee includes representatives from RAMAC, the Workforce Development Board, the Small Business Development Center, Racine Unified, Burlington School District, Gateway Technical College and last years winner, Alliance Enterprises.

Contact for more information:  
Alice Oliver, WDC 638-6620  
Carol Barkow, RAMAC 634-1931

EEO SERVICE PROVIDER/EMPLOYER