



BUENA VISTA, CLAY, DICKINSON & EMMET COUNTIES

## Students compete in Regional Business Plan Competition

SPENCER – Students from Storm Lake High School and Estherville Lincoln Central High School have spent the last few months gathering information, doing market research, writing business plans and preparing presentations for the Iowa Lakes Corridor's Regional Business Plan Competition. The Iowa Lakes Corridor has a goal to become the most attractive region in the state of Iowa for entrepreneurs. The Corridor works at the grass roots level to develop the next generation of successful entrepreneurs and leaders.

Judges for the competition were Brian Dalziel of Iowa Lakes Corridor, Deb Satern of Satern Custom Machining and Pat Reno of Ranco Fertiliservice. Students presented to the panel of judges who traveled to their school. While all of the plans that were presented were great, the winning plans were authentic, realistic and well thought through. Students that were awarded first, second and third prizes showed knowledge of the field, confidence and passion. They had also done location research and showed knowledge of clientele.

First place winner was Jessica Hinde of Storm Lake with Sweet Tooth Bakery. Second place was Edgar Jimenez of Storm Lake with Night Life! night club, and third place was Mariah Hockett of Estherville with SunQuest tanning salon.

"It is exciting to experience the energy and drive of high school entrepreneurs competing in our Business Plan Competition," said Brian Dalziel, Senior Vice President with Iowa Lakes Corridor. "These future business owners are determined to create opportunities not only for themselves, but also for those who they will employ. I expect that several of these students will go on to launch their business after graduation, and Iowa Lakes Corridor will be there to support them."

The students competing were from business classes taught by Royce VanRoekel at Estherville Lincoln Central and Nichole Krager at Storm Lake.

The Corridor is actively recruiting new schools and teachers in the region to participate in entrepreneurial events for students. Contact Holly Pearson at the Iowa Lakes Corridor, at 712-264-3474 or [hpearson@lakescorridor.com](mailto:hpearson@lakescorridor.com), for more information on how to get your school involved.

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The Iowa Lakes Corridor Development Corporation is the regional economic development agency for Buena Vista, Clay, Dickinson and Emmet counties. Its mission is to foster, encourage, aid, promote or otherwise assist in the economic growth and development of the region. For more information about the Iowa Lakes Corridor Development Corporation, call 712-264-3474 or visit [www.lakescorridor.com](http://www.lakescorridor.com).