



FOR IMMEDIATE RELEASE

Main Street Market Owners Named Entrepreneurs of the Year

Tuesday, April 29, 2008

Door County, WI -The Door County Economic Development Corporation announced today that LaVonne & Dave Callsen and Kaaren & Steve Northrop, co-owners of the Main Street Market in Egg Harbor (www.doorcountynavigator.com/mainstreetmarket), are the winners of the fifth annual Door County Entrepreneur of the Year Award. The announcement came this afternoon during the DCEDC annual investors meeting at Stone Harbor Resort & Conference Center in Sturgeon Bay.

Main Street Market is in its 21st year in Door County. The original store, built on a vacant lot in the center of Egg Harbor in 1987, was 7,000 square feet and had ten employees, including the four owners. They built the business to the point that in 1991 an addition was necessary, along with another ten employees. A second addition in 1997 brought the store to its current size of 17,000 square feet, with 42 year-round employees and additional temporary staff from May to October.

Main Street Market remains a family owned and operated business with three generations actively involved in the store, and many employees who have grown to be just like family. They have dramatically expanded their product line, services and market reach over the years. Main Street Market was voted the #1 Food Store in Door County by the readers of *Door County Magazine*.

The owners are all very committed to Door County, with current and past service on several boards, including: Door County Visitor Bureau; Egg Harbor Business Association; Door County Memorial Hospital Board and Foundation Board; Door County Land Trust; Door Community Auditorium; Baylake Bank Regional Board; Birch Creek Music Center; and Stella Maris Parish. The family is very supportive of the community that supports them, and is involved as sponsors and donors to dozens of other local organizations, events and causes.

Main Street Market has always followed Dave Callsen's four essentials to business success: 1) focus on your customers; 2) deal fairly with your employees; 3) get involved in your community; and 4) work your butt off.

"It is our pleasure to recognize the Callsens and Northrops with the Entrepreneur of the Year award," said DCEDC Executive Director Bill Chaudoir. "Their commitment to hard work, exceptional customer service and outstanding community service has enabled them to grow a thriving year- round business in Northern Door County. We congratulate them and wish them continued success."

The Entrepreneur of the Year Award celebrates those individuals who have taken the initiative to start and grow a successful small business in Door County. Eligible businesses include those with fewer than 50 employees, exhibiting exciting growth potential and that have at least three years of successful business experience. Last year's winners were Greg and Marsha Meissner, owners of Meissner Landscape, Inc.

The Door County Economic Development Corporation (DCEDC) is a public/private partnership dedicated to improving the economic vitality of the county and its residents. Founded in 1989, DCEDC has been successful in helping existing businesses create and retain thousands of jobs through a myriad of programs and initiatives. Additionally, DCEDC places strong emphasis on fostering entrepreneurial instincts in county residents as well as those who vacation on the Door County Peninsula. Door County Economic Development Corporation offices are located within the small business incubator DCEDC founded in 1997 at 185 East Walnut Street in the Sturgeon Bay Industrial Park.