



**Young business owners of four fledgling operations compete for scholarships in Junior Achievement Young Entrepreneur Live Competition on February 19, airing February 24**

**MILWAUKEE, Wisconsin (January 31, 2022)** – Seven teenage Wisconsin business owners representing four businesses will compete for a \$10,000 grand prize scholarship in a Shark Tank-style competition hosted by Junior Achievement of Wisconsin on February 19, with the program airing February 24. The competition, in its second year, will feature a panel of guest judges and will be filmed at Majic Productions in Waukesha.

Interested viewers can watch the free event through the link at 3:30 p.m. February 24:  
[https://majicpro.zoom.us/webinar/register/WN\\_54pggJRZSfy5xaH4GepJ-w](https://majicpro.zoom.us/webinar/register/WN_54pggJRZSfy5xaH4GepJ-w)

As on the popular TV show Shark Tank, each high school entrepreneur has been operating a business, selling a product or service. These finalists will present their business and argue their case for the scholarship to the panel of judges. The judges will offer feedback, ask questions, and provide constructive criticism.

“Entrepreneurship is one of the core principals of Junior Achievement,” said Michael Frohna, President of Junior Achievement. “We want to continue building on the success of the first ever Young Entrepreneur Live Competition last year by reinforcing the entrepreneurial spirit in a new generation of American leaders. In many ways, this event brings to life the lessons children learn in classrooms that include JA programming.”

Judges include:

- Craig Culver, Chairman, co-founder, brand ambassador—Culver’s
- Greg Marcus, President—Marcus Corp.
- Denise Thomas, President, owner—The Effective Communication Coach
- Austin Ramirez, CEO—Husco
- Brittany Rosales, Founder, owner—The Rose Mob Grill

### Finalists competing in the Young Entrepreneur Live Competition:

- Alexis Benrud from Menomonie
- Michael Mounajjed from Middleton
- Baxter Salzwedel from Elkhart Lake
- Samantha Osorio, Ayden Fowler, and Lillian Goeckermann from North Fond du Lac

The image displays four finalist profiles, each with a circular photo and a corresponding business card. The cards are arranged in a row and feature a green and yellow gradient background. Each card includes a profile picture, the name of the finalist, the name of their business, their location, their high school, and their website or contact information.

Finalist Name	Business Name	Location	High School	Website/Contact
Alexis Benrud	Eunoia Co.	Menomonie, WI	Menomonie High School	eunoia.com
Michael Mounajjed	Calceus Mining	Middleton, WI	Middleton High School	mining.calceustrading.co
Baxter Salzwedel	The Mad Patcher	Elkhart Lake, WI	Elkhart Lake-Glenbeulah High School	
Samantha Osorio, Ayden Fowler, Lillian Goeckermann	Commah, LLC	North Fond du Lac, WI	Horace Mann High School	Commah.coe

Among the many applicants all over the state, the four finalists were selected based on the following criteria: Charisma/Hustle, Business Success, Growth Potential and Social Involvement. Other considerations included the entrepreneur’s age at the start of the business, challenges faced, strategic direction, innovation, personal integrity and leadership.

Outside of the \$10,000 grand prize, the other three finalists will receive \$1,500 scholarships, and one student will receive a \$500 cash viewer’s choice award based on voting during the event. All scholarship money was raised through generous event sponsors and donations from community leaders and business owners.

### SPONSORS

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### About Junior Achievement® (JA)

Junior Achievement is the world’s largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. JA programs are delivered by corporate and community volunteers, typically in area schools, and provide relevant, hands-on experiences that give students from kindergarten through high school knowledge and skills in financial literacy, work readiness, and entrepreneurship. In the past 4 years, the 12 area offices of Junior Achievement

of Wisconsin have used a dedicated core of more than 13,400 volunteer mentors to impact 440,000 Wisconsin students. For more information about Junior Achievement of Wisconsin: <https://wisconsin.ja.org/>

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