



media release

**FOR IMMEDIATE RELEASE**

**contact:** Shelly Megaw, 507.381.2767  
smegaw@greatermankato.com

**Additional Pohlاد Family Foundation “Get Ready to Grow” Small Business Funds Available**

*Two local businesses already awarded grants through program*

MANKATO, Minn. (August 18, 2009) – The Pohlاد Family Foundation, which has already awarded \$5 million in grants and loans to assist small businesses in Minnesota (including two in this area) has just pledged an additional \$1 million in loans. The funds are being administered in partnership with Grow Minnesota!, the Minnesota Chamber of Commerce’s private-sector initiative aimed at retaining and creating jobs.

Area small businesses need to submit an application by **September 8** to their local Grow Minnesota! partner organization - Greater Mankato Growth. Businesses not selected for the 1<sup>st</sup> round of Pohlاد Foundation funds are encouraged to reapply. Information is available at [greatermankato.com/business-pohlاد.php](http://greatermankato.com/business-pohlاد.php) or by calling 385.6649.

**Two area businesses have already benefited from the first round of Pohlاد Funding:**

HerdStar® received \$100,000 and Lime Valley Advertising received \$25,000 in grant dollars from the Pohlاد Family Foundation to retain employees.

**HerdStar®**

HerdStar®, which produces innovative tracing, tracking and monitoring solutions for the livestock industry, received \$100,000 in grant dollars to retain employees. Since their start in 2002 HerdStar® has been investing in future products for the livestock industry and are in the midst of launching two major product lines (one for HerdStar® and one for their subsidiary Eriginatē™), so having the talent needed to develop the technology is essential. “We will use the money to retain our employees that produce our leading edge technologies. Greater Mankato Growth, Inc. assisted us, and we want to thank them along with the Pohlاد Family Foundation for their generosity and support of small businesses in Minnesota,” commented Robert Baarsch, CEO. To learn more about HerdStar® visit [herdstar.com](http://herdstar.com).

**Lime Valley Advertising**

Lime Valley Advertising, Inc., a 20-year-old, full service advertising agency, offering business-to-business advertising and marketing communications services to manufacturers, businesses, educational institutions and civic organizations, received \$25,000 in grant dollars for employee retention. Lime Valley has 11 employees who provide public relations, print, web and multimedia solutions. “Lime Valley Advertising has a very talented young staff. I’m thankful to the Pohlاد Family Foundation, Minnesota Chamber of Commerce Foundation, Grow Minnesota! and Greater Mankato Growth for recognizing the importance of employee retention as a significant ingredient to future growth. This grant represents a strong commitment by these organizations to Minnesota’s small businesses,” said President Brian Maciej. To learn more about Lime Valley Advertising visit [limevalley.com](http://limevalley.com).

###