



RISE

Regional Insights on the Economy

*Rising to Success: Business Startups
in Northwest Wisconsin*

Regional Entrepreneur Panelists

Hayward Session - Facilitated by Andy Donahue, Director of the Wisconsin Small Business Development Center at UW-Superior

Jamey Penney-Ritter, Bemused Photography & Design

Jamey Penney-Ritter is a Photographer, Graphic Designer and Illustrator living in Washburn, WI. Jamey has been behind the lens since 1991 and a graphic designer since 1999. She started her WPA/Art Deco-inspired poster series after she created a custom wedding gift for a cousin's wedding. Her Apostle Island poster was on display at the Department of the Interior in Washington D.C. as part of a traveling National Parks poster series.

Jennifer Vorbonik, Hayward Gourmet

Jennifer has been married for 22 years and blessed with eleven kids!!! Yep - you read it correctly. She spent many years in the education scene as a Special Education Teacher working with high school and middle school age students who mainly have severe to moderate emotional behavioral disabilities. Paralleled with teaching, Jennifer and her husband spent about ten years doing Treatment Level Foster Care. There was a turning point in her career where she made a full 180 swing and purchased a local business. Hayward Main Street Gourmet Popcorn DBA Hayward Gourmet then became a reality. Quickly learning that their company could not survive as just a seasonal tourism business, they created several facets to the business. They currently run a wholesale business, fundraising, direct selling and, of course, retail. Jennifer serves on the local Health and Human Services Board and provides free advocacy and consulting to families for special education needs/questions. Hayward Gourmet has grown more than they ever imagined with bringing on a partner in the fall of 2018 and a new building to increase production. They are very excited to see where they'll go from here!

Deneen Carpenter, Velō Café

Deneen attended St. Cloud State and has a background in Organizational Management with an emphasis in Human Resources and Non-Profits.

With the love of outdoors and the desire to simplify life, moved from Minneapolis to Cable, Wisconsin in 2013. For many years have had a passion for healthy organic living and noticed many like minded people in the area with the same interest. With an entrepreneurial spirit The Velō Café was opened in Cable, WI in June 2018. The mission of The Velō Café is to be a destination that serves food to fuel a healthy lifestyle and use sustainable organic food from local farmers whenever possible.

