



## Season 6 In the News + Online



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BizTimesMedia





*Photo by John Grant Photography*

## **Brand new Season. Brand New Set. The Project Pitch It team is Ready!**

**February 1, 2022** • March 19th is almost here. Save the date! An amazing season of dynamic ideas are headed your way.

Meet the Team – Pictured left to right: Jerry Jendusa (Host/Executive Producer), Joanne Sabir (Mogul/Sponsor), Bev Greenberg (Executive Producer/Creator), Gale Kappa (Mogul/Sponsor), Jason Ruck (Director), David Gruber (Mogul/Sponsor), and Peg Ann (Mogul/Executive Producer)

# MEET THE MOGULS SEASON 6



Meet Project Pitch It Mogul

## Jerry Jendusa

Host of Project Pitch It, and Executive Producer, Jerry is the former co-founder and CEO of EMTEQ, a globally recognized Aerospace electronics manufacturer. Upon its sale, Jerry co-founded Stuck Breakthrough Strategies to create a systematic approach to entrepreneurial growth. He is also a partner of Make-A-Wish and Children's Hospital of Wisconsin. As the author of the book, "Get Unstuck" and his many contributions, Jerry was a judge for the Ernst & Young "Entrepreneur of the Year" in 2019, 2020 and 2021.



Meet Project Pitch It Mogul

## JoAnne Sabir

JoAnne is co-founder of The Sherman Phoenix, an entrepreneurial hub that offers space for small businesses. JoAnne works for American Family Insurance to revitalize neighborhoods focused on inclusion, diversity, and equity throughout the community.



Meet Project Pitch It Mogul

## Gale Klappa

Gale Klappa joins Project Pitch It as a Mogul in Season 6. He is the Executive Chairman – WEC Energy Group and a Director of Associated Banc-Corp and Badger Meter Inc. Gale also is co-chair of the Milwaukee 7 and on the Executive Committee of the Metropolitan Milwaukee Association of Commerce. He previously served as chief executive officer of WEC Energy Group — parent of We Energies.



Meet Project Pitch It Mogul

## Peg Ann

Executive Producer Peg Ann is the former owner/CEO of Empire Level Manufacturing and Life Moves. She is a community leader, creating connections by breaking barriers. Peg supports dozens of local organizations. She is especially involved at Kradwell School and the Make A Wish Foundation.



Meet Project Pitch It Mogul

## David Gruber

David is the founder and CEO of Gruber Law Offices, an award-winning personal injury law firm. David has grown Gruber Law Offices from a one lawyer firm to now around 120 team members. David's success has allowed him to make significant contributions to the businesses in Wisconsin. "One call. That's all."



## Creator of 'Doctor Dyslexia Dude' graphic novels takes home \$10,000 Project Pitch It prize

**May 9, 2022** • Oshkosh resident Shawn Robinson has taken a difficulty he's faced in his own life and turned it into a business that helps support young children. Robinson and his wife have written three "Doctor Dyslexia Dude" graphic novels, which tell the story of a young Black superhero who has Dyslexia. [> Learn More](#)

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## Milwaukee company's virtual tour offerings win \$10,000 Project Pitch It prize

**May 16, 2022** • Milwaukee resident Ross Younger and his company Advantage Point 360 were given the \$10,000 Project Pitch It Award during this week's episode. The company's 360° Virtual Tours allow businesses to share their space in an immersive virtual environment. Customers can experience a virtual walk-through of a business from any device.

[> Learn More](#)

**BizTimes**  
MILWAUKEE BUSINESS NEWS



## Gale Klappa joins 'Project Pitch It' Moguls for Season Six

**February 21, 2022** • A group of 24 Wisconsin Entrepreneurs will seek to bring their business dreams to fruition as they take part in the new season of 'Project Pitch It,' premiering on WISN-TV Channel 12 on March 19 and March 20 > [Learn More](#)

**BizTimes**  
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## Madison entrepreneur's travel company earns \$10K on season premier of 'Project Pitch It'

**March 21, 2022** • Otehlia Cassidy, founder of madison-based travel company Otehlia Travels, took home the Project Pitch It \$10,000 cash award. She founded the company... > [Learn More](#)

**BizTimes**  
MILWAUKEE BUSINESS NEWS



## A Goodman's Desserts continues to attract funding during 'Project Pitch It'

**March 28, 2022** • A local baking company whose customers include the Milwaukee Bucks took home the largest cash prize during the latest episode of Project Pitch It. Alan Goodman of Milwaukee-based A Goodman's Desserts was awarded the Peg Ann/David Gruber Project Pitch It \$10,000 cash award. [> Learn More](#)

**BizTimes**  
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## Greendale woman gets 'Project Pitch It' \$10,000 prize for handcrafted cosmetic brushes

**April 4, 2022** • Greendale resident Izabelle Villafuerte, founder of Empresaria Cosmetics, took home the Peg Ann/David Gruber Project Pitch It \$10,000 cash award this week on Project Pitch It. [> Learn More](#)

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## 'Sydetasker' inventor takes home Project Pitch It \$10,000 prize

**April 18, 2022** • 2022 Milwaukee entrepreneur Colin Milligan and his company Sydetasker won the Peg Ann & David Gruber Project Pitch It \$10,000 award during this week's episode of Project Pitch It.

[> Learn More](#)

**BizTimes**  
MILWAUKEE BUSINESS NEWS



## Griffin & Gargoyle immersive fantasy experience wins project Pitch It \$10,000 prize

**April 25, 2022** • Griffin & Gargoyle founder Daniel Colwell wants to offer customers a new model of immersive fantasy entertainment. Colwell took home the \$10,000 Project Pitch It cash award during this week's episode.

[> Learn More](#)

**BizTimes**  
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## New Milwaukee CBD bakery wins Project Pitch It \$10,000 prize

**May 2, 2022** • A new kind of bakery won over the moguls during this week's episode of Project Pitch It. Amanda Buhrman, founder of Milwaukee-based company Sweetly Baked, won the \$10,000 Project Pitch It Award. Sweetly Baked is Milwaukee's first commercial CBD Bakery, specializing in handcrafted, small-batch confections. > [Learn More](#)

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## Project Pitch It: Sydetasker platform helping homeowners knock out their to-do lists

**May 9, 2022** • Milwaukee entrepreneur Colin Milligan and his company, Sydetasker are helping homeowners tackle their to-do list through their handy mobile app. > [Learn More](#)

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## Project Pitch It Inspired by Jewish values, a positive version of 'Shark Tank'

**May 4, 2022** • Love watching Shark Tank? Wisconsinites can also view a local, more positive take on the hit television show. Every week, viewers across Wisconsin can tune in for a new episode of "Project Pitch It," a show where Wisconsin entrepreneurs can pitch their ideas to a panel of leading business moguls and win awards to advance their projects, according to promotional material. Bev Greenberg founded "Project Pitch It" six years ago to fill a need for the Wisconsin community. Greenberg is a longtime local Jewish community advocate, though this project is for the wider community.

[> Learn More](#)

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**Jewish**chronicle  
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## Watch Racine's Yolanda Coleman make her 'Plush' pitch on TV this Saturday, May 14th

**May 8, 2022** • One of Downtown Racine's business owners is set to make an appearance on the sixth season of Wisconsin's answer to the long-running ABC show "Shark Tank." Yolanda Coleman, the owner of Plush Clothing, 409 Main St., will be making an appearance at 10:35 p.m. Saturday on the eighth episode of the sixth season of "Project Pitch It." The show airs on WISN-TV (Channel 12) [> Learn More](#)

**The Journal Times**



## Appleton candymaker from Ghana to be featured on Project Pitch It.

**March 17, 2022** • Gold Coast Candy, an Appleton-based candymaker that specializes in Ghana-style brittle, will be featured on the television program “Project Pitch It” this weekend. “Project Pitch It,” presented by the University of Wisconsin-Milwaukee’s Lubar Entrepreneurship Center, gives Wisconsin entrepreneurs. [> Learn More](#)

**Post Crescent.**



## The Buzz: Appleton-based networking business pitches idea on ‘Shark Tank’-type reality show

**April 29, 2022** • Micronet, a networking startup based in Appleton, will be featured on the television program “Project Pitch It” this weekend. Project Pitch It, presented by the University of Wisconsin-Milwaukee’s Lubar Entrepreneurship Center, gives Wisconsin entrepreneurs the chance to pitch their business idea in a “Shark Tank”-type setting. [> Learn More](#)

**Post Crescent.**



## 'Project Pitch It' Returns for a Sixth Season

**February 17, 2022** • Project Pitch It intersects entrepreneurship, education, and entertainment to inspire small business owners to pursue their passion with relentless motivation. Co-sponsored by BizTimes Media & WISN-12 News, the show follows a 'Shark Tank-like' style format. Wisconsin innovators and entrepreneurs make their pitch to area business moguls in a bid to win three potential awards > [Learn More](#)



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## 'Project Pitch It' aims to inspire, educate and entertain people about Wisconsin entrepreneurship

**May 17, 2022** • The television show Project Pitch It features Wisconsin entrepreneurs pitching their companies to business leaders and moguls. Now in its sixth season, the show has featured over 100 entrepreneurs. Creator and Executive Producer, Bev Greenberg joins Lake Effect to share more. > [Listen Now](#)

**WUWM 89.7**  
MILWAUKEE'S npr



## Local entrepreneur pitches idea for Dungeons and Dragons-themed restaurant on television program.

**April 20, 2022** • Local entrepreneur Daniel Colwell recently had the opportunity to present plans for the Griffin & Gargoyle Tavern on the television program, “Project Pitch It.” The show is set to air 10:35 p.m., April 23 on WISN-TV 12 ABC in Milwaukee. [> Learn More](#)

Lake Geneva  
**REGIONAL NEWS**



## Kohler entrepreneur to be featured on “Project Pitch It” TV show

**April 1, 2022** • Project Pitch It, a television show presented by the University of Wisconsin-Milwaukee’s Lubar Entrepreneurship Center, features 24 Wisconsin entrepreneurs pitching their ideas or businesses to a panel of local leaders and leading business moguls who question, advise, and challenge the participants to take their ventures to the next level. [> Learn More](#)

**The Kohler Villager News**



## Dyslexia specialist to appear on 'Project Pitch It'

**March 30, 2022** • An author and dyslexia specialist is one of 24 entrepreneurs who will be featured on the Wisconsin-based show, "Project Pitch It" where business ideas are presented to a panel of five Wisconsin moguls. Dr. Shawn Anthony Robinson, a University of Wisconsin Oshkosh graduate, is the author of a series of graphic novels called "Dr. Dyslexia Dude," a story of an African American boy who is also a super-hero with dyslexia. [> Learn More](#)



## Local Racine business owner appears on "Project Pitch It" TV show

**March 29, 2022** • You can find Sergio Molina and his Esperanza Coffee Collective booth each Saturday at the Kenosha Public Market, plus Sunday through Friday at his coffee drive-thru, located at The Branch, 1501 Washington Ave. in Racine. [> Learn More](#)

**KENOSHA NEWS**



## 'Project Pitch-it' show helps business owner and triathlete cross the finish line to her goals

**April 8, 2022** • WAUSAU, Wis. (WSAW) – A woman from Wausau is making her dream come true one step at a time. Gina Cornell is a triathlete who designs clothes for those who share her passion. Cornell presented her business on the show 'Project Pitch-it' to get her business on its feet.

[> Watch the Newscast](#)



## 'Project Pitch It' will return to WISN 12 for 6th season

The 'Shark Tank'-style program features Wisconsin-based entrepreneurs pitching their business products and ideas to local moguls.

[> Watch the Newscast](#)





## Let's Get Social

Project Pitch It is active on the various social media platforms. To see our posts and activity click the links below:

**LinkedIn:** <https://www.linkedin.com/company/project-pitch-it>

**Twitter:** <https://www.twitter.com/projectpitchit>

**Instagram:** <https://www.instagram.com/projectpitchit>

**Facebook:** <https://www.facebook.com/projectpitchit>



## Visit our Website

Click the links below to explore our website. While we've included a link to catch the excitement of season 6, you'll also be able to see seasons 1-5.

**Homepage:** <https://www.ProjectPitchIt.com>

**Season 6:** <https://projectpitchit.com/season-6/>

**In the News:** <https://projectpitchit.com/newsroom/>