



## Brock University Students Win 2010 Nicol Entrepreneurial Award

*-- Organic Strawberry Production Takes National Nicol Award --*

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OTTAWA, Ontario (April 1, 2010) – Brock University students Nico Verhoef and Marty Verhey were named the winners of the 2010 National Nicol Award at the 6<sup>th</sup> Annual Nicol Entrepreneurial Awards held at the Chateau Laurier on March 30. Nico and Marty impressed the national judges with their plans for producing high-quality, lower-cost, locally-grown certified organic strawberries.

“We’re grateful for the opportunity to compete in the Nicol Entrepreneurial Award. The vision and generosity of Wes Nicol in furthering entrepreneurship across Canada is unparalleled,” said Nico. “We are proud to be the winners, however all six teams are winners. We’d also like to thank Dr. Teresa Menzies, Faculty of Business, our faculty advisor and other faculty, students, as well as business leaders in Niagara who have encouraged and supported us,” said Marty Verhey.

The Brock students faced the judges in the final round of competition to present their winning business idea. Perfect Patch uses an exclusive raised-platform system to grow strawberries above the ground in a tray-type structure; fruit is produced in an ideal growing medium within a controlled environment that provides optimized heat retention and pest control while using less water.

“After thirteen years, I’m still excited by the innovative concepts and projects generated by the students,” said Wes Nicol, founder of the Nicol Entrepreneurial Award. “It is very rewarding to see the development and maturity of their ideas over the course of the competition. We all wish Nico and Marty every success in bringing Perfect Patch to fruition.”

The Nicol Award is a national program designed to generate and reward interest in entrepreneurship on the part of undergraduate students in any faculty or field of study at participating universities across Canada. The Award recognizes the value of the entrepreneurial spirit and the important role it plays in the success of a business. Launched in 1997, by Ottawa-based entrepreneur Wes Nicol, this program now awards over \$100,000 in prize money each year to individual students or student teams.

The organizers wish to thank all of the sponsors for their support this year: TD Commercial Banking, Tartan Homes, Borden Ladner Gervais, Ernst & Young, Kelly Santini LLP, Kott Lumber, Nicol & Lazier LLP, Ottawa Citizen, Smith Petrie Carr & Scott Insurance Brokers Ltd.



## The Nicol Entrepreneurial Award

-30 -

Background information on the Nicol Entrepreneurial Awards can be found at:  
<http://www.nicol-award.com/media/index.htm>

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