



NEWS RELEASE

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PORTLAND PRESS HERALD WRITER NAMED SBA'S SMALL BUSINESS JOURNALIST OF THE YEAR

Augusta, Maine - Matt Wickenheiser (Aaron), staff writer for the Portland Press Herald and Maine Sunday Telegram, is the recipient of the Maine 2004 U.S. Small Business Administration's (SBA) Small Business Journalist of the Year award. Dr. Janet Yancey-Wrona, President and Director of the Maine Technology Institute (MTI) nominated Wickenheiser for this award.

Wickenheiser, with a degree in journalism from the University of Maine, left the state to work at newspapers and magazines in Maryland, Massachusetts and New Hampshire. In 2002 he got a job as a reporter on the Portland Press Herald/Maine Sunday Telegram's business desk.

Growing up in Madawaska, Wickenheiser realized the importance of big business to the local economy. Since writing for the Press Herald, the impact of big business on small business has struck a cord. "I now understand how delicate an un-diversified economy is at any level and how important the role of small business is to the state and local communities. Communities need to put their workplace eggs in more than just one basket." stated Matt.

A reporter with this understanding of small business, Wickenheiser makes it a point to find interesting small businesses that might inspire others who have the same idea or concept. Matt gives the readers a glimpse in the challenges entrepreneurs and small business owners face, be it dealing with high insurance costs, manufacturing, small business trends or international trade.

Dr. Yancy-Wrona, states "I am impressed by Matt's easy but professional manner, his depth of understanding of various technologies, and his sensitivity to the confidential aspects of new businesses."

Wickenheiser will be honored at the SBA awards celebration May 25th at Spectacular Event Center in Bangor. For more information on the winners or the awards celebration contact Bonnie Erickson at 207-622-8275 or Sandra Fontaine at 207-622-8381.