



**BrightStar**  
WISCONSIN

710 North Plankinton Suite 340  
Milwaukee, WI 53203

Ph: (414) 224-6000  
BrightStarwi.org

### our Officers and Board of Directors

THOMAS SHANNON  
President, Board Member

JEFF HARRIS  
Chairman, Board Member

ANTHONY J. HANDZLIK  
Secretary

DANIEL J. MATOLA, CFA  
Treasurer

ADAM M. BERGER  
Board Member

MARK D. BURISH  
Board Member

PAM EVASON  
Board Member

REED E. HALL  
Board Member

JEFF RUSINOW  
Board Member

DAN SHANNON  
Board Member

ANDY SHRAGO  
Board Member

GARY FREELS  
Board Observer

### our Founders

MARK D. BURISH  
MICHAEL D. DRESCHER  
SUSAN S. ENGELEITER  
JEFF HARRIS  
GEORGE A. MOSHER  
JEFF RUSINOW  
MICHAEL S. SHANNON  
THOMAS SHANNON

### our Staff

THOMAS SHANNON  
President & CEO

LORRIE HEINEMANN  
Vice President

FRED RAASCH  
Business Manager

TODD SOBOTKA  
Portfolio Manager

## BrightStar announces new investments and board members

**MILWAUKEE**, June 2, 2015 – The BrightStar Wisconsin Foundation Inc. today announced that its investment committee has authorized funding for three additional early-stage Wisconsin companies.

The companies receiving BrightStar investments are Pinpoint Software Inc., Whitewater; Beekeeper Labs Inc., Madison; and GoHitList Corp., Milwaukee. The addition of these companies brings to seventeen the number of investments in the foundation's portfolio. These three latest investments total \$350,000, bringing the total invested by the foundation since it started in February 2014 to more than \$2.4 million. All three companies participated in the accelerator program run by gener8tor, a Milwaukee- and Madison-based company that works with early-stage entrepreneurs.

“This is a great example of what can get done when two of Wisconsin's premier early-stage organizations work together,” said Troy Vosseller, co-founder of gener8tor. “It's a relationship that will continue fostering the ecosystem while attracting and developing talent and opportunity within the state. We couldn't be more excited for the continued partnership.”

BrightStar also announced the election of two new members to its board of directors. Reed E. Hall, the CEO and secretary of the Wisconsin Economic Development Corp., and Adam M. Berger, partner and vice president of sales for Doering Fleet Management and Doering Leasing Co. Both joined the board on May 1.

“BrightStar was formed for the purpose of assisting WEDC in its mission to create family-sustaining jobs in the Wisconsin,” said Anthony Handzlik, an attorney with Reinhart Boerner and a BrightStar officer. “The appointment of Reed Hall to the BrightStar board underscores the strength of the partnership between the two organizations and the importance of our common mission. We look forward to Mr. Hall's insights and direction.”

“I have known Adam Berger for a number of years as an innovative Wisconsin business owner,” Mr. Handzlik said. “As a Babson College graduate and active in their entrepreneurial ecosystem, Adam is well positioned to extend the relationship Babson has fostered with the Milwaukee community.”

### About the BrightStar Wisconsin Foundation Inc.

BrightStar is a 501(c)(3) non-profit foundation created to facilitate job creation and increase Wisconsin's economic activity by deploying donated funds into



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Job Creation Through Capital Donation

equity stakes in early-stage, rapid growth companies. This new approach will enable the formation of new investment capital in Wisconsin through charitable donations to the foundation. Contributions to BrightStar are tax deductible

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