News Release

For Immediate Release:
April 3, 2019

Spooner Student Named 2019 Young Entrepreneur of the Year

Noah Olson, owner of Brothers Lawncare, to be honored on April 4 at the Junior Achievement Wisconsin Business Hall of Fame

MILWAUKEE, WI – Junior Achievement of Wisconsin (JA), the Department of Public Instruction (DPI) and EY have awarded Spooner, Wisconsin native Noah Olson with the 2019 Young Entrepreneur of the Year for his landscaping business, Brothers Lawncare. Olson will be recognized at Junior Achievement's Wisconsin Business Hall of Fame Induction Ceremony on April 4 at The Pfister Hotel and will be awarded a $1,000 scholarship.

The recipient of the Young Entrepreneur award, presented by EY, is selected from a joint committee from Junior Achievement and DPI who evaluate each candidate on the following criteria: business success, growth potential, social involvement, ability to overcome challenges, strategic direction, innovation, personal integrity and leadership.

Brothers Lawncare started when Noah Olson was mowing his grandmother’s yard and a man pulled up to ask if he was in the landscaping business. From that moment on, Noah and his company were in business. Brothers Lawncare offers traditional lawn services but as Noah’s clients began requesting more, Noah continued to add to his list of offerings including bagging, mulching, striping, seeding, fertilizing and landscaping. He’s expanded his business beyond the summer season by adding snow removal services to the roster as well. While his services continue to expand, what’s made the biggest difference for Brothers Lawncare is the commitment to customer service.

"Along with EY and DPI, Junior Achievement is honored to recognize Noah Olson as this year’s Young Entrepreneur of the Year," said Michael Frohna, president of Junior Achievement of Wisconsin. "Noah is a role model to young people demonstrating how entrepreneurial opportunities are attainable. He also validates that longevity in business includes listening and adjusting to the needs of your client base."

"Congratulations to Noah Olson on being named this year’s Young Entrepreneur of the Year," said State Superintendent Carolyn Stanford Taylor. "Your achievements will inspire not only your own family, friends, and community, but also students around Wisconsin."

Contact:
Traci Chisholm
Marketing and Public Relations Manager
Junior Achievement of Wisconsin
920-882-0773 or mobile: 920-573-1872
tchisholm@jawis.org
Noah doesn't anticipate the business slowing down anytime soon. This spring, he will continue construction on a new shop. He’s also looking to add an employee, expand his clientele, and build the business into a larger brand. Learn more about Noah Olson’s business at brotherslawncarespooner.com.

About The EY Entrepreneur Of The Year® Awards Program
The Entrepreneur Of The Year® awards program was created and is produced by professional services firm EY, LLP. As the first award of its kind, the EY Entrepreneur of the Year award recognizes outstanding entrepreneurs who are building and leading dynamic and growing businesses. The program honors entrepreneurs through regional, national and global award programs in over 140 cities and 50 countries.

About EY
EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services they deliver help build trust and confidence in the capital markets and in economies the world over. EY develops outstanding leaders who team to deliver on their promises to all of their stakeholders. In so doing, EY plays a critical role in building a better working world for their team, clients and communities.

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About the Department of Public Instruction (DPI)
The Department of Public Instruction is the state agency that advances public education and libraries in Wisconsin. Wisconsin is advancing education reforms to ensure every child graduates ready for further education and the workplace. Visit dpi.wi.gov.

About Junior Achievement® (JA)
Junior Achievement is the world’s largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. JA programs are delivered by corporate and community volunteers, and provide relevant, hands-on experiences that give students from kindergarten through high school knowledge and skills in financial literacy, work readiness and entrepreneurship. As a nonprofit organization, Junior Achievement reaches more than 4.8 million students per year in 109 markets across the United States, with an additional 5.2 million students served by operations in 100 other countries worldwide. Locally, Junior Achievement has 12 area offices across Wisconsin and annually serves 153,000 students with more than 9,000 volunteer mentors. For more information on Junior Achievement and their centennial year, visit wisconsin.ja.org.

Cutline: Owner of Brothers Lawn Care, Noah Olson of Spooner, Wisconsin, chosen as 2019 Young Entrepreneur of the Year. Olson will receive a $1,000 scholarship and be honored at the Junior Achievement Wisconsin Business Hall of Fame on April 4.

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