



Elements Voted Most Innovative Business in the North State

On Thursday, Nov. 6, 2008, Eric Mogensen, President of Elements, came out on top of the fierce competition to claim the title of “Most innovative business in the North State.” Followed closely by the other two finalists, Shasta Crystals Lasers and Inovius. Mogensen said that the final round of the competition at the Cascade Theatre involved describing for the judges and audience what Elements would need to succeed as a sustainable growth business and his strategy and tactics to ensure that success. He said the three finalists were also asked to say why their business had a better chance for success than the other two. At the end of the evening, the audience and judges voted to award Mogensen the grand prize.

He said he was very grateful to Jon Gregory of Golden Capital, the driving force behind Venture Island who brought the best and brightest new technology start up business. It is these type of companies that personifies American ingenuity and provides a clear path toward creating better economic opportunities in the Northern California. The Judge panel consisted of diverse backgrounds including Banking Presidents, Venture Capitalists, Angel Investors, McConnell Foundation, to successful CEO’s and Business Leaders. Each brought not only a vote towards identifying the final winner, but more importantly provided each participant specific feedback and advice on achieving further success. Venture Island included exceptional speakers providing insights from some of California’s top investors presenting topics from finding the right type of capital investments, to economic forecasts and projections. In the final presentations, Elements projects adding 35-50 long term jobs in Shasta County, and the prospects of the finalists alone could add well over 100 long term jobs in a down economy and speaks volumes of Venture Island’s potential impact to the North State. Mogensen says, “Innovation is a big part of what makes America great. I would strongly encourage anyone with a growth business or new technology product to explore Venture Island next year.”

