

# NEWS RELEASE

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ROANOKE  
REGIONAL  
CHAMBER OF  
COMMERCE

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## **INTERACTIVE ACHIEVEMENT NAMED REGION'S SMALL BUSINESS OF THE YEAR**

### ***Steady Increases in Sales and Employee Growth Earn Company Award***

The Roanoke Regional Chamber of Commerce and Roanoke Regional Small Business Development Center have named Interactive Achievement the 2011 Small Business of the Year. The company that creates and distributes educational software used for testing, reporting and analyzing students was recognized at the Chamber's 25<sup>th</sup> Annual Small Business Awards dinner held October 6 at The Hotel Roanoke & Conference Center. The annual awards program showcases the accomplishments of the small business sector which is composed of 99 percent of the area's business community.

Founded in 2006 by Jonathan Hagmaier, a middle-school teacher and principal, Mary Hagmaier, a realtor, and Matthew Muller, a software programmer, Interactive Achievement has experienced phenomenal growth in product sales, revenue and number of employees. The company's major product is assessment software used by school districts in Virginia and South Carolina.

"As in years past, the selection committee was faced with a very difficult decision because of the number of outstanding companies represented in the competition," said Joyce Waugh, president of the Roanoke Regional Chamber of Commerce.

Waugh continued, "The Small Business Awards selection committee was impressed with how Interactive Achievement has increased sales and its number of employees, as well as its innovative product line." A committee of local business people evaluates nominees in terms of increased sales, employee growth, staying power, innovativeness, and contributions to the community. To be eligible, companies must meet SBA small business standards and be at least three years old.

*(MORE)*

## Small Business Awards

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Add one

Award winners by category are:

- **Small Business Advocate:** Brian Duvall, CEO, Duvall Media
- **Small Business Veteran of the Year:** Ray Puckett, At Home Caregivers, Inc.
- **Construction/Real Estate:** Spectrum Design has built a strong reputation in the region as a creative architectural/engineering design firm to be included in any bid process.
- **Manufacturing:** Virginia Transformer Corporation is the fourth largest processor of electric power transformers in North America.
- **Micro-Business:** Nevaeh Salon Services strives to teach individuals how to love themselves through the fun concepts of cosmetology and motivational classes.
- **Technology:** Interactive Achievement
- **Business-to-Business Services:** Virginia Business Systems is a leading provider of technology and software to help businesses manage documents.
- **Business-to-Consumer Services:** Varsity Landscaping & Grounds specializes in landscape installation, renovation, outdoor lighting and property maintenance.
- **Wholesale/Retail:** East Coasters Bike Shop offers a personal, pro-shop experience for all its customers from the weekend greenway rider to world champion racers.
- **Legacy Award:** AmRhein's celebrates its 90<sup>th</sup> anniversary this year as the Roanoke Valley's oldest jeweler. The company has added new business lines including a winery.
- **Not-for-Profit Arts & Culture:** The Roanoke Regional Partnership promotes the Roanoke Region as an outstanding place to work, live and play by working to create jobs through the attraction, retention and expansion of services.
- **Not-for-Profit Health & Human Services:** Goodwill Industries of the Valleys serves 31 Virginia counties and 14 cities by helping people achieve a better life through work and independence.

Previous small business of the year winners include Magnets USA (2010), Home Instead Senior Care (2009), Virginia Prosthetics (2008), Luna Innovations (2007), Blue Ridge Medical Imaging (2006), Plastics One (2005), and Virginia Furniture Market (2004).

The Roanoke Regional Chamber of Commerce, established in 1889, has more than 1,100 member firms. The Chamber serves its members with advocacy, networking, information, and business assistance programs that maintain a strong business climate in the Greater Roanoke Region.

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