

**FOR IMMEDIATE RELEASE**

**Local Entrepreneur, Dale Pollak, Inducted into the  
Chicago Area Entrepreneurship Hall of Fame at its  
26<sup>th</sup> Anniversary Gala Celebration**

**OAK BROOK, IL (February 25, 2011)** - On February 24, 2011, Dale Pollak was inducted into the Chicago Area Entrepreneurship Hall of Fame at its 26th Anniversary Gala Celebration. Dale Pollak was recognized for his entrepreneurial achievements and making a lasting impact on Chicago's business landscape. The Institute for Entrepreneurial Studies at the University of Illinois at Chicago hosted the event at the Chicago Hilton and Towers.

"As an entrepreneur, there is no greater achievement than seeing your business succeed and maintaining its longevity, especially in a challenging economy," said Dale Pollak, Founder, vAuto, Inc. "It is a great honor to be recognized by the Chicago Area Entrepreneurship Hall of Fame and the Institute for Entrepreneurial Studies for my life's work."

vAuto is the nation's fastest growing provider of Internet-based, used vehicle inventory management systems. It was founded in 2005 by auto industry veterans who recognized the need to improve both profit and turn in used vehicle departments. The vAuto system has evolved into a suite of solutions that provides the auto industry's only "live, real time" analysis of used vehicle markets with up-to-the-minute information about used vehicle supply, demand and pricing tailored to specific dealership market areas.

The 2011 Chicago Area Entrepreneurship Hall of Fame Class also includes:

- Godard Abel, BigMachines, Inc.
- Stuart Bernsen, Chiro Wellness Centers
- Henry Cardenas, Cardenas Marketing Network, Inc.
- Carry Chessick, Restaurant.com

- Jeff Engle, Association Management Centers
- Mark Engle, Association Management Centers
- Scott Engle, Association Management Centers
- John Fairclough, The Resicom Group
- Martin F. Gfesser, Trendler, Inc.
- Ron Grason, Nitel
- Scott Holstein, Kim & Scott Gourmet Pretzels
- Jim Horan, Blue Plate
- Vasanthi Ilangovan, VIVA USA Inc.
- Ahmad Isalm, Commonground
- Marvin Klein, PortionPac Chemical Corporation
- Timothy McEney, Cooper's Hawk Winery & Restaurant
- Steve McShane, Midtronics, Inc.
- Bill Neiman, Neiman Brothers Company
- Laura Neiman, Neiman Brothers Company
- Kim Oster Holstein, Kim & Scott Gourmet Pretzels
- Richard Panico, Integrated Project Management Co.
- Dale Pollak, vAuto Inc.
- Rick Stern, Nitel
- Mark A. Thierer, SXC Health Solutions, Inc.
- Genevieve Thiers, Sittercity
- Sherman Wright, Commongrond

“For the last 26 years, the Chicago Area Entrepreneurship Hall of Fame has been a showcase of Chicago’s successful entrepreneur community,” said Michael Pagano, interim dean of the UIC College of Business Administration. “This new crop of inductees is further proof that even in toughest times, through hard work, creativity and dedication, you can succeed in business. On behalf of the CBA, I congratulate the Class of 2011.”

### **About The Chicago Area Entrepreneurship Hall of Fame**

Celebrating its 26th Anniversary, the Chicago Area Entrepreneurship Hall of Fame recognizes innovative business leaders in the Chicagoland area. Each year, it inducts prominent entrepreneurs who have demonstrated the entrepreneurial spirit and business talent by founding or growing their respective business. The Hall of Fame encourages business leaders, students and government officials to honor the entrepreneurial spirit and business excellence.

Past inductees include: Robert J. Abt of Abt Electronics; John W. Baird of Baird & Warner; Gian M. Fulgoni of comScore, Inc; Robert W. Galvin of Motorola; Michael P. Krasny of CDW Computer Centers, Inc.; Stuart R. Paddock, Jr. of Daily Herald; Gordon Segal of Crate & Barrel; and Charlie Trotter of Charlie Trotter's.

The 2011 Chicago Area Entrepreneurship Hall of Fame partners include: American Airlines, American Chartered Bank, Crain's Chicago Business, Allscripts, Grant Thornton, Market M and the University of Illinois at Chicago Institute for Entrepreneurial Studies. For more information or to obtain event photos, please call (312) 255-3125.

### **About the Institute of Entrepreneurial Studies at the University of Illinois at Chicago**

Founded in 1982, the Institute for Entrepreneurial Studies at the University of Illinois at Chicago is one of the leading entrepreneurial research and professional organizations in the United States. The Institute's mission is to champion the entrepreneurship mindset and skill -set among students, faculty and the community-at-large. Today, the Institute offers innovative programs designed to advance the entrepreneurial spirit in students, business owners and the international research community.

### **About vAuto**

Headquartered in the Chicago suburb of Oak Brook, IL, vAuto also maintains a research and development center in Austin, TX. vAuto's innovative "Live Market View" technology allows dealers to manage their used-vehicle inventories based on actual supply-and-demand for their specific market. Today, more than 3,000 dealerships across the country use vAuto's pricing, appraisal, stocking and merchandising systems. Dale Pollak, vAuto's founder, is the author of two books featuring best practices and strategies for the used car department, *Velocity: From the Front Line to the Bottom Line* and *Velocity 2.0: Paint, Pixels & Profitability*. vAuto is a wholly owned subsidiary of AutoTrader.com. Additional information about vAuto is available at [www.vauto.com](http://www.vauto.com).

**Institute of Entrepreneurial Studies at the University of Illinois at Chicago Media**

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