

***Potawatomi Business Development Corporation Ignites a New Era as Potawatomi Ventures – a Symbolic Evolution Toward Shared Prosperity***

**Milwaukee, March. 11, 2024**– The [Potawatomi Business Development Corporation](#) has announced a complete rebranding, including a new name, logo and tagline, after two decades of successful growth. The change, to Potawatomi Ventures, marks a significant milestone in the company’s journey – a comprehensive rebranding effort that encapsulates its evolution, setting the stage for an exciting future.

The refreshed brand identity aims to capture the essence of Potawatomi Venture’s core values and the rich heritage of the Forest County Potawatomi Community. The new logo intertwines modernity with tradition, symbolizing the company's adventurous approach while honoring its sacred roots as Keepers of the Fire.

“We are thrilled to unveil our new name and rebranding initiative to our owners, partners, and surrounding communities,” said Kip Ritchie, Chief Executive Officer, Potawatomi Ventures. “This transition marks an exciting new chapter in our company history. We remain committed to our mission of serving as an economic engine for the Tribe while our new brand will support us as we venture into new industries to deliver sustainable growth.”

Potawatomi Ventures partnered with Milwaukee agency, Hanson Dodge, to develop this brand. The process included interviews and research with tribal leadership, business partners, employees and other Indian Country economic development corporations.

Key components of Potawatomi Venture’s rebranding initiative include:

**New name:** The concise and accessible Potawatomi Ventures represents the full breadth of the company’s initiatives.

**Modernized logo and visual identity:** The contemporary flame symbolizes roots with Forest County Potawatomi while looking ahead to serve future generations as a powerful and purposeful holding company. It conveys growth, strength, upward momentum – and nods to the longevity and sustainability that are cornerstone to a collective prosperous future.

**“Brighter Together” tagline:** Like individual flames uniting to form a blazing fire, Potawatomi Venture’s collective efforts illuminate pathways to prosperity for all – today and for generations to come.

The rebranding efforts support the mission that has remained the same since the company was established in 2002 as the economic development and income diversification business of the Forest County Potawatomi Community: to generate wealth and improve the quality of life for the Tribe by making strategic investments, acquisitions, and prudent asset management decisions.

Resources generated by Potawatomi Ventures and its holdings will help diversify the tribal economy that supports Forest County Potawatomi’s tribal government and helps improve the lives of tribal members. Through trust, support, integrity, and mutual respect, Potawatomi Ventures is committed to building an economic engine that supports the Tribe for generations to come.

Potawatomi Ventures is headquartered in Milwaukee, Wisconsin. Subsidiary companies and investments provide financial diversification for shareholders and investment partners. The company is one of southeastern Wisconsin's top minority-owned businesses.



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**ABOUT THE POTAWATOMI VENTURES:** *Potawatomi Ventures is owned and operated by the Forest County Potawatomi Community of Wisconsin. The Company seeks to generate wealth and improve the quality of life for the Tribe by making strategic investments, acquisitions and prudent asset management decisions. Resources generated by Potawatomi Ventures and its holdings help diversify the tribal economy supporting Forest County Potawatomi's tribal government and helps improve the lives of tribal members. Potawatomi Ventures subsidiary companies include Greenfire Management Services, Data Holdings, Sagewind Development, Wgema Leasing, fireside Market, and several Federal contracting operations. For more information, visit [potawatomiventures.com](http://potawatomiventures.com).*