

## Small Business Development Center

Information, Resources, Results.

UNIVERSITY OF WISCONSIN - LA CROSSE

The SBDC can provide you with the tools you need to start your own business or improve your current business. Many resources/opportunities are available:

- ◆ Business Advising & Information Resources
- ◆ Business Education Outreach Programs
- ◆ Supervisory Management Certificate Program
- ◆ Economic Indicators Breakfasts
- ◆ Area Resources and Links

### *Entrepreneurial Training Program*

*The keys to your business's success lie in your business plan. The Entrepreneurial Training Program is one option in the preparation of your new business plan. The entrepreneurial program is a 10-session course that provides an opportunity for both potential and existing entrepreneurs to learn about business practices and create a comprehensive business plan to guide their business activities and decisions. The course is also a great opportunity to network, to get one-on-one business advising, and much more. Although the Entrepreneurial Training Course is not a requirement of the Business Plan Competition, it is an excellent opportunity to enhance your chance for success in the competition.*

*The full tuition fee of the program is \$1,000; however, tuition grants are available through the Wisconsin Department of Commerce making the total cost of the program \$250 for qualified businesses. For more information regarding the Entrepreneurial Training Program or other services available at the SBDC, contact the Small Business Development Center at 608-785-8783 or visit the website at [www.uwlax.edu/sbdc](http://www.uwlax.edu/sbdc).*



# ENTREPRENEURIAL SUCCESS STORIES

## Thorson Graphics

*Thorson Graphics*, specializing in logo and web designs, has been operating as a home-based business since 2005. To better serve her customers, owner Summer Thorson is currently moving and expanding the business to a La Crescent, MN commercial location. *Thorson Graphics* will offer in-house graphic designs, web designs, and screen-printing with a target customer base that includes local businesses, schools, sports teams, non-profit organizations, organized groups, and individuals.

## Absolutely Edible

*Absolutely Edible*, owned by Tina Schumaker, specializes in creating edible fruit and vegetable arrangements for gifts, parties and other special occasions. Products include edible bouquets, centerpieces, and creatively designed fruit and vegetable platters. The business opened in April 2008, taking over 30 orders in the first week. This demand is bolstered by the explosive growth of edible fruit arrangement franchises in the U.S, which often tap into the \$13 billion specialty foods market and the \$8 billion floral market. *Absolutely Edible* is located in The Village Shopping Center, La Crosse.

## Coulee Coffee Roastery

*Coulee Coffee Roastery* has developed a line of premium coffees and espressos. The company's mission is to offer only high quality roasted coffee and custom roast each batch to ensure the freshest product available to the customer, delivered on an as-needed basis. *Coulee Coffee Roastery* offers a wide range of coffees including these signature blends: Coulee Breakfast Blend, Grandad Bluff Blend, Skyrockers Blend, Oktoberfest Dark Roast Blend, and Espresso Blend. *Coulee Coffee Roastery* is also *Roasting for a Cure* with a portion of the profits being donated to the National Multiple Sclerosis Society to help find a cure for MS. *Coulee Coffee Roastery* is operating in the Coulee Region Business Center in La Crosse.

**For more information about the competition, contact:**

**James Hill or Jennifer Kuderer**

**La Crosse Area Development Corporation**

**712 Main Street**

**La Crosse, WI 54601**

**Phone: (608) 784-5488**

**Fax: (608) 784-5408**

**E-mail: [ladco@centurytel.net](mailto:ladco@centurytel.net)**

**Website: [www.ladcoweb.org](http://www.ladcoweb.org)**

## 2010 Coulee Region Entrepreneurial Initiative

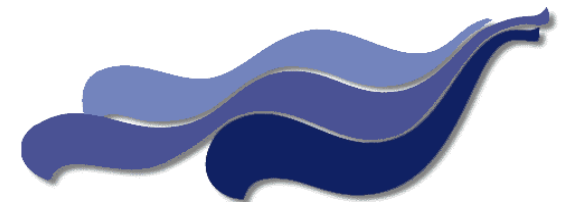
# BUSINESS PLAN COMPETITION

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and



La Crosse Area Development Corporation

# BUSINESS PLAN COMPETITION

## Manufacturing, Assembly, and Service Businesses

*The Coulee Region Entrepreneurial Initiative—Business Plan Competition can help you turn your manufacturing or service business idea (start-up, new product, or spin-off) into a reality through business plan assistance, professional advice, and financial resources.*

*A successful business plan includes a detailed description of the business, its product, operations, and an analysis of the market to be reached. It requires an extensive focus on finances including start-up costs, daily operations, and net income.*

### Winners are eligible for:

- ♦ **Cash awards between \$100-\$500**
- ♦ **Potential for rent deferral at the Coulee Region Business Center-Small Business Incubator** *(pending available space)*
- ♦ **Zero-interest loan awards of up to \$3,000 with implementation of business plan within six months of the competition**  
*(number of and amount of loans to be determined on a case-by-case basis)*

# COMPETITION GUIDELINES

## Eligibility

*Anyone age 18 or older who resides in the La Crosse MSA (La Crosse County or Houston County) and will conduct their business operations in La Crosse County or in La Crescent, MN is eligible to submit a plan in the competition.*

## Evaluation

*A committee composed of representatives from the business, finance, and education sectors will review and determine the winners.*

## Criteria

*A submitted business plan must be related to manufacturing through value-added assembly or production, or involve a service business.*

*The selection committee evaluates a business plan according to its feasibility, potential for growth, job creation, and market potential.*

*A good balance is recommended.*

*The business plan may not exceed 30 pages of text and charts.*

*The selection committee reserves the right to accept or reject any business plan.*

## Deadline

**Friday, June 11th, 2010**

# COULEE REGION BUSINESS CENTER

## Small Business Incubator

The small business incubator is an ideal location for manufacturing, distribution, or service businesses. This is a shared facility available to start-up or expanding companies.

Rental rates at the CRBC are approximately fifteen to twenty percent less than the area market rate for industrial and office space respectively. The CRBC also offers a variety of professional assistance, giving entrepreneurs access to a wealth of business knowledge and support services.

**As an additional bonus, business plan competition winners may be eligible to locate in the CRBC for an additional savings of up to \$1,200 in rent deferral.**



For more information about the CRBC contact: Dave Loomis, Manager  
1100 Kane Street, La Crosse, WI 54603 or call (608) 782-8022

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