

City of New London Business Guide

8/12/2019



Business Steps

Introduction

There is assistance and a lot of resources available to guide you while starting and running a business; you just need to know where to look. This business guide will help you by

- linking to websites that provide information on resources
- providing you with local information not found on other websites
- providing references to articles and other documents available

Index

<u>Section</u>	<u>Topic</u>
1.	Decide to be an Entrepreneur
2.	Identify Business Opportunity
3.	Research Idea. Identify customer's needs and desires, competition, laws and regulations, potential revenue and costs
4.	Formulate Business Plan
5.	Set up a Business Organization. Obtain employer ID # and register corporation
6.	Obtain Financing
7.	Find a Location
8.	Construct or Purchase a Building
9.	Obtain Permits / Licenses
10.	Recruit and Hire Employees
11.	Train Employees
12.	Pay Employees
13.	Buy Equipment
14.	Buy Raw Materials
15.	Safeguard Assets
16.	Manufacture Product or Provide Service
17.	Advertise Product – Internet / Facebook / Twitter
18.	Sell Product
19.	Ship Product to Customer
20.	Do Accounting / Paying Taxes (QuickBooks)

Appendix

- A. Contact Information

Step 1 - Decide to be an Entrepreneur

Objective: Make the decision to go into business

Discuss your ideas with **New London's City Administrator**

-Obtain Business Guide and New London Business Assistance Flyer (or view online)

Discuss your ideas with the **New London Area Chamber of Commerce**

Learn about running a business through **Fox Valley Technical College's (FVTC) E-Seed Express: Entrepreneurship Training**

-Contact (920) 735-2525 or bi.services@fvtc.edu for course information

Fox Valley Technical College's Venture Center provides students, entrepreneurs and small business owners with the knowledge and a variety of tools to help them succeed.

www.fvtc.edu/venturecenter

Check with **CAP Services** - CAP's Business Development Division operates programs that provide you with the technical assistance, coaching advice and loan packaging you need in order to successfully start and grow your business.

-Contact Kitty Johnson: (920) 209-1384 or kjohnson@capmail.org
www.capservices.org/smallbiz

Discuss ideas with **SCORE** advisors. SCORE has offices in Appleton, Green Bay, Wausau, Marshfield and Madison. SCORE members are trained to serve as counselors, advisors, and mentors to aspiring entrepreneurs and current business owners. Information about the Appleton chapter can be found at: <https://foxcities.score.org/>

See the **Small Business Administration's** many tips on starting and managing a business at <https://www.sba.gov/starting-business/how-start-business>

Review **UW Extension's** self help toolbox at www.uwex.edu/ces/cced/dma

See the **Wisconsin Economic Development Corporation's** website for a variety of entrepreneur assistance programs

www.wedc.org

Step 2 - Identify Business Opportunity

Objective: Identify potential business opportunities and select one

Contact **New London's City Administrator** to discuss gap analyses

-Obtain copy or review online gap analysis (identifies products and services needed but for which there are no existing businesses in the New London area)

-See Fox Valley Workforce Development Board's gap analysis

Consider a business **franchise**

Information is available on franchises at **SCORE's** website
<https://core.score.org/resources/costs-starting-franchise-0>

See a business franchise directory at

www.franchisedirect.com/directory

The state of Wisconsin Department of Financial Institutions offers specific information about franchising and regulations in Wisconsin

www.wdfi.org/fi/securities/franchise/bdgerreg.htm

Step 3 - Research Business Opportunity

Objective: Determine if a business idea makes sense for New London and how much effort would be required to start and operate the business

-Identify:

- Customer's Needs and Desires
- Competition
- Potential Revenues and Costs
- Supplier Availability

Contact **CAP Services** – they can assist with market research

Contact **New London's City Administrator** to review gap analysis statistics on customer needs and competition

Contact the **New London Area Chamber of Commerce** to identify competing businesses

Discuss the business idea with the **City of New London Economic Development Committee**

Contact **New London's Building Inspector** to discuss building and zoning regulations

-If new patent involved contact the Fox Valley invention group

INC. has articles on how to conduct market research. See "Market Research" at <http://www.inc.com/market-research>

The **Wisconsin Economic Development Corporation**

<http://www.inwisconsin.com/> has information about state strengths, key industries and more.

For federal information on business locations, population characteristics, Standard Industrial Classification Codes (SIC), North American Industrial Classification System (NAICS), and census data, contact the **Bureau of the Census** at

www.census.gov

The US Dept. of Commerce **Bureau of Economic Analysis** provides regional, national, and international statistics at

www.bea.gov or (202) 606-9900

For trends on specific industries, contact the U.S. Department of Commerce **International Trade Administration** Trade Development, Industry Publications Division at

<https://www.trade.gov> or (202) 482-4691

The **Small Business Administration** provides economic statistics and research on their website

<http://www.sba.gov/content/general-business-statistics>

General business statistics, consumer statistics, demographics, economic indicators, employment statistics, income statistics, money and interest rates, production and sales statistics, trade statistics and statistics for specific industries is available on this website
State information on census, demographics, and population estimates is available from the **Wisconsin Department of Administration DOA Demographic Services Center** at www.doa.wi.gov/Pages/home.aspx or (608) 266-1927

For community information and profiles contact the **Wisconsin WORKnet**
http://worknet.wisconsin.gov/worknet/worknetinfo.aspx?htm=pub_cntyprofiles

The **Wisconsin Department of Workforce Development - DWD Office of Economic Advisors** assists economic data users to better understand the relationships between labor markets and other economic and demographic specifics. The Office helps users interpret labor force data and focus on the issues and trends influencing employment growth in the State of Wisconsin
<https://dwd.wisconsin.gov/> or (608) 266-7034
See also **Fox Valley Workforce Development Board**

Forward Wisconsin - Wisconsin's public-private business marketing and recruitment group compiles business studies and research data at
<http://www.forwardwi.com/>

NEW North provides a variety of start-up resources including In-Depth Business Intelligence, Data & Analysis, job training programs and more. www.thenewnorth.com

The **Northeast Wisconsin Regional Economic Development Partnership** provides hands-on support and programming for existing and prospective New North businesses.

For information about economic data and development in the area contact **East Central Wisconsin Regional Planning Commission** www.ecwrpc.org/

Documents

Review Fox Cities Economic Development Partnership cluster analysis study

Step 4 - Formulate a Business Plan

Objective: Prepare a Business Plan that will support business loans and guide the business

Contact others who may be able to assist in the development of business plans

- Financial Institutions – gather information required for business plans
- FVTC – E-Seed Program
- QuickStart
- CAP Services
- Small Business Development Center (SBDC)

UW-Oshkosh Small Business Development Center

Sage Hall Room 1614

835 High Ave.

Oshkosh, WI 54901

(920) 424-1453 / (800) 232-8939

<https://uwosh.edu/cob/centers-and-institutes/>

UW-Stevens Point Small Business Development Center

UW Stevens Point Continuing Education

2100 Main Street, Rm 032

Stevens Point, WI 54481

(715) 346-2288

Melissa Meschke, mmeschke@uwsp.edu

SCORE's website contains information on 12 points that should be covered in a business plan. The information can be found at

<https://foxcities.score.org/content/business-plan-0>

Enter **business plan in local and state contests** - possibly win money and get feedback on your business ideas

State of Wisconsin contest (entry deadline January 31) www.govsbizplancontest.com

Northeast Wisconsin (entry deadline January 31) www.thenewnorth.com

See Step 1 – “Templates for Writing a Business Plan” to find tools and resources to create a business plan in the “Follow these Steps to Start a Business” at **Small Business Administration link**

<http://www.sba.gov/content/follow-these-steps-starting-business>

Some other sources of guidance

- How to create a business plan at <http://www.entrepreneur.com/businessplan/>
- See tips on writing a business plan from **Inc.** at http://www.inc.com/guides/write_biz_plan/20660.html
- Hundreds of sample business plans at http://www.bplans.com/sample_business_plans.cfm
- Free business plan template from **SCORE** at <https://www.score.org/resource/business-plan-template-startup-business>
- Excel spreadsheets for financials: [Balance Sheet](#), [12 month Cash Flow](#), [3 year Cash Flow](#) and [Profit Projection](#) from SCORE

Step 5 - Set up a Business Organization

Objective: Determine Your Ideal Organizational Structure (sole proprietor, partnership, LLC, C Corp or S Corp) and Register Your Corporation

Review alternatives and select best structure for business

Check Wisconsin's site that explains alternatives at
<https://datcp.wi.gov/Documents/ChoosingLegalStructure.pdf>

If corporation or LLC register corporation with state
Link to Wisconsin Department of Financial Institutions site at
www.wdfi.org/

Consult attorneys for legal advice

Law Firms

Herrling Clark Law Firm, 105 E. Waupaca St., (920) 982-9652 www.herrlingclark.com/
Luaders Law Office, 213 W. North Water St., (920) 982-4450 www.luaderslaw.net/
Sweeney Law Office, 216 W. North Water St. (920) 250-5504 www.sweeneylawoffice.com/
Werner, Johnson & Hendrickson, S.C., 308 St. Johns Pl., (920) 982-7200 www.wjhlawyers.com/
Wolf River Lawyers, Keith Steckbauer, 504 W. North Water St. (920) 779-4140
www.wolfriverlawyers.com/

Obtain forms from web sites

See www.Legalzoom.com

See: Step 5 – “Determine the Legal Structure of Your Business” to determine which form of ownership is best for you
Step 6 – “Register a Business Name” to register your business name with your state government
Step 7 – “Get a Tax Identification Number” to learn which tax identification number you'll need to obtain from the IRS and your state revenue agency
Step 8 – “Register for State and Local Taxes” to to obtain a tax identification number, workers' compensation, unemployment and disability insurance in the ‘Follow these Steps to Start a Business’ at **Small Business Administration** Link
<http://www.sba.gov/content/follow-these-steps-starting-business>

See the **Virtual Business Incubator** for more information on business structures at
<http://wedc.org/>

See ‘Naming a Business’ and ‘How to Incorporate’ at **Inc** <http://www.inc.com/naming-a-business>

Step 6 - Obtain financing

Objective: Arrange for Adequate Financing for the Business

Contact the WCEDC for more information

Obtain loans from one of our local **financial institutions**

Associated Bank – www.associatedbank.com, 101 Park St., (920) 982-4701

Community First Credit Union – www.communityfirstcu.org, 603 W. Wolf River Ave., (920) 830-7200

First State Bank – www.bankfirststate.com, 113 W. North Water St., (920) 982-3300

Fox Communities Credit Union – www.foxcu.org, 1302 N. Shawano St., (920) 982-9420

Security Finance - www.security-finance.com/, 306 Wolf River Plaza, (920) 982-7300

Waterstone Mortgage - www.waterstonemortgage.com/Home, 119 N. McCarthy Rd. Ste. F. Appleton

Wolf River Community Bank – www.wolfriverbank.com, 1008 N. Shawano St., (920) 982-0055

WCEDC Revolving Loan Fund – review requirements and apply for a loan

City of New London – obtain a copy of the Revolving Loan Fund brochure from New London’s City Administrator or [view it online](#)

Waupaca County - contact the Waupaca County Economic Development Corporation

See Step 4 – “Finance Your Business” to find government backed loans, venture capital and research grants in the “Follow these Steps to Start a Business” at **Small Business Administration**

<http://www.sba.gov/content/follow-these-steps-starting-business>

Contact **Angel’ Investors Group** to see if they would finance some of the cost

See article Understanding Angel Investors at

<https://www.forbes.com/sites/allbusiness/2015/02/05/20-things-all-entrepreneurs-should-know-about-angel-investors/#5fc6a535c1aa>

See Wisconsin Angel Network for angel and venture capital groups at <http://www.wisconsinangelnetwork.com>

A local Angel Investor Group is

New Capital Fund – Charlie Goff, Little Chute, (920) 731-5777

Some Venture Capital Groups are

Dane Vest Tech Fund – Dane Vest at 608-830-2990

Kegonsa Fund - <http://kegonsaseedfund.com/>

Venture Investors LLC - John Neis, (608) 441-2700

Check with **CAP Services** - they offer financing packages that can include gap financing CAP Services at

www.capservices.org or (715)-343-7140

See “Financing a Small Business” from **Inc.** at

<http://www.inc.com/guides/2010/12/how-to-raise-start-up-capital-in-2011.html>

See information on business loans, equipment leasing, and commercial mortgage loans at **SCORE’s** website

<https://www.score.org/financing-and-loans-resources>

Step 7 - Find a Location

Objective: Determine Spacing Needs and Find Property

Choosing a good location involves studying the demographics of the market area associated with the location, factoring in the location of competing businesses, evaluating the characteristics of the location and comparing costs.

Contact New London's **City Administrator** for information on available land and buildings

Determine if city's industrial park would be appropriate

Check with local **realtors:**

Brandi Buss – Tiffany Holtz Real Estate Group, Coldwell Banker – The Real Estate Group, 2830 E. John St., Appleton (920) 538-4585

Century 21 Ace Realty, Sandy DuFrane, 111 Park St., (920) 841-5374

Coldwell Banker – The Real Estate Group, Multiple agents listed, 1275 N. Shawano St., (920) 982-2121

Empower Real Estate Wisconsin, Alex LaRoux 315 S Pearl St., (855) 741-0852

First Weber Inc, MaureenMcHugh, 4545 W. College Ave., Appleton (920) 277-5936

The local chamber office has a list of all commercial vacancies throughout New London. Stop in at 420 N. Shawano St. for a printout of details or visit newlondonchamber.com.

Search local newspapers and magazines for properties for sale

Talk to existing business people in community to determine if they are satisfied with services provided by the community

Review strengths, weaknesses, opportunities and threats associated with the community

See Step 3 – “Choose a Business Location” to get advice on how to select a customer-friendly location and comply with zoning laws in the “Follow these Steps to Start a Business” at Small Business Administration

<http://www.sba.gov/content/follow-these-steps-starting-business>

Step 8 - Construct, Lease or Purchase a Building

Objective: Construct, lease or purchase a building

Work with realtor to view existing buildings that are for sale

Contact architects, local contractors and New London Building Inspector if considering constructing a building

Contact **CAP Services** - they may lease commercial space at below market rates

Hire local contractors to assist in constructing a building

1st Electrical Contracting, N6027 Buelow Rd. (920) 359-1011

BNH Lighting, LLC, 313 E. Main St., Hortonville (920) 213-8693

Creative Cabinetry LLC, 1720 Hillshire Dr. (920) 982-2171

D & B Roofing & Building Inc., 902 W. North Water St. (920) 982-7485

Dailey Construction, E8258 Prah Rd. (920) 982-9637

Hintzke Well Drilling, N5072 Hintzke Rd. (920) 982-5426

Hoffman Heating & Cooling Inc., 633 E. Beckert Rd (920) 982-6565

J Close Construction, N5372 Fuerst Rd (920) 574-6388

K & H Concrete Inc., E8867 Cty. Tk. N (920) 982-6915

MK Flooring, 310 W. North Water St. (920) 250-5774

Master Electrical Services, 1913 Mill St. (920) 982-6467

Mid-State Asphalt, LLC, 519 N. Shawano St. (920) 982-6524

Mid-State Tree Service, E7468 State Rd. 54 (920) 596-1979

Modern Flooring, N3750 Cty. Rd. T (920) 982-4950

New London Building Supply, 1718 Mill St. (920) 982-3832

Neyers Communication Services, W9974 Kelly Dr., Hortonville (920) 779-9959

Northland Electrical Services, 1100 Orville Dr. (920) 531-1197

Peeters Construction Co. LLC, E9292 Klatt Rd. (920) 982-3879

Pieper Electric, Inc., 2400 Industrial Dr., Neenah (920) 886-6800

Selle Custom Homes Inc., E9625 Hickory Ridge R (920) 982-3220

Stalker Flooring Inc., 1215 W. Waupaca St. (920) 982-2926

Tri-County Overhead Door, 1910 Hillshire Dr. (920) 982-6700

Van Handel Heating and Cooling LLC, 5560 Puls Rd., Shiocton (920) 540-9914

Wood Sewer & Excavating, Inc., E9238 Cty Hwy. X (920) 982-7721

Wunderlich Plumbing, LLC, W9879 St. Rd. 96 (920) 850-8508

Step 9 - Obtain Permits / Licenses

Objective: Determine what permits and licenses are necessary and obtain

Zoning: The City of New London has zoning for every property. Before starting a business of home occupation, you will need to contact the **New London Building Inspector** to make sure that your property allows such activity. In cases where a “Conditional Use” is required, the Building Inspector will assist you with that process

New London Zoning Codebook

http://www.newlondonwi.org/departments/Building_Inspector/zoning.php

*****Starting July 8, 2019 the City has contracted with JK Inspections for a part-time building inspector. Office hours for the building inspector are Tuesday and Thursday from 3:00 to 4:30 p.m. Inspections and additional office hours are available by appointment. We advise everyone to please plan ahead. Jon Schulz can be reached at 920-850-2867 or jschulz@newlondonwi.org.

Building Construction – Permits – the state and city closely regulate all aspects of construction. To see if you need permits, state approved plans, specially licensed contractors, etc. Call and discuss your project with the **New London Building Inspector**. Permit applications may be picked up at the New London Municipal Building

Business Licenses: Businesses selling food or alcohol require special licenses and inspections. There are also licenses required for selling pop or “near beer,” having pinball machines, pool tables and other amusement devices. Contact New London Building Inspector and New London City Clerk’s office to obtain permits and licenses, including

Beverage Operators Licenses

Building Permits

Retailers Licenses

Sellers Permits

The Small Business Administration has information on federal and state licenses and permits required to start a business. See Step 9 – “Obtain Business Licenses and Permits” to get a list of federal, state and local licenses and permits required for your business in the “Follow these Steps to Start a Business” at Small Business Administration <http://www.sba.gov/content/follow-these-steps-starting-business>

Step 10 - Recruit and Hire Employees

Objective: Find and hire qualified employees

Contact recruitment agency to assist in hiring process

IQ Resource Group, Inc. (920) 982-3660 www.iqresourcegroup.com/

New London Chamber of Commerce

<https://newlondonchamber.com/employment/>

Nicolet Staffing (920) 982-2631 www.nicoletstaffing.com/

QPS Employment Group (920) 531-8404 www.qpsemployment.com/

Contact the **Fox Valley Workforce Development Board** for assistance in hiring employees

See Step 10 – “Understand Employer Responsibilities” to learn the legal steps you need to take to hire employees in the “Follow these Steps to Start a Business”
<http://www.sba.gov/content/follow-these-steps-starting-business>

See the **Virtual Business Incubator** for more information on employment issues, such as requirements for hiring a new employee, termination of an employee, independent contractor versus employee at
<http://wedc.org/>

Labor requirements dealing with issues such as civil rights, labor standards, workers compensation, unemployment insurance, new hire reporting law and other employment issues can be found at

- **Civil Rights** https://dwd.wisconsin.gov/er/civil_rights/
- **Labor Standards** https://dwd.wisconsin.gov/er/labor_standards/bureau/
- **Workers Compensation** <https://dwd.wisconsin.gov/wc/>
- **Unemployment Insurance** <https://dwd.wisconsin.gov/ui/>
- **New Hire Reporting Law** <http://www.dwd.wisconsin.gov/uinh/>

Step 11 - Train Employees

Objective: Train employees. Find a location for training and find and hire instructors

Contact **Fox Valley Workforce Development Board** for assistance in training employees

Contact **Fox Valley Technical College** to discuss courses that would be beneficial to employees

Contact the **Northeast Wisconsin Educational Resource Alliance** to learn more about educational resources. www.neweraonline.org/

Contact the **New London Area Chamber of Commerce** at (920) 982-5822 to discuss quarterly educational opportunities they provide to local businesses or go to www.newlondonchamber.com for a listing of all classes. The Small Business Development Center of Stevens Point facilitates and hosts all of the chamber education classes.

Step 12 - Pay Employees

Objective: Set up a system for paying employees

Alternatives for payroll system

- Hire accounting firm to do payroll
- Create manual payroll system and procedures
- Use computer program for payroll

Research payroll / personnel rules

-To obtain more information about **Wisconsin's Labor Law** provisions, contact the department's Equal Rights Division at either of these locations

<https://dwd.wisconsin.gov/er/>

https://dwd.wisconsin.gov/dwd/forms_publications_search.htm

Any business having employees **MUST** have both a Federal Employer Identification Number (FEIN) and a Wisconsin Employer Identification Number (WEIN) to collect federal and state withholding taxes. Information on how to obtain these numbers can be found at <https://www.irs.gov/businesses/small-businesses-self-employed/employer-id-numbers-eins>

Step 13 – Obtain Equipment

Objective: Identify equipment needs and obtain equipment needed by business

Consider leasing versus buying equipment

If financial assistance is needed, see step 6, obtain financing

Step 14 - Buy Raw Material

Objective: Find source of materials and arrange for purchase

Determine if there are opportunities to purchase materials in bulk. Partner with other businesses on sharing costs (accounting / payroll, snow plowing or buying supplies in bulk)

Step 15 - Safeguard Assets

Objective: Consider protection for assets including security and insurance

Determine how much insurance is needed or can be afforded. Consider risks associated with assets, determine how much security is needed to protect assets and put in place a security system for assets. See the **Virtual Business Incubator** for more information on factors to consider when purchasing insurance at <http://wedc.org/>

Discuss insurance needs with local **insurance agencies**, including:

Cornerstone Insurance Services LLC - 1200 N. Shawano St. Ste. 4 (920) 250-6464

Demming-Noel Agency Inc. - 228 W. North Water St. (920) 982-2881

Larson Insurance Agency, N3672 County Rd. T (920) 472-4308

Lynn Tank Agency, 221 W. North Water St. (920) 249-0020

Northwestern Mutual, 207 Wisconsin St. (920) 982-3456

Primerica – Gwinette Zielke, Manawa (920) 538-2670

Progressive - Tech Insurance Agency - 304 W. Cook St. (920) 982-4278

Radtke-Rhone Insurance Agency, 315 Burton Rd., Ste. 103 (920) 982-3048

Ronda Olson – American Family Insurance, 1620 N. Shawano St. (920) 982-5537

State Farm Insurance, Dan Gassner, 432 E. Main St., Hortonville (920) 779-0002

State Farm Insurance, Karen Gething, Agent, 101 S. Pearl St. (920) 982-3231

Zach Zabel – State Farm Agent, 1931 N. Shawano St. Ste. 270 (920) 250-6220

Contact New London Police and Fire Departments for advice on security matters

Intellectual property needs to be protected from unauthorized use. There are four different types of intellectual property: (1) Patents (2) Trademarks (3) Copyrights (4) Trade Secrets. Resources that can assist you in selecting the intellectual property protection that is right for you can be found at

<https://www.score.org/blog/ip-primer-what-are-my-intellectual-property-rights-and-how-do-i-protect-them>

For further assistance contact New London local **Ellen Krabbe, Intellectual Property Expert** at Fresco Services - (920) 460-5705 or emkrabbe@fresco-services.com

Step 16 - Manufacture Product or Provide Service

Objective: Manufacture product or provide service

The **Wisconsin Manufacturing Extension Partnership** provides a variety of resources for manufacturers to help improve quality and overall operations www.wmep.org

Contact the **Northeast Wisconsin Manufacturing Alliance** to learn more about membership and the many resources they have to offer. <http://newmfgalliance.org/>

Step 17 – Advertise / Market Product

Objective: Advertise your product

Discuss marketing strategy with consultant

See the **Virtual Business Incubator** for more information on creating a marketing plan at <http://wedc.org/>

See marketing and sales ideas from **SCORE** at <https://core.score.org/marketing>

Consider **Internet advertising**

-Set up **web site**

Determine the information that should be on your website

Hire web designer to set up site

Update website as needed

-Create **Facebook** business page

Determine if facebook would be beneficial

Learn how to set it up

Update page as needed

-See “Setting up a Website” from **Inc.** at

<http://www.inc.com/guides/make-a-website-for-business.html>

Consider **newspaper** ads

New London Press Star / Buyers’ Guide – 301 S. Pearl St.

(920) 982-2511

The Post Crescent – 306 W. Washington St., Appleton

(920) 993-1000

Consider **printed advertisements / flyers**

Consider **radio station** ads:

- 101.1 FM WIXX: (920) 435-3771
- 92.3 FM WJMQ: (715) 524-2194
- 93.5 FM DUKE: (920) 733-4990
- 95.9 FM WKSZ: (920) 431-0959
- 96.9 FM WWWX: (920) 429-3239
- 103.1 FM WOGB: (920) 468-4100
- 103.9 FM WVBO: (920) 426-3239
- 105.7 FM WAPL: (920) 733-6639
- 107.5 FM WDUZ: (920) 468-4100
- 800 AM / 92.7 FM WDUX: (715) 258-5528
- 960 AM WTCH: (715) 524-2194

Contact **Wisconsin Innovation Network** to learn more about membership. WIN connects entrepreneurs, investors, policymakers, press and other thought leaders throughout the state.
www.wisconsintechcouncil.com/win/

<http://wisconsintechcouncil.com/entrepreneurs-toolkit/selling-to-government/> provides valuable information on selling products and services to the federal and state governments

Step 19 - Ship Product to Customer

Objective: Deliver product to customer

Contact New London's City Administrator to discuss for information on the CN railroad
Haul using railroad

Consider alternatives for transporting products

Hire trucking company to haul products

Ship via mail or UPS

Mail and Shipping Services

FedEx	(800) 463-3339	www.fedex.com/us/
M&G Logistics Inc	(920) 596-2596	
Office Outfitters	(715) 258-3989	www.office-outfitters.com
Uline Shipping Supplies	(800) 295-5510	www.uline.com
The UPS Store	(920) 954-6753	www.theupsstore.com
UPS	(920) 766-3356	www.ups.com

Step 20 - Do Accounting / Pay Taxes

Objective: Set up accounting system

Consider alternatives:

Hire accountant / **accounting firm**

John Helgeson, CPA 105 E. Waupaca St., (920) 982-6240

Karen's Tax Service, Karen Harp EA 307 Smith St Suite B (920) 982-3407

Set up **own system**

-Purchase software - QuickBooks

<http://quickbooks.intuit.com/>

-To find QuickBooks experts to train you in using QuickBooks

Step One: Go to website

Step Two: Go to Training and Learning

Step Three: Go to find a QuickBooks expert

Step Four: Enter zip code and distance radius

Determine and **obtain training**

-Review courses available from FVTC and other area colleges

Pay taxes

Federal taxes - the [Internal Revenue Service](#) government web site for businesses provides extensive tax information and online tools and resources

State of Wisconsin taxes - The [Wisconsin Department of Revenue](#) site provides extensive information to help your business comply with state tax laws. It covers in depth information on all state taxes for each type of business structure, provides step by step guidance on filling out forms, offers electronic filing and provides a very helpful frequently asked questions area. Business Tax Registration, Seller's Permit, Use Tax Permit, Use Tax Certificate, Tax ID (WEIN), Sales and Use Tax Certificate, Machinery and Equipment Property Tax, Exemption, Corporation Income or Franchise Tax, or the Business Income Tax is available from the Department of Revenue (DOR)

www.revenue.wi.gov (608) 266-2776

The state of Wisconsin offers a variety of tax credits for businesses at all stages of growth. The Department of Commerce manages the majority of these although other state departments may have some. Click on the following link for more information on the types of businesses eligible for these tax credits

Economic Development Tax Credit - <http://inwisconsin.com/grow/assistance/btc/>

See information on basis accounting, budgets, pricing strategies, bookkeeping and personal finance from **Inc.** at

<http://www.inc.com/basic-accounting>

and

business

software

at

<http://www.inc.com/business-software>

See the **Virtual Business Incubator** for more information on accounting and taxes at

The Small Business Administration has helpful information on factors to consider when paying taxes. This information can be found at

<http://www.sba.gov/category/navigation-structure/starting-managing-business/starting-business/establishing-business/taxes>

Contact **Ledger Lady – Christie Baldwin** for additional help with QuickBooks and business accounting at (920) 538-0675 or buskirk2002@gmail.com

Contact Information

Local Resources

City of New London Economic Development Committee

www.newlondonwi.org/business/economic_development.php

Fox Cities Regional Partnership

www.foxcitiesregion.com

(920) 831-4905

Greater Outagamie County Economic Development Corp.

(920) 832-5255

New London Area Chamber of Commerce

www.newlondonchamber.com

April Kopitzke, Executive Director

(920) 982-5822

(920) 858-2393

New London Building Inspector

Jon Schulz jschulz@newlondonwi.org

(920) 850-2867

Office Hours: Tuesday and Thursday, 3 - 4:30 p.m. or by appointment

New London City Administrator

Lou Leone [lleone@newlondonwi.org](mailto:lleon@newlondonwi.org)

(920) 982-8500 Ext. 113

New London City Clerk

Jackie Beyer- 215 N. Shawano St.

(920) 982-8500

Office Hours - Weekdays 8 a.m. to 4:30 p.m.

New London Utilities - 400 E. North Water St.

(920) 982-8516

Office Hours - Weekdays 8 a.m. – 4:30 p.m.

WCEDC - Waupaca County Economic Development Corporation

www.wcedc.org

Dave Thiel

(920) 982-1582

Regional Resources

Fox Valley Technical College Venture Center

Amy Pietsch pietsch@fvtc.edu

(920) 735-2594

Fox Valley Workforce Development Board

Bobbi Miller 1401 McMahan Dr., Neenah

www.foxvalleywork.org

(920) 720-5600 Ext. 307

bmiller@fvwdb.com

New North- 600 N Adams St. Green Bay

www.thenewnorth.com

(920) 336-3860

Northeast Wisconsin Manufacturing Alliance

www.newmfgalliance.org

Northeast Wisconsin Regional Economic Partnership

Ann Duginske, R&D Project Manager
New North Inc.
1716 Lawrence Dr.
De Pere, WI 54115

(920) 336-3860

Northeast Wisconsin Educational Resource Alliance

D.J. Bordini Center
5 Systems Dr.
Appleton, WI 54914

www.neweraonline.org

East Central Wisconsin Regional Planning Commission

400 Ahnaip St Suite 100
Menasha, WI 54952

www.ecwrpc.org
920-751-4770

UW-Oshkosh Small Business Development Center

Sage Hall Room 1614
835 High Ave.
Oshkosh, WI 54901
(920) 424-1453 / (800) 232-8939
www.uwosh.edu/cob/sbdc

UW-Stevens Point Small Business Development Center

UW Stevens Point Continuing Education
2100 Main Street, Rm 032
Stevens Point, WI 54481
(715) 346-2288
Melissa Meschke, mmeschke@uwsp.edu

SCORE Fox Cities

www.foxcities.score.org
(920) 734-7101

University of Wisconsin Extension

Outagamie County
3365 W. Brewster St.
Appleton, WI 54914

www.uwex.edu
920-832-5121

Waupaca County
811 Harding St.
Waupaca, WI 54981

715-258-6230

Statewide Resources

CAP Services

CAP Services

www.capservices.org
(715) 343-7140

Kitty Johnson	kjohnson@capmail.org	920) 209-1384
QuickStart Kent Nelson,	www.quickstrt.com kent@quickstrt.com	(920) 730-4060
SCORE , 800-634-0245		www.score.org
Small Business Administration Milwaukee Office (414) 297-3941 Madison Office (608) 441-5261		www.sba.gov
Wisconsin Angel Network	www.wisconsinangelnetwork.com	(608) 442-7557
Wisconsin Department of Workforce Development		www.dwd.wisconsin.gov
Wisconsin Economic Development Corporation		www.inwisconsin.com
Wisconsin Economic Development Association		www.weda.org
Wisconsin Innovation Network 455 Science Dr., #240 Madison, WI 53711	www.wisconsintechcouncil.com/win	608-442-7557 Ext:27
Wisconsin Manufacturers & Commerce 501 E. Washington Ave. Madison, WI 53703		https://www.wmc.org/ 608-258-3400
Wisconsin Manufacturing Extension Partnership 260 Crossroads Dr. Madison, WI 53718		www.wmep.org 877-856-8588

Banks / Financial Institutions

Associated Bank - 101 Park St.	www.associatedbank.com/	(920) 982-4701
Community First Credit Union - 603 W. Wolf River Ave	www.communityfirstcu.org	(920) 830-7200
Edward Jones Investments / Cory Knepfel – 315 Burton Rd.	http://edwardjones.com/corey-knepfel	(920) 982-7440
Edward Jones Investments / Lund Cooley – 801 W. Wolf River Ave.	http://edwardjones.com/lund-cooley	(920) 982-3920

First State Bank – 113 W. North Water St. www.bankfirststate.com
(920) 982-3300

Fox Communities Credit Union – 1302 N. Shawano St. www.foxcu.org
(920) 982-9420

Security Finance – 306 Wolf River Plaza www.security-finance.com
(920) 982-7300

Thrivent Financial – 101 W. Waupaca St www.thrivent.com
(920) 982-3133

Wolf River Community Bank—1008 N Shawano St. www.wolfriverbank.com
(920) 982-0055

Title Companies

Evans Title Companies / First American –208 S. Main St., Waupaca www.firstam.com
(715) 256-6000

Stewart Title Company –1000 W. Wisconsin Ave., Ste. 7, Appleton www.stewart.com/appleton
(920) 659-2749

Insurance

Cornerstone Insurance Services LLC –1200 N. Shawano St. Ste. 4 www.advantagecornerstone.com
(920) 250-6464

Demming-Noel Agency, Inc. – 228 W. North Water St www.demming-noel.com
(920) 982-2881

Larson Insurance Agency – N3672 County Rd. T www.insurancefoxvalley.com
(920) 472-4308

Lynn Tank Agency – 221 W. North Water St. (920) 249-0020

Northwestern Mutual – 207 Wisconsin St. www.williamkrejcarek.com
(920) 982-3456

Primerica- Gwinette Zielke – E8105 Cty. Rd. N, Manawa www.primerica.com/
(920) 538-2670

Progressive – Tech Insurance Agency – 304 Cook St. (920) 982-4278

Radtke-Rhone Insurance – 315 Burton Rd. Ste. 301 www.radtkerhone.com
(920) 982-3048

Ronda Olson Agency –American Family Insurance- 1620 N. Shawano St.(920) 982-5537

State Farm Insurance / Dan Gassner – 432 E. Main St., Hortonville
www.dangassner.com
920-779-0002

State Farm Insurance / Karen Gething – 101 S. Pearl St. www.karengething.net
920-982-3231

Zach Zabel - State Farm Agent – 1931 N. Shawano St. Ste. 270
www.zachzabel.com
920-250-6220

Accountants

John Helgeson, CPA - 105 E. Waupaca St. (920) 982-6240

H&R Block - 1923 N. Shawano St. (920) 982-5900

Karen’s Tax Service, Karen Harp EA 307 Smith St Suite B (920) 982-3407

Law Firms

Herrling Clark Law Firm - 105 E. Waupaca St. www.herrlingclark.com
(920) 982-9652

Luaders Law Office - 213 W. North Water St. www.luaderslaw.net/
(920) 982-4450

Sweeney Law Office – 111 Park St. www.sweeneylawoffice.com
(920) 250-5504

Werner, Johnson & Hendrickson, S.C. - 308 St. Johns Pl. www.wjhlawyers.com/
(920) 982-7200

Wolf River Lawyers – W9681 St. Rd. 96, Dale,
Keith Steckbauer keith@wolfriverlawyers.com www.wolfriverlawyers.com
(920) 779-4140

Employment Firms

Express Employment Professionals, 3303 W. College Ave., Ste. B, Appleton (920) 624-6100
<http://expresspros.com/appletonwi/>

IQ Resource Group, Inc., 111 W. North Water St., (920) 982-3660
<http://iqresourcegroup.com/>

QPS Employment Group, 103 W. North Water St., (920) 531-8404
<http://www.qpsemployment.com/>