

City of New London Business Guide

1/13/21



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

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Step 1 - Decide to be an Entrepreneur

Objective: Decide if you should start a 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) 996-2949 or venture@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/business-guide/10-steps-start-your-business>

Review **UW Extension's** self-help toolbox at <https://www.wisconsin.edu/offices/office-of-university-relations/business-and-entrepreneurship/>

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

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)

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 <https://www.sba.gov/business-guide/plan-your-business/market-research-competitive-analysis>

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 888-258-9966

See also **Fox Valley Workforce Development Board**

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/

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

<https://wisconsinsbdc.org/centers/oshkosh/>

UW-Stevens Point Small Business Development Center

2100 Main Street, Rm 032
Stevens Point, WI 54481
(715) 346-3838

Melissa Meschke, mmeschke@uwsp.edu

<https://www.uwsp.edu/conted/Pages/SBDC.aspx>

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 2 – “Write Your Business Plan” to find tools and resources to create a business plan from the **Small Business Administration**:

<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 <https://www.inc.com/business-plans>
- Hundreds of sample business plans at <https://www.bplans.com/sample-business-plans/>
- 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 [12-Month Profit and Loss 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/
Wolf River Lawyers, 213 W. North Water St., (920) 779-4140 www.wolfriverlawyers.com/
Sweeney Law Office, 216 W. North Water St. (920) 250-5504 www.sweeneylawoffice.com/
Toney Law Offices, S.C., 504 W. North Water St. (920) 982-6366 www.toneylaw.com
Werner, Johnson & Hendrickson, S.C., 308 St. Johns Pl., (920) 982-7200 www.wjhlawyers.com/

Obtain forms from web sites

See www.Legalzoom.com

See "10 Steps to Start Your Business" published by the **Small Business Administration**:
<https://www.sba.gov/business-guide/10-steps-start-your-business>

Step 5 – "Choose a Business Structure" to determine which form of ownership is best for you and your business

Step 6 – "Choose Your Business Name" to learn about the different ways to register your business name

Step 7 – "Register Your Business" for information on how to register your business with the government

Step 8 – "Get Federal and State Tax IDs" to learn which tax identification number you'll need to obtain from the IRS and your state revenue agency

Step 9 – "Apply for Licenses and Permits" to determine if your business requires a permit or license to operate and how to obtain them

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

See **Inc.** for tips on naming and registering your business at <https://www.inc.com/naming>

Step 6 - Obtain Financing

Objective: Arrange for Adequate Financing for the Business

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) 982-6048

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

Small Business Association (SBA) – Learn about and apply for funding through SBA guaranteed loans, investors, surety bonds, and grants

<https://www.sba.gov/funding-programs>

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

Contact the WCEDC for more information <https://www.wcedc.org/>

See Step 3 – “Fund Your Business” to find government backed loans, venture capital and investment programs in the “10 Steps to Start a Business” article from the **Small Business Administration:** <http://www.sba.gov/content/follow-these-steps-starting-business>

Contact **Angel Investors** 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>

A local Angel Investor Group is

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

Some Venture Capital Groups are

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

Venture Investors - <https://ventureinvestors.com/>

Check with **CAP Services** at www.capservices.org or (715)-343-7140

They offer financing packages that can include gap financing

Find educational resources about funding your business and managing money on **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 Real Estate Group, Multiple agents listed, 1275 N. Shawano St., (920) 982-2121

The local chamber office has a list of all commercial vacancies throughout New London at <https://newlondonchamber.com/commercial/>

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 4 – “Pick Your Business Location” to get advice on how to select a customer-friendly location and comply with zoning laws in the “10 Steps to Start a Business” article from the **Small Business Administration**

<https://www.sba.gov/business-guide/10-steps-start-your-business>

Find out more information on choosing a business location on **SCORE**'s website

<https://www.score.org/resource/choosing-right-location-your-new-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) 779-3417
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
Kuether Services, E8761 Manske Rd. (920) 707-6287
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

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 – “Apply for Licenses and Permits” to get a list of federal, state and local licenses and permits required for your business in the “10 Steps to Start Your Business” article from the **Small Business Administration**
<https://www.sba.gov/business-guide/10-steps-start-your-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:

<http://www.foxvalleywork.org/>

See “Hire and Manage Employees” from the **Small Business Association** to learn the legal steps and benefits required to hire employees <https://www.sba.gov/business-guide/manage-your-business/hire-manage-employees>

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/civilrights/>
- **Labor Standards** <https://dwd.wisconsin.gov/er/laborstandards/>
- **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 <https://newlondonchamber.com/chamber-educational-opportunities/> 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 an accounting firm to do payroll
- Create manual payroll system and procedures
- Use computer program for payroll

Local businesses that offer payroll services:

Bos' Optimal Solutions, LLC (920) 710-2100 <https://bosoptimalsolution.com/>

Ledger Lady (920) 538-0675

Research payroll / personnel rules

To obtain more information about **Wisconsin's Labor Law** provisions, contact the department's Equal Rights Division

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

Any business with 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

Local businesses that offer business equipment:

Modern Business Machines (920) 997-3393 <https://mbm360.com/>

Office Outfitters (715) 258-3989 <https://office-outfitters.com/>

PC & Cell Solutions (920) 250-5700 <http://pncell.net/>

Unitel, Inc. (920) 739-1288 <https://unitelinc.com/>

Businesses offering digital payment processing services:

Merchants' Choice Card Services LLC (920) 779-9000 <https://www.mccs-wi.com/>

Retriever Merchant Solutions – Ben Wickersheim (920) 915-7430

IT Services:

HawkPoint Technologies (800) 882-0253 <https://hawkpointtechnologies.com/>

Read this article from the **Small Business Administration** to determine the types of equipment your business requires and the best way to pay

<https://www.sba.gov/business-guide/manage-your-business/buy-assets-equipment>

If additional funding is needed, see the following resources:

<https://www.sba.gov/funding-programs>

<https://www.sba.gov/business-guide/grow-your-business/get-more-funding>

Step 14 - Buy Raw Materials

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. Find for more information on factors to consider when purchasing insurance at

<https://www.sba.gov/business-guide/launch-your-business/get-business-insurance>

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

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) 250-6051

Mark Heise Country Financial, 5793 W. Grande Market Dr. Ste A, Appleton (920) 636-7760

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, 1301 Mill St. (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

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>

Learn how to protect your business from cybersecurity threats: <https://www.sba.gov/business-guide/manage-your-business/stay-safe-cybersecurity-threats>

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: Identify the best methods to advertise your product

Consider discussing your marketing strategy with a consultant or advertising agency:

Bos’ Optimal Solutions (920) 710-2100 <https://bosoptimalsolution.com/>

My Marketing Director (920) 639-5001 <https://www.billzeinert.com/>

Social Indoor – Northeast WI (920) 735-0197 <https://socialindoor.com/>

The **Small Business Administration** offers more information on creating a marketing plan at <https://www.sba.gov/business-guide/manage-your-business/marketing-sales>

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 your site

Update and maintain your website regularly

-Create **Facebook** business page

Determine if Facebook would be beneficial

Learn how to set it up

Update page as needed

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

Step 18 - Ship Products to Customers

Objective: Determine if your business will ship products to customers

Consider the benefits, necessary resources, and costs associated with shipping products

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 19 – Set Up Accounting and Taxes

Objective: Consider which accounting system works best for your business and determine the taxes you are required to pay. Set up systems to keep track of both.

Accounting options:

Hire an 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

Purchase accounting 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

Obtain training on how to complete your own accounting and taxes

-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

Business Development Tax Credits - <https://wedc.org/programs-and-resources/business-development-tax-credits/>

The **Small Business Administration** has helpful information on factors to consider when paying taxes. This information can be found at <https://www.sba.gov/business-guide/manage-your-business/pay-taxes>

Contact **Ledger Lady – Christie Baldwin** for additional help with QuickBooks and business accounting at (920) 538-0675

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 April Kopitzke, Executive Director	www.newlondonchamber.com (920) 982-5822
New London Building Inspector Randy Backhaus bldginsp@newlondonwi.org	(920) 250-5612
New London City Administrator Chad Hoerth choerth@newlondonwi.org	(920) 982-8500 Ext. 113
New London City Clerk 215 N. Shawano St. Office Hours - Weekdays 8 a.m. to 4:30 p.m.	(920) 982-8500
New London Utilities - 400 E. North Water St. Office Hours - Weekdays 8 a.m. – 4:30 p.m.	(920) 982-8516
WCEDC - Waupaca County Economic Development Corporation	www.wcedc.org (920) 982-1582

Regional Resources

Fox Valley Technical College Venture Center Amy Pietsch – pietsch@fvtc.edu	https://www.fvtc.edu/ (920) 735-2594
Fox Valley Workforce Development Board 1401 McMahon Dr., Neenah bmiller@fvwdb.com	www.foxvalleywork.org (920) 720-5600 Ext. 307
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

Mary Kohrell, President

(920) 849-1680

206 Court St.

Chilton, WI 543014

Mary.kohrell@calumetcounty.org

Northeast Wisconsin Educational Resource Alliance

www.neweraonline.org

East Central Wisconsin Regional Planning Commission

400 Ahnaip St Suite 100

www.ecwrpc.org

(920) 751-4770

Menasha, WI 54952

UW-Oshkosh Small Business Development Center

Sage Hall Room 1614

835 High Ave.

Oshkosh, WI 54901

(920) 424-1456

<https://wisconsinsbdc.org/centers/oshkosh/>

UW-Stevens Point Small Business Development Center

2100 Main Street, Rm 032

Stevens Point, WI 54481

(715) 346-2288

Melissa Meschke, mmeschke@uwsp.edu

<https://wisconsinsbdc.org/centers/stevenspoint/>

SCORE Fox Cities

532 W. College Avenue

www.foxcities.score.org

(920) 303-2266

Appleton, WI 54911

University of Wisconsin Extension

Outagamie County

3365 W. Brewster St.

Appleton, WI 54914

<https://outagamie.extension.wisc.edu/>

(920) 832-5121

Waupaca County

811 Harding St.

Waupaca, WI 54981

<https://waupaca.extension.wisc.edu/>

(715) 258-6230

Statewide Resources

CAP Services www.capservices.org
CAP Services (715) 343-7140
Kitty Johnson – kjohnson@capmail.org (920) 209-1384

SCORE www.score.org

Small Business Administration www.sba.gov
Milwaukee Office (414) 297-3941
Madison Office (608) 441-5263

Wisconsin Department of Workforce Development
www.dwd.wisconsin.gov

Wisconsin Economic Development Corporation www.inwisconsin.com

Wisconsin Economic Development Association www.weda.org

Wisconsin Manufacturers & Commerce www.wmc.org
501 E. Washington Ave. 608-258-3400
Madison, WI 53703

Wisconsin Manufacturing Extension Partnership www.wmep.org
2601 Crossroads Dr. Suite 145 608-240-1740
Madison, WI 53718

Banks / 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) 982-6048

Edward Jones Investments / Cory Knepfel <http://edwardjones.com/corey-knepfel>
315 Burton Rd. (920) 982-7440

Edward Jones Investments / Lund Cooley <http://edwardjones.com/lund-cooley>
801 W. Wolf River Ave. (920) 982-3920

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

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

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

Title Companies

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

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

Insurance

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

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

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

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

Mark Heise Country Financial www.countryfinancial.com/mark.heise
5793 W. Grande Market Dr. Ste. A, Appleton (920) 636-7760

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

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

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

Radtke-Rhone Insurance www.radtkerhone.com
1301 Mill St. (920) 982-3048

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

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

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

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 www.herrlingclark.com
105 E. Waupaca St. (920) 982-965

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

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

Toney Law Offices, S.C www.toneylaw.com
504 W. North Water St. (920) 982-6366

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

Wolf River Lawyers www.wolfriverlawyers.com
213 W. North Water St. (920) 779-4140

Employment Firms

Express Employment Professionals

3303 W. College Ave., Ste. B, Appleton

<http://expresspros.com/appletonwi/>

(920) 624-6100

IQ Resource Group, Inc.

111 W. North Water St..

<http://iqresourcegroup.com/>

(920) 982-3660

QPS Employment Group

103 W. North Water St.

<http://www.qpsemployment.com/>

(920) 531-8404