

**City of New London**  
**Business Guide**

*3/9/2017*

# **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**

<b><u>Section</u></b>	<b><u>Topic</u></b>
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**

-Obtain FVTC E-Seed brochure

**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](http://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. Their "Virtual Business Incubator" is an innovative on-line resource. The VBI offers cutting edge technology to provide timely and accurate information to individuals with the dream of starting a business and to small business owners who hope to expand. The Virtual Business Incubator is available at

[www.vbi.biz](http://www.vbi.biz)

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](http://www.uwex.edu/ces/cced/dma)

See the Wisconsin Economic Development Corporation's website for a variety of entrepreneur assistance programs <http://www.inwisconsin.com/>

## 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://www.score.org/resource/costs-starting-franchise>

See a business franchise directory at

<http://www.franchisedirect.com/directory/>

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

[http://commerce.wi.gov/BD/docs/BD-Starting\\_a\\_Business.pdf](http://commerce.wi.gov/BD/docs/BD-Starting_a_Business.pdf)

## 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](http://www.census.gov)

The US Dept. of Commerce **Bureau of Economic Analysis** provides regional, national, and international statistics at [www.bea.gov](http://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 [www.ita.doc.gov](http://www.ita.doc.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.state.wi.us](http://www.doa.state.wi.us) or (608) 266-1927

For community information and profiles contact the **Wisconsin WORKnet**  
[http://worknet.wisconsin.gov/worknet/worknetinfo.aspx?htm=pub\\_cntyprofiles](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 <http://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](http://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/](http://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  
[www.uwosh.edu/cob/sbdc](http://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) 346-3838  
Mary Wescott, [mwescott@uwsp.edu](mailto:mwescott@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](http://www.govsbizplancontest.com)

Northeast Wisconsin (entry deadline January 31) [www.thenewnorth.com](http://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](http://www.inc.com/guides/write_biz_plan/20660.html)
- Hundreds of sample business plans at [http://www.bplans.com/sample\\_business\\_plans.cfm](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>

- How to prepare your business plan <http://www.bizstarts.com/2016/07/22/plan-your-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/](http://www.wdfi.org/)

Consult attorneys for legal advice

### **Law Firms**

Herrling Clark Law Firm, 105 E. Waupaca St., (920) 982-9652 [www.herrlingclark.com/](http://www.herrlingclark.com/)  
Luaders Law Office, 213 W. North Water St., (920) 982-4450 [www.luaderslaw.net/](http://www.luaderslaw.net/)  
Sweeney Law Office, 111 Park St. (920) 250-5504 [www.sweeneylawoffice.com/](http://www.sweeneylawoffice.com/)  
Werner, Johnson & Hendrickson, S.C., 308 St. Johns Pl., (920) 982-7200 [www.wjhlawyers.com/](http://www.wjhlawyers.com/)  
Wolf River Lawyers, Keith Steckbauer, W9681 St. Rd. 96, Dale, (920) 779-4140  
[www.wolfriverlawyers.com/](http://www.wolfriverlawyers.com/)

Obtain forms from web sites

See [www.Legalzoom.com](http://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 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://vbi.biz/>

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 **New London's City Administrator** to discuss financing alternatives such as the Revolving Loan Funds and Grants that may be available

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

Bank Mutual – [www.bankmutual.com](http://www.bankmutual.com), 101 Park St., (920) 982-4701

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

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

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

Huntington – [www.huntington.com/](http://www.huntington.com/), 401 W. North Water St., (920) 982-4410

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

Thrivent Financial - [www.thrivent.com/](http://www.thrivent.com/), 101 W. Waupaca St., (920) 982-3133

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

Obtain **Revolving Loan** as needed – 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](http://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**

Coldwell Banker – Real Estate, 1275 N. Shawano St., (920) 982-2121

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

1<sup>st</sup> Electrical Contracting, N6027 Buelow Rd., (920) 359-1011

CableRight, E8146 Ritchie Ln., (920) 359-0124

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

Custom Carpets by Gordy, 310 W. North Water St., (920) 982-9030

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

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

Handyman Services, E7587 Ostrander Rd., (920) 209-2123

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) 574-2943

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

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

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

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

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

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

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

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

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](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 – “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/](http://www.iqresourcegroup.com/)

**New London Chamber of Commerce**

[www.NewLondonChamber.com/Employment-Postings.html](http://www.NewLondonChamber.com/Employment-Postings.html)

**Nicolet Staffing** (920) 982-2631 [www.nicoletstaffing.com/](http://www.nicoletstaffing.com/)

**QPS Employment Group** (920) 531-8404 [www.qpsemployment.com/](http://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://vbi.biz/>

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/discrimination\\_civil\\_rights/](https://dwd.wisconsin.gov/er/discrimination_civil_rights/)
- **Labor Standards** [https://dwd.wisconsin.gov/er/labor\\_standards\\_bureau/](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/](http://www.neweraonline.org/)

Contact the **New London Area Chamber of Commerce** at (920) 982-5822 to discuss monthly educational opportunities they provide to local businesses or go to [www.newlondonchamber.com](http://www.newlondonchamber.com) for a listing of all 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

<http://www.dwd.wisconsin.gov/er>

[http://dwd.wisconsin.gov/dwd/publications/erd/pdf/erd\\_4906\\_p.pdf](http://dwd.wisconsin.gov/dwd/publications/erd/pdf/erd_4906_p.pdf)

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://vbi.biz/>

Discuss insurance needs with local insurance agencies, including:

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

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

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

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

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

Thrivent Financial - 101 W. Waupaca St. (920) 982-3367

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

**Intellectual property** needs to be protected from unauthorized use. There are four ways to protect 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 [http://commerce.wi.gov/BD/docs/BD-Starting\\_a\\_Business.pdf](http://commerce.wi.gov/BD/docs/BD-Starting_a_Business.pdf)

## **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](http://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://vbi.biz/>

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 WWWW: (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 **Forward New London/Connect Communities** to learn more being involved in marketing the growth and development of New London.

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://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 18 - Sell Product**

**Objective:** Sell product



## 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	<a href="http://www.fedex.com/us/">www.fedex.com/us/</a>
M&G Logistics Inc	(920) 596-2596	
Office Outfitters	(715) 258-3989	<a href="http://www.office-outfitters.com">www.office-outfitters.com</a>
Uline Shipping Supplies	(800) 295-5510	<a href="http://www.uline.com">www.uline.com</a>
The UPS Store	(920) 954-6753	<a href="http://www.theupsstore.com">www.theupsstore.com</a>
UPS	(920) 766-3356	<a href="http://www.ups.com">www.ups.com</a>

## Step 20 - Do Accounting / Pay Taxes

**Objective:** Set up accounting system

Consider alternatives:

Hire accountant / **accounting firm**

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

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

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](http://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 <http://vbi.biz/>

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 Information

### Local Resources

**City of New London Economic Development Committee**

[www.newlondonwi.org/business/economic\\_development.php](http://www.newlondonwi.org/business/economic_development.php)

**Forward New London/Connect Communities** (920) 810-4480

**Fox Cities Regional Partnership**

[www.foxcitiesregion.com](http://www.foxcitiesregion.com)

(920) 831-4905

**Greater Outagamie County Economic Development Corp.**

(920) 832-5255

**New London Area Chamber of Commerce**

[www.newlondonchamber.com](http://www.newlondonchamber.com)

April Kopitzke, Executive Director

(920) 982-5822

**New London Building Inspector**

Paul Hanlon [phanlon@newlondonwi.org](mailto:phanlon@newlondonwi.org)

(920) 250-5612

Office Hours - 8 a.m. - 4:30 p.m. (Monday thru Friday)

**New London City Administrator**

Kent Hager [khager@newlondonwi.org](mailto:khager@newlondonwi.org)

(920) 982-8500 Ext. 113

**New London City Clerk** - 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](http://www.wcedc.org)

Dave Thiel

(920) 982-1582

### Regional Resources

**Fox Valley Technical College Venture Center**

Amy Pietsch [pietsch@fvtc.edu](mailto:pietsch@fvtc.edu)

(920) 735-2594

**Fox Valley Workforce Development Board**

Bobbi Miller 1401 McMahan Dr., Neenah

[bmiller@fvwdb.com](mailto:bmiller@fvwdb.com)

[www.foxvalleywork.org](http://www.foxvalleywork.org)

(920) 720-5600 Ext. 307

**New North-** 600 N Adams St. Green Bay

[www.thenewnorth.com](http://www.thenewnorth.com)

(920) 336-3860

**Northeast Wisconsin Manufacturing Alliance**

[www.newmfgalliance.org](http://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](http://www.neweraonline.org)

**East Central Wisconsin Regional Planning Commission**

400 Ahnaip St Suite 100  
Menasha, WI 54952

[www.ecwrpc.org](http://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](http://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) 346-3838  
Mary Wescott, [mwescott@uwsp.edu](mailto:mwescott@uwsp.edu)

**SCORE Fox Cities**

[www.foxcities.score.org](http://www.foxcities.score.org)  
(920) 734-7101

**University of Wisconsin Extension**

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

[www.uwex.edu](http://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](http://www.capservices.org)  
(715) 343-7140

Kitty Johnson      [kjohnson@capmail.org](mailto:kjohnson@capmail.org)      (920) 209-1384

**QuickStart**      [www.quickstrt.com](http://www.quickstrt.com)  
Kent Nelson,      [kent@quickstrt.com](mailto:kent@quickstrt.com)      (920) 730-4060

**SCORE**, 800-634-0245      [www.score.org](http://www.score.org)

**Small Business Administration**      [www.sba.gov](http://www.sba.gov)  
Milwaukee Office (414) 297-3941  
Madison Office (608) 441-5261

**Wisconsin Angel Network**      [www.wisconsinangelnetwork.com](http://www.wisconsinangelnetwork.com)  
(608) 442-7557

**Wisconsin Department of Workforce Development**      [www.dwd.wisconsin.gov](http://www.dwd.wisconsin.gov)

**Wisconsin Economic Development Corporation**      [www.inwisconsin.com](http://www.inwisconsin.com)

**Wisconsin Economic Development Association**      [www.weda.org](http://www.weda.org)

**Wisconsin Innovation Network**      [www.wisconsintechcouncil.com/win](http://www.wisconsintechcouncil.com/win)  
455 Science Dr., #240      608-442-7557 Ext:27  
Madison, WI 53711

**Wisconsin Manufacturers & Commerce**      [www.wmc.org](http://www.wmc.org)  
501 E. Washington Ave.      608-258-3400  
Madison, WI 53703

**Wisconsin Manufacturing Extension Partnership**      [www.wmep.org](http://www.wmep.org)  
260 Crossroads Dr.      877-856-8588  
Madison, WI 53718

**Banks**

**Bank Mutual** - 101 Park St.,      [www.bankmutual.com](http://www.bankmutual.com)  
(920) 982-4701

**Community First Credit Union** - 603 W. Wolf River Ave      [www.communityfirstcu.org](http://www.communityfirstcu.org)  
(920) 830-7200

**First State Bank** – 113 W. North Water St.      [www.bankfirststate.com](http://www.bankfirststate.com)  
(920) 982-3300

**Fox Communities Credit Union** – 1302 N. Shawano St.      [www.foxcu.org](http://www.foxcu.org)  
(920) 982-9420

**Huntington-** 401 W. North Water St.      [www.huntington.com](http://www.huntington.com)

(920) 982-4410  
**Security Finance** – 306 Wolf River Plaza [www.security-finance.com](http://www.security-finance.com)  
(920) 982-7300  
**Thrivent Financial** – 101 W. Waupaca St [www.thrivent.com](http://www.thrivent.com)  
(920) 982-3133  
**Wolf River Community Bank** – 1008 N. Shawano St. [www.wolfriverbank.com](http://www.wolfriverbank.com)  
(920) 982-0055

### **Insurance**

**Demming-Noel Agency, Inc.** – 228 W. North Water St [www.demming-noel.com](http://www.demming-noel.com)  
(920) 982-2881  
**Larson Insurance Agency** – N3672 County Rd. T [www.insurancefoxvalley.com](http://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](http://www.williamkrejcarek.com)  
(920) 982-3456  
**Progressive – Tech Insurance Agency** – 304 Cook St. (920) 982-4278  
**Radtke-Rhone Insurance** – 315 Burton Rd. Ste. 301 [www.radtkerhone.com](http://www.radtkerhone.com)  
(920) 982-3048  
**Ronda Olsen –American Family Insurance-** 1620 N. Shawano St. (920) 982-5537  
**State Farm Insurance** – 101 S. Pearl St. [www.karenething.net](http://www.karenething.net)  
920-982-3231

### **Accountants**

**John Helgeson, CPA** - 105 E. Waupaca St. (920) 982-6240  
**H&R Block** - 1923 N. Shawano St. (920) 982-5900

### **Law Firms**

**Herrling Clark Law Firm** - 105 E. Waupaca St. [www.herrlingclark.com](http://www.herrlingclark.com)  
(920) 982-9652

**Luaders Law Office** - 213 W. North Water St.

[www.luaderslaw.net/](http://www.luaderslaw.net/)  
(920) 982-4450

**Sweeney Law Office** – 111 Park St.

[www.sweeneylawoffice.com](http://www.sweeneylawoffice.com)  
(920) 250-5504

**Werner, Johnson & Hendrickson, S.C.** - 308 St. Johns Pl.

[www.wjhlawyers.com/](http://www.wjhlawyers.com/)  
(920) 982-7200

**Wolf River Lawyers** – W9681 St. Rd. 96, Dale,  
Keith Steckbauer

[keith@wolfriverlawyers.com](mailto:keith@wolfriverlawyers.com)

[www.wolfriverlawyers.com](http://www.wolfriverlawyers.com)  
(920) 779-4140

### **Employment Firms**

**IQ Resource Group, Inc.**, 111 W. North Water St., (920) 982-3660

<http://iqresourcegroup.com/>

**Nicolet Staffing**, 1931 Shawano Rd. #200, (920) 982-2631

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

**QPS Employment Group**, 103 W. North Water St., (920) 531-8404

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