

City of New London
Business Guide

10/22/2025



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
- it can also be viewed online at: www.newlondonchamber.com/economic-development (Business Guide)

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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 Norys Pina: (920) 968-6365 or npina@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

See the **ZenBusiness** website for all the tools, services, and expert support needed to start, run, and grow a successful business at <https://www.zenbusiness.com/>

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

Zia Yang and Mark Speirs: uwspce-sbdc@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

Sweeney Law Office, 216 W. North Water St. (920) 250-5504 www.sweeneylawoffice.com/
Werner, Johnson & Hendrickson, S.C., 308 St. John's Place (920) 982-7200 <https://www.wjhlawyers.com/>
Wolf River Lawyers, 202 W. North Water St., (920) 779-4140 www.wolfriverlawyers.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
East Wisconsin Savings Bank – www.eastwis.com 1501 N. Casaloma Dr., Appleton (920) 766-4646
First State Bank – www.bankfirststate.com, 220 W. Waupaca 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
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**:

Berkshire Hathaway HS Fox Cities Realty W6184 Aerotech Dr Suite B, Appleton (920) 750-8705

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

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

Empower Real Estate – Luke Haase (920) 716-2558

Real Estate by Jeffrey, (920) 810-1363

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
Ablaze Technologies, W7525 Elm Ct., Shiocton (920) 750-9378
AGX Home Improvement, Weyauwega, (920) 840-2065
Andracontracting LLC, New London (920) 312-2398
Ann Holz Interiors Plus, LLC, New London (920) 428-8810
Bennett's Home Repair, New London (920) 915-0370
BNH Lighting, LLC, 444 N. Olk St., Hortonville (920) 213-8693
Creative Cabinetry LLC, 1720 Hillshire Dr. (920) 982-2171
Cutting Edge Home Repair, N3972 County Rd O. (920) 570-5084
Dailey Construction, E8258 Prah Rd. (920) 982-9637
Durie Electric LLC, 454 Main St., Big Falls (715) 754-5535
Ebert Electric LLC, E8560 Court St., New London (920) 573-3987
Fox Cities Bath, LLC. 903 North St. Unit 1A (920) 505-0108
Granite Valley Forest Products, 500 Cty. Rd. S, (920) 982-2542
Heise Heating and Air Conditioning, 330 N. Shawano St. (920) 982-5672
Hintzke Well Drilling, N5072 Hintzke Rd. (920) 982-5426
Hoffman Heating & Cooling Inc., 633 E. Beckert Rd (920) 982-6565
HP Exteriors, New London Area (920) 573-8424
J Close Construction, N5372 Fuerst Rd (920) 574-6388
J&F Enterprise LLC, 304 W. North Water St. (920) 209-2123
JG Restoration, 1720 N. Silverspring Dr. Appleton (920) 428-4200
Keehn Electric LLC Fremont, WI 54969 (920) 508- 0120
K & H Concrete Inc., E8867 Cty. Tk. N (920) 982-6915
Kuether Services, E8761 Manske Rd. (920) 707-6287
Master Electrical Services, LLC, 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
MK Flooring, 106 W. North Water St. (920) 250-5774
Modern Flooring, N3750 Cty. Rd. T (920) 982-4950
Nasi Roofing, LLC, 2610 S. Casaloma Dr., Appleton (920) 574-2599
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
Paul's Plumbing, New London (920) 841-0227

Peeters Construction Co. LLC, E9292 Klatt Rd. (920) 982-3879
Pieper Electric, Inc., 2400 Industrial Dr., Neenah (920) 886-6800
R & K Maldonado Construction LLC. New London (920) 878-3699
Selle Custom Homes Inc., E9625 Hickory Ridge R (920) 982-3220
Stalker Sports Floors, 1215 W. Waupaca St., (920) 982-2926
Strongwood, 711 Shadow Rd, Waupaca, WI (715) 258-4818
Tri-County Overhead Door, 1910 Hillshire Dr. (920) 982-6700
Van Handel Heating and Cooling LLC, 5560 Puls Rd., Shiocton (920) 540-9914
VanParys Woodworking LLC, New London (920) 607-1183
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/>

QPS Employment Group (920) 636-4200 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:

Ledger Lady (920) 538-0675 www.ledgerladybookkeeping.com

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:

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

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

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

Wisconsin Document Imaging (920) 615-9858 <https://wis-imaging.com/>

Businesses offering digital payment processing services:

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

Wholesale Payments (920) 595-0011 <https://wholesalepayments.com/>

IT Services:

PC & Cell Solutions (920) 250-5700 www.pcncell.net

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:

AJ Sics – State Farm Insurance – 101 S. Pearl St (920) 982-3231

Barb Nelson Agency – American Family Insurance – 1370 N. Shawano St STE D (920) 982-5537

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

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

Larson Insurance Agency, 1931 N. Shawano St. Suite 270 (920) 472-4308

Lynn Tank Agency, 221 W. North Water St. (920) 250-6051

Midwestern Wellness & Insurance Agency, New London, WI (920) 277-6492

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

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

Radtke-Rhone Insurance Agency, 1301 Mill St. (920) 982-3048

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

Thrivent Financial Badgerland Group – New London Office – 101 W. Waupaca St. (920) 982-3133

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:

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

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 David Vincent dvincent@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	www.foxvalleywork.org bmiller@fvwdb.com (920) 720-5600 Ext. 307
Inspire Waupaca County Beth Nash - inspire@waupacaareachamber.com	https://inspirewi.org (715)-258-7343
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

Zia Yang and Mark Speirs

2100 Main Street, Rm 032

Stevens Point, WI 54481

(715) 346-2288

uwspce-sbdc@uwsp.edu

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

SCORE Fox Cities

532 W. College Avenue

Appleton, WI 54911

www.foxcities.score.org

(920) 303-2266

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

CAP Services
Norys Pina – npina@capmail.org

www.capservices.org
(715) 343-7140
(920) 968-6365

SCORE

www.score.org

Small Business Administration

Milwaukee Office (414) 297-3941
Madison Office (608) 441-5263

www.sba.gov

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

501 E. Washington Ave.
Madison, WI 53703

www.wmc.org
608-258-3400

Wisconsin Manufacturing Extension Partnership

2601 Crossroads Dr. Suite 145
Madison, WI 53718

www.wmep.org
608-240-1740

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) 982-6048

Edward Jones / Cory Knepfel

315 Burton Rd.

<http://edwardjones.com/corey-knepfel>
(920) 982-7440

Edward Jones Investments / Nicholas Koch

801 W. Wolf River Ave.

<http://edwardjones.com/Nicholas-Koch>
(920) 982-3920

Edward Jones Investments / April Rasmussen

801 W. Wolf River Ave.

<https://www.edwardjones.co/april-rasmussen>
(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

AJ Sics – State Farm Insurance	www.thewisconsinagent.com (920) 982-3231
Barb Nelson Agency – American Family Insurance www.amfam.com/agents/wisconsin/new-london/barbara-nelson	www.amfam.com/agents/wisconsin/new-london/barbara-nelson (920) 982-5537
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 1931 N. Shawano St. Suite 270	www.insurancefoxvalley.com (920) 472-4308
Lincoln Heritage Funeral Advantage E9350 Oakwood Ln Lot 23	www.lhlic.com (920) 819-1889

Lynn Tank Agency
221 W. North Water St.

www.lynn-tank-agency.com
(920) 249-0020

Northwestern Mutual
207 Wisconsin St.

(920) 982-3456

Primerica- Gwinette Zielke
E8105 Cty. Rd. N, Manawa

www.primerica.com
(920) 538-2670

Radtke-Rhone Insurance
1301 Mill St.

www.radtke-rhone.com
(920) 982-3048

State Farm Insurance / Dan Gassner
432 E. Main St., Hortonville

www.dangassner.com
(920) 779-0002

Accountants

Law Firms

Sweeney Law Office
216 W. North Water St.

www.sweeneylawoffice.com
(920) 250-5504

Toney Law Offices, S.C
213 W. North Water St.

www.toneylaw.com
(920) 982-6366

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

www.wjhlawyers.com
(920) 982-7200

Wolf River Lawyers
213 W. North Water St.

www.wolfriverlawyers.com
(920) 779-4140

Employment Firms

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