



NewsWire

August 25, 2009

HELPING ENTREPRENEURS AND BUSINESSES GROW AND SUCCEED

A joint program of the Labovitz School of Business and Economics, Natural Resources Research Institute, and Swenson College of Science and Engineering.

GOOD READING

LOOKS LIKE THE RECESSION HAS ENDED but Job Market Still a Problem

<http://www.fxstreet.com/fundamental/economic-indicators/us-leading-index-up-again-august/2009-08-20.html>

GREEN SMALL BUSINESS SAVINGS

<http://www.ipfrontline.com/depts/article.asp?id=23213&deptid=2>

Small adjustments that any business can take that will save a bundle---for free!

<http://www.greenandsave.com/greenoffice>

GREENandSAVE is one of America's leading free 'Green' home and office remodeling resources for anyone that wants to save money and the environment as well as create a healthier property and overall lifestyle.

IRS NEWS FOR BUSINESS

Tax Tip 09-02 Top seven things the IRS wants you to know to fulfill your federal tax responsibilities when starting a new small business

Tax Tip 09-08 Five Tax Scams to Avoid this Summer

FAMILY OWNED BUSINESSES

<http://www.afamilybusiness.co.uk/sharing-out-business-tasks-within-family.html>

Delegating business tasks within the family

BUSINESS BREAKFAST SERIES



ROADSIDE ADVERTISING IN A DIGITAL WORLD

9/9/09 7:30 AM – 9:00 AM \$10.00

Presented by: John Bennett, U of M Extension

Does your business have a sign on the digital superhighway? Can people find your business when they search an online map or use a Global Positioning System (GPS) unit? Make sure your business is a roadside destination in the digital world. People can use GPS to decide where they should go, what restaurants, shops, and parks lie ahead – as well as how to get there. This enhanced technology provides new opportunities to market your business. UMD Center for Economic Development and the U of M Extension are co-sponsoring this event. **To register:** www.umdced.com/workshops or 218-726-7298.

THE WEEK AHEAD Business Workshops

Writing a Business Plan 08/26/2009 (2:00pm-4:00pm) \$25.00

Computer Workshops

Dreamweaver - Web Page Design I	08/27/2009 (9:00am-12:00pm)	\$60.00
Excel III - Macros and Functions	09/01/2009 (9:00am-12:00pm)	\$60.00
Computers 102 - Desktop Productivity	09/01/2009 (1:00PM-4:00PM)	\$60.00
Access III - Database Relationships and Queries	09/02/2009 (9:00am-12:00pm)	\$60.00
Access IV - Visual Basics in Access	09/02/2009 (1:00pm-4:00pm)	\$60.00

All scheduled business and computer workshops can be seen on our website at: www.umdced.com/workshops. To register: click on the interactive links in workshop listing or call: 218-726-7298



LAKESIDE

Gourmet

A UMD CED Success Story by Jenny Dougherty, UMD CED Business Consultant

Two talented International Falls women turned gift giving into a lucrative business. What started out as a love of roasted red pepper jam for Brenda Jones, over time, evolved into “Lakeside Gourmet”. Jones started experimenting with pepper jam recipes as a hobby; giving jam as gifts to family and friends. After gifting a jar of jalapeno-

green pepper jam to a friend, Colleen Fletcher, the two began making jam together for family and friends. They later decided to share their creations with the world and formed their business, Lakeside Gourmet, in September of 2007. Their first sales were at a local craft show in December of 2007 which was a big success. They learned quickly the key to selling was simply offering samples as the product has a unique taste that sells itself.

Although both women were experienced in business, food production and sales came with a new set of regulations and challenges. Initially their jam was made on a small scale at home but within six months they were stocking their product at local grocery stores. For this to happen, they were required to move production to a commercial kitchen. Through a connection with the local Women’s Business Network, they were able to lease commercial kitchen space from another small business owner, Sheila Johnson, of the Coffee Landing Metro, during the evening when she was closed. Other challenges that arose along the way included packaging, the multitude of paperwork in becoming certified and licensed, how to work around the high cost of shipping, and time management.

The two entrepreneurs have worked diligently in meeting their goals outlined in their five year plan, have stayed on track, and still continue to have fun. A tradition they have continued from the beginning is gifting new product to family and friends – and if successful, these flavors are added to their product line. The flagship flavors that got them started and continue to be offered today are: Blackberry-Jalapeno, Blueberry Jalapeno, Jalapeno-Green Pepper, and Raspberry-Roasted Red Pepper. The gourmet jams can be used as a glaze on chicken, pork, fish, or wild game. They can be added to existing sauces to add flavor, used in baking, or served over ice cream. One of the more popular uses of the jam is over cream cheese served with crackers for a delicious, inexpensive, and convenient hors d’oeuvre.

Lakeside Gourmet has come a long way since their first meeting at Sha Sha Resort where the name evolved...fittingly while dining lake-side on beautiful Rainy Lake. With a background in graphic design, Jones came up with the name along with the graphics and design for the product. At one time, they thought it was a big deal to order 500 jars at a time; now they are ordering 5,000. Their next major hurdle is how to leap from small time to big time. They have contemplated using machinery for jarring, labeling, and packaging, but not for making the jam (so as not to compromise the product). They recently attended their first exhibit of buyers at Minneapolis Mart. This was a good experience in gaining name and product recognition and they received valuable feedback on the product, packaging, and presentation.

Lakeside Gourmet jams can be purchased locally at various grocery and gift shops, or ordered directly from their website at: www.shop.lakesidegourmetjam.com. Jones and Fletcher both have a connection to the area and the beautiful lakes throughout Minnesota and a love of fine food. Their motto, “live, eat, and travel” encompasses the desire to live life to the fullest. They would eventually like to start a lifestyle magazine, and of course, the entrepreneurs hope, in the future, to be able to sustain themselves and their families...and maybe become “Jamionairs”.



www.shop.lakesidegourmetjam.com

The University of Minnesota Duluth Center for Economic Development offers numerous workshops to help entrepreneurs and employees operate more efficiently. **All workshops are held at the Duluth Technology Village, 11 E. Superior Street, Suite 210, unless otherwise noted.** To register call: 218-726-7298, 888-387-4594 or register online: www.umdced.com/workshops.

The mission of the University of Minnesota Duluth Center for Economic Development is to assist entrepreneurs and businesses to grow and succeed.

Funded in part through a cooperative agreement with the U.S. Small Business Administration, Minnesota Department of Employment and Economic Development and sponsoring centers. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. For arrangements, contact: UMD Center for Economic Development, 11 E. Superior Street, Suite 210, 218-726-7298

1986 – 2009 Celebrating 23 years of excellence and also recognizing UMD's 25 year partnership with the Minnesota Small Business Development Centers

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