

# TARGETED BUSINESS DIRECTORY

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2013 - 2015





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# Planning Your New Business

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### I. Introduction

Owning and operating your own business is an American dream and something within your grasp. To be successful, however, you have to avoid the entrepreneur's itch to just rush in. You must research your business idea, plan properly, and complete many tasks *before* you embark on this exciting adventure to succeed and avoid unnecessary expense!

This document contains information and tools to assist you in planning and avoiding pitfalls. From testing the feasibility of your idea (will you really be better off if you start this business?) to choosing a legal structure and writing your business plan, the information in this booklet will help you move toward getting it done the right way.

*Planning Your New Business* is a collaborative work by all twelve Wisconsin SBDCs and is brought to you by the Wisconsin Business AnswerLine. While it contains a great deal of helpful, even critical, information, it is not all-inclusive and is not meant to serve as the only resource you use when making business decisions. Research, research, research! We also recommend consulting with a qualified attorney and CPA before making legal and financial decisions about your business.

#### **What is the Small Business Development Center (SBDC)?**

Wisconsin's twelve SBDCs are a network of business help centers affiliated with the University of Wisconsin system. We help small business owners and entrepreneurs by giving them guidance, information and resources to help them grow an existing business, or start a new business. We are partially funded by the SBA (Small Business Administration) and provide a wide range of services including:

- Telephone Counseling
- Business Plan Review
- Information
- In-person Counseling
- Resources
- Classes & Seminars

#### **Does the SBDC Lend Money?**

No. However, we can review your business plan, which will be required by virtually any financial lender, public or private. We may also be able to suggest some resources for business loans. This is a free service.

#### **What Is the Goal of the SBDC?**

To ensure Wisconsin's economic health and stability through business counseling, learning and other various business support programs.

For further questions about starting or growing your business, the Wisconsin Business AnswerLine can connect you with your local SBDC. One of our counselors will be happy to assist you. We can be contacted via our toll-free number, e-mail, or on our web site:

**Wisconsin Business AnswerLine**  
**800/940-SBDC [7232]**  
E-mail: [sbdcanswerline@bus.wisc.edu](mailto:sbdcanswerline@bus.wisc.edu)  
Web site: <http://www.wisconsinsbdc.org/sbdc.htm>

**We wish you entrepreneurial success**



## II. About Starting Your Own Business

### What It Takes To Succeed

Starting and operating a successful small business will depend on the following:

1. A practical business plan with a solid foundation
2. Your dedication and willingness to sacrifice to reach your goal
3. Your basic knowledge of management including finance, record keeping and marketing
4. Industry expertise and technical skills

### Why Do You Want to Start a Business?

Review the list below and check the reasons that apply to you.

- Freedom from the 9-5 daily work routine.....
- Being your own boss.....
- Doing what you want when you want to do it.....
- Improving your standard of living.....
- Boredom with your present job.....
- Having a product or service for which you feel there is a demand.....

Some reasons are better than others; none are wrong. However, be aware that there are tradeoffs. For example, you *can* escape the 9-5 daily routine—but you may replace it with a 6 a.m. to 8 p.m. routine!

### Personal Characteristics and Conditions

Going into business requires certain personal characteristics and conditions. This portion of the checklist deals with you, the individual. These questions require serious thought.

Try to be objective.

- |   | YES                      | NO                       |
|---|--------------------------|--------------------------|
| • Are you a leader?.....  | <input type="checkbox"/> | <input type="checkbox"/> |
| • Do you like to make your own decisions?.....  | <input type="checkbox"/> | <input type="checkbox"/> |
| • Do others turn to you for help in making decisions?.....                                    | <input type="checkbox"/> | <input type="checkbox"/> |
| • Do you enjoy competition?.....  | <input type="checkbox"/> | <input type="checkbox"/> |
| • Do you have will power and self-discipline?.....  | <input type="checkbox"/> | <input type="checkbox"/> |
| • Are you good at long-range planning (2-3 years or more)?.....                               | <input type="checkbox"/> | <input type="checkbox"/> |
| • Do you get along well with a wide variety of personality types?.....                        | <input type="checkbox"/> | <input type="checkbox"/> |
| • Do you understand marketing?.....   | <input type="checkbox"/> | <input type="checkbox"/> |
| • Are you prepared to run the risk of losing your savings or going into debt?.....            | <input type="checkbox"/> | <input type="checkbox"/> |
| • If you have a family, are they in agreement with the risks you'll be taking?.....           | <input type="checkbox"/> | <input type="checkbox"/> |
| • Have you researched the costs of covering yourself and your family w/health insurance?..... | <input type="checkbox"/> | <input type="checkbox"/> |
| • Are you prepared to work long hours, possibly including evenings and weekends?.....         | <input type="checkbox"/> | <input type="checkbox"/> |
| • Are you prepared to temporarily lower your standard of living if necessary?.....            | <input type="checkbox"/> | <input type="checkbox"/> |

Your “yes” answers are a positive. Carefully consider your “no” answers. How will you compensate for these negatives?



## BUSINESS RESOURCES

### 2013-2015

#### **Personal Skills and Experience**

Certain skills and experience are critical to the success of a business. By answering the following questions, you can identify the skills you possess and those you lack (your strengths and weaknesses), and determine where you will need to hire or use outside resources.

	YES	NO
• Marketing and sales	<input type="checkbox"/>	<input type="checkbox"/>
• Networking	<input type="checkbox"/>	<input type="checkbox"/>
• Long-range planning	<input type="checkbox"/>	<input type="checkbox"/>
• Finance, bookkeeping, accounting, taxes	<input type="checkbox"/>	<input type="checkbox"/>
• Legal	<input type="checkbox"/>	<input type="checkbox"/>
• Technical skills	<input type="checkbox"/>	<input type="checkbox"/>
• People management/supervisory skills/human resources	<input type="checkbox"/>	<input type="checkbox"/>
• Have you ever worked in a business similar to the one you want to start?	<input type="checkbox"/>	<input type="checkbox"/>
• Have you had any applicable business training in school?	<input type="checkbox"/>	<input type="checkbox"/>
• Have you ever owned your own business before (any type)?	<input type="checkbox"/>	<input type="checkbox"/>

#### **Disadvantages of Owning Your Own Business**

Have you realistically considered the advantages and the disadvantages of owning your own business? Owning a business is going to be very different from working for someone else. Most people who dream about owning a business think a lot about the advantages. Take a few minutes to contemplate the disadvantages.

- You may have to endure an income that goes up and down like a roller coaster. From month to month or year to year your income may vary widely.
- You may find you are spending more and more time dealing with personnel, administrative, planning and legal matters as your business grows, and less time doing what it was that you wanted to do when you started the business.
- If you are used to reporting to only one boss you may be annoyed to find that you now report to many bosses. Your customers, government agencies that tax or regulate your business, investors in your firm, bankers, or other lenders, and, in some cases, your key suppliers, all will dictate much of the way you will operate.
- You may have to take large financial risks and spend time worrying about how to meet the next week's bills.
- It is likely you will need to work long hours, up to 10-12 hours or more per day, often six or seven days a week. Long vacations may be impossible, at least for quite a few years.
- You absorb the financial and personal responsibility for business problems. As owner, the buck stops with you. There is no boss to whom you can turn for help when a tough time technical or financial situation arises, or when there is a serious problem with a supplier or customer.
- You may be challenged with the loss of your entire business due to new competition, government regulation, or other changes outside your control.



### III. Define Your Idea

Answer the following questions in terms of your business idea. These will be important components of your business plan.

1. **Product or Service**—Describe what you are selling and how it will benefit your customers.
2. **Industry Type**—Describe the industry. How big is it? Is it growing or declining? Open or saturated?
3. **Industry Experience**—Briefly describe your experience and education related to this product/service.
4. **Other Experience**—Describe other business management or ownership experience you may have.
5. **Customers**—Which category best represents your primary group of potential customers?

General Public    Business    Government    Specific Industry

6. **Geographic Area**—What geographic area will you serve?

Local    Statewide    Regional    National    International

7. **Demographic Factors**—What other demographic factors identify your target market?

Gender    Ethnicity    Income    Education    Other

8. **Competition**—Who is your competition? List them, and their strengths and weaknesses.

9. **Location**—Where will your business be located?

10. **Marketing Strategy**—What will be your primary method(s) of advertising and promotion?

**Answering these questions in detail will help you evaluate your business idea. Enrolling in one of 6 to 8 week classes offered by your local Small Business Development Center (SBDC) will help you operate and manage your business. Call the Wisconsin Business AnswerLine at 800/940-7232 to locate the SBDC near you.**



## IV. Explore the Financial Feasibility

### START-UP COSTS

This section will help you determine if a) you can realistically afford to start your business, and b) how much financing you may require, if any. A large number of small businesses fail each year. Too many entrepreneurs try to start and operate a business without sufficient capital (money). **Review your situation by using the charts below, and then analyze your answers to these critical questions.**

### CRITICAL QUESTIONS

1. How much money do you have? (complete Chart 1) \_\_\_\_\_
2. Can you put this money into your business?                      Yes                      No
2. How much money will you need to start your business? (complete Chart 2) \_\_\_\_\_
3. How much money will you need to stay in business? (complete Chart 3) \_\_\_\_\_
4. How much money will you need to borrow, if any? (complete Chart 4) \_\_\_\_\_
5. Do you have a good credit rating?                      Yes                      No
6. Do you have separate funds you can live on while you develop the business?  
Yes                      No
7. Will starting this business put you (or your family, if applicable) at high risk?  
Yes                      No

### Chart 1– Personal Financial Statement

How much money do you have?

ASSETS		LIABILITIES	
Cash on hand		Accounts payable	
Savings account		Notes payable	
Stocks, bonds, securities		Contracts payable	
Accounts/notes receivable		Taxes	
Real estate		Real estate loans	
Life insurance (cash value)		Other liabilities (credit card debt)	
Automobile/other vehicles			
Other liquid assets			
<b>Total Assets</b>		<b>Total Liabilities</b>	
<b>Net Worth (assets minus liabilities)</b>			



## BUSINESS RESOURCES 2013-2015

**Chart 2—Start-up Cost Estimate**

<b>How much money will you need to start your business?</b>	
Space (lease deposit; remodeling; decorating; land or building purchase)	
Fixtures, furniture, equipment	
Services, supplies	
Beginning inventory cost	
Legal and accounting (professional) fees	
Licenses, permits	
Deposits for utilities (phone line(s), etc.)	
Insurance	
Signs	
Advertising/promotions for opening	
Unanticipated expenses	
Office supplies	
Letterhead, envelopes, business cards (design & printing)	
Outside labor	
Salary & wages; payroll taxes	
Vehicle(s)	
Cash (three months working capital/expenses—use figure from Chart 3 below)	
<b>Total Start-up Costs</b>	

**Chart 3—Estimated Expenses**

<b>What will it cost to run your business?</b>	<b>Estimate</b>
Your living costs/salary	
Employee wages	
Rent	
Advertising	
Supplies	
Utilities	
Insurance	
Taxes	
Maintenance	
Delivery/transportation	
Miscellaneous	
<b>Total Estimated Expenses, 1 Month</b>	
	<b>X 12</b>
<b>Total Estimated Expenses, 1 Year</b>	



# BUSINESS RESOURCES

## 2013-2015

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### Chart 4—Financing Worksheet

<b>Work out projections</b>	
Enter Cash Available from Chart 1	
Subtract start-up costs from Chart 2	-
Subtract 3 months expenses from Chart 3	-
<b>Additional financing needed (if any)</b>	



## V. Choose the Right Legal Structure

With each legal structure, there are tax advantages and disadvantages. It is important to seek the advice of an accountant or an attorney for detailed tax information.

It is important to separate your personal from your business assets to avoid personal liability for business obligations. However, with most small businesses, lenders, landlords and vendors often ask for a personal guarantee to reduce their risk of loss. If you give a personal guarantee for a business loan or with a service contract, you will be liable for that business debt regardless of your legal structure.

### SOLE PROPRIETORSHIP

A **sole proprietorship** is owned and operated by one person. Obtaining the required licenses and permits establishes the business. If the name of the business is different from the person's name, it is called a DBA or "Doing Business As". For example: If John Doe owns a business called EAT HERE, the business is legally identified as John Doe DBA EAT HERE. Wisconsin Statutes do not require registration for a sole proprietorship. You may voluntarily register with the County Registrar of Deeds at <http://www.wrdaonline.org/ListOfOffices/> and the Wisconsin Department of Financial Institutions at 608/261-9555 <http://www.wefi.org/>. This is easy to do and establishes credibility for your business.

#### Advantages

- A sole proprietorship is the easiest entity to form and has low start up costs.
- There is minimal government reporting requirements.
- You have the freedom to do business without elaborate formalities.
- Profits and losses are claimed on the owner's personal income tax return.

#### Disadvantages

- The owner has unlimited personal liability for business obligations and liabilities. But remember, if you sign a personal guarantee, regardless of your legal structure, you are fully liable for all debt.
- When an owner dies or stops operations the business ends.

### GENERAL PARTNERSHIP

A **General Partnership** is owned and operated by two or more persons. Drafting a partnership agreement is highly recommended. The agreement can include provisions for the business to continue after the death or withdrawal of a partner. Otherwise the business ends.

If there is no legal partnership agreement, the partnership is regulated by state statutes under the Uniform Partnership Act

<http://docs.legis.wisconsin.gov/statutes/statutes/178.pfd>.



**Advantages**

- A general partnership is easy to form and has low startup costs. A simple partnership agreement does not involve legal fees.
- There is minimal government reporting requirements.
- You have the freedom to do business without elaborate formalities.
- Profits and losses are claimed on the owner's personal income tax return.

**Disadvantages**

- The owners have unlimited personal liability for business obligations and liabilities, including liability for the wrongful acts of a partner.
- Unless stipulated in the partnership agreement, when an owner dies or exits the partnership, the business dies.

**LIMITED PARTNERSHIP**

A Limited Partnership must have at least one general and one limited partner. Popular in the 1980's. Rarely used today. It is formed by filing a Certificate of Limited Partnership with the Wisconsin Department of Financial Institutions, 608/261-9555, <http://www.wdfi.org/>. Wisconsin Limited Partnership Act <http://docs.legis.wisconsin.gov/statutes/statutes/179.pdf>.

**LIMITED LIABILITY COMPANY (LLC)**

Limited Liability Company (LLC) is the most used business entity in Wisconsin. It can be formed by one or more members. An LLC separates personal and business assets. The owners must file Articles of Organization and register the business with the Wisconsin Department of Financial Institutions, 608/261-9555, <http://www.wdfi.org>.

**Advantages**

- As the name states, with an LLC, an owner's personal liability is limited (unless there are personal guarantees).
- For tax purposes, profits and losses pass-through to the owners.
- It is easy to convert an LLC to a corporation.

**Disadvantages**

- It is more expensive to organize compared to a sole proprietorship, but less than a corporation.
- Ownership is not transferable, unless addressed in the operating agreement.

**S-CORPORATION**

Subchapter S-Corporation is legally a corporation but it is taxed like a partnership. The business must file, and have approved, Articles of Incorporation and register with the Wisconsin Department of Financial Institutions, 608/261-9555, <http://www.wdfi.org>



**Advantages**

- An S-Corporation has limited liability (unless there are personal guarantees).
- There is no double taxation as there is with a C-Corporation. Profits and losses pass-through to the owner.
- Ownership interest is freely transferable.

**Disadvantages**

- It is more expensive to organize than a sole proprietorship.
- The S-Corporation must adhere to strict rules.
- An S-Corporation is limited to 75 shareholders.
- There is no limit to the deductibility of losses.

**C-CORPORATION**

**C-Corporation** can be formed by one or more persons and is the most formal and complex business structure. Ownership is restricted to those owning stock. It is regulated by State Statutes, Chapter 180 Business Corporations <http://docs.legis.wi.gov/statutes/statutes/180>

The business must file, and have approved, Articles of Incorporation and register with the Wisconsin Department of Financial Institutions, 608/261-9555, <http://www.wdfi.org>. The business name must be different from any other national or foreign company.

**Advantages**

- A C-corporation is probably preferable if you plan to offer employee stock options.
- Can work well if you invest a substantial amount of profit back into the corporation.

**Disadvantages**

- A C-Corporation is closely regulated.
- It requires extensive record keeping and reporting.
- It is expensive to organize.
- There is double taxation. The corporation pays income tax on its profits and the shareholders pay income tax on their earnings.

## VI. Write Your Business Plan

**Why Do You Need a Business Plan?** A well-prepared business plan will do several critical things for you:

- It will help determine the feasibility of your business idea.
- It will pinpoint many decisions you will need to make.
- It will help you identify, collect, and organize critical information.
- It will help you make informed decisions.
- It will be required to apply for any financing you may need for your business.



## **Business Plan Outline and Key Questions to Answer**

### **Executive Summary Section**

- Why will the business succeed?
- How much money is required?
- Why is the venture a good risk?

### **Business Description Section**

- What type of business are you planning?
- What products or services will you sell?
- What type of opportunity is it (new, part-time, expansion, seasonal, year-round)?
- What is the growth potential?
- How is it unique?

### **Marketing Section**

- Who are your potential customers?
- How large is the market?
- Who are your competitors?
- What market share do you anticipate?
- How will you price your product or service?
- What advertising and promotional strategies will you use?

### **Organization Section**

- Who will manage the business?
- What qualifications do they have?
- How many employees will you need? What will they do?
- What are your employee salaries and benefits?
- What consultants or specialists will you need? How will you use them? What will they cost?
- What legal form of ownership will you choose? Why?
- What licenses and permits will you need?

### **Financial Section**

- What is your estimated monthly business income for the first year? What is your quarterly income for years two and three?
- What will it cost to open the business?
- What will be the break-even point?
- What will be your projected assets, liabilities, and net worth on the day before you open?
- What are your potential funding sources?
- How will the loans be secured?

### **Milestone Schedule**

- What timing have you projected for the starting your business?
- Have you set up your deadlines for each stage of your venture?

**Appendix:** Include all important documents, drawings, agreements, and references.



## BUSINESS RESOURCES

### 2013-2015

**SBDC Business Plan Assistance** Below are two programs available to help you write or attain a business plan. Business counselors are available to review your business plan and provide you with feedback. For information, **contact the Wisconsin Business AnswerLine at 800/940-7232.**

**1. Early Planning Grant (EPG)** This grant program is designed to help individual entrepreneurs and small businesses obtain the professional services necessary to evaluate the feasibility of a proposed start up or expansion. The grant can help cover a portion of the cost of hiring a for-profit, in-state, independent third party to develop a comprehensive business plan. The maximum funding available for Early Planning Grants is 75% of eligible project costs up to \$3,000. There is typically greater demand for EPG funds than there are funds available. As a result, not all projects can be funded.

Eligible applicants include Wisconsin individuals and small (50 employees or less) for-profit businesses, cooperatives in one of the following industrial categories: Automation, Agriculture/Food Products, Biotechnology, Information Technology, Manufacturing, Medical Devices, Paper/Forest Products, Printing Tourism, Childcare (not including in-home childcare).

**2. Entrepreneurial Training Program (ETP)** This grant is for current or prospective business owners who seek expert guidance on business plan development from the Small Business Development Center. It consists of two, 8 to 12-week classes which cover the following topics: legal and financial issues, staffing, accounting, record-keeping, marketing, **writing a business plan**, and individual counseling and coaching to help you complete your business plan.

The Entrepreneurial Training Program (ETP) includes the following activities:

- Group orientation/information sessions
- One-on-one assistance from a SBDC business counselor throughout the entire program
- Small Business Fundamentals course
- Individual and group counseling/coaching meetings
- Developing a Business Plan course
- Completing a written business plan

The Wisconsin Department of Commerce (Commerce) supports this series through an Entrepreneurial Training Grant program. **Participants must apply through the SBDC.** For an application and requirements **contact the Wisconsin Business AnswerLine at 800/940-7232.**

Total program cost: \$1,000.00, Commerce scholarship: \$750.00 **YOUR COST: \$250.00.** Qualified candidates who complete the program and submit a successful business plan pay only \$250.



## VII. Business Regulations

A new business in Wisconsin will be subject to some or all of the following regulations through local, state, or federal regulatory agencies. This list is by no means complete; it does not cover specific city or county requirements. Contact appropriate agencies below for further information. Working with a business attorney and accountant is strongly suggested.

An excellent place to start is **Business Wizard**:

[ww2.wisconsin.gov/state/wizard/app/LoadIntro](http://ww2.wisconsin.gov/state/wizard/app/LoadIntro) or call the **Wisconsin Business AnswerLine (800) 940-7232**. They can provide you with assistance in finding out which license or permit requirements apply to your business.

### 1 – BUSINESS ENTITY REGISTRATION

Businesses operating as Corporations, Not-for-Profit corporations, Cooperatives, Limited Partnerships, Limited Liability Companies, Limited Liability Partnerships, Common Law Trusts, Foreign (out-of-state) entities of the same types licensed to transact business in Wisconsin, Veterans and certain types of religious organizations must register with Wisconsin Department of Financial Institutions: <http://www.wdfi.org/> (608) 261-9555 [askthesecretary@dfi.state.wi.us](mailto:askthesecretary@dfi.state.wi.us)

Your business name can be a very important marketing consideration; therefore, you may want to register it with your County Register of Deeds. This registration does not give name protection beyond that of common law. It does make it easier to avoid duplication.

### 2 – FEDERAL EMPLOYER IDENTIFICATION NUMBER (FEIN) or (EIN)

FEIN is a nine-digit number that the IRS assigns to business entities. The IRS uses this number to identify taxpayers who are required to file various business tax returns.

A business **is not** required to have a FEIN if it has no employees and is organized as a sole proprietorship or Limited Liability Company with one member. The owner's social security number may be used instead. **However, getting a FEIN in these cases may be wise because chances are a business may be asked for its FEIN in the course of doing business and it prevents the owner's social security number from being used as the company's identification number.** If the business changes to a partnership or corporation, or if it hires employees, then a FEIN will be required.

<http://www.irs.gov/businesses/small/article/0,,id=98350,00.html>

### 3 – INDEPENDENT CONTRACTOR STATUS

**Independent contractors, regardless of their business structure, are required by Wisconsin Worker's Compensation Law to obtain a FEIN. (A social security number cannot be substituted). When requesting a FEIN from the IRS, inform them that you are required by the State of Wisconsin to obtain a FEIN.**

Facts that provide evidence of the degree of control and independence fall into three categories:

- **Behavioral:** Does the company control or have the right to control what the worker does and how the worker does his or her job?



## BUSINESS RESOURCES

### 2013-2015

- **Financial:** Are the business aspects of the worker's job controlled by the payer? (these include things like how worker is paid, whether expenses are reimbursed, who provides tools/supplies, etc.)
- **Type of Relationship:** Are there written contracts or employee type benefits (i.e. pension plan, insurance, vacation pay, etc.)? Will the relationship continue and is the work performed a key aspect of the business?

Businesses must weigh all these factors when determining whether a worker is an employee or independent contractor. Some factors may indicate that the worker is an employee, while other factors indicate that the worker is an independent contractor. There is no “magic” or set number of factors that “makes” the worker an employee or an independent contractor, and no one factor stands alone in making this determination. Also, factors which are relevant in one situation may not be relevant in another.

The keys are to look at the entire relationship, consider the degree or extent of the right to direct and control, and finally, to document each of the factors used in coming up with the determination.

#### 4 – EMPLOYMENT TAXES

If you have employees, you must withhold certain taxes from your employees pay checks. Employment taxes include federal income tax withholding, Social Security, Medicare taxes (FICA) and Federal Unemployment Tax Act (FUTA) 800-829-4933 or visit <http://www.irs.gov/businesses/>.

The State of Wisconsin presumes that any worker is an employee unless an employer can prove otherwise. This is an area often misunderstood by small businesses. Federal IRS Info: <http://www.irs.gov/businesses/small/article/0,,id=99921,00.html>.

Wisconsin Revenue Info: <http://www.revenue.wi.gov/businesses/index.html>

#### 5 – WISCONSIN EMPLOYER IDENTIFICATION NUMBER

A Wisconsin employer identification number is required for employers who pay wages subject to withholding of Wisconsin income tax or other persons with a withholding requirement. Apply for this number online at [https://tap.revenue.wi.gov/\\_/#1](https://tap.revenue.wi.gov/_/#1) or on the **Business Tax Registration (BTR101) form** available from the Wisconsin Department of Revenue at 608-266-2776, sales10@revenue.wi.gov or at <http://www.dor.state.wi.us/forms/sales/btr-101.pdf>.

#### 6 – WISCONSIN SELLER'S PERMIT/SALES TAX

A seller's permit is required for every organization making retail sales, leases, or rentals of tangible personal property or taxable services in Wisconsin, unless all sales are tax exempt. Apply for a Seller's Permit Number online at [https://tap.revenue.wi.gov/\\_/#1](https://tap.revenue.wi.gov/_/#1) or on the **Business Tax Registration (BTR101) form** available from the Wisconsin Department of Revenue at 608-266-2776, sales10@revenue.wi.gov or at <http://www.dor.state.wi.us/forms/sales/btr-101.pdf>. **This is the same form used to get your Wisconsin Employer's Identification Number.** Sales to customers outside of Wisconsin may be subject to tax. This is an issue especially, though not exclusively, for mail order and/or internet based businesses. Check with the Wisconsin Department of Revenue or see Department of Revenue Publication 201: <http://www.revenue.wi.gov/pubs/pb201.pdf>.



### **7 – HEALTH INSPECTION**

Any business involving the sale of food or lodging will require an inspection by the Wisconsin Department of Health Services, Public Health. Inspections are either conducted through the state or local county Health Department. <http://dhs.wisconsin.gov/localhealth>

### **8 – LICENSE, PERMIT OR CERTIFICATE**

Some professions require a license: i.e. real estate sales agent, beautician, etc. State of Wisconsin requires some businesses hold certificates or permits to do business: i.e. currency exchanges, nurseries, etc. For more information see the Business Wizard at <http://ww2.wisconsin.gov/state/wizard/app/LoadIntro>.

### **9 – SAFETY AND BUILDINGS**

Employers must inform workers about toxic substances, infectious agents and pesticides in the work place.

Local municipalities require building permits. Any major remodeling requires plans to be submitted for approval to the Wisconsin Department of Safety and Professional Services, (608) 266-3151. <http://dsps.wi.gov/sb/SB-HomePage.html>

### **10 – FIRE DEPARTMENT INSPECTION**

Businesses with regular use by the public and businesses housing flammable materials will need a fire department inspection. Call your local fire department.

### **11 – SAFETY REQUIREMENTS - OSHA – OCCUPATIONAL SAFETY AND HEALTH ADMINISTRATION**

There are federal regulations and standards for work place safety. For free consultation on occupational health or industrial hygiene regulations call (800) 947-0553 or (608) 224-6215 <http://www.slh.wisc.edu/wiscon/>

OSHA Regional Office (608) 441-5388 <http://www.osha.gov/>

### **12 – ZONING**

The building you have your business in must be zoned for that business. An office in the home may need to be in a "commercial" zone if the home office receives clients or regular shipments. Be aware of signage regulations, street traffic, and parking. Contact your city, village or town zoning office.

### **13 – LABOR LAW POSTERS**

Employers are required to display various posters to inform workers of their rights. Each regulating agency contacted should be asked about posters. Requirements include posters about anti-discrimination and safety laws. <http://dwd.wisconsin.gov/dwd/posters.htm>

### **14- AMERICANS WITH DISABILITIES ACT (ADA)**

All public businesses must meet accessibility guidelines for both employees and customers. <http://www.ada.gov/> <http://www.dwd.state.wi.us/>



#### **15 - IMMIGRATION LAW I-9 FORM**

U.S. Citizenship and Immigration Services require that employers take steps to insure their employees are eligible to work. You are required to have all employees fill out an I-9 form.

Employers need to check employee documents for appropriate proof of eligibility and residency. <http://www.uscis.gov/portal/site/uscis>

#### **16 - UNEMPLOYMENT INSURANCE (UNEMPLOYMENT COMPENSATION)**

Requirements for unemployment insurance vary depending on your type of business, number of full or part time employees, etc. 608-261-6700

<http://dwd.wisconsin.gov/ui201/phone201.htm>

#### **17 - WORKER'S COMPENSATION INSURANCE**

Most Wisconsin employers must carry insurance to cover liability due to work-related employee injury or illness. This coverage is obtained through a private commercial insurer. Employer liability occurs when wages of \$500 or more are paid in a quarter, or three or more people are employed. Independent contractors are required by Wisconsin Worker's Compensation Law to obtain a Federal I.D. number. Always ask an independent contractor for their EIN number before employing their services.

#### **18 - PAYROLL TAXES**

There are two types of payroll taxes; those withheld from employees' pay (based on wages, bonuses, tips, cash and non-cash benefits), and taxes paid by the employer. Withholding from employee pay is required for Social Security (FICA) taxes and for federal and state personal income taxes. Employers need a federal tax I.D. number and employees need to fill out W-4 and WT-4 forms. Contributions to federal and state unemployment compensation coverage for employees must be made by most employers.

The amount deducted must be forwarded to the IRS on an annual, quarterly, monthly, or weekly basis depending on amounts involved. A penalty may be imposed if the funds are not paid. The individual owner or others may be held personally liable for the penalty. (800)829-4933. <http://www.irs.gov/businesses/small/article/0,,id=98862,00.html>

#### **19 – ESTIMATED TAXES**

Generally sole proprietors, partners and shareholders of an S corporation pay tax on net profit by making regular payments of estimated tax during the year. If you expect to owe taxes of \$1,000 or more (including Social Security and Medicare) when you file your return, you generally have to make estimated quarterly tax payments. Use Form 1040-ES, *Estimated Tax for Individuals*, and 1-ES, *Estimated Tax for Individuals, Estates and Trusts*. Federal IRS Info: <http://www.irs.gov/businesses/small/article/0,,id=110413,00.html>

Wisconsin Revenue Info: <https://ww2.revenue.wi.gov/PaymentInquiry/request.html>,  
[sales10@revenue.wi.gov](mailto:sales10@revenue.wi.gov).

#### **20 - LABOR STANDARDS LAW**

Both federal and state laws cover a variety of issues relating to the pay and treatment of employees. The following is a partial listing of areas covered by regulations: Minimum Wage, Family & Medical Leave Act, Overtime Pay, Sexual Harassment, Employment of



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Children, and Prevailing Wage Requirements. Labor Standards Bureau (608) 266-3345  
[http://dwd.wisconsin.gov/er/labor\\_standards\\_bureau/](http://dwd.wisconsin.gov/er/labor_standards_bureau/)

### EQUAL RIGHTS AND OPPORTUNITY

It is illegal to discriminate against job seekers and current employees on the basis of sex (including pregnancy), age, race, color, national origin, ancestry, religion, handicap, sexual orientation, marital status, and, in some cases, arrest or conviction record. (608)266-6860.  
<http://dwd.wisconsin.gov/er/>

**21 - SOCIAL SECURITY ESTIMATED TAX** 800-772-6270 <http://www.ssa.gov/>

### 22 - EMPLOYEE BENEFITS: INSURANCE, PENSION, AND PROFIT SHARING

**Voluntary** benefits are subject to regulations aimed at protecting workers from mismanagement of funds and discrimination. If you provide voluntary benefits, consult an attorney about Employee Retirement Income Security Act (ERISA), Section 89 regulations and other laws. [http://www.dol.gov/ebsa/compliance\\_assistance.html](http://www.dol.gov/ebsa/compliance_assistance.html)

State of Wisconsin Health Insurance: [http://oci.wi.gov/pub\\_list/pi-206.htm](http://oci.wi.gov/pub_list/pi-206.htm)

What	Where	Contact
<b>Business Entity Registration</b> All forms of businesses except sole proprietors & general partnerships	WI Dept. of Financial Institutions	<a href="http://www.wdfi.org/">http://www.wdfi.org/</a> (608) 261-9555 <a href="mailto:askthesecretary@dfi.state.wi.us">askthesecretary@dfi.state.wi.us</a>
Sole Proprietors/General Partnerships	County Reg. of Deeds  Wisconsin Department of Financial Institutions	List of County Reg. of Deeds in WI: <a href="http://www.wrdaonline.org/ListOfOffices">www.wrdaonline.org/ListOfOffices</a> <a href="http://www.wdfi.org/">http://www.wdfi.org/</a> (608) 261-9555 <a href="mailto:askthesecretary@dfi.state.wi.us">askthesecretary@dfi.state.wi.us</a>
Trademark or Service Mark	Wisconsin Department of Financial Institutions	<a href="http://www.wdfi.org/">http://www.wdfi.org/</a> (608) 261-9555 <a href="mailto:askthesecretary@dfi.state.wi.us">askthesecretary@dfi.state.wi.us</a>
<b>Federal Employer Identification Number (FEIN)</b>	IRS	<a href="http://www.irs.ustreas.gov/">http://www.irs.ustreas.gov/</a> (800) 829-4933
<b>Independent Contractor Law</b>	IRS (when calling the IRS, the contractor must inform IRS the EIN is required by WI Worker's Compensation Law for contractors)	Independent Contractors or Employee? <a href="http://www.irs.gov/businesses/sm/all/artic1e/0,,id=99921,00.html">http://www.irs.gov/businesses/sm/all/artic1e/0,,id=99921,00.html</a> (877) 829-5500



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<p><b>WI Business Tax Registration</b>  <b>-WI employer identification number (EIN)</b>  <b>-Seller's permit</b>  <b>-Local exposition tax</b>  <b>-Consumers use tax permit</b>  <b>-Use tax certificate</b>  <b>-Alcohol Beverage</b>  <b>-Retail Alcohol Beverage</b>  <b>-Cigarette and Tobacco Products</b>  <b>-Dry Cleaning Facility</b></p>	<p>WI Dept. of Revenue</p>	<p><a href="http://www.revenue.wi.gov/businesses/index.html">http://www.revenue.wi.gov/businesses/index.html</a>  (608) 266-2776  sales10@revenue.wi.gov</p>
<p><b>Health Inspection</b>  (sale of food or lodging)</p>	<p>WI Dept. of Health Services  WI Dept. of Public Health</p>	<p><a href="http://www.dhs.wisconsin.gov/">http://www.dhs.wisconsin.gov/</a>  <a href="http://www.dhs.wisconsin.gov/localhealth/">http://www.dhs.wisconsin.gov/localhealth/</a></p>
<p><b>Licensing, Permits or Certificates Regulatory Issues</b></p>	<p>Wisconsin Business AnswerLine  Business License Wizard</p>	<p>(800) 940-7232  <a href="http://ww2.wisconsin.gov/state/wizard/app/LoadIntro">http://ww2.wisconsin.gov/state/wizard/app/LoadIntro</a></p>
<p><b>Safety and Buildings</b>  <b>Fire Department (local)</b></p>	<p>WI Department of Safety and Professional Services</p>	<p>(608) 266-3151 or 800/947-3529  <a href="http://dsps.wi.gov/sb/SB-HomePage.html">http://dsps.wi.gov/sb/SB-HomePage.html</a></p>
<p><b>Safety Requirements (OSHA)</b></p>	<p>OSHA (Occupational Safety &amp; Health Administration)</p>	<p><a href="http://www.slh.wisc.edu/wiscon/">http://www.slh.wisc.edu/wiscon/</a>  (312) 353-2220 (Regional Office)</p> <p>(608) 226-5240 (Free Consultation)</p> <p>State Lab's Clinical Lab 888-494-4324.</p> <p>Environmental Health 800-442-4618.</p> <p>Wisconsin Occupational Health Lab 800-446-0403.</p> <p>WSLH Proficiency Testing is 800-462-5261</p>
<p><b>Zoning</b>  (Is the location zoned for your business?)</p>	<p>City/Village/Town Zoning Department</p>	<p>Contact your local zoning authority</p>



## BUSINESS RESOURCES 2013-2015

Employment is regulated by both federal and state laws. The following briefly summarizes major legal guidelines.

### Regulations for Employers

<b>What</b>	<b>Where</b>	<b>Contact</b>
<b>Labor Law Posters</b>	WI Dept. of Workforce Development	<a href="http://dwd.wisconsin.gov/dwd/posters.htm">http://dwd.wisconsin.gov/dwd/posters.htm</a> (608) 266-6861 or (800) 362-7253
<b>Americans With Disabilities Act (ADA) Requirements</b>	U.S. Dept. of Justice	<a href="http://www.ada.gov/">http://www.ada.gov/</a> (800) 514-0301 (ADA publications)
<b>Immigration Law / I-9 Form</b>	U.S. Citizenship and Immigration Services	<a href="http://www.uscis.gov/portal/site/uscis">http://www.uscis.gov/portal/site/uscis</a> (800) 375-5283
<b>Unemployment Insurance &amp; Worker's Compensation</b>	WI Dept. of Workforce Development	<a href="http://dwd.wisconsin.gov/ui/">http://dwd.wisconsin.gov/ui/</a> (608) 266-3100  <a href="http://dwd.wisconsin.gov/wc/">http://dwd.wisconsin.gov/wc/</a> (608) 266-1340
<b>Payroll &amp; Estimated Taxes (federal)</b>	IRS	<a href="http://www.irs.gov/businesses/small/article/0,,id=98862,00.html">http://www.irs.gov/businesses/small/article/0,,id=98862,00.html</a>  <a href="http://www.irs.gov/businesses/small/article/0,,id=110413,00.html">http://www.irs.gov/businesses/small/article/0,,id=110413,00.html</a>  (800) 829-1040
<b>Payroll &amp; Estimated Taxes (state)</b>	WI Dept. of Revenue	<a href="http://www.revenue.wi.gov/businesses/index.html">http://www.revenue.wi.gov/businesses/index.html</a>  <a href="https://ww2.revenue.wi.gov/PaymentInquiry/request.html">https://ww2.revenue.wi.gov/PaymentInquiry/request.html</a>  (608) 266-2776 sales10@revenue.wi.gov
<b>Labor Standards Law Equal Rights &amp; Opportunities</b>	WI Dept. of Workforce Development	<a href="http://dwd.wisconsin.gov/er/">http://dwd.wisconsin.gov/er/</a> (608) 266-266-6860 (Equal Rights)  <a href="http://dwd.wisconsin.gov/er/labor_standards_bureau/">http://dwd.wisconsin.gov/er/labor_standards_bureau/</a> (608) 266-3345 (Labor Standards)



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<b>Social Security Estimated Tax (FICA)</b>	Social Security Administration	<a href="http://www.ssa.gov/">http://www.ssa.gov/</a> 800-772-6270
<b>Employee Benefits</b> Insurance, Pension, and Profit Sharing	U.S. Dept of Labor	<a href="http://www.dol.gov/ebsa/compliance_assistance.html">http://www.dol.gov/ebsa/compliance_assistance.html</a>  <a href="http://www.dol.gov/ebsa/">http://www.dol.gov/ebsa/</a>
WI Health Insurance	WI Insurance Commissioner	<a href="http://oci.wi.gov/pub_list/pi-206.htm">http://oci.wi.gov/pub_list/pi-206.htm</a>

### VIII. Task List

*Following are just a few of the tasks most businesses have to address during the set-up phase.*

#### **Buy Appropriate Insurance**

Talk with several qualified insurance agents to determine your needs for any of the following or other kinds of business insurance.

- Fire
- Robbery
- Accident liability
- Theft
- Vandalism
- Personal/Professional liability

#### **Start a Business Records System**

All businesses need to keep records. Following are some typical records, but be sure to check with your attorney and your accountant to determine what your specific needs are.

- Income/sales
- Accounts payable
- Employee records
- Payroll
- Expenses
- Accounts receivable
- Donations
- Tax records

#### **Get Professional Assistance**

For tasks where you do not have the appropriate skills or expertise. These may include, but are not limited to the following:

- Income/sales tax
- Accounts payable
- Employee records
- Payroll taxes
- Accounts receivable

#### **Miscellaneous Tasks**

These will be numerous and include:

- Opening a business checking account
- Arrange a line of credit
- Order business cards

This publication is provided to you by the Wisconsin Small Business Development Center (SBDC), which is partially funded by the U.S. Small Business Administration. SBA's funding is not an endorsement of any products, opinions, or services. All SBA-funded programs are extended to the public on a nondiscriminatory basis. © Revised 01/2012, Board of Regents, University of Wisconsin System



## BUSINESS RESOURCES 2013-2015

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### **A RODGERS & ASSOCIATES**

300 Laurel Lane

Madison, WI 53704

Telephone: (608) 243-7816

Contact: Amneris Rodgers

Goods / Services: Marketing and advertising services

- **Minority Business**
- **Women Business**

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### **Abari Construction**

556 County Line Road

Bensenville, IL 60106

Telephone: (630) 766-9979

Contact: Miguel Digoia

Goods / Services: Bridges, box culverts, aggregate construction, miscellaneous concrete, grading and excavating

- **Minority Business**
- **Disadvantaged Business**

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### **ADAPTIVE ELECTRICAL CONTROLS, INC.**

15050 Froedtert Drive

Elm Grove, WI 53122

Telephone: (262) 789-5415 / Fax: (262) 789-5415

Contact: Joanne Giese

Goods / Services: Electrical contractor.

- **Minority Business**
- **Women Business**
- **Disadvantaged Business**
- **Emerging Small Business**

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### **AFFIRMATIVE SUPPLY COMPANY, INC.**

11434 N. Oriole Lane

Mequon, WI 53092-3206

Telephone: (262) 242-9984 / Fax: (242) 242-9984

Contact: Vanita Bhatia

Goods / Services: HVAC & Plumbing heat distribution products, roofing and building insulation materials. Firestop caulking building products.

- **Minority Business**
- **Disadvantaged Business**
- **Emerging Small Business**



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### **AKF CONSULTING INC.**

101 East Reynolds Street  
Cottage Grove, WI 53527  
Contact: Amy Fluke

Telephone: (608) 850-5899 / Fax: (608) 850-5899

Goods / Services: Provide various aspects of project support, including: project management, project administration, business process design, technology consulting, organizational consulting, RFP development through vendor evaluation/selection and negotiation, procedure development, training and other implementation support for private and public sector clients

➤ **Women Business**

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### **AMIGO CONSTRUCTION**

844 Hughes Place  
Madison, WI 53713  
Contact: Odilon Melendez

Telephone: (608) 444-6574 / Fax: (608) 258-1571

Goods / Services: Painting and staining contractor. Drywalling and finishing services as well as remodeling and new construction services are available also.

➤ **Minority Business**

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### **ANALYTICAL PROCESS LAB, INC.**

8222 West Calumet Road  
Milwaukee, WI 53224  
Contact: Tasla Shah

Telephone: (414) 355-5800 / Fax: (414) 355-3099

Goods / Services: Metallurgical environmental consultation engineering laboratory.

➤ **Minority Business**

➤ **Women Business**

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### **ANNEN TECHNICAL SERVICES, INC.**

4597 Windsor Road  
Windsor, WI 53598  
Contact: Patricia Annen

Telephone: (608) 846-2863 / Fax: (608) 846-8843

Goods / Services: CADD design for structural, civil and environmental engineering projects.

➤ **Women Business**

➤ **Disadvantaged Business**



**ARROW-CRETE CONSTRUCTION, LLC**

1317 S. 121<sup>st</sup> St.

Milwaukee, WI 53214-2038

Telephone: (414) 443-1911 / Fax: (414) 443-5480

Contact: Duane Neshek

Goods / Services: Concrete curb & gutter, driveways & sidewalks (slip formed & handwork), minor grading and hauling, and joint sawing.

- **Minority Business**
- **Disadvantaged Business**

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**ASPHALT SPECIALISTS**

3313 Nightingale Court

Middleton, WI 53562

Telephone: (608) 836-3225 / Fax: (608) 836-3266

Contact: Jace McDonald

Goods / Services: Asphalt Maintenance, Seal Coating, Infra-Red Patch Work, Line Stripping, Products, Equipment, Consulting Services

- **Minority Business**
- **Emerging Small Business**

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**ASSEMBLAGE ARCHITECTS**

410 D'Onofrio Drive, Suite A

Madison, WI 53719

Telephone: (608) 827-5047

Contact: Hamid Noughani

Goods / Services: Architecture, Planning, Interior Design, Facilities Management and Planning

- **Minority Business**

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**AVANT GARDENING & LANDSCAPING, INC.**

3055 Siggelkow Road

McFarland, WI 53558-9631

Telephone: (608) 838-2054 / Fax: (608) 838-6485

Contact: Liza Lightfoot

Goods / Services: Landscape architecture, design, installation, consultation, plant nursery, and snow removal.

- **Minority Business**
- **Women Business**



**B & A PAINTING & DECORATING**

23 North Main Street

Janesville, WI 53545

Telephone:

Contact: Howard Branzell

Goods / Services: Painting and wall covering.

➤ **Emerging Small Business**

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**B.R. LARSON TRUCKING, LLC**

3572 Old Stone Road

Stoughton, WI 53589

Telephone: (608) 770-4838

Contact: Brian Larson

Goods / Services: Construction Trucking

➤ **Emerging Small Business**

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**B V LTD**

4550 South Quincy Avenue

Milwaukee, WI 53207-5223

Telephone: (414) 769-0777 / Fax: (414) 769-0202

Contact: Maria Boyer-Jensen

Goods / Services: Distributor of Da-Lite, Draper, Steward, Film Screen Products: Hitachi, Samsung, Crosley, Jamo, AIWA & VHS Audio tapes.

➤ **Minority Business**

➤ **Women Business**

➤ **Disadvantaged Business**

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**BENAVIDES CONSTRUCTION, INC.**

4522 Northwest Hwy

Waterford, WI 53185

Telephone: (262) 534-3517 / Fax: (262) 534-7128

Contact: Henry Benavides

Goods / Services: Miscellaneous concrete (curb & gutter, driveways, sidewalks), box culverts, and building construction.

➤ **Minority Business**

➤ **Disadvantaged Business**



**BLACK HAWK COMPANY, INC.**

406 Interpane Lane

Deerfield, WI 53531

Telephone: (608) 764-1476 / Fax: (608) 764-5060

Contact: Lana Lifschutz

Goods / Services: Dealer and Installer of Contract Furniture

- **Minority Business**
- **Women Business**

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**BLUE RIBBON INDUSTRIES**

P.O. Box 488

Germantown, WI 53022

Telephone: (262) 255-5001 / Fax: (262) 255-5018

Contact: Hardeep Singh

Goods / Services: Infrared heaters, humidifiers, make-up air units, air curtains, Dehumidifiers, heat recovery units, air handlers, filters, coils, parts and plumbing parts.

- **Minority Business**
- **Emerging Small Business**

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**BONITA WESTOVER CONSULTING**

2329 Oakridge Avenue

Madison, WI 53704

Telephone:

Contact: Bonita Westover

Goods / Services: Program planning, evaluation, improvement and group facilitation.

- **Women Business**
- **Emerging Small Business**

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**BULLET TRANSIT COMPANY, INC.**

22 Manor Hill Circle

Madison, WI 53717-1009

Telephone: (608) 836-3838 / Fax: (608) 836-3885

Contact: Linda Brumm

Goods / Services: Construction dump trucks for hire.

- **Women Business**
- **Disadvantaged Business**
- **Emerging Small Business**



## BUSINESS RESOURCES 2013-2015

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### **BURSE SURVEYING & ENGINEERING**

1400 E. Washington Ave Ste. 158

Madison, WI 53703

Telephone: (608) 250-9263 / Fax: (608) 250-9266

Contact: Michelle Burse

Goods / Services: Land surveying services include topographic surveys, certified survey maps, preliminary and final plats, boundary surveys. Engineering services include grading and erosion control plans, storm water management, public utility plans, construction staking.

- **Women Business**
  - **Disadvantaged Business**
  - **Emerging Small Business**
- 

### **C A BRUMM TRUCKING, INC.**

1129 North High Point Road

Madison, WI 53717

Telephone: (608) 836-4768 / Fax: (608) 836-8593

Contact: Donna Brumm

Goods / Services: Construction dump trucks for hire.

- **Emerging Small Business**
- 

### **CAPITAL STEEL ERECTORS**

8990 Swettler Road

Blue Mounds, WI 53517

Telephone: (608) 767-3300 / Fax: (608)

767-3340

Contact: Rebekah Hellenbrand

Goods / Services: Structural steel erection, reinforcing steel, PT cables, metal buildings, ornamental iron, and rigging and machinery moving

- **Women Business**
  - **Emerging Small Business**
- 

### **CARTRIDGE SAVERS, INC.**

6613 Seybold Road, Ste. F

Madison, WI 53719

Telephone: (608) 227-7283 / Fax: (608) 227-7285

Contact: Robert Wangard

Goods / Services: Laser printer toner cartridges and printer recycling service, and maintenance. Computer printer sales, service and office supplies.

- **Disadvantaged Business**
- **Minority Business**



## BUSINESS RESOURCES 2013-2015

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### **CHAMBERLAIN RESEARCH CONSULTANTS**

660 John Nolen Drive

Madison, WI 53713

Telephone: (608) 246-3010 / Fax: (608) 246-3019

Contact: Heather Hagenow

Goods / Services: Full service market research on a local, national, and global scale.

- **Women Business**
  - **Disadvantaged Business**
- 

### **CONCENTRE COMMUNICATIONS, INC.**

1468 North High Point Road, Suite 201

Middleton, WI 53562

Telephone: (608) 831-2002 / Fax: (608) 831-2170

Contact: Jennifer Dinehart

Goods / Services: Full service corporation communications and marketing communications agency, specializing in branding, publicity and graphic design.

- **Women Business**
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### **CON-COR COMPANY, INC.**

W146 N5790 Enterprise Ave.

Menomonee Falls, WI 53051

Telephone: (262) 252-3832 / Fax: (262) 781-3832

Contact: Karen Ann Polzer

Goods / Services: Concrete sawing and core hole drilling. Supplier of concrete drill bits and blades. Sales, service and repair.

- **Women Business**
  - **Disadvantaged Business**
- 

### **CONCRETE REMOVER, THE**

6989 Schneider Road

Middleton, WI 53562

Telephone: (608) 831-6355 / Fax: (608) 831-6355

Contact: Ken Wagner

Goods / Services: Concrete removal and flat work.

- **Emerging Small Business**



## BUSINESS RESOURCES 2013-2015

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### **CONSOLIDATED INDUSTRIES, INC.**

2727 Second Avenue Ste. 129

Detroit, MI 48201

Telephone: (313) 963-3793 / Fax: (313) 963-9878

Contact: Vanesa Peake

Goods / Services: Distributor of cleaning supplies.

- **Minority Business**
- **Women Business**

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### **CONSTRUCTION FABRICS & MATERIALS CORPORATION**

2525 Peiper Road

Cottage Grove, WI 53527

Telephone: (608) 839-8031 / Fax: (608) 839-4031

Contact: Maureen Casey

Goods / Services: Geotextile and erosion control products. Sales and manufacturing of silt fence.

- **Women Business**
- **Disadvantaged Business**

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### **CREATIVE BRICK & CONCRETE**

2920 99<sup>th</sup> Street

Sturtevant, WI 53177

Telephone: (262) 886-0727 / Fax: (262) 886-1130

Contact: Gloria Hess

Goods / Services: Sale and installation of paving brick, architectural block, precast retaining walls. Engraving of brick, block granite, marble and glass.

- **Women Business**
- **Disadvantaged Business**

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### **CREATIVE BRILLIANCE PR & MARKETING COMMUNICATIONS**

P.O. Box 44237

Madison, WI 53744-4237

Telephone: (608) 218-9016 / Fax: (608) 218-9016

Contact: Naomi Shapiro

Goods / Services: Public affairs; public relations; publicity; marketing; publications; publication management; newsletters; business and technical writing and editing; grant writing; training; advertising.

- **Women Business**
- **Disadvantaged Business**



## BUSINESS RESOURCES 2013-2015

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### **CRM ECOSYSTEMS, INC.**

9738 Overland Road

Mt. Horeb, WI 53572

Telephone: (608) 437-5245 / Fax: (608) 437-8982

Contact: Joyce Powers

Goods / Services: Prairie wetland restoration and management/consulting. Sale of plants and seeds.

- **Women Business**
  - **Disadvantaged Business**
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### **DEAN WALTERS TRUCKING**

1389 Hommen Road

Deerfield, WI 53531

Telephone: (608) 764-5850

Contact: Dean Walters

Goods / Services: Trucking and hauling.

- **Emerging Small Business**
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### **DECONSTRUCTION, INC.**

1010 Walsh Road

Madison, WI 53714

Telephone: (608) 244-8759 / Fax: (608) 244-8981

Contact: Roxanne Seeliger

Goods / Services: Demolition and excavation. Sale of used building materials.

- **Women Business**
  - **Disadvantaged Business**
- 

### **DENMAN, MAY & ASSOCIATES INC.**

5008 Linde Lane, Suite 100

DeForest, WI 53532

Telephone: (608) 846-7725 / Fax: (608) 846-8007

Contact: Nancy Denman

Goods / Services: Property and Casualty Insurance; bonds; workers compensation; life; health.

- **Women Business**



## BUSINESS RESOURCES 2013-2015

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### **DENSON TRUCKING**

2120 Raceway Street

Madison, WI 53711

Contact: Mike Denson

Goods / Services: Dump truck for hire.

➤ **Emerging Small Business**

Telephone: (608) 274-2120 / Fax: (608) 274-2120

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### **DESIGN ELECTRIC, INC.**

1907 Lake Kegonsa Road

Stoughton, WI 53589

Contact: Karl Schuetz

Goods / Services: Electrical contractor – new construction, remodeling and service work.

➤ **Women Business**

Telephone: (608) 873-8531 / Fax: (608) 873-1602

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### **DI & ASSOCIATES**

2109 Luann Lane

Madison, WI 53713-3075

Contact: Diana Schafer

Goods / Services: Temporary, contract and permanent staffing services; clerical, data entry, word processing, PC specialist, programmers, technical, professional and light industrial.

➤ **Minority Business**

Telephone: (608) 274-6000 / Fax: (608) 274-6015

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### **EGGIMANN MOTOR & EQUIPMENT SALES, INC.**

1813 W. Beltline Hwy.

Madison, WI 53713

Contact: Steven Beecraft

Goods / Services: Light, medium, and heavy duty truck parts and service including radiator, hydraulic, driveline and machine shops.

➤ **Women Business**

➤ **Disadvantaged Business**

Telephone: (608) 271-5544 / Fax: (608) 271-6308



## BUSINESS RESOURCES 2013-2015

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### **ELLOCO ENTERPRISE LLC**

1149 Petra Place, Suite 4

Madison, WI 53713

Telephone: (608) 335-8106

Contact: Pablo Saleh Baker

Goods / Services: Snow and ice management

- **Minority Business**
- **Emerging Small Business**

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### **ENVIRONMENTAL DESIGN INTERNATIONAL, INC.**

33 West Monroe Street, Suite 1825

Chicago, IL 60603

Telephone: (312) 356-5400 / Fax: (312) 345-1400

Contact: Deborah Sawyer

Goods / Services: Full service environmental consulting firm offering professional engineering, industrial hygiene and environmental services.

- **Minority Business**
- **Women Business**
- **Disadvantaged Business**

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### **ESA MANAGEMENT & ENGINEERING CONSULTANTS**

9422-6 Compass Point Drive South

San Diego, CA 92126

Telephone: (858) 578-3695 / Fax: (858) 547-0634

Contact: Edward Richardson

Goods / Services: Consultants to the transit industry. Perform bus line inspections; internal maintenance and operations reviews, bus specifications; capitol facilities and improvement programs; cost reduction programs.

- **Minority Business**
- **Disadvantaged Business**

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### **FORBES CONSTRUCTION & MASONRY, INC.**

211 South Baldwin Street, Box #3

Madison, WI 53703

Telephone: (608) 250-6583 / Fax: (608) 259-9268

Contact: Derek Forbes

Goods / Services: Masonry construction & restoration (Brick Block stone concrete, stucco)

- **Minority Business**



## BUSINESS RESOURCES 2013-2015

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### **FOREST VIEW LANDSCAPE CONSTRUCTION, INC.**

6560 CTH M

Verona, WI 53593

Telephone: (608) 848-2200 / Fax: (608) 848-2200

Contact: Ronald Ramsden

Goods / Services: New construction landscape, including plants, grass, retaining walls and pavers

➤ **Emerging Small Business**

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### **FOUR LAKES PAVING COMPANY, INC.**

4146 Veith Avenue

Madison, WI 53704

Telephone: (608) 241-8825 / Fax: (608) 241-2142

Contact: Dave Evert

Goods / Services: Asphalt paving and maintenance, excavation, grading and snow plowing.

➤ **Emerging Small Business**

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### **FULL COMPASS SYSTEMS**

9770 Silicon Prairie Parkway

Madison, WI 53593

Telephone: (608) 831-7330 / Fax: (608) 831-6330

Contact: Susan Lipp

Goods / Services: Sell and rent audio, video presentation and theatre lighting equipment

➤ **Women Business**

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### **FUTURISTIC COMPUTER AND CONSULTING SERVICES, LLC**

7445 N. 107<sup>th</sup> Street

Milwaukee WI 53224

Telephone: (414) 359-1284 / Fax: (414) 359-1284

Contact: Raymond Richard and Leslyn Richard

Goods / Services: Diversified Computer Services: Networking, active directory, IT ground level start-ups, active directory, networking and administration, web page designing, consulting, desktop support, cabling installation, internet connections, backups and restores

➤ **Minority Business**

➤ **Women Business**

➤ **Emerging Small Business**



## BUSINESS RESOURCES 2013-2015

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### **GARTH BUILDING PRODUCTS & SERVICES CORP.**

2741 East 223<sup>rd</sup> Street

Chicago Heights, IL 60411

Telephone: (708) 757-5455 / Fax: (708) 757-5575

Contact: Carol Garth

Goods / Services: Masonry and Roof repairing.

- **Minority Business**
- **Women Business**

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### **GESTRA ENGINEERING, INC.**

1626 West Fond du Lac Avenue

Milwaukee, WI 53205

Telephone: (414) 933-7444 / Fax: (414) 933-7844

Contact: Masud Alam

Goods / Services: Geotechnical civil structural pavement engineering services, construction materials testing services.

- **Minority Business**

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### **GO/A ARCHITECTS, INC.**

7878 Big Sky Drive

Middleton, WI 53562

Telephone: (608) 831-5255 / Fax: (608) 831-2963

Contact: Gary Oien

Goods / Services: Architecture and interior design services.

- **Emerging Small Business**

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### **GONZALEZ, SAGGIO & HARLAN, LLP**

111 East Wisconsin Avenue, Suite 1000

Milwaukee, WI 53202

Telephone: (414) 277-8500 / Fax: (414) 277-8521

Contact: Gerardo Gonzalez

Goods / Services: Legal services.

- **Minority Business**
- **Disadvantaged Business**

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### **HAWK'S LAWCARE**

2709 Ardsley Lane

Madison, WI 53713-2924

Telephone: (608) 278-9249

Contact: Lawrence Hawkins

Goods / Services: Lawn maintenance services.

- **Minority Business**
- **Disadvantaged Business**



## BUSINESS RESOURCES 2013-2015

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### **HESS SWEITZER, INC.**

2805 South 160<sup>th</sup> Street

New Berlin, WI 53151

Telephone: (262) 641-9100 / Fax: (262) 641-6362

Contact: Susan Sweitzer

Goods / Services: Painting Services, commercial and industrial.

➤ **Women Business**

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### **HIMALAYAN CONSULTANTS, LLC**

P.O. Box 693

Germantown, WI 53022

Telephone: (262) 502-0066 / Fax: (262) 502-0077

Contact: Gopal Adhikary

Goods / Services: Environmental, Geotechnical and Highway Engineering Consulting; Construction Management; Inspection; Hydraulic, Sanitary and Hydrology Consulting

➤ **Minority Business**

➤ **Disadvantaged Business**

➤ **Emerging Small Business**

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### **HIMMEL & WILSON LIBRARY CONSULTANTS**

417 East High Street

Milton, WI 53563-1501

Telephone: (608) 868-1133 / Fax: (608) 868-1134

Contact: Ethel Himmel

Goods / Services: Planning & management consulting services for libraries, library systems, state library agencies and non-profit agencies. Community analysis, program and service evaluation.

➤ **Women Business**

➤ **Disadvantaged Business**

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### **HOERZ ENTERPRISES, LLC**

2146 North 72<sup>nd</sup> Street

Milwaukee, WI 53213

Telephone: (414) 510-1795

Contact: Terri Hoerz

Goods / Services: Business and technical consulting, process re-engineering, project management, and business analysis.

➤ **Women Business**

➤ **Emerging Small Business**



## BUSINESS RESOURCES 2013-2015

### **HPS, INC. (HELLER'S PETROLEUM SERVICE)**

3948 STH 19

DeForest, WI 53532

Telephone: (608) 242-8210

Contact: Louise Droster

Goods / Services: Underground storage tank removal, excavation, demolition, landscaping

- **Women Business**
- **Disadvantaged Business**
- **Emerging Small Business**

### **INTEGRAL BUILDING SYSTEMS, INC.**

2222 Pleasant View Road, Suite 1

Middleton, WI 53562

Telephone: (608) 826-6259 / Fax: (608) 237-2050

Contact: Nissa Judd

Goods / services: Voice, data, fiber optic cabling; sound systems, camera/security systems, card access systems, audio/video, CATV.

- **Women Business**

### **J & B HEATING & AIR CONDITIONING**

6170 Industrial Court

Greendale, WI 53129

Telephone: (414) 423-0000 / Fax: (414) 423-7368

Contact: Surinder Narula

Goods / Services: Heating, ventilation, air conditioning sales and services.

- **Minority Business**

### **JD DONOVAN, INC.**

P.O. Box 364

Rockville, MN 56369

Telephone: (612) 251-1213 / Fax: (612) 251-3220

Contact: Joan M. Donovan

Goods / Services: Trucking and dealer of petroleum products.

- **Women Business**
- **Disadvantaged Business**

### **JARAMILLO CONTRACTORS**

4709 County Road H

Franksville, WI 53126-9403

Telephone: (262) 886-3740 / Fax: (262) 886-5840



## BUSINESS RESOURCES

### 2013-2015

Contact: Francisco Jaramillo

Goods / Services: Excavation and demolition, painting, landscaping, general contracting and trucking.

- **Minority Business**
- **Disadvantaged Business**
- **Emerging Small Business**

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#### **JASPAL ENGINEERING SERVICES, INC.**

1232 Fourier Drive, Suite 101

Madison, WI 53717

Telephone: (608) 833-7000 / Fax: (608) 833-6996

Contact: Singh Jaspal

Goods / Services: Consulting design services for HVAC, plumbing, fire protection, electrical and communication systems.

- **Minority Business**

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#### **JMB-JOBS**

6777 Schroeder Road, Suite 4

Madison, WI 53711

Telephone: (608) 273-3587

Contact: Pastori M. Balele

Goods / Services: Temporary Employment Services

- **Minority Business**
- **Disadvantaged Business**

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#### **JNME INC**

3707 Village Drive

Hazel Crest, IL 60429

Telephone: (708) 752-6772 / Fax: (708) 922-0727

Contact: Dale E. Wilson

Goods / Services:

- **Minority Business**

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#### **JR'S CONSTRUCTION & LANDSCAPING, INC.**

N9002 Highway H

Cambria, WI 53923

Telephone: (920) 348-5100 / Fax: (920) 348-5321

Contact: Henry Conklin

Goods / Services: Landscaping services. Beam guard and fencing. Retaining walls.

- **Minority Business**
- **Disadvantaged Business**
- **Emerging Small Business**



## BUSINESS RESOURCES 2013-2015

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### **K SINGH & ASSOCIATES, INC.**

1135 Legion Drive

Elm Grove, WI 53122

Telephone: (262) 821-1171 / Fax: (262) 821-1174

Contact: Pratap Singh

Goods / Services: Full service civil, environmental and geotechnical engineering consulting firm. Offering Phase I-IV site assessments, geotechnical investigations, air quality assessments, construction inspection and stormwater management plans. Flood control plans, traffic and transportation engineering.

- **Minority Business**
- **Women Business**

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### **KAPUR & ASSOCIATES, INC.**

7711 North Port Washington Road

Milwaukee, WI 53217

Telephone: (414) 351-6668 / Fax: (414) 351-4117

Contact: Ramesh Kapur

Goods / Services: Civil and environmental engineering. Study and design services. construction management and surveying.

- **Minority Business**

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### **KAREN PAULSON TRUCKING, INC.**

3869 Highway B

McFarland, WI 53558

Telephone: (608) 838-3416

Contact: Karen Paulson

Goods / Services: Construction trucking.

- **Women Business**
- **Disadvantaged Business**
- **Emerging Small Business**

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### **KEN SAIKI DESIGN**

303 South Paterson Street, #1

Madison, WI 53703

Telephone: (608) 251-3600 / Fax: (608) 251-2330

Contact: Bryan Sparks

Goods / Services: Landscape architecture and planning

- **Minority Business**



## BUSINESS RESOURCES 2013-2015

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### **KILEY MARKETING, INC.**

313 Price Place Ste. 111

Madison, WI 53705-3262

Telephone: (608) 238-7704 / Fax: (608) 238-7723

Contact: Carolyn Kiley

Goods / Services: Market research, telephone and mail surveys.

➤ **Women Business**

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### **KL ENGINEERING, INC.**

5950 Seminole Center Court Ste. 200

Madison, WI 53711

Telephone: (608) 663-1218 / Fax: (608) 663-1226

Contact: Kim Lobdell

Goods / Services: Transportation engineering, traffic planning, surveying, construction management and site development.

➤ **Minority Business**

➤ **Women Business**

➤ **Disadvantaged Business**

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### **LADY JUSTICE INC.**

9249 N. Jadam Lane, Suite 204

Milwaukee, WI 53224

Telephone: (414) 371-2307

Contact: Bettie J. Thomas

Goods / Services: Professional security service-identity theft risk management training, employee benefits specialist, legal and identity theft shield training

➤ **Minority Business**

➤ **Women Business**

➤ **Emerging Small Business**

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### **LAUREL & ASSOCIATES, LTD**

917 Vilas Avenue

Madison, WI 53715

Telephone: (608) 255-2010 / Fax: (608) 255-2144

Contact: Deborah Laurel

Goods / Services: Human Resources development, training, design, presentation and personnel management consulting services.

➤ **Women Business**

➤ **Disadvantaged Business**



## BUSINESS RESOURCES 2013-2015

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### **MADISON BLOCK & STONE, INC.**

5813 N. Highway 51

Madison, WI 53708

Telephone: (608) 249-5633 / Fax: (608) 249-6431

Contact: Shirley Elliott

Goods / Services: Supplier of landscape, retaining wall and masonry materials. Fabrication and supply of granite, marble and limestone.

➤ **Women Business**

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### **MADISON COMMERCIAL LANDSCAPES**

1871 CTH MM

Oregon, WI 53575

Telephone: (608) 271-9151 / Fax: (608) 271-6140

Contact: Mike Amble

Goods / Services: Landscaping contractor.

➤ **Emerging Small Business**

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### **MALONE'S PLUMBING & HEATING, INC.**

2371 N. Sherman Blvd.

Milwaukee, WI 53210

Telephone: (414) 445-5866 / Fax: (414) 871-7321

Contact: Arthur Malone

Goods / Services: Residential and commercial plumbing; heating; air conditioning; new installation; service; material supplier.

➤ **Minority Business**

➤ **Disadvantaged Business**

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### **MAY'S CHEMICAL COMPANY**

5611 East 715th Street

PO Box 50915

Indianapolis, IN 46250-0915

Telephone: (317) 842-8722 / Fax: (317) 845-8410

Contact: Willie Mays

Goods / Services: Chemical supply company.

➤ **Minority Business**



## BUSINESS RESOURCES 2013-2015

### **MIDWEST BILLIARDS**

2711 West Beltline Hwy.

Madison, WI 53713

Telephone: (608) 277-7737 / Fax: (608) 276-1160

Contact: John Scalissi

Goods / Services: Billiard Table sand Equipment

➤ **Emerging Small Business**

### **MIDWEST PARALEGAL SERVICES**

7625 South Howell Avenue

Oak Creek, WI 53154-2112

Telephone: (414) 764-2772 / Fax: (414) 764-3340

Contact: Shawn Olley

Goods / Services: Paralegal contract firm, document scanning, imaging, OCR, and computer forensics.

➤ **Women Business**

### **MING KING & ASSOCIATES, INC.**

2244 Bluemound Road Unit C

Waukesha, WI 53186-2921

Telephone: (262) 717-9898 / Fax: (262) 717-9988

Contact: Gloria King

Goods / Services: Engineering consulting services.

➤ **Minority Business**

➤ **Women Business**

### **MOHAWK FINE PAPERS INC.**

465 Saratoga Street

Cohoes, NY 12047

Telephone:

Contact: Frances Hardart

Goods / Services: Premium grade printing and writing papers

➤ **Women Business**

### **NEHER ELECTRIC SUPPLY, INC.**

3629 North Teutonia

Milwaukee, WI 53026

Telephone: (414) 871-5700 / Fax: (414) 449-8305

Contact: Karen Steggeman

Goods / Services: Full line electrical distributor specializing in lamps and ballasts.

➤ **Women Business**



**NEIL SCHLOUGH TRUCKING**

18 Bridge Street

PO Box 6

Mazomaine, WI 53560

Telephone: (608) 795-2217

Contact: Neil Scholough

Goods / Services: Trucking and hauling.

➤ **Emerging Small Business**

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**NEW TECH OF WISCONSIN, INC.**

8214 Highway 14

Cross Plains, WI 53528

Telephone: (608) 798-1400 / Fax: (608) 798-1401

Contact: Jean Herrling

Goods / Services: Installation of commercial and industrial insulation.

➤ **Women Business**

➤ **Disadvantaged Business**

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**NORCON CORPORATION**

5600 Municipal Street

Schofield, WI 54476

Telephone: (715) 359-5808 / Fax: (715) 359-9339

Contact: Justin Penrose

Goods / Services: General construction and concrete restoration.

➤ **Emerging Small Business**

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**ON-SITE ENVIRONMENTAL SERVICES, INC.**

P.O. Box 280

Sun Prairie, WI 53590

Telephone: (608) 837-8992 / Fax: (608) 837-5906

Contact: Kim Kapugi

Goods / Services: Environmental drilling and boring contractor.

➤ **Women Business**

➤ **Emerging Small Business**



## BUSINESS RESOURCES 2013-2015

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### **PLANDESIGN LLC**

480 Maynard Drive  
Sun Prairie, WI 53590  
318-1216

Telephone: (608) 318-1217 / Fax: (608)

Contact: Andrew S. Albright

Goods / Services: Consulting firm offering land planning and design services

➤ **Emerging Small Business**

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### **PRECAST ENGINEERING COMPANY**

2244 Bluemound Road Unit C  
Waukesha, WI 53186-2921

Telephone: (262) 717-9898 / Fax: (262) 717-9988

Contact: Gloria King

Goods / Services: Engineering consulting.

➤ **Minority Business**

➤ **Women Business**

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### **PREMIER PAINT & WALLPAPER, LLC**

4125 Terminal Drive  
McFarland, WI 53558

Telephone: (608) 838-2210 / Fax: (608) 838-7766

Contact: Phil Ryan

Goods / Services: Painting and wallpaper services.

➤ **Emerging Small Business**

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### **PRICE & SONS, INC.**

3008 W. Capitol Drive  
Milwaukee, WI 53216-2618

Telephone: (414) 449-0564 / Fax: (414) 873-9583

Contact: Sterling Hyman

Goods / Services: Engineering technicians that sell electrical, plumbing and mechanical construction materials and equipment.

➤ **Minority Business**

➤ **Disadvantaged Business**



## BUSINESS RESOURCES

### 2013-2015

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#### **PROJECT SOLUTIONS, INC.**

701 Ridge Street

Madison, WI 53705

Telephone: (608) 233-7423 / Fax: (608) 233-7860

Contact: Karyl Rice

Goods / Services: Construction management and real estate consulting.

- **Women Business**
  - **Disadvantaged Business**
  - **Emerging Small Business**
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#### **R & L TRUCKING**

2041 Schadel Road

Cottage Grove, WI 53527

Telephone: (608) 764-5078

Contact: Ron Drogsvold

Goods / Services: Trucking and hauling.

- **Emerging Small Business**
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#### **RAINDANCE ENTERPRISES, INC.**

5402 Temple Court

Madison, WI 53705-2650

Telephone: (608) 831-1838

Contact: Dan Graves

Goods / Services: Design, installation and servicing of irrigation systems.

- **Emerging Small Business**
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#### **REALSOLUTIONS**

3955 Partridge Road

DeForest, WI 53532

Telephone: (608) 846-9744 / Fax: (608) 846-9744

Contact: Sally Anders

Goods / Services: Speaking and training in the areas of attitude, motivation change management and leadership development. Calson Learning Co. learning instrument supplier.

- **Women Business**
- **Disadvantaged Business**



## BUSINESS RESOURCES 2013-2015

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### **RESOURCE ENGINEERING ASSOCIATION, INC.**

3510 Parmenter Street, #100

Middleton, WI 53562

Telephone: (608) 831-6563 / Fax: (608) 831-6564

Contact: Robert J. Pofahl

Goods / Services: Engineering consulting.

➤ **Emerging Small Business**

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### **RICH'S LAWN & LANDSCAPING**

P.O. Box 308

Waunakee, WI 53597

Telephone: (608) 849-7281 / Fax: (608) 849-6281

Contact: Suzi Aaberg

Goods / Services: Installation of landscape products, turf restoration, laying silt fence and erosion mats.

➤ **Emerging Small Business**

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### **RITTMAN, INC. DBA MULL IRON**

10 Mull Drive

Rittman, OH 44270

Telephone: (330) 927-6855 / Fax: (330) 927-1632

Contact: Chester Mull Sr.

Goods / Services: Fabricators and erectors of miscellaneous ornamental, architectural, and structural metals and steel; erectors of reinforcing steel, post tensioning, bridge Cat III work, expansion joints and welding.

➤ **Minority Business**

➤ **Disadvantaged Business**

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### **RYAN SIGNS, INC.**

3007 Perry Street

Madison, WI 53713

Telephone: (608) 271-7979 / Fax: (608) 271-7853

Contact: Mary Beth Growney

Goods / Services: Custom signs and sign systems.

➤ **Women Business**

➤ **Disadvantaged Business**

➤ **Emerging Small Business**



## BUSINESS RESOURCES 2013-2015

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### **SBY DISTRIBUTION LLC**

842 North Thompson Drive  
Madison, WI 53704

Telephone: (608) 230-5205

Contact: Deborah Green

Goods / Services: Promotional advertisement through wholesale specialty custom-made auto fresheners

- **Minority Business**
  - **Women Business**
  - **Emerging Small Business**
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### **SCHLOBOHM TRUCKING**

992 Robert Nelson Lane  
Deerfield, WI 53531

Telephone: (608) 764-8101

Contact: Mike Schlobohm

Goods / Services: Trucking and hauling.

- **Emerging Small Business**
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### **SCHMIDT EROSION MANAGEMENT**

W6436 Military Road  
Dalton, WI 53926

Telephone: (920) 394-3780 / Fax: (920) 394-3069

Contact: Preston Schmidt

Goods / Services: Erosion control materials, geotextile, drain tile, waterproofing, seeding, general labor, sales and installation

- **Minority Business**
  - **Disadvantaged Business**
  - **Emerging Small Business**
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### **SCHROCK TRUCKING, INC.**

P.O. Box 83  
Cottage Grove, WI 53527

Telephone: (608) 839-3615 / Fax: (608) 839-3449

Contact: Melissa Schrock

Goods / Services: Hauling and trucking.

- **Women Business**
- **Disadvantaged Business**



## BUSINESS RESOURCES 2013-2015

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### **SERVICE ELECTRIC**

726 Walsh Road

Madison, WI 53714

Telephone: (608)850-5378 / Fax: (608) 241-2811

Contact: Laura Crowell

Goods / Services: Electrical contractor including commercial and industrial wiring, site lighting, repairs and service, HVAC control wiring and data cabling

➤ **Women Business**

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### **SEYMOUR ENVIRONMENTAL SERVICES, INC.**

2531 Dyreson Road

McFarland, WI 53558

Telephone: (608) 838-9120 / Fax: (608) 838-9121

Contact: Robyn Seymour

Goods / Services: Environmental consulting.

➤ **Women Business**

➤ **Disadvantaged Business**

➤ **Emerging Small Business**

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### **SMR ENGINEERING VENTURES LLC**

2922 Brandon Road

Madison, WI 53719

Telephone:

Contact: Mohammed Rahman

Goods / Services: Engineering consulting, cost estimating for budget purposes, construction supervision, contract administration, project planning and design, start-up debugging, sale of goods, CAD work, home improvement or repair advisor, renovations, vendor, supplier, and distributor.

➤ **Minority Business**

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### **SOILS & ENGINEERING SERVICES, INC.**

1102 Stewart Street

Madison, WI 53713

Telephone: (608) 274-7600 / Fax: (608) 274-7511

Contact: Octavio Tejada

Goods / Services: Environmental, geotechnical and materials testing consulting engineers. Soil borings, monitoring wells, geotechnical instruments. Soil, asphalt, concrete, and aggregate laboratory.

➤ **Minority Business**

➤ **Disadvantaged Business**

➤ **Emerging Small Business**



## BUSINESS RESOURCES 2013-2015

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### **SPECIALTY SALES, INC.**

17501 113<sup>th</sup> Ave. North

Maple Grove, WI 55369-9292

Telephone: (612) 428-4087 / Fax: (612) 428-4787

Contact: E.J. Cruickshank

Goods / Services: Manufacturer of diamond cutting tools and supplier of joint sealants.

- **Minority Business**
  - **Disadvantaged Business**
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### **STADIUM MADISON, INC.**

517 Brookstore Pass

Mt. Horeb, WI 53572

Telephone: (608) 437-3106 / Fax: (608) 829-0017

Contact: Scott Nelson

Goods / Services: Management and Business Related Consulting Services

- **Women Business**
  - **Disadvantaged Business**
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### **STENJEM PAVING**

P.O. Box 165

Stoughton, WI 53589

Telephone: (608) 873-7472

Contact: Robert Stenjem

Goods / Services: Trucking and hauling construction materials. Small driveway paving and excavating.

- **Emerging Small Business**
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### **STEVE'S EQUIPMENT SERVICE, INC.**

1400 Powis Road

West Chicago, IL 60185-1644

Telephone: (630) 231-4840 / Fax: (630) 231-4945

Contact: Stephen Martines

Goods / Services: Sales and service of heavy earth moving and construction equipment. Motor vehicle parts and service. Rental and lease of construction equipment.

- **Minority Business**



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**STUBBLEFIELD & SONSSSS**

534 W. Lake Park Place

Lake Mills, WI 53551

Telephone: (920) 648-3993 / Fax: (920) 648-8623

Contact: Holli K. Stubblefield

Goods / Services: Sell, design, fabricate and broker signs of every kind. Specializing in church, school, and institutional signage. Also provide consultation and installation, when necessary.

➤ **Emerging Small Business**

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**SUCCESS BEYOND 2000**

4926 Retana Drive

Madison, WI 53708

Telephone: (608) 244-1457 / Fax: (608) 245-2481

Contact: Deborah Ragland

Goods / Services: TQM training and program development for vocational institutions and workplace staff.

➤ **Minority Business**

➤ **Women Business**

➤ **Disadvantaged Business**

➤ **Emerging Small Business**

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**THOMAS A. MASON COMPANY, INC.**

PO Box 511490

Milwaukee, WI 53203

Telephone: (414) 271-6688 / Fax: (414) 289-9363

Contact: Thomas A. Mason

Goods / Services: Painting, flooring, wall covering, special coatings and general construction.

➤ **Minority Business**

➤ **Disadvantaged Business**



## BUSINESS RESOURCES 2013-2015

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### **TIMME, INC.**

PO Box 200

Endeavor, WI 53930-0200

Telephone: (608) 587-2765 / Fax: (608) 587-2468

Contact: Henry Timme

Goods / Services: Sewer and water, grading, landscape, signs, guardrail, walls, concrete and various other items of incidental highway construction.

➤ **Minority Business**

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### **TOKI & ASSOCIATES, INC.**

7100 West Fon du Lac Ave. Ste. 201

Milwaukee, WI 53218

Telephone: (414) 463-2700 / Fax: (414) 463-3366

Contact: Theophilus Iyasle

Goods / Services: Architectural and engineering services including surveying.

➤ **Minority Business**

➤ **Disadvantaged Business**

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### **TRANSMART TECHNOLOGIES, INC.**

2802 Coho St., Ste. 102

Madison, WI 53713-4521

Telephone: (608) 273-4740 / Fax: (608) 273-4783

Contact: Jing (Connie) Li

Goods / Services: Provider of computer software, transportation services, urban planning and transportation related research.

➤ **Minority Business**

➤ **Women Business**

➤ **Disadvantaged Business**

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### **URBAN CONSTRUCTION ADMINISTRATION, INC.**

313 West Beltline Highway, Suite 144

Madison, WI 53713

Telephone:

Contact: DeAngelo Jackson, James Magee, Charles Harris

Goods / Services: Construction

➤ **Minority Business**

➤ **Emerging Small Business**



**VEHICLE MAINTENANCE PROGRAM, INC.**

3595 North Dixie Highway, Suite 7

Boca Raton, FL 33431

Telephone: (561) 362-6080 / Fax: (561) 362-7994

Contact: Penny Brooks

Goods / Services: Distributor of automotive parts and accessories.

➤ **Women Business**

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**VIKING BUILDING RESTORATION**

5301 Highway 14 West

Janesville, WI 53545

Telephone: (608) 758-2797 / Fax: (608) 757-1463

Contact: Bryon Grefsheim

Goods / Services: Masonry restoration including tuck-pointing, caulking, pressure washing, brick and block repair, fire-stopping, water proofing. All work done on historic, existing and new construction.

➤ **Emerging Small Business**

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**WALT'S TRUCKING**

N4347 Mohr Road

Fall River, WI 53732

Telephone: (920) 992-5146

Contact: Walt Farrington

Goods / Services: Dump truck hauling for street and road construction.

➤ **Emerging Small Business**

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**WANG ENGINEERING**

1145 North Main Street

Lombard, IL 60148

Telephone: (630) 231-7733 / Fax: (630) 231-7880

Contact: Paul Wang

Goods / Services: Geotechnical engineering services, geo-environmental services including RIFS, Phase I and II soils borings, soil and groundwater remediation, environmental baseline surveys. Also construction materials, testing and CM services.

➤ **Minority Business**



## BUSINESS RESOURCES 2013-2015

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### **WESLIN RESEARCH, INC.**

2241 95<sup>th</sup> Avenue, NE

Bellevue, WA 98004

Telephone: (206) 409-1473 / Fax: (425) 456-8253

Contact: Linda Frysztacki

Goods / Services: Transportation planning, market research, data collection programs, transit operations planning, transit studies, strategic planning and public outreach programs.

- **Women Business**
- **Disadvantaged Business**

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### **WILL RENT, INC.**

3228 South Wood Street

Chicago, IL 60608

Telephone: (773) 847-7255 / Fax: (773) 847-1407

Contact: Julie Martines

Goods / Services: Rental, sale and service of light construction equipment.

- **Minority Business**
- **Women Business**
- **Disadvantaged Business**

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### **XEROGRAPHIC SUPPLY OF WISCONSIN**

406 Travis Lane

Waukesha, WI 53189

Telephone: (262) 547-3700 / Fax: (262) 547-0075

Contact: Rose Marie Schrewe

Goods / Services: Hewlett Packard Dealer & Laser Printer Service Center, retail sales of OEM products and compatible supplies for copiers, printers, duplicators and fax machines. Computer and printer peripheral and accessories as well as paper products.

- **Women Business**
- **Disadvantaged Business**

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### **ZOE ENGINEERING LLC**

1126 South 70<sup>th</sup> Street, Suite 204A

Milwaukee, WI 53214

Telephone: (414) 225-9425 / Fax: (414) 372-1202

Contact: Daphne M. Wilson

Goods / Services: Electrical and control engineering design, project management and services during construction.

- **Minority Business**
- **Women Business**
- **Emerging Small Business**