



FOR IMMEDIATE RELEASE

Lasee Upholstering & Marine Canvas is Business Plan Contest Winner

Tuesday, July 7, 2009



Sam Perlman, DCEDC Economic Development Manager, presents a \$1,000 check to Kathryn Krauss of Lasee Upholstering & Marine Canvas.

Door County, WI - The Door County Economic Development Corporation, in association with the UW-Green Bay Small Business Development Center, announced today that Kathryn Krauss of Lasee Upholstering & Marine Canvas in Sturgeon Bay is the winner of a \$1,000 cash award for the best business plan originating from the NxLevel Entrepreneurial Training course conducted earlier

this year. In addition to the \$1,000 cash prize, Krauss will also receive a radio advertising package for her business from Door County's newest radio station, FM106.9 The Lodge.

Lasee Upholstering & Marine Canvas [www.lasee.com] provides clients high-quality marine canvas products and upholstery services in a professional, family-owned environment. The company was founded in 1951 by Walter and Bernice Lasee. From its humble beginnings in a small garage north of Sturgeon Bay to its current location at 87 West Maple Street on the West side of the city, Lasee's is well known for both its household upholstery and custom marine canvas fabrication. Kathryn Krauss, Walter and Bernice's daughter, is in the process of taking over ownership of the company.

Krauss was among thirteen students representing ten start-up or existing local businesses in the class sponsored by DCEDC and the SBDC. The ten-week course covered such topics as Research, Marketing, Organizational Matters, Financial Planning and Projections and Managing Growth, and culminated with each of the participants writing a comprehensive business plan. This was the eighth year DCEDC has co-sponsored and offered the NxLevel Entrepreneurial Training course in Door County.

"Kathryn created an excellent, thorough, well-written and focused business plan and she is very deserving of this award," said DCEDC Executive Director Bill Chaudoir. "All of the people who participated in this workshop are really winners, however. By taking the time to learn the skills of business planning, they have each greatly improved their chances of succeeding in whatever business venture they decide to pursue now or in the future."

The ten-week NxLevel Entrepreneurial Training course will again be offered in Door County beginning in January 2010. “I would recommend this class to anyone investigating the prospects of business ownership,” said Kathryn Krauss, “and cringe anytime I talk to someone who plans on starting a business without a plan. I am convinced having a plan is imperative for business success.” Contact the Door County Economic Development Corporation for information about the class.

The \$1000 award was generously sponsored and judged by Associated Bank, Baylake Bank and Citizens Bank. The award is to be used for business expansion. The advertising package is courtesy of Mike and Carrie Mesic, owners of FM106.9 The Lodge.

The Door County Economic Development Corporation (DCEDC) is a public/private partnership dedicated to improving the economic vitality of the county and its residents. Celebrating our 20th anniversary throughout 2009, DCEDC has been successful in helping existing businesses create and retain thousands of jobs through a myriad of programs and initiatives. Additionally, DCEDC places strong emphasis on fostering entrepreneurial instincts in county residents as well as those who vacation on the Door County Peninsula. Door County Economic Development Corporation offices are located within the small business incubator DCEDC founded in 1997 at 185 East Walnut Street in the Sturgeon Bay Industrial Park.