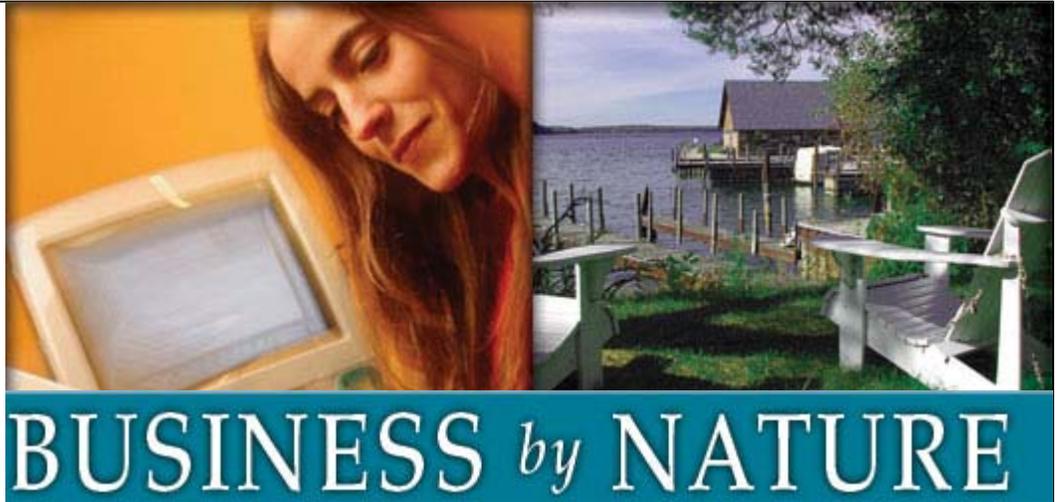


Welcome!

Door County Coffee -
Entrepreneurial Success



Entrepreneurship On The Door County Peninsula

Welcome to *Business By Nature* from **Door County Economic Development Corporation**. This quarterly e-newsletter will give you brief local business news stories and insights, inspiration and information on starting or relocating a business on the Door Peninsula.

There are many places where your business can prosper. There are some places where you can find a lifestyle of exceptional quality. There are very few places, like Door County, that can offer you both. While many relish the Door County Peninsula as a vacation destination, it's also known for its thriving business climate energized with companies whose products are marketed locally and globally.

Four times a year, you'll read about the opportunities and incentives available for entrepreneurs, and read the stories of a successful community of business leaders and entrepreneurs who call Door County home. They have discovered that Door County is much more than a wonderful place to vacation. It's also a beautiful place to live and an excellent environment for business.

Vicki Wilson and Door County Coffee & Tea: Entrepreneurial Success



Victoria Wilson's Door County Coffee & Tea has been providing freshly roasted coffee to their clients for almost thirteen years. The company began in 1994 in the Village of Forestville with two employees, including Wilson. They would create special coffee roasts, place all the sales calls and make all the deliveries. By 1997, the company had outgrown their original site and began construction of their 12,000 sq. ft. roasting and retail facility in Carlsville.

A Chicago native, Wilson took the entrepreneurial plunge with her husband after ten years as a buyer for the Shopko Corporation in Green Bay. "We knew we had a really great idea," states Wilson. "Living and working in Door County was always our objective" in starting the business, she says. "We love it here."

Today, Door County Coffee has 35 employees, recently added another 5,000 square feet to their facility and roasts approximately 2,000 lbs. of coffee daily. They ship wholesale to restaurants, resorts, B&B's, gift and gourmet shops, coffeehouses and grocery stores throughout the United States and have sold their products in France, Guam and the Dominican Republic. The retail shop is open seven days a week, year round, and features fresh bakery, light luncheon fare, coffee and espresso drinks. The shop also carries over 75 freshly roasted coffees, teas, gourmet foods and home décor items.

Wilson was the winner of the inaugural Door County Entrepreneur of the Year Award in March 2004. The Award celebrates those individuals who have taken the initiative to start

and grow a successful small business in Door County. “It was our pleasure to recognize Victoria Wilson with the first Entrepreneur of the Year award,” said DCEDC Executive Director Bill Chaudoir. “She embodies the true entrepreneurial spirit and her years of successful growth are a testament to her ability. We hope her story will inspire many other entrepreneurs to start and grow strong businesses in Door County.”