



For Immediate Release

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CouleeCO.STARTERS is Coming to Cashton!

(Cashton, WI) Couleecap, in partnership with the Bank of Cashton, and support from the Wisconsin Economic Development Corporation is bringing the nationally renowned CO.STARTERS nine week entrepreneurial training program to Cashton in 2019. CO.STARTERS provides new and existing entrepreneurs interactive learning sessions to work through their ideas for launching or expanding a business. The program involves eight, weekly sessions where participants develop their business plan, interview customers, and learn what it takes to launch or grow a successful business. The program concludes on the ninth week with a Flight Night celebration. The celebration offers participants an opportunity to pitch their businesses as they prepare to open their doors or launch their expansion.

All sessions are facilitated by experienced entrepreneurs certified to train others on business development. Facilitators don't teach the materials, but instead help guide CO.STARTERS participants through the ideas and concepts of identifying a value proposition and creating a business model. They use their insight to help drive and shape the discussion, and collaborative business development process structured around CO.STARTERS accessible, action driven curriculum. Becoming a facilitator is also a great way for current business owners to expand their network, and continue to develop their own business. It's fun, insightful, and a starting point for a strong, sustainable ecosystem of entrepreneurial support.

Couleecap has been operating the CO.STARTERS program since 2015; starting in La Crosse, and since expanding to Viroqua and Sparta, this program has helped countless small businesses find success, and execute meaningful expansions.

Ahead of the launch of Cashton's first CouleeCO.STARTERS cohort, Couleecap and the Bank of Cashton are holding a "town hall" informational session for economic development professionals, business owners, prospective entrepreneurs, and anyone else interested in learning more about CO.STARTERS, and how it can be used to help build and support strong communities. Please join us at the Cashton Community Hall (811 Main St, Cashton, WI 54619) on May 14th at 8:00 a.m.

For further information, or to register for the 2019 Cashton cohort, head to www.couleeco.com/costarters, or contact Aaron Reimler at (608) 797-5746 or aaron.reimler@couleecap.org

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About Couleecap

Couleecap, Inc. is a private non-profit 501c3 charitable organization. Couleecap helps people in need with housing, food, transportation, and more. Created in 1966, we are a community action program that fights poverty and promotes self-sufficiency in Crawford, La Crosse, Monroe, and Vernon counties. Learn more at www.couleecap.org.



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