



News Release

For Immediate Release

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CO.STARTERS Returns to Viroqua!

(Viroqua, WI) Couleecap and the Viroqua Chamber Main Street, with support from the Wisconsin Economic Development Corporation, are hosting another CO.STARTERS cohort in Viroqua beginning Monday, August 5th.

CO.STARTERS is an action-driven, collaborative training with a small and supportive group. Over nine weeks, new and existing entrepreneurs interactive learning sessions to work through their ideas for launching or expanding a business. Weekly sessions offer participants an opportunity to develop their business plan, interview customers, and learn what it takes to launch or grow a successful business. Participants leave the program with a deeper understanding of how to create a sustainable business, articulate their business model, and repeat the process with the next great idea.

All sessions are facilitated by a certified CO.STARTERS facilitator that guides participants through the program by asking the right questions, drawing upon the knowledge in the room, and leveraging resources and community connections to connect participants with a broader ecosystem of support.

The course will kick off Monday, August 5th at 8:00 am at the Viroqua Chamber Main Street Building (201 N Main St, Viroqua, WI 54665). The standard cost for the course is \$300 per participant with opportunities for scholarships available. This year's cohort will be facilitated by Viroqua Chamber Main Street Executive Director, and historic property manager, Nora Roughen-Schmidt.

CO.STARTERS is community-minded, effective, and impactful program that allows participants to connect with and learn from other small business owners, and economic development professionals. It gives individuals the tools and concepts necessary to create a business model that is tailored to their individual vision for their business.

To sign up for CO.STARTERS, or for more information, head to www.couleeco.com/costarters, or contact Couleecap Business & Income Developer 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.

About the Viroqua Chamber Main Street

The Viroqua Chamber Main Street is a non-profit organization that is dedicated to enhancing the quality of life of the Viroqua community through leadership, facilitation, and collaboration. The organization is focused on keeping Viroqua vibrant by strengthening the business community, preserving the history and beauty of the historic downtown district, supporting community-wide events throughout the year and providing resources to tourists visiting from all over the world. Learn more at <http://viroqua-wisconsin.com/chamber-mainstreet>.

