



SCEDDC Testimonial

SEEBOTH DELICATESSEN
SHEBOYGAN, WISCONSIN

- Financing Strategies
- Site Assistance
- Business Plan Support



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Cooking Up a Palatable Business Plan

Offering in-house roasted and smoked meats, made-from-scratch soups, and fresh bakery and salads, Gwen and James Seeboth set out to create a delicatessen that would keep customers coming back again and again. They reached out to the Sheboygan County Economic Development Corporation (SCEDC) to help make their dream a reality.

Gwen, well-seasoned in the art of customer service, and James, a long-time restaurateur, dreamed of owning and operating a business together.

"We had talked about opening our own place for as long as I can remember," said Gwen. "But when I approached Jim, who happens to be an amazing chef, about opening a deli, he was caught off guard at first because it was not a concept we had discussed. But the more we talked about it, the more our plans began to take shape."

The couple realized that a deli, partnered with local bakeries and produce companies, would fill a niche in Sheboygan.

Jim Schuessler, Business Development Manager at the SCEDC and Chuck Brys, Business Consultant with the Small Business Development Center at UW-Green Bay (SBDC) collaborated with Gwen on her business plan as well as financial projections for the startup business.

"When I started working with the SCEDC, I was pretty far along in the process, but they helped take my business plan to the next level," said

Gwen. "It wasn't painless, but Chuck was able to translate my plan into usable data while maintaining the integrity of my vision. Ultimately, his wealth of experience helped me tremendously."

After considering numerous local options, financing for the new business included a loan through the Women's Business Initiative Corporation (WVWIC) facilitated through an introduction by SCEDC.

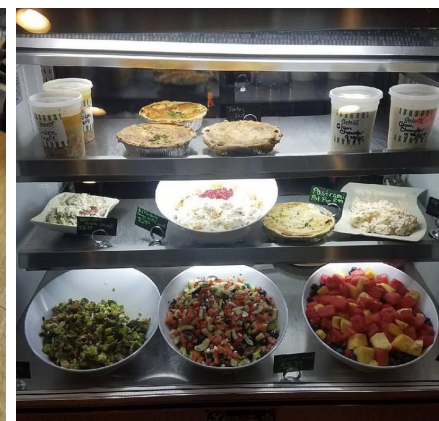
"Lenders were impressed with my presentation and recognized the thoroughness of a SCEDC-assisted project, Gwen said. "My partnership with SCEDC also afforded me meetings with individuals that I may not have been able to arrange on my own."

SCEDC's Sara Spicer suggested several possible sites but ultimately Gwen chose one she found on South 8th.

With Seeboth Delicatessen, the Seeboths succeeded in creating a high-quality, full-service delicatessen on South 8th Street that serves breakfast, lunch and dinner and offers dine-in, carry-out, delivery and catering.

"I have no doubt that without the assistance of Chuck, Jim and the SCEDC team I would not be where I am today," said Gwen. "Though still young, my business is strong, my vision is sharp, and I am armed with the tools I need to continue to grow profitably into the future."

Schuessler adds, with a smile, "and best hot pastrami this side of Brooklyn."



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Gwen and James Seeboth
Owners Seeboth Delicatessen



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