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**Elkhart's Small Business  
Incubators**  
The Lexington Business Centre  
[www.lexingtonbizctr.com](http://www.lexingtonbizctr.com)  
Eastpoint Business Centre  
[www.eastpointbizctr.com](http://www.eastpointbizctr.com)

## LEDGER

# The Business

### EVENTS

**AUGUST 17**

6-8 p.m.  
**SBDC/SCORE  
Workshop  
"Preparing  
Your  
Business Plan"**

**SEPTEMBER 22**

6-8 p.m.  
**SBDC/SCORE  
Workshop  
"Starting  
Your Own  
Small  
Business"**

*All workshops are  
conducted at  
Elkhart Chamber  
Cost for each: \$25  
(pre-registered)  
\$30 at the door  
Call  
574-293-1531*

**OCTOBER 20**

8:30am-3:30pm  
**"Accounting 101  
for Business  
Owners and Non-  
Financial  
Managers"**

*Location:  
Lexington Business  
Centre  
Cost:  
\$99 before Sept. 20,  
\$129 after  
Call  
574-522-5885*

### Today's Tenants

Incubator Tenants at Lexington Business Centre: Century Tel, Coffee News of Michiana, The Daily Grind, Dawn Realty Inc., E&W Sales, Greenleaf Services, Impact Graphics, Junior Achievement, KB Sales Co. Inc., Lafayette Bank & Trust Co., Law Office of McGrath & Velazquez, P.M. Buttons & Embroidery Inc., Pixey Enterprises, Poly-Stitch, Precision Home Builders Inc., Precision Wire Die Inc., Pro-Line Enterprises Inc., QP Inc. Dosey Meters, Quality Wine & Ale Supply LLC, Rider Brunson LLC, and Valsler Coffee Company

Incubator Tenants at Eastpoint Business Centre: Bolt Document Management, Do Group Systems Inc., Fessenden Management Counseling, Homestead Finance Corp., Laro Corporation, P.T. Services Inc., Prism Machine Technologies Inc, The Hope Builders Group Inc., and Wise Guys Seat & Accessories Corp.

### About The Centres

Lexington Business Centre and Eastpoint Business Centre are dedicated to providing a diverse sustainable environment in which new and emerging companies can develop and achieve growth, with the end result being profitable businesses, job creation, capital generation, economic diversity and a positive impact on the Elkhart Community.

The Centres are managed by:  
Tiedemann Group  
421 S. Second St.  
Sixth Floor  
Elkhart, IN 46516  
574-522-0390

## Have the Business Centres had a positive impact on the Elkhart Community?

Each summer The Tiedemann Group employs interns to complete some strategic analysis projects. This summer we are fortunate to have three MBA candidates from the University of Notre Dame – Kevin Fay, Kathy Wang, and Luis Zapata.



**Summer Interns from the University of Notre Dame. Luis Zapata, Kevin Fay, and Kathy Wang (left to right)**

Kevin joins us from Portland, Oregon where he graduated Magna Cum Laude from the University of Portland with a Bachelor's degree in Finance. While working towards his MBA in Corporate Finance at Notre Dame, Kevin has been involved with the Mentor for School, Inc program and Big Brother, Big Sister program.

Kathy has an extensive background in banking and finance.

Luis Zapata is from Corregidora, Queretaro Mexico. Luis has a Bachelor's degree in Marketing from ITESM Campus Queretaro. Prior to attending Notre Dame, Luis worked as the General Manager of his family's hardware store and auto parts supplier business. Luis is married to Angelica and has two adorable children - Alexa and Tony.

Kathy Wang joins us from the farthest distance – Shenzhen, China. Kathy has an undergraduate degree in Engineering in Technical Economics from the Shanghai Jiao Tong University – School of Management. This University is often referred to as the Harvard of China.

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### New Faces



Have you ever picked up a copy of Coffee News while dining at one of your favorite restaurants in Elkhart or LaGrange Counties? If so, you have looked at the product of one of our newest tenants at the Lexington Business Centre. Coffee News is an entertaining and upbeat free weekly publication published by Lisa Lillemoen.



**Lisa Lillemoen, Publisher**



Coffee News of Michiana  
530 E. Lexington Ave.  
Suite 175A  
P.O. Box 4932  
Elkhart, IN 46516  
574-202-6397  
[coffeeneewsweekly@aol.com](mailto:coffeeneewsweekly@aol.com)

Lisa's story is one of true entrepreneurship. About five years ago, she was working as a sales representative for a manufactured housing company. She decided that she was tired of working

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### Grind

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coffeehouses in Elkhart – the original location in the Green Block building and in the Concord Commons behind the Concord Mall at 3708 Mishawaka Rd. In addition, the Daily Grind operates the Connection Café at Granger Community Church and is opening a coffee station at Dr. Boling office that will have beverages and light snacks. According to Tanya, they are hoping to open another location on Elkhart's eastside.

base, outstanding customer service and great employees". Currently, the Daily Grind employs 20 to 24 people (eight of which are full time). As they continue to grow, Tanya is expecting that number to increase.

To find out more about the Daily Grind, you can visit their website at [www.the-grindonline.net](http://www.the-grindonline.net). Their website contains their menus, monthly specials and a calendar of events.

When asked the secret to their success, Tanya replied that their success has stemmed from "a very loyal customer

base, outstanding customer service and great employees". Currently, the Daily Grind employs 20 to 24 people (eight of which are full time). As they continue to grow, Tanya is expecting that number to increase.



**Newest location in the Sycamore Medical Center on US 20 between Elkhart and Mishawaka**

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## Comments from Carl Tiedemann

After producing many issues of our Business Ledger, our newsletter Founder and Editor, Jeff Gillaspay, has decided to “hang up” his keyboard and call it quits. I am very grateful to Jeff for all the effort he put into creating and producing each newsletter. He is a very talented guy, proof of which are the many great articles he authored in The Truth, for many years, and the Newsletters he did for us. As he begins to wind down his long career, we all wish him all the best.



Not to fear, we have a replacement already lined up and in action with this edition. Allow to introduce Stacy Swaney, our new Director of Client Development. Stacy comes to us from the LexisNexis organization in Dayton, Ohio. We are very pleased to have Stacy on board assuming the editing of the newsletters and many other assignments in our business group.

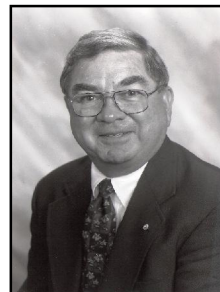
As you can see from the reading this issue of the Ledger, Stacy is off to a great start on reporting all the latest news to you on the Centre’s activities. We have several new tenants that we would like to welcome Lisa Lillemoen, Coffee News of Michiana and Tanya Bleiler of the Daily Grind, to the Lexington Business Centre. We are pleased to have been able to assist them as they develop their businesses. In our next addition, we’ll be reporting on some other new tenants, as well.

Please enjoy the rest of the summer and we’ll see you in the Fall. Oh, by the way, if you know anyone who might need to brush up on their accounting skills, please see our notice about our Accounting Class in October. All the best.

Carl Tiedemann is President of the Lexington and Eastpoint Business Centres

## Accounting 101 for Business Owners and Non Financial Managers

Starting on October 20, a series of accounting and management classes will be offered at the Lexington Business Centre. These courses are opened to both incubator tenants and the public. The courses will focus on accounting, budgeting & forecasting, cash management and management.



Terry McKay

The first course “Accounting 101 for Business Owners and Non Financial Managers” is designed to teach business owners and non-financial managers how to understand detailed financial reports and determine what they *really* mean. The courses will be taught by Terry McKay, Consultant from Management & Business Services, Inc.

This class will be a full day session running from 8:30 - 3:30. and the cost is only \$99 if registered by September 20 or \$129 after.

## The Business

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Kevin, Kathy and Luis presenting the results of one of their projects

One of the projects the interns are completing is an analysis of the impact that the small business incubators have had on Elkhart County. The scope of this project involves determining whether or not we met our projections in our original business plan; a profile of the incubator tenants (both past and present); an analysis of the impact on the community; and suggestions for improvements.

Overall, they found that the incubators have been very successful at achieving the goal of supporting the growing up of small businesses and creating job opportunities in the local community. Over the past fifteen years, the Lexington Business Centre alone has hosted over 75 tenants that have created over 300 jobs.

The interns found that the incubators have had a positive impact on the community and have help several small businesses succeed. To continue the momentum, Kevin, Kathy and Luis made several suggestions to make the incubator even more useful. Some suggestions included high-speed internet access; practical, convenient and inexpensive seminars; better networking opportunities; and a database of graduated tenants that current tenants could contact for advice. These are just a few of the suggestions that are now being investigated as to their feasibility of implementing. Our goal is to continue to improve the incubators so that our tenants continue to enjoy outstanding success rates and the continuation of a positive impact on the Elkhart Community.

### Advertise in The Business Ledger

Contact: Karen Freshour 574-296-1313

### The Business Ledger

is published by the Tiedemann Group  
421 S. Second St., Sixth Floor  
Elkhart, IN 46516

Contact: Saurabh Pathak, 574-296-1320

## The Business

LEDGER

## New Faces



The Lexington Business Centre is many things to many people. For some, it is a place to call home as they start a new business and for others, it’s a stepping stone as they expand. For one of the newest tenants, The Daily Grind, the latter is the situation. As the Daily Grind continues to grow, they discovered the need to move their office out of their coffeehouse in the Green Block building on East Lexington in Elkhart. According to owner Tanya Bleiler, the LBC is a “perfect fit” for their needs. They now have nice office space where they can meet with vendors and suppliers.



Downtown Elkhart Location in the Historic Green Block building near the River Walk



The Daily Grind Concord Location - Off the campus of Concord High School

The Daily Grind serves specialty coffee drinks, lattes, cappuccinos, and fresh fruit smoothies. In addition, they serve breakfast and lunch offering fresh, healthy foods.

The Daily Grind is also the Midwest Regional distributor for Guayaki Yerba Mate. You may be asking yourself, “What’s that?” I know I did, but as Tanya explained to

me, Yerba Mate has been proven to help stimulate focus and clarity, improve physical energy, used as a supportive treatment in weight loss programs that include a balanced diet and exercise, and it contains a higher polyphenol and antioxidant count than green or black tea.

The Daily Grind opened their first location at 113 East Lexington Avenue (the Green Block) in April 1997 and has experienced “slow but deliberate” growth since then according to Tanya. The Daily Grind currently has two

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## Coffee

From Page 1

for someone else and wanted to start her own business. While looking through an international franchise book, she came across Coffee News. She found the business interesting, so she went for it.

Five years later, she has a very successful business and can’t even remember the obstacles she faced in the beginning. When asked the secret to her success, Lisa responded, “total perseverance.”

For those not familiar with Coffee News, it contains the week’s funniest and most unusual news stories, jokes, trivia, amazing facts, horoscopes, lucky numbers and more. In addition, the articles are surrounded by a border of advertisements from local businesses.

The purpose of Coffee News, according to Lisa, is to “help small to medium sized businesses grow through repetitive advertising”. By advertising in Coffee News, businesses



Robin, Sales Rep and Lisa, Publisher

receive weekly exposure to more than 25,000 readers. In addition, advertising in Coffee News is typically less expensive than other forms of print media.

Next time you are out to eat; pick up a copy of Coffee News.