



News Release

For Immediate Release

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Couleecap seeks business owners to help the next generation

Couleecap's popular CO.STARTERS entrepreneurial training program is looking to find 15-20 La Crosse-area entrepreneurs who want to help other entrepreneurs get started and make a business here in La Crosse. On March 30 and 31, Couleecap will host a CO.STARTERS facilitator training in La Crosse. Completing this two-day training allows an entrepreneur to serve as a facilitator for a CO.STARTERS session.

Facilitators don't teach the materials, but instead help CO.STARTERS participants think through the ideas and concepts of identifying a value proposition and creating a business model. The sessions work from award-winning materials created by the CO.STARTERS team in Chattanooga, Tennessee. Facilitators also receive an honorarium for helping with the nine-week course.

"Being a facilitator is a great way to work on your own business, it's fun, and you can make some great friendships and connections with a whole class of new entrepreneurs," said Todd Mandel, Couleecap's Community Development Director.

Once someone completes the two-day training they can serve as a CO.STARTERS facilitator. Facilitators run the CO.STARTERS sessions which meet once a week for eight weeks for two to three hours at a time. The next CO.STARTERS entrepreneur training will launch in April. To find out more, interested individuals can contact Todd Mandel at 608-424-8767 or by email at todd.mandel@couleecap.org.

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