



For Immediate Release

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**La Crosse CouleeCO.STARTERS 2018 Cohort Sponsored by Merchants Bank--
Onalaska Launches August, 2nd**

(La Crosse, WI) Couleecap, Inc., with support from the Wisconsin Economic Development Corporation, the City of La Crosse, and Merchants Bank—Onalaska, is bringing the CO.STARTERS entrepreneurial training program back to La Crosse for the fourth straight year. 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. All sessions are facilitated by experienced entrepreneurs certified to train others on business development. 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.

The CO.STARTERS entrepreneurial development course costs \$300, with a \$150 discount available for entrepreneurs with low income. Anyone with an interest in starting or expanding a business may participate in the program. The La Crosse CouleeCO.STARTERS program will be held at The Gig Co-Working Space located at 119 N. 19th Street, La Crosse on Thursday evenings from 6:00 p.m. to 9:00 p.m., beginning August 2nd.

CO.STARTERS sessions are facilitated by experts in business development and management, and the course gives participants the opportunity to interact with successful business owners and economic development professionals from around the area. CO.STARTERS provides tools necessary to get started or expand, and build networks of supporters and resources.

The 2018 CouleeCO.STARTERS Cohort is sponsored by Merchants Bank—Onalaska. Couleecap is partnering with Merchants Bank to help build a strong entrepreneurial community in the La Crosse area. Merchants Bank is a regional business banking leader, and as a community bank is proud to support a program that will grow businesses in the communities they serve.



For questions, call Couleecap's Business & Income Developer, Aaron Reimler at (608) 797-5746 or email aaron.reimler@couleecap.org To register, go to www.couleeco.com/costarters. Anyone interested in participating in the 2018 Downtown La Crosse or Uptowne La Crosse Pop-Up Shop Programs are especially encouraged to register.

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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 couleecap.org, [Facebook](#), [Twitter](#), and [YouTube](#).