

Orphic Garden

Business Plan

I. EXECUTIVE SUMMARY

Orphic Garden is a unique, New Age retail concern offering various alternative and esoteric literature, arts, gifts, services, and a coffee shop located in-store. The products and services to be featured are one of a kind and are unavailable in a one-source location. Thus, the store will meet the needs and desires of its targeted market by providing quality, reasonably priced goods in a convenient, one-stop location. The firm's principal business shows promise for growth into expanded services, particularly in the therapies category where auxiliary services may be added to meet the needs of the customer.

The business is currently in a start-up phase. Orphic Garden will be located at 1027 Mills St., Black Earth, WI. This location is essentially the central hub of Black Earth, located on the main street in close proximity to the other businesses available. The location, proximity to other businesses, and accessibility to pedestrians and drivers enhances the selling point of the business.

II. THE COMPANY AND INDUSTRY

Background:

Orphic Garden is a new venture owned and operated by Orphic Garden, LLC. Orphic Garden has filed with the state of Wisconsin for incorporation and has been registered since 02/24/2022. The principal of Orphic Garden is Kristen Evans. The business will be located at 1027 Mills St., Black Earth, Wisconsin in a leased, 1,177 sq. ft. facility. It is intended that Orphic Garden will establish itself in this location and remain there for the next few years (at least three to five years).

The principal has proceeded with incorporation and the start up of Orphic Garden to exercise their individual talent in entrepreneurship. Kristen Evans has owned two retail ventures of the same nature as Orphic Garden in the past, located in Milwaukee, both of which were successful in their endeavors. Kristen Evans has extensive retail experience and talent, specifically in the alternative literature industry that she is pursuing. This venture and its anticipated success are based on the enthusiasm, ambition, and extensive experience the owner brings to it.

Experience in the literature industry has helped shape the owner's perception of the marketplace and her customer's needs. Working in numerous retail concerns, she has enjoyed success in cultivating relationships with customers and servicing them both promptly and professionally.

She has learned from her customers what they want and need. Orphic Garden will provide the unique products and services which the current competition simply doesn't provide.

Industry Characteristics and Trends:

Orphic Garden will be entering into the new age/alternative and esoteric literature industry. Like other retail industries, the book and magazine industry has fragmented into specialty markets. Print book sales on their own are up 8.9% in 2021 compared to previous years, demonstrating a population that is interested in continuing to purchase physical book copies. The spiritual and New Age services industry has been booming in recent years. Between 2011-2016 the industry grew 2%, and is now worth 2 billion dollars annually. This growth is not slowing down, with Millennials and Gen Z being a large driver of sales. 4% of Millennials and Gen Z said they seek to connect with brands that "enhance their spirit and soul", and 77% of young consumers want to purchase from stores that align with their values. The pandemic also has left consumers feeling more introspective and feeling a need to connect with their inner selves, thus enhancing the desire to connect with these spirituality and New Age resources in a way that many had not before.

Black Earth has no coffee shops, leaving a completely untapped market. As of now, if a resident wants to buy a coffee they have to get in their car and drive at least ten minutes to the nearest coffee shop. While this isn't a huge hassle for most, having a closer, walkable coffee shop is easier for the community and better for the environment. The coffee industry in the United States is expected to maintain a 4.2% growth momentum until 2025. Sustainability and shopping locally are also trends that have been growing rapidly and will lead to the appeal of consumers buying their coffee from Orphic Garden. Not to mention, consumers will appreciate the unique appeal and experience of sipping a coffee while browsing through books and gifts.

There are very few organizations to be considered direct competitors to Orphic Garden in the Madison area. Mimosa Books & Gifts located in downtown Madison on State Street, Cosmic Delights located on E. Washington Ave., in Madison, and Spellerific in Mt Horeb would be the closest competitors. As for coffee houses nearby, there is Crossroads Coffeehouse in Cross Plains, The Mazo Grind in Mazomanie, and 1855 Coffee in Mazomanie.

III. THE PRODUCTS/SERVICES

Product/Service Groups:

Orphic Garden will be a unique retail business specializing in New Age literature, gifts, arts, services and coffee. Specifically, the manager plans to offer four related product/service groups:

- ❖ **New Age / Alternative literature** - This includes books, periodicals, magazines, etc., of an esoteric nature (mysticism, spirituality, healing arts). Orphic Garden will be Black Earth and the greater Madison area's only source for both mainstream New Age and rare, esoteric materials. The firm will also offer the most dependable "special order" service in the event any literature needs to be outsourced.
- ❖ **New Age accessories / gifts** - This product group has two categories: disposable and durable. The disposable category will feature items such as candles, incense, aromatherapy oils, sachets, potpourri, perfumes, soaps, etc. Durable items include jewelry, burners, artwork, stationary/cards, clothing, etc. All accessory items are distinctive in their esoteric content. As with the Therapies product group, the owner is well versed in all accessories offered - including their use and maintenance, offering instruction and consultation as a value-added service.
- ❖ **Therapies products** - A wide and complete range of massage and bodywork materials will be provided through Orphic Garden. Materials will include books, charts, tools, and oils. Products and marketing will be directed towards both the professional and the layperson/student. In addition, customers may receive consultation and/or instruction as a value-added service.
- ❖ **Coffee services** - As an additional service and draw for the business, Orphic Garden will be a fully-functioning coffee shop. Offering espresso drinks, Orphic Garden will be the only coffee shop in Black Earth. Orphic Garden will feature Fair Trade and organic coffees and teas. In addition to coffee, Orphic Garden will be offering various ice creams for sale.

In summary, the purpose of offering these products is to establish a reputation as the greater Madison area's "one-stop" source for unique, esoteric, and alternative products. The management's marketing plan will fulfill that purpose during the first two years of operation.

Retail Facility:

Orphic Garden will be strategically located on the main street of Black Earth. This store will assist in revitalizing Black Earth's commercial downtown and is located near other local businesses. The village of Black Earth is working hard to revitalize the commercial aspect of

their downtown and is highly encouraging the opening of new businesses, as well as reinvigorating their current ones. The business is located approximately 30 minutes drive time outside of Madison, and 2 hours drive time from Milwaukee. There is ample unmetered street parking available outside of the business on both the main and side streets. On evenings and weekends there is a public parking lot available directly across the street from Orphic Garden.

Proprietary Features:

The retail space will be decorated in an eclectic, old English motif. The building was built in 1864 and features large glass display windows, original wood floors and wall trim, and pocket doors.

The color scheme is rich tones: moss green, burgundy, and gold. The display pattern has been carefully planned to interest the customer and guide them through the store. Several custom-made wooden bookshelves and tables will be arranged to display books, statuary, and gifts. Glass displays will be used for accessory products. Artwork, plants, and music will be utilized for the atmosphere.

The overall effect is to create a unique and comfortable atmosphere for the browsing and purchasing of materials. Seating will be provided to enhance this effect. The business's neighbor is a trendy and popular vintage bowling alley/bar and restaurant. Orphic Garden will be an appropriate and complementary neighbor to this business community.

Future Plans:

Initially, management will be focused on the successful start-up of the venture. There is a second floor space that will not be used for retail space as of yet but is available for expansion in the future should the business feel the need. The management does not anticipate the need for any type of expansion for at least the first two years.

Community Impact:

Orphic Garden will have a long-lasting positive impact on Black Earth and the community as a whole. Orphic Garden is expected to create 6 new job positions for sales associates/baristas. Orphic Garden has already filed with the IRS to have employees, filed with state agencies, has obtained an employer identification number, and is registered with the WI labor department. These brand new positions will be ideal for those living in Black Earth as the business is located in an easily walkable or short drivable distance for those that want an easy commute. These positions would be ideal for those in school who want a weekend job, and for those who may not be able to, or want to, drive every day.

Orphic Garden is a subsidiary of Extraseeing LLC., a local entity that has owned businesses and property within Black Earth for the last 3 years. By being a part of this LLC, Orphic Garden is showing commitment to being in Black Earth for numerous years and commitment to bettering Black Earth and the community. By starting this new business venture, Extraseeing LLC is investing in Black Earth and improving property value and creating a greater tax base for the community as a whole. Extraseeing LLC is Black Earth based and is not planning on leaving the Black Earth area, rather expecting to stay in the community and continue improving the community for years to come. Opening this new business will not only increase job opportunities in Black Earth, but will show other small business owners or aspiring small business owners that Black Earth *does* have a vibrant business community and is open to business expansion. Orphic Garden will not only support small businesses expansion, but will support local artists, artisans, and producers as well. Orphic Garden will sell specialty items, gifts, art work, etc., and will have an emphasis on creating and selling local goods. Local artists will be encouraged to sell their goods and art in a local, physical store location – something not many get the chance to do very often. By having this outlet for local products to be sold, Orphic Garden will expand the local arts scene and uplift local artists and producers.

The business will improve the appearance, aesthetics, and green space of Black Earth. Orphic Garden will have an outdoor garden space, featuring picnic tables, additional seating for customers, landscaping of trees and flowers, creating a beautiful outdoor space for the community to appreciate and utilize. This outdoors space will offer approximately 1,100 sq. ft. for customers and community members to enjoy. Orphic Garden is committed to being green – not solely in the outdoors space. No single use plastic will be used in the store/coffee shop whatsoever in attempts to show Black Earth’s residents and fellow businesses that it is not only possible, but easy, to be committed to green business initiatives and committed to bettering the planet.

Orphic Garden will be located on Mills Street, only a block or so away from the proposed Wolf Run Trail expansion. Having this new business as a stop along the path would be a huge draw for the community and all of those using the Wolf Run Trail. People utilizing the trail through biking, walking, or running will have a local pit stop where they can buy cold drinks, reenergize with a sustainably grown organic coffee, have an ice cream treat, or just take a break sitting in the outdoor garden space and enjoying their day.

IV. MARKET ANALYSIS

Target Market Characteristics:

We know the target market of New Age stores to be primarily women aged 20-60 with combined household earnings ranging from \$25-65,000+. The target market has mixed occupations with an education level of, on average, a high school diploma and 2-3 years of post-secondary education. It is expected consumers will be 70% white in following with the demographics of Madison and the surrounding areas, and smaller percentages among minority groups.

Demographically, the target market will include a large draw of consumers from Madison as it is the largest metropolitan area nearby and has an untapped market for New Age retail, along with reaching customers in Middleton, Sun Prairie, Mt. Horeb, Black Earth, Mazomanie, Cross Plains, and Spring Green. Spring Green specifically has a thriving artist and alternative community that will be drawn to a retail venture such as Orphic Garden. Customers are expected to drive in from Milwaukee and surrounding areas as well once Orphic Garden is established, eventually even drawing in consumers from the Chicago area who are heavily into New Age materials. Quality New Age shops are hard to find nowadays, and it is a niche market where consumers are very willing to travel long distances to be able to shop in person.

The target market has unique, psychographic qualities. They are nearly all “alternative lifestyle oriented.” That is, they desire and pursue products that are off the beaten path. Alternative lifestyle may take the form of meditation work, specialized diets, yoga, palmistry, meditation, mysticism, massage therapy practicing, etc. The target market consumers are overwhelmingly trendsetters and enjoy novelty. They value quality products and services and are willing to pay more to achieve a quality end product. The target market tends to be well read and on top of current events. They are (or attempt to be) health conscious and consider themselves environmentally sensitive and socially conscious. As a consumer group, they spend a significant portion of total income on recreational/entertainment products and services. In all consumer age group levels there are direct relationships between rising incomes and rising expenditures on recreational products/services. Hence, as a target market consumer’s discretionary income rises, they are more likely to spend “dividends” on recreational or entertainment products/services.

What does an Orphic Garden customer gain? There is a certain “return on investment” for the customer. The customer may feel more unique, or one-of-a-kind. Their spirituality or ego may be enhanced. They may feel they have achieved freedom of expression or admission into a special group or clique of individuals. The Orphic Garden product offerings inherently extends these intangible byproducts for the consumer. Altogether, Orphic Garden will serve their customers better by providing a comprehensive one-stop source for esoteric products. Better variety of

products, personalized consultation and a convenient location all add up to increased satisfaction for the Orphic Garden customer.

Market Share, Trends, and Growth Potential:

There are few real competitors for Orphic Garden.

Sales and Profits by Product Group:

Similar to all other retail firms, Orphic Garden will be subject to a fluctuating and seasonal year. First quarter sales are expected to be slower with pick up during the spring and summer. We anticipate sales to peak during late fall and end of year. Our first year sales is estimated at \$150,000. In terms of sales performance by product group we expect:

Gifts/Accessories 40% - \$60,000
Books 30% - \$45,000
Coffee 20% - \$30,000
Therapies 10% - \$15,000
Total - \$150,000

V. COMPETITIVE ANALYSIS

Competitor Profiles:

Mimosa Books & Gifts: Located at 409 State St., Madison WI. Mimosa opened in May of 1984. The business has had several owners during the store's existence, the current owners taking over full responsibility in 2014. The current location is the third location, all in the downtown, State Street vicinity. They have a larger retail floor than the previous locations, plus a small room for events. Mimosa aims to help customers "follow their path as a spiritual seeker". While they cater to the downtown, alternative college crowd, they also offer an online shop and a blog. Mimosa offers books, crystals, oils, jewelry, gifts, etc. While offering a diverse array of products, Mimosa does not offer more than just the basics. Mimosa does not offer many specialized products, and since COVID-19, they have limited store capacity. They are only open for walk-in customers Wednesday-Sunday, 12-5pm, or you can schedule an appointment for store entry.

Cosmic Delights: Located at 2717 E. Washington Ave., Madison WI, is a self-described retail and Mystical events center. Cosmic Delights offers crystals, incense, sage, books, oils, jewelry,

and tarot, along with a large sales portion made up of CBD and tobacco-related products, such as pipes, gummies, rolling papers, vaping products, and Delta-8. The store is a cozy, small retail space located on the east side of Madison, in a shopping mall. Their book selection is very small, consisting mostly of Llewellyn Publications. Cosmic Delights opened in 2012, originally on Atwood Ave. in Madison, and reopened in 2017 at the current location. Cosmic Delights is open everyday, Monday through Saturday from 10am until 8pm and Sunday from 11am until 5pm.

Spellerific: Located at 106 ½ E Main St., Mt Horeb WI is a small one room basement witch shop selling spell candles, spell jars, spell kits, crystals, herbs, and accessories for “all your witchy needs”. Spellerific opened on August 1, 2020, and is owner by Meagan Hatfield, a certified Reiki Master, Witch, and Healer. Spellerific offers classes and psychic readings by the owner in an adjacent basement room. Major weaknesses include a lack of visibility (being located in a basement with no visible storefront from the street), limited inventory, and a lack of a comprehensive book selection. Spellerific is open Wednesday through Saturday from 10:30am until 7pm, and Sunday from 10:30am until 5pm.

Store Comparison and Contrast:

Orphic Garden intends to be the most comprehensive metaphysical retailer in southeastern Wisconsin, featuring the most complete source for esoteric and metaphysical literature and accessories, including books, incense, burners, tarot, candles, aromatic oils, crystals, jewelry, altar pieces, herbs, clothing, and more. Besides the popular new age publishers such as Llewellyn Publications and Weiser, the store will have a strong focus on hard to find, rare and independent esoteric publishers, featuring titles not readily found on Amazon or mainstream book sellers. Orphic Garden will have a carefully curated selection of spiritual, mystical, philosophical and New Age literature, both old and new, chosen with the experienced occultist in mind as well as the curious academic, and the beginner student. The store will also focus on providing handcrafted, ethically sourced provisions to aid both the novice and the experienced practitioner in their spiritual journey. Orphic Garden will feature one of a kind items from artisans who create with intention, ceremony, and within a variety of spiritual traditions.

Orphic Garden is named after legendary Greek hero and poet, Orpheus. Orpheus was endowed with exquisite musical skills, often characterized with a lyre. Orphic Garden will utilize this lyre symbolism through decor, logo, and marketing materials. Orpheus was known as a renowned poet and pursuer of fine literature, thus making the name a perfect fit for the bookstore. Orphism, based on the teachings and writings of Orpheus, was a major source of pre-Socratic philosophy. The Orphics came into Greece in the early 6th century B.C., bringing their cosmology and a belief in reincarnation and an ascetic lifestyle. Their beliefs were integral to the development of pre-Socratic philosophy, especially that of Pythagoras. This extensive historical background

present in the name Orphic Garden is the perfect foundation for this new business venture aiming to support literature, the arts, and promote learning and curiosity in the community.

Orphic Garden is a place where spiritual ideas and philosophy can grow, where one can cultivate ideas, and the growth of the inner Self. The garden is an archetypal image of the soul and a symbol of consciousness. Gardens represent spaces of great potential which can promote healing and learning. At Orphic Garden, we intend to provide our customers with the products and knowledge they seek on their spiritual journey... along with a great cup of coffee!

Market Niche and Share:

Orphic Garden seeks to fill the product/service void that Madison and the greater Madison area have left unfilled. Consumers interested in specialized products have been relegated to ordering solely online or traveling long distances for their needs.

By carefully imaging Orphic Garden as the long-awaited answer to the unfulfilled market, we will be creating a niche market for ourselves. We will be in position to provide our target market with the most complete products/services at a reasonable price. In our target market's mind, we will be satisfying the specialized needs and requirements they seek but that have been left unfulfilled by the current market players - or lack thereof.

VI. MARKETING STRATEGY

Market Penetration:

Orphic Garden has a specific sales appeal as being the most comprehensive, one-stop source for esoteric and New Age literature, products, and consultation services. The firm will also derive uniqueness from the store motif and location. The store will keep a vast array of specialty literature and products ranging from esoteric, mysticism, and spirituality to therapies and bodyworks. The main service and product outlet will be the physical store, but there will be an online storefront as well where consumers can browse, shop, and order products to be mailed to them.

Pricing and Packaging:

Our pricing strategy is in keeping with the industry. Markup by product group: books, etc - 40%, therapies products - 50%, and Gifts/accessories - 100%. Orphic Garden will not offer discounts

to the general public (with the exception of occasional sales periods) but will extend a 10% discount to professional therapists and practitioners on massage oils/tools. This will be a goodwill gesture and incentive for professionals in the community to solicit and recommend Orphic Garden. There is a possibility of offering a bulk sales discount for select practitioners as well. This discount would be similar at the 10% rate. Outside of normal return policies, Orphic Garden will not offer warranties or guarantees of any kind. With regards to our competition, we do not perceive “price wars” occurring. Competition lies in the distinction of the firm, attractiveness of inventory, value-added service and the communication (advertising) of these features.

Advertising, Public Relations, and Promotions:

Orphic Garden will implement an effective marketing/advertising plan to attract and maintain a customer base. Strategies include social media accounts and campaigns, ongoing market research, mailing/emailing lists, newsletters, extensive networking with professionals (New Age retailers, therapies training schools and practitioners, etc.), hosting store events such as author signings, classes and possible tarot readings, or therapies demonstrations, networking with other local businesses, and direct connections to consumers and old clients/customers. Orphic Garden will also make appearances at various psychic fairs, therapies’ associations conventions or conferences, festivals or other special-interest public events. Many of these trade fairs/expos are held in the spring/summer months and are an excellent opportunity for the firm to approach and connect with the community.

Our main selling style will be person-to-person, with the option for specialized online shopping as well. There is plenty of opportunity to up-sell and cross-sell our products and services since many items require companion pieces or literature. We believe this is the best approach to selling given the nature of the products and the highly personalized atmosphere and service the customers will expect. A mailing list will be derived for targeted mailings/emailings, local papers will be contacted for advertising, and local businesses will be contacted for promotion as well.

We expect Orphic Garden to experience a smooth and anticipated market entry. Our unique motif/design, convenience, pricing, excellent product offerings and professional consultation services will gain the attention and appreciation of our customers. Quality New Age shops are hard to find nowadays, and it is a niche market where consumers are very willing to travel long distances to be able to shop in person. Our image as a one-stop, complete source of esoteric products will enhance and foster repeat business and quite possibly, loyalty.

VII. MANAGEMENT AND ADMINISTRATION

Key People and Experience:

Kristen Evans:

Kristen Evans brings extensive managerial, customer service, and administration skills to Orphic Garden. Kristen currently owns and successfully manages the neighboring business, Black Earth Lanes. Her well-rounded business acumen will construct a prudent financial management system; one that will successfully balance cash to payments, plan expenditures and efficiently use equity sources. Kristen's years of owning and running her other businesses have demonstrated an exceptional ability to analyze financial information and direct fiscal growth. With her past bookstores and the last three years of owning Black Earth Lanes, she has developed a useful network of business contacts that will prove invaluable in establishing sound vendor and customer business. Kristen also brings distinguished knowledge of the alternative literature industry to her management role within Orphic Garden. Kristen is familiar with New Age retailers and wholesalers, traveling across the country, and to Europe, visiting various retailers. She has networked extensively with university academia, worked with authors within her former bookstores, and holds a degree in Philosophy and Psychology. She possesses a professional aptitude in the spiritual, mystical, and philosophical product/service groups. In addition, Kristen has experience and training in commercial art which will help shape effective advertising strategies that communicate the features and benefits of Orphic Garden. Kristen has the necessary leadership, persistence, and attention to detail that will make the firm meet its operational goals.

Professional Support Services:

Accounting/Finance/Taxes:

Breunig CPA, 1116 Mills St, Black Earth, WI 53515. Contact: Logan Steiner

Legal Consultation:

Attorney Kay Millonzi, 1104 Mills St, Black Earth, WI 53515

Marketing/Advertising Consultation:

Maya Muschitz, mmuschitz@gmail.com

Coffee Vender:

Boom Coffee Company, 800 S Fulton St., Princeton, WI 54968 Contact: Daniel Boom

VIII. FINANCIAL DATA AND PROJECTIONS

Funding Request:

Project Cost Estimate: \$67,461

Bookcases \$1500

Displays (shelves, tables, cases, spinners, etc) \$1,000

POS System - Clover Station Duo POS System \$1,649

Paint - Menards \$120

Wood Stain - Menards \$24

Floor Runners/Rugs - American Floor Mats \$383 each (x2) - \$766

Lighting \$1,200

New Electrical Panel \$2,800

Electric Renovation \$1,000

Remodel Kitchen \$10,000

- Countertops, Freezer, Commercial Fridge, Drain System, New Sink

Outdoor Order Window \$3,000

Indoor Coffee Order Window/Counter \$800

Remodel Bathroom \$900

2 New Doors \$900

Signs (Above Front Door & Side of Building) \$5,000

Power Washing Building

- Under Pressure Power Washing quoted for \$525
- Accurate Power Washing quoted for \$450
- Everclear Power Washing quoted for \$330

Excavating Green Space \$1,500

Picnic Tables - ULINE \$369 (x3) - \$1,107

Trees/Shrubs/Landscaping - Home Depot \$800

New Cement - Walkway from Back Door to Street and Pad by Order Window \$1,080

Awning - Home Depot \$400

Fix/Restore Old Unused Side Door (patch foundation, fix siding, repair support beam) \$3,200

Flowers/Flower Boxes - Amazon Raised Flower Bed \$99/ea, Home Depot Garden Flowers \$100

Grass - Home Depot 7lb Sun and Shade \$39.97

Window Frames \$220

Security System - Lorex Security System \$1,000

Sound System - Amazon: Philips Bluetooth Stereo System \$139.99

Exit Signs \$24

Handrails \$60

Office Furniture - Office Depot Desk ~\$350, Office Depot Ergonomic Office Chair \$300

Microwave - Amazon \$100

Soap Molds - Amazon \$16.99 (x2)
Candle Molds - Amazon Pillar Candle Mold \$11
Indoor Furniture/Seating - \$300
Shopping Baskets - Amazon Black Metal Shopping Baskets with Stand (12) \$222
Outdoor Trash Receptacle - ULINE Courtyard Trash Can \$720
Phone - Amazon Panasonic Cordless Phone System \$35
Add Gutters \$1,650
Repair Roof Over Back Entrance \$1,400
Espresso Machine - \$16,000
Soft Serve Machine - VEVOR Soft Serve Machine \$1400
Decor - \$200
Ice Cube Machine \$3,860

Orphic Garden LLC is seeking TID funding in the amount of \$25,000 for the purpose of revitalizing downtown Black Earth's business district by assisting with the opening costs of Orphic Garden book store and coffee shop. The money would be utilized for improving the building through the above listed renovations.

Kristen Evans

(608) 217-3818 - EXTRASEEING@GMAIL.COM - BLACK EARTH, WISCONSIN

PROFILE

Small business owner in Black Earth, Wisconsin.

EXPERIENCE

OWNER, ORPHIC GARDEN, LLC, BLACK EARTH WI – 2022-PRESENT

Owner of metaphysical store offering books, gifts, accessories, and a full-service coffee shop. Runs all daily operations of the business.

OWNER, BLACK EARTH LANES, BLACK EARTH WI – 2019-PRESENT

Owner of a vintage bowling alley, bar, and restaurant. Runs all daily operations of the business, along with cooking, bartending, and any other tasks that arise.

OWNER, EXTRASEEING LLC, BLACK EARTH, WI – 2018-PRESENT

Owner of a single member LLC. Property owner and rental owner.

SALES ASSOCIATE, ST. VINCENT DE PAUL, VERONA – 2017-2019

Intake and sorted new products. Designed store displays. Worked at register and assisted all of customer's needs.

SUBSTITUTE TEACHER/TEACHER'S ASSISTANT, WISCONSIN HEIGHTS SCHOOL DISTRICT – 2015-2017

Worked for the Wisconsin Heights School District filling in as a substitute teacher for grades kindergarten through high school, as needed. Worked with special needs children as a teacher's assistant as needed.

STAY AT HOME MOTHER – 2000-2015

Cared for 4 children and completed all household duties for 15 years.

OWNER, HAND OF GLORY, MILWAUKEE – 1996-2000

Owner of metaphysical store offering books, gifts, and accessories.

OWNER, THE THREE FATES, MILWAUKEE – 1993-1995

Owner of metaphysical store offering books, gifts, and accessories.

EDUCATION

University of Wisconsin, Milwaukee. BA Philosophy, BA Psychology - 1992