

2003 SUCCESS STORY



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“We learned that having a wonderful product is not enough. To run and grow a successful business you need a plan... and the knowledge to implement it!”

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Name of Business	Cloud County Tea Company
Nature of Business	Manufacturer of Premium Herbal Tea Blends
Owner	Johnita Crawford & Lorraine Palmer
Address	403 Lincoln Street, Clyde, Kansas
Phone	785-446-3639
Fax	785-446-3649 www.cloudcountyteas.com
E-mail	cloudcountyteas@yahoo.com
Business Structure	Sub S Corporation
Business Began	2000 as Partnership then in 2003 became S Corp.
Employees at Start Up	1 Full-Time
Employees in 2004	2 Full-Time and 3 Part-Time
Revenues in 2003	N/A per client request
2004 Sales Forecast	\$318,000
Start Up Capital	\$50,000
Source of Initial Capital	Personal Savings then a SBA Loan
Line of Credit in 2004	\$135,000
SBDC Counselor	Linda Sutton

Taste the journey of the Cloud County Tea Company. The journey has been swift but not always smooth for co-owners Johnita Crawford and Lorraine Palmer. However, their Cloud County Teas offered a quiet moment along the way.

Located in Clyde, their small hometown community of 909 people in North Central Kansas, Cloud County Teas has grown quickly. They began in a converted Baptist church by themselves and have hired several part-time local employees and two salespeople. It's all about finding the right blends for them. Soon two storage buildings were filled as they have outgrown their church building and may soon be looking for a marketing director. Crawford and Palmer intend to

keep the business in Clyde and make a difference in the economic outlook in their community by hiring more local employees.

The tea ladies give much credit to Linda Sutton at the Small Business Development Center for helping turn “two women in business into two business women.” “We learned that having a wonderful product is not enough. To run and grow a successful business you need a plan... and the knowledge to implement it!” Already having the right blend, they obtained assistance from the SBDC to write a business plan, prepare financial projections, and obtain a loan to grow.

Cloud County Tea Company's mission is to

simply offer the finest herbal teas. They believe nature knows best and that you do not need artificial ingredients or flavor additives to make premium blends. Their intimate knowledge of herbs allows them to make herbal teas that are full of wholesome goodness and flavor, and nothing else. Only chemical and pesticide-free, natural or organic, and non-irradiated ingredients are used, and they come from around the world. The two enterprising tea ladies are setting their sites for worldwide exposure and are currently in 80 stores in thirteen states and counting.

Their slogan, “Real herbs, real fruit, real spices...the real reason you drink herbal tea,” says it all. These are two real businesswomen with real dreams.

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