

# 2004 SUCCESS STORY



***"It's nice to finally have a resource such as Linda Sutton at the Small Business Development Center (SBDC) to help small businesses in North Central Kansas," said Don Walsh. "We truly believe North Central Kansas is heaven."***



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Name of Business	MarCon of Kansas, Inc.
Nature of Business	Pie Manufacturing and Restaurant Supply
Owner	Don Walsh & Rod Krahl
Address	124 W. 8 <sup>th</sup> , Washington, KS 66968
Phone	785-325-2439
Fax	785-325-2499
E-mail	<a href="mailto:sales@marconpies.com">sales@marconpies.com</a>
Business Structure	Corporation
Business Began	Started over 25 years ago, purchased 12/1/02
Employees at Start Up	2 at start-up/12 at purchase
Employees in 2004	15
Revenues in 2003	\$600,000
2004 Sales Forecast	\$700,000
Start Up Capital	\$125,000
Source of Initial Capital	Personal and two loans
Line of Credit in 2004	None
SBDC Counselor	Linda Sutton

MarCon Pies, located in Washington, started with two women in a catering business. When Marilyn and Connie's most requested product was their homemade pies, they quickly took advantage of the demand and founded MarCon Pies. Along came Don Walsh and Rod Krahl who wanted "a little slice of heaven" for themselves. After two years of discussions with MarCon, Don and Rod purchased the business using personal capital and loans from Gold Bank of Linn and the North Central Regional Planning Commission Revolving Loan Fund Program.

Located just off U.S. Highway 36, which runs from the east to west coast, the 2,681 square foot facility provides space for 15 employees to bake 400 pies a day, Monday through Friday. More than 74 varieties of pies, and an assortment cheesecakes and sugar-free pies are marketed in a 125-mile radius to Kansas, Nebraska, and Missouri. That adds up to a lot of pie—80,000 a year! The biggest pie day of the year is Thanksgiving!

Don relocated to Kansas from Illinois in 1993. His background includes over 25 years' experience in business management and accounting. Rod's experience includes 20 years in retail route sales and he still holds the record of \$568,000 per year for a single salesperson for Schwan's. Previously, Rod operated his own wholesale company, Bennington Wholesale Meats, which is now a division of MarCon Pies.

Recent upgrades to the MarCon production facility include a loading dock and storage trailer, which will allow the company to purchase in bulk. This will allow MarCon to further expand its market. So, if you want a taste of what is really going on, go to Washington. That's Washington, Kansas by the way!

***"The best advice we can give anyone starting up is to have a good, solid business plan."***