

4·twenty·3 Culinary Arts & Event Planning

“Where it’s All About You”



Nancy Larsen and four SEFP Board Members presented Shelly Anderson with her first dollar of profit. Left to right are, Gerald Bertsch, Shelly, John McDonald, Nancy, Dale Weiss, and John Deppe. Not shown is Lori Cowman, ABC.

COMPANY: 4·twenty·3 Culinary Arts & Event Planning

OWNER: Shelly Anderson

LOCATION: 423 South Main, Freeman, SD

PHONE: (605) 925-7522

NUMBER OF JOBS: 1 Full time and 3 Part time

BACKGROUND: Cake baking, sculpted cakes and barbequing for family and friends has grown into a business doing all of the above plus catering and event planning for large groups in or out of her renovated facility. It is hoped the commercial kitchen will be added to the event center in the next few years.

ASSISTANCE REQUESTED: Business planning & financial projections

RESULTS: A new business

QUOTABLE: *“SEFP has been a vital part of making a dream and aspiration become reality. I originally became acquainted with SEFP in 2005 when I looked at purchasing a commercial bakery. Though the project never materialized, they were a valuable source of information and assistance. Therefore, contacting SEFP following the purchase of the present facility seemed logical. As before they were excellent in adding structure and fleshing out the details of my vision. The countless hours of guidance and support during both completion of a business plan and the day to day activities of starting a business have been immeasurable.”*