

# *Color My World*

*"Helping You Make a House Your Home"*



The Southeast Enterprise Facilitation Project board members and Nancy Larsen presented a First Dollar of Profit to Denise Arbach, after she spoke about *Color My World* during the 2012 Corporate Luncheon in Sioux Falls. Those in the picture left to right are: Dale Weiss, Nancy, Gerald Bertsch, Denise, John McDonald, John Limoges, and Alan Astleford.

**COMPANY:** Color My World

**OWNER:** Denise Arbach

**LOCATION:** Marion

**PHONE/EMAIL:** (605) 366-2307 or [daarbach@hotmail.com](mailto:daarbach@hotmail.com)

**NUMBER OF JOBS:** 1 Full Time

**BACKGROUND:** Denise is a college graduate in biology, animal science, and recently completed a master's of education but decided to do what she really enjoys. For years she has been painting and decorating for others and this is what she wanted to do. She saw the SEFP vehicle around Marion and decided ask for help.

**ASSISTANCE REQUESTED/RESULTS:** Business Plan for a new business

**QUOTABLE:** *"The SEFP helped me think about my new business as a business and the various services I will offer; painting, interior decorating, and transition services. Nancy asked how do would market, advertise, and charge for my services and told me I needed liability insurance and needed to charge excise tax. Nancy did research on my competition and made me think about providing for my family and have a profitable business, not just a pass time.*