

Tone N Tan

“Shaping a Healthier You”



SEFP Board, Progressive Salem Association members and Nancy Larsen presented a 1st Dollar of profit and Plaque to Keith & Tammy Paulsen & Pat & Dawn Scheier for the start-up of Tone N Tan. Those present left to right include front: Ron Globke, Keith, Tammy, Dawn, Pat and Nancy Larsen. In the back are Roland Loudenburg (VP) and Mike McCormick, President of the PSA and a Greater McCook Development Alliance board member. Not present was Mark Slade, SBDC.

COMPANY: Tone N Tan

OWNERS: Keith & Tammy Paulsen and Pat & Dawn Scheier

LOCATION: US Highway 81 - Salem

PHONE: (605) 425-3047

NUMBER OF JOBS: 1

BACKGROUND: *When the fitness center closed, the community was left without a place to exercise and lift weights. Two local couples realized the need, and with assistance from SEFP and SBDC, formulated a plan to purchase the equipment and revitalize the Salem community with exercise options and programs.*

ASSISTANCE REQUESTED: Business planning

RESULTS: A new business

QUOTABLE: *“We were aware of SEFP and Nancy’s services thru her involvement with the Progressive Salem Association. She was the first person we contacted once we decided to begin putting a business plan together. She was very insightful and helpful with the ideas and experience she provided. We are very appreciative of the service and projections that she and Mark (SBDC) formulated for Tone N Tan.”*

February - 2011