



## Jan. 6 hearings underway

Follow us online, on our app and on Facebook for the latest on the investigation into the 2021 insurrection at the U.S. Capitol



# GREEN BAY PRESS-GAZETTE

FRIDAY, JUNE 10, 2022 | GREENBAYPRESSGAZETTE.COM

PART OF THE USA TODAY NETWORK

## Farmers markets offer launch pads for startups



Liz Rehberg, owner of The Bakery on Military Avenue, makes a banana cream pie to sell at the Market on Military on June 2 in Green Bay. Before opening her bakery in a building across the street, Rehberg used the market to fine tune her offerings as she renovated the building. PHOTOS BY SARAH KLOEPPING/USA TODAY NETWORK-WISCONSIN

### Business owners learn their audiences, build customer base

Alexandria Bursiek Kloehn

Green Bay Press-Gazette | USA TODAY NETWORK - WISCONSIN

GREEN BAY - Liz Rehberg was still renovating her bakery when she began selling her products at the Market on Military farmers market.

The Bakery, 822 S. Military Ave., is across the street from the weekly market in Green Bay Plaza. By selling her products at the market, Rehberg was able to get feedback on her products and make some money before opening her doors.

Rehberg opened her store six weeks after she began selling at the market with a different selection of goods than originally intended, after realizing Green Bay residents were more interested in savory flavors like meat stuffed croissants.

"I had one idea for what I thought people would like," Rehberg said. "Then, when I did the market, it turned out that they like different stuff than I was thinking."

Rehberg is just one of many business owners who have flipped the script on farmers markets. Instead of using the Market on Military as a way to sustain a business, she and others have used the market as a launching point — a way to learn about their audiences, build a customer base and make a profit before opening a store.

Leah Weycker, executive director for the Military Avenue Business District, which hosts the Market on Military, said farmers markets can be a great way for new businesses to get on their feet before opening a brick and mortar store.



Liz Rehberg, owner of The Bakery on Military Avenue, makes Danishes to sell at the Market on Military in Green Bay.

"I think we've become a business incubator," Weycker said about the market. "We give access, certainly to people who have a small business."

It's not only businesses with a building already in the works that can benefit from selling at local farmers markets. Cole Ductan, the owner of Bay Area Burger, started by solely selling his burgers and fries from a food truck and taking advantage of markets in Green Bay, De Pere and in Oconto County.

When he began his business in 2020, he knew he eventually wanted to open a (non-mobile) restaurant, but he decided to start with the food truck because of a lack of available properties.

Ductan now plans to open Bay Area Burger this

See **STARTUPS**, Page 2A

## Effort seeks 'hidden talent'

### Underserved areas an answer to labor shortage

Jeff Bollier

Green Bay Press-Gazette  
USA TODAY NETWORK - WISCONSIN

GREEN BAY - There is a need for semi-truck drivers in northeast Wisconsin, but a language barrier often keeps Somali or Afghani refugees from completing training to get their commercial driver's license.

There are good-paying, family-supporting jobs available in computer science and technology, but underemployed or older workers often need to learn typing skills or the basics of Microsoft Office to get started.

There are residents like these

See **TALENT**, Page 3A

## Penalty for bomb threats is heavy

Alisa M. Schafer

Manitowoc Herald Times Reporter  
USA TODAY NETWORK - WISCONSIN

KIEL - A variety of felony and misdemeanor charges could be waiting for whoever is responsible for a string of bomb threats aimed at the city of Kiel and the Kiel Area School District the past couple of weeks.

Manitowoc County District Attorney Jacalyn LaBre said the types of charges and the severity in cases like the one in Kiel largely depend on factors such as how the threats were delivered — through a computer, over the phone or in person.

LaBre said she couldn't comment on any specific pending cases but could share general information about the likely felonies and misdemeanors

See **PENALTY**, Page 3A

			<b>50% OFF INSTALLATION!</b> GUTTER REPLACEMENT	<b>50% OFF INSTALLATION!</b> ROOF REPAIR & REPLACEMENT	<b>50% OFF INSTALLATION!</b> DR. ENERGY SAVER INSULATION						
<b>GUTTERS - ROOFING - INSULATION   Keeney Home Services</b> Keeney Home Services is a locally owned and operated home improvement company specializing in solutions from the attic up. Proudly serving all of northeast & central WI since 2009!											
<b>CALL NOW TO GET A FREE ESTIMATE!</b> <b>920-600-8422</b>											
<b>www.keeneyhomeservices.com</b> WI. LIC. DC-111300006											
<b>YOUR TRUSTED LOCAL HOME SERVICE COMPANY - BACKED BY SOLID WARRANTY COVERAGE!</b>											

**BEAT THE HEAT WITH SUMMER SAVINGS!**  
OFFERS EXPIRE 6/30/2022

### USA TODAY

Another option: New Novavax COVID-19 shot may be alternative for troops with religious concerns. **4A**

### Green Bay Packers

Corner Jaire Alexander fueled more by crucial missed tackle than rich new contract. **Sports, 1B**

### Weather

High 78° | Low 56°  
Morning shower.  
Forecast, **10A**

Volume 107 | No. 1  
Home delivery pricing inside  
Subscribe 877-424-5042  
©2022 **\$3.50**







Cole Ductan, owner of Bay Area Burger Co., poses for a portrait with his “smash burger” during the Farmers’ Market on Broadway in June 2021. After building a following through area farmers markets, Ductan plans to open a brick and mortar Bay Area Burger restaurant this summer at 126 S. Broadway in Green Bay.

SAMANTHA MADAR/USA TODAY NETWORK-WISCONSIN

## Startups

Continued from Page 1A

summer at 126 S. Broadway — months later than he initially hoped. A combination of shipping delays and the worker shortage has delayed the business’ opening since February.

Ductan said the markets have been a great way to supplement income in the meantime.

“This buildout can take however long it needs to, but I’ll be able to supplement my income with farmers markets,” Ductan said, “and not have to worry about, you know, how am I going to pay my bills.”

Rehberg and Ductan aren’t alone in using farmers markets to jumpstart their businesses — a number of other Green Bay-area businesses have done the same.

Voyageurs Sourdough Bakehouse, with locations in Green Bay and Appleton, started as a delivery service and by selling at the Broadway market.

Coffee Wizards, a café in Allouez started at the downtown Green Bay market selling nitrogen-infused coffee.

“We had so much excitement when we were at farmers markets. People really loved the coffees that we were serving there,” said Coffee Wizardz co-owner Sam Brown in a January interview. “It just felt right. You know, it’s like people wanted us to have a shop.”



Melissa “Aurora” Adlebusch, owner of Aurora’s Apothecary, built her business through farmers markets and other outlets, now has permanent stores in Appleton, Green Bay and Fish Creek.

SARAH KLOEPPING/USA TODAY NETWORK-WISCONSIN

Melissa “Aurora” Adlebusch, owner of Aurora’s Apothecary, has three locations including one at 133 N. Broadway that she opened in 2020, 12 years after she started selling at the Broadway market.

When she first began selling at farmers markets she had a shop open in Morrison, but she struggled because of how small and remote her shop was — selling at markets and other events allowed her to make connections and increase sales. “Since my shop was small and no one was going to travel to me for herbs, I traveled to them,” Adlebusch said.

She sold her products mainly through events and markets for about eight years before shutting down the

Morrison store and opening an Appleton store in 2016. Shortly after that she opened a location in Fish Creek.

Rehberg said the best perk to starting a business at the market is the ability to connect with people and other businesses.

“What I like a lot about the market is that, not only do the customers help you get an idea what’s going on, but the other vendors do too,” Rehberg said. “I’ve gotten a lot of ideas and even recipes off of some of the other vendors.”

Alexandria Bursiek Kloehn is a business reporter for the Green Bay Press-Gazette. You can reach her at [abursiekkloehn@gannett.com](mailto:abursiekkloehn@gannett.com) or view her Twitter profile at [@bursiekkloehn](https://twitter.com/bursiekkloehn).

USA TODAY NETWORK

# Dining Deals USA

EMBCW36

BONUS CODE

- 1) Register and enter codes at: [www.diningdealsusa.com](http://www.diningdealsusa.com)
- 2) Enter today’s code before Sunday, June 12 at 11:59 p.m.
- 3) Redeem today’s bonus code for coupon redemptions that interest you. Coupons cover restaurants, travel, family fun, automotive, shopping and more!

entertainment.

\* Discounts vary by merchant, location and offer; subject to availability. Offers may change without notice. Total savings vary based on the number of discounts and coupons redeemed and value of offers.

TODAY’S BONUS CODE

### CORRECTION POLICY

The Press-Gazette corrects factual errors promptly and courteously. If you have a correction or clarification, please call us at (920) 435-4411 or email [metro@greenbaypressgazette.com](mailto:metro@greenbaypressgazette.com).



TICKETS ON SALE NOW! JUN 25

\$25 GENERAL ADMISSION | \$45 RINGSIDE GENERAL ADMISSION SALES OPEN TO ALL AGES

**HO-CHUNK GAMING**  
WITTENBERG

N7198 US HWY 45 | WITTENBERG, WI

EVER-DRY WATERPROOFING

Wisconsin’s #1 Basement Waterproofing Company

IS THIS YOUR BASEMENT?

MOLD

BOWING WALLS

WHITE POWDER

SEEPAGE

SUMMER SPECIAL

EVER-DRY WATERPROOFING

SAVE 10%

UP TO \$775 OFF

EXPIRES 06/30/2022

SPECIAL FINANCING AVAILABLE  
 AS LOW AS \$199 MONTH!\*  
\*Based on approved credit, call for details

★★★★★ 5 STAR REVIEW

My husband and I are very happy with EverDry Waterproofing. Someone came out to do an inspection, gave his recommendations, and from there we scheduled the work. From start to finish, they were very communicative and responsive. The crew was great and respectful. I am particularly happy that they stand by their work and offer a lifetime warranty. It gives us a lot of peace of mind that our basement should stay dry, and if for reason, we have problems, they will fix it at not additional cost.

— June, Appleton 2019

Ready to get started? Our Basement Waterproofing Specialists Are Ready to Assist. Call today to schedule a no pressure, no obligation, FREE basement assessment!

920-903-3071