



CLEVELAND
COMMUNITY COLLEGE

SUCCESS
STORY

***CCC Small Business Center Success
Dragonfly Wine and Beer Market
Owners, Jamie and Jane Coulter***

Jamie Coulter describes the beginning of his journey to open Dragonfly Wine Market as “The same ol’ story.” The company he had spent much of his career working for sold out in November 2011, new owners replaced upper management, and eventually he found himself unemployed. Luckily, Jamie and his wife, Jane, had already started thinking about opening a small business, but there were too many pieces of the puzzle still missing.

Coulter says all of that changed when a prime location came available on Lafayette Street in the Uptown Shelby district. “When we found out about the availability of the space our minds started racing about 90 miles a minute and our gut was telling us to go for it. Within 48 hours we decided we were going to make a go of it.” Shortly after making this decision, it was suggested to Coulter that he talk to Bee Strain, Director of the Small Business Center at CCC. Coulter said taking this advice was one of the best moves he and Jane made as small business owners. “Bee was great. Even though the day I contacted him, the department was making a huge move into their new offices in the LeGrand Center, he still met with us that day and talked to us about the small business classes that are offered and really opened our minds about things we hadn’t even considered before,” Coulter adds. “I know meeting with him saved us money, because we would have made more costly errors on so many things. We would have learned them through trial and error, but at a cost to us.”



Coulter says that opening a wine market was certainly a niche that he and Jane felt was needed in the uptown area and that doing something that they both enjoyed and others would enjoy too was important to them. He adds that classes offered through the Small Business Center continue to help them along as they make their way through the ever important first year of the store and says, “To date we have taken classes like “Cash” – The Lifeline of Your Business; Recordkeeping and Taxes for Small Business; and Marketing for Small Business.” Coulter says he truly feels regardless of where you are in your small business there is a class at the Small Business Center that can benefit any entrepreneur. “I would recommend to anyone who owns a small business that a few refresher seminars can’t hurt. These classes are a great way to keep your company’s core values and practices fresh! I know we intend to take full advantage of them as often as possible,” he adds.