

Enriching Maple in Appalachia: Determining and Registering Your Maple Business Worksheet

My Business Team

Who are They?

Name	Title/organization	Roles & Responsibilities	Contribution

Business Mission

Your business mission is what you are currently doing. Look back at the questions from the slides and make some brief notes about the following:

1. What do we do? (i.e., describe your business)
2. Who are our customers?
3. What do we do? (What are our goals?)

Business Vision

The vision is a statement about the business's growth and potential (the future). What is your vision for the future of your business? It should be developed from the customer's perspective but your team can help you craft this statement. Your business mission is where you want the business to go.

Here is an example from maplefarmers.com:

We envision a world where small-scale traditional maple farming will be a viable business, and family farms will be able to count on the spring maple sugaring season to help make ends meet. Farmers' busy lives will be simplified and they will be paid a fair price for their hard work. Customers will have a fulfilling maple syrup buying experience that connects them directly with farmers and the delicious maple syrup that they want to pour onto their pancakes, sweeten their coffee, and add to their recipes.

And another from the International Maple Syrup Council (<http://www.internationalmaplesyrupinstitute.com/>)

The International Maple Syrup Institute (IMSI) will act on behalf of the maple industry on issues affecting the interests and the economic viability of the various sectors of the industry.

Draft Vision statement:

Look back at the questions from the slides and make some brief notes about the following:

What are our desires and plans?

What problem(s) do we need to solve?

Who or what are we determined to change or add?

Action Steps

Have you (and your team) decided to formalize or reformat (change business type)?

_____ Yes

_____ No

What business type have you determined works the best for you?

Who will register your business?

After going to your state registration site, make notes about the following:

User Name:	
Password:	
Registered Company Name:	
Renewal Date:	

For West Virginia: <https://apps.wv.gov/sos/bizwiz>

For Virginia: <https://www.scc.virginia.gov/pages/CIS-Help>

Questions? Gaps that need to be filled?

Organizations besides my team that might be helpful.

Updated 10/22 by TH and CM