

Dan Blake, editor
dblake@courier-journal.com
582-4651, phone
582-4360, fax

Business

COURIER-JOURNAL.COM

BUSINESS CALENDAR

More upcoming local business events at courier-journal.com/business. Send events to businesscalendar@courier-journal.com.

E-MAIL UPDATES

Get local and national business news by e-mail each weekday. Sign up at courier-journal.com/newsletters.

D
MONDAY
OCTOBER 16,

SMALL BUSINESS BRIEFS

Purchasing group will meet tomorrow

The monthly meeting of the **Purchasing Management Association of Louisville** will include a nationally known speaker, Althea Pemsel, tomorrow at Kingfish on River Road. She will give two presentations: Conflict Resolution, from 5:30 to 6:30 p.m., and Temperaments in the Workplace, beginning at 7 p.m. Dinner is optional and costs \$22.

RSVP: 451-1060 or pmal@bellsouth.net.

Mini trade show set for Wednesday morning

Greater Louisville Inc. will offer its annual Small Business Breakfast Club Mini Trade Show from 8 to 10 a.m. Wednesday at The Olmsted — Masonic Home, 3700 Frankfort Ave. Cost to attend: \$10 (\$5 members). To exhibit: \$130 (\$110 members). Information and registration: 625-0085 or www.GreaterLouisville.com.

Development center to hold 2 seminars

The **Greater Louisville Small Business Development Center** will offer two seminars on Thursday. Intro to QuickBooks Pro will be held from 9 a.m. to 2 p.m. at the center, 123 E. Main St. The cost is \$75. Developing Your Business Plan will be offered from 5:30 to 8 p.m. at Republic Bank, 9600 Brownsboro Road. Cost: \$20.

Registration: 625-0123 or www.LouisvilleSmallBiz.org.

QuickBooks Pro classes are planned

One Southern Indiana will offer a workshop, QuickBooks Pro — Intermediate, in two sessions. The first will be held from 8:30 a.m. to 12:30 p.m. Friday at Ivy Tech Community College, 8204 Ind. 311, Sellersburg. The second session will be held at the same time on Oct. 27. The cost for both sessions is \$95. Workbooks will be available for \$50 but are not required for the course.

Registration: (812) 945-0266 or RSVP@lsi.org or www.sicc.org.

Nonprofit center has seminar Thursday

The Center for Non-profit Excellence will hold a seminar, Case Development Fundamentals for a Donor-Driven Market, from 1:30 to 4:30 p.m. Thursday at the center, 3640 Dutchmans Lane. Cost: \$70 (\$50 members).

Registration: 315-2673 or www.cnpe.org.

SCORE offers business counseling

Louisville SCORE offers free startup and on-site business counseling by appointment from 9 a.m. to 2 p.m. Mondays through Fridays at:

► Federal Building, 600 Dr. Martin Luther King Jr. Blvd.

"We really wanted to create a facility that ... strengthens the family bond."

GARY GERDEMANN, co-owner of KaZoing! Party & Play



Photos by Bill Luster, The Courier-Journal

Malissia Bell and her son Walker enjoyed themselves at KaZoing! Party & Play. The center, at the Jefferson Trade Center off Chamberlain Lane near Westport Road, offers play classes with activities for parents and children and parenting lessons.

KaZoing combines learning and laughter

Couple creates fun setting for kids, adults

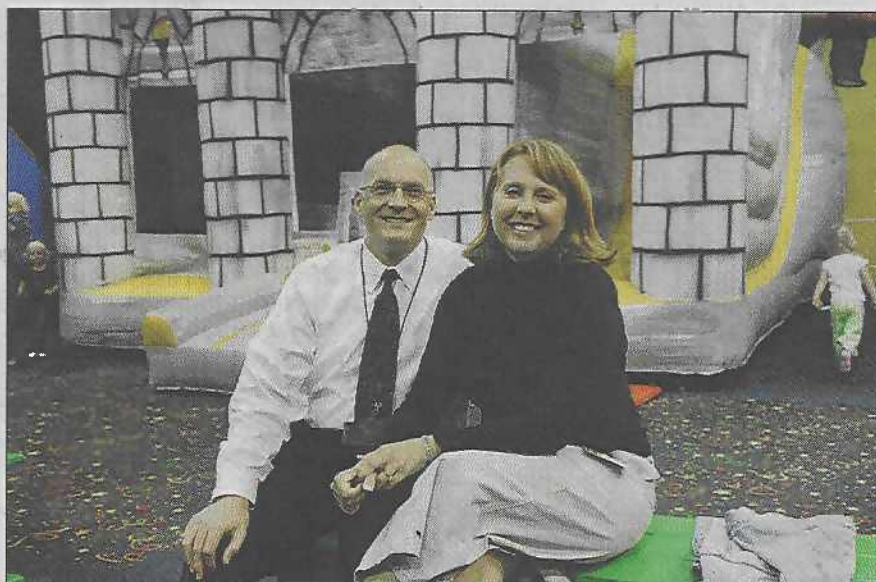
By Bill Wolfe
bwolfe@courier-journal.com
The Courier-Journal

Long before KaZoing! Party & Play opened on Oct. 1, 2005, owners Karri and Gary Gerdemann knew what they wanted: a cheerful place where children and parents could find education along with recreation.

But building a business from scratch wasn't just fun and games, said Karri Gerdemann, who runs KaZoing at the Jefferson Trade Center off Chamberlain Lane near Westport Road.

It was a challenge to find a building in an attractive location that also met the physical requirements for the center, such as 20-foot-high ceilings and plenty of space for classrooms, party rooms and play areas. Next came dealing with "the millions and millions of details" of negotiating a commercial lease, hiring and training employees, securing liability insurance and more, she said.

"The details were very consuming at the beginning of the business," she said. But after marking KaZoing's one-year anniversary in a converted warehouse in eastern Jefferson County, the couple said the business is thriving and is reaching the market they had hoped for.



Karri and Gary Gerdemann, owners of KaZoing, recently marked the one-year anniversary of their company. The center caters to church and school groups, as well as to mothers of young children looking to spend time with similarly situated women.

"Maybe it sounds a little silly to say this, but we wanted to do something where fun was the product," said Gary Gerdemann, director of account services at Peritus Public Relations in Louisville. "We never envisioned ourselves running a factory or something like that. We wanted to run a fun factory, a place where we manufactured fun."

See **KAZOING**, D2, col. 3

KAZOING! PARTY & PLAY

Owners: Karri and Gary Gerdemann.
Address: 3600 Chamberlain Lane, Suite 218.
Phone: 412-1500.
Online: www.kazoing.com.

Pet care offers fetching reward

Demand for services now skyrocket

By Riva Richmond
The Wall Street Journal

Dogs always have been and Cindy Madden's friends. By next month will be their lifework, t

Like entrepreneur the country, the San Diego — who have owned award-winning dog capitalizing on a booming demand for pet-care services. Maddens are letting other run the restaurants at small businesses they they can focus on what love: running a luxury cat resort they're building in Palm Springs, Southern California.

Guests will be able in front of TVs in private or frolic in the swimming waterfall. There will be es, hydrotherapy and t one's hair done. Pet with separation anxiety online to see just how r Fifi and Fido are having cam. Martin Madden and his wife are investing \$1 million, raised through sale of a home, in Paradise Pet Resort Inc.

"The clientele is Their kids are grown a and what they care a their animals," Madden. "We get to take care of t mals, and that's how we live out the rest of our

The Maddens have ered a booming niche mand for boarding, g dog walking and all kin services are on the rise to growing pet owners! U.S. and owners' increa lingness to spend on t mals' well-being.

Americans will \$36 billion on pets this cording to the Ameri Products Manufacture ciation, more than do \$17 billion spent in 199 \$2.4 billion will be s services other than vete care this year, the ass estimates.

Meanwhile, many loving entrepreneurs a in pet services a way t desk jobs for what th will be more fulfilling newcomers are bringi from previous careers t ble, along with profess and, in many cases, c able capital, says Caro den, a former kenne who gives seminars or get into that business.

Among the biggest c ers of pet services ar professionals who have having children, an

See **ANIMALS**, D2, col. 1

Machine turns White Castle into national grocery bra



Adults and children had fun in one of the playrooms at KaZoing! Party & Play. "We never envisioned ourselves running a factory or something like that," co-owner Gary Gerdemann said. "We wanted to run a fun factory, a place where we manufactured fun."

By Bill Luster, The Courier-Journal

KAZOING | Couple create setting for learning, laughter

Continued from D1

Among the offerings at the 13,000-square-foot center:

- ▶ Play classes with activities for parents and young children.

- ▶ Recreational areas such as the "Tot Lot" room, filled with toys and activities for youngsters and a dress-up room where girls can model "glamour" or "princess" outfits as they stroll down a walkway to pop music and flashing lights.

- ▶ A gymnasium-size room equipped with a large inflatable plastic obstacle course, castle, 18-foot ramp and other air-filled play areas.

- ▶ Arts-and-crafts classes, along with lessons in culture, cooking, science and more.

- ▶ Birthday parties that can center on any of the recreational themes or include a mix of activities.

- ▶ Parenting lessons on dealing with issues such as potty training or baby care.

Gary Gerdemann, a 42-year-old St. Louis native, met his future spouse in the 1990s after he took a job with KFC in Louisville.

"We got married, then we moved to Chicago, briefly, and then to Denver, Atlanta, Los Angeles, San Francisco. Then we just got tired," he said.

"It was fun. It was an adventure, and I wouldn't trade it. But when your kids get a certain age, it's hard on the kids to move and it's hard on the furniture," he said. The couple have three

children — a girl, 9, and two boys, 6 and 4.

Starting their own business promised to provide stability the family had lacked, said Karri Gerdemann, 37, a licensed therapist with a master's degree in clinical psychology who had been teaching parent and child programs in other cities for about 10 years.

"We love kids, and that's Karri's specialty," Gary Gerdemann said.

"I think this really is the perfect combination of my background and Gary's," Karri Gerdemann said. "I'm sort of the designer of the program, running it every day, but Gary has a great business background," which has included work with KFC, the start-up dot-com company eToys and BabyGap.

The center caters to church and school groups, as well as to mothers of young children looking to spend time with similarly situated women.

"As a mom, especially when you have really young children, you need the support of friends," she said. "So it's a social part. I think it's an educational part. And at the same time, it's just fun, great time to spend with your child."

"We really wanted to create a facility that enhances and strengthens the family bond," Gary Gerdemann said. "It's OK for the parents to join in and play, and we encourage that. We want them to have fun and to be a kid a little bit."

Reporter Bill Wolfe can be reached at (502) 582-4248.