

2007 Existing Business of the Year



The KSBDC assisted The Western Times with:

- Business Planning
- Cash Flow Projections
- Start Up Cost Estimates
- Marketing

“Published in an area of Clean Air, Clean Surroundings and Fine People.”

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Name of Business	The Western Times
Owner	Julie Samuelson
Nature of Business	Newspaper
City	Sharon Springs, KS
County	Wallace
Phone	785-852-4900
Web Site	www.thewesterntimes.com
Business Structure	"S" Corporation
Business Began	July 2001
Employees at Start Up	4
Employees in 2007	3
KSBDC Counselor	Sheryl Davis and Susan Nickerson

Little did Julie Samuleson know that her job as a proofreader and bookkeeper would lead her on a path to owning a publishing company. A friend commented to her that she was “doing it all so she might as well buy the company” and in July 2001, she did just that. J&D Publishing is the parent company to several businesses, including The Western Times, a weekly newspaper serving Wallace County since 1874. J&D Publishing also sells office supplies and does commercial printing.

The company is run entirely by women, which initially created obstacles to local financing. With the assistance of the FHSU KSBDC and Pioneer Country Development, Inc., an SBA guaranteed loan was obtained through The Eastern Colorado Bank. “The FHSU KSBDC offered their assistance in getting me a loan and was extremely helpful with filling out the forms and other advice,” Julie explained. “I couldn’t have done it without them. They went above and beyond the call of duty to help me achieve my dream.”

“Don’t give up on your dream and don’t stop until you get what you want. Too many people hit a bump in the road, think that little bump is insurmountable and quit. Go over, around or through your obstacles and you will achieve success.”

Julie Samuelson, Owner

Within the last year, The Western Times has added a website and saw subscription rates increase from 1,300 hard copies to over 3,600 hard copy and Internet subscriptions. Julie says the best part about a newspaper that covers small towns is that it keeps people connected. “People who have moved away often go to the newspaper to learn about what is going on with people they used to see everyday,” she explained. “With the website they can find out sooner and don’t have to wait to get the paper in the mail.”

The Western Times recently celebrated its sixth anniversary. Julie hopes to eventually buy more newspapers and possibly a small printing press.