

BizSnaps

A Snapshot look at local businesses

Kitchen Culture Kits Inc.

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Hours: We are a virtual business located at
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We advise via phone, fax and email
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When was the business started? 1998 in Moscow, Idaho

Describe your products/services: We teach hobbyists, teachers, students, nurserymen and any plant lover how to use plant tissue culture (micropropagation) to mass produce their favorite plant. We sell kits, CDs, a DVD, supplies and teach workshops. Most of our customers belong to our Home Tissue Culture Listserv where over 2000 hobbyists from around the world share ideas about home tissue culture.

What do you do that differentiates you from your competitors? KCK gives very personalized service. We work one-on-one with our customers and teach them how work with their favorite plants and other experts who might be helpful to them.

How did you get interested and/or started in this business? I have been involved in plant tissue culture research since the 70's. I ran out of funding while at Washington State University and decided to try this on my own.

What kind of training or background do you have? BS-bacteriology from UW-Madison, MS-plant science and Ph.D.-forest science and M.Ed.-education technology from University of Idaho. Certified to teach high school biology from Stephen F. Austin State University. University research and teaching.

What have you learned from this business? People who love plants are wonderful to work with and scientists should take some business classes in addition to the science classes. Running your own business is a major learning experience.

What are your future plans for your business? I recently adopted a classroom in Janesville and hope to work with that class before school ends in June. I will be teaching workshops in Janesvilles and Madison in the next few months and also hope to start non-profit company so I can apply for grant monies to support my teachers and other members of the community in learning and using this plant biotechnology method. One of my goals is to demystify this form of plant biotechnology.

What or who has had the most influence in the way you do business? My customers are so nice that sometimes it is difficult to charge them. I often give too many samples away just to help someone who wants to try this technique but can't afford to.

Do you have a favorite saying that applies to your business? Bringing plant tissue culture to the classroom and home

What have been some of the challenges you've faced and how did you work them out? Cash flow. We funded the business our selves with credit card loans and things got rather tight financially on several occasions. Things lately are getting so busy I could use a partner but no one will work for the wages that I pay myself.

What do you find most rewarding about this type of work? The people I meet on the internet and phone and at my workshops. They are so wonderful and it is such fun doing the workshops and meeting them in person.

What type of customers uses your products/services? People who use my products/services range from kindergarten to "101". They are students, teachers, hobbyists, young, old, avid plant lovers - all very nice people.

