



**Your Name:** Larry & Mary Stenulson  
**Title:** Owners  
**Business Name:** The Wolf's Den  
**Address:** 1704 Rockport Road  
**Phone:** 608-756-2929

**When was the business started?** We bought the business in 1995.

**Describe your products / services:** We have an experienced bartending staff, offer delicious sandwiches and appetizers, and regularly schedule music and other fun events.

**What do you do that differentiates you from your competitors?** We pride ourselves in keeping an extremely clean atmosphere for our customers.

**How did you get interested and/or started in this business?** Larry has always wanted to own a bar, so when the opportunity presented itself, we took it!

**What kind of training or background do you have?** Larry was a carpenter and tended bar part time years ago. Mary was an office manager for construction companies.

**What have you learned from this business?** People want good food and good service. As long as those are our top priorities, we will continue to do well.

**What are some upcoming events at your bar?** We are having a New Year's Eve Blast featuring a "Danceable Rock" band called EZ Livn, as well as our favorite DJ "Wild Jack." Every Saturday night we have dart tournaments with Trip Pot and Mystery Out. We also have pool tournaments every Sunday at 1pm. On January 23rd and 24th, we are having our 4th annual Janesville Open dart tournament.

**What or who has had the most influence in the way you do business?** Loyal customers have the most influence in the way we do business.

**Do you have a favorite saying that applies to your business?** WOLVES RULE!

**What have been some of the challenges you've faced and how did you work them out?** Our greatest challenge has been to get people from the other side of Janesville to know we are here. Once they discover us, they keep coming back!

**What do you find most rewarding about this type of work?** The most rewarding thing is definitely the opportunity to meet so many different people.

**What type of customers use your products / services?** Our business is available to everyone. We serve really good food and open a great bottle of beer!