

Lake Geneva School of Cooking

Address: 727 Geneva Street,
Lake Geneva, WI 53147

Name: John Bogan

Phone: 262-248-3933

Title: Chef/Owner

Describe your products/services: The Lake Geneva School of Cooking offers entertaining, culinary classes for the cooking enthusiast, whether novice or gourmet. As owner and chef, I'm here to provide our guests with a hands-on learning experience, always emphasizing important culinary essentials. In addition to daily classes, we offer catering, corporate team building events, and host private parties.

Directions & Business Hours: We are located in the historic, Geneva Village Shops, one block off of Main Street in downtown Lake Geneva. The school is open year-round, offering daily classes in the afternoon and evening.

Do you have a favorite saying that applies to your business? "Set yourself up for success and always give 120%".

How did you get interested and/or started in this business? I started cooking at 12-years-old and loved being a chef. After 35 years, I still enjoy sharing culinary arts.

What are your future plans for your business? Entering our second year of business, we hope to carry out our 5-year goal to establish our culinary arts division of the school, expanding our retail division, and perfecting our Corporate Team Building Program & outside dining.

What do you do that differentiates you from your competitors? We offer a hands-on cooking environment, wine tasting, and our guests have the opportunity to sit down and enjoy fine dining. We also provide copies of our recipes for guests to take home.

What do you find most rewarding about this type of work? I love making people happy with food.

What have been some of the challenges you've faced and how did you work them out? The biggest challenge I face is trying to create menus and recipes for guests that are challenging, yet simple enough for them to recreate the meals at home for their family.

What have you learned from this business? I have not only learned how to make great food, but I have learned that it pays off to work hard everyday taking care of the guest.

What kind of training or background do you have? I have an Associates Degree in Culinary Arts and a Bachelors Degree in Food Service Management. Both were from Johnson and Wales University in Providence, R.I.

What or who has had the most influence in the way you do business? An Italian family that owned a Trattoria in Providence, R.I. inspired me to create the family-orientated business that I now own.

What type of customers uses your products/services? We get great support from the local community and out-of-town guests, such as cooking and entertaining enthusiasts.

When was the business started? I purchased the school and took over in July 2008.

