



**Lynda Pozzuto, Owner
Widnoon Soft Serve, LLC
911 Mahoning Road
Templeton, PA 16259
(724) 868-2464**

www.facebook.com/widnoonsoftserve

Industry:

Eating and Drinking Places

Year Founded:

2017

SBDC Assistance:

Business Purchase Assistance,
Business Plan Development
and Financial Analysis

Clarion University SBDC

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A Scoop of Business and a Sprinkle of Community

Nestled in the small town of Widnoon is one of rural Pennsylvania's best kept secrets – Widnoon Soft Serve. Open seasonally from April through October, this small business sure knows how to draw a crowd. When word got out in 2016 that the business was for sale, Lynda Pozzuto, a resident of Templeton, decided to make her dreams of owning a small business become a reality.

"The SBDC was instrumental in the purchase of Widnoon Soft Serve. Without their help it would not have been possible to receive the financing I wanted. I would recommend anyone who is purchasing or starting a business to take the time to meet with them"

-Lynda Pozzuto

As the Executive Director for the Alle Kiski Strong Chamber, Lynda loves working with people while putting her great marketing skills to work. Wonderful qualities for any small business owner! Customers will notice some small changes to the menu as

Lynda plans to try out new specials and products to put her own personal flair into the business while also working to keep customers happy. Patrons can enjoy new dipped waffle cones and are encouraged to bring their four-legged "best friend" along for a pup cup!

With a constant focus on bringing the community together, Lynda began to offer 'Outdoor Movie Nigts' where family friendly movies are projected onto a screen while patrons enjoy the entertainment from seats on the lawn.

Lynda was referred to the Clarion University SBDC by the Armstrong IDC. The SBDC provided assistance by helping Lynda to complete a business plan and financial projections that were used to purchase Widnoon Soft Serve. The SBDC also offered guidance on legal structures and other required registrations.

Lynda was approved for financing from the Southwestern Pennsylvania Commission in April 2017 and officially opened for business in May 2017. The business employees six part-time and two full-time staff members.