



## Louisiana Small Business Development Center at University of Louisiana at Monroe 700 University Ave, Monroe, LA 71209

Serving Caldwell, East Carroll, Franklin, Jackson, Madison, Morehouse, Ouachita, Richland, Tensas, Union, and West Carroll Parishes

### Lea's Lunchroom 319 Louisville, Monroe, LA



Toby Traylor and mother, Ann Johnson, of Lea's Lunchroom

#### Economic Impact

- 10 jobs created
- Profitable start-up in first year of business

Toby Traylor, owner of Lea's Lunchroom in Monroe, is a third-generation restaurateur. His grandfather, who could be a look-alike for Colonel Sanders, started Lea's Lunchroom in 1928 in Chaneyville, and moved the diner to Lecompte in 1951. Toby's mother, Ann Johnson, continues to run the Lea's Lunchroom in Lecompte, which specializing in Southern Country cuisine and "made from scratch" pies.

In 2005, Toby decided to expand into the Monroe market. He came to the LSBDC at the University of Louisiana at Monroe for help opening up in a new market.

"My family spent 80 years running a restaurant. But starting a new restaurant was new territory for me," said Traylor. "You take for granted what is involved in starting a new business in a new city. I credit much of our success to the LSBDC for helping to steer us in the right direction."

LSBDC consultants worked with Traylor on a business plan/loan package, which Traylor used to get a \$150,000 SBA guaranteed loan through North Louisiana BIDCO. On July 5, 2007, Lea's Lunchroom opened for business in Monroe. The operation has been very well received by the community and is doing very well.

Ann and Toby are quintessential family business entrepreneurs and will continue to contribute to Louisiana's economy and their respective communities for many years through their persistence and hard work.

#### LSBDC at ULM Services Given to Client

- Assisted with business plan
- Assisted with loan package, which secured a \$150,000 SBA loan
- Provided Marketing assistance



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration, Louisiana Economic Development Center, and participating universities

