PARTNER & SUB-AWARD HOSTS

U.S. Small Business Administration
UND University of North Dakota
North Dakota Be Legendary.

Bowman County Development Corporation
North Central Planning Council
West River Business Center
Williston State College

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Friends, partners, and colleagues - your continued support this year has led to another record-breaking year for the North Dakota Small Business Development Centers in 2022!

This year felt familiar in many ways, but also different. We continue to see very high demand in each of our centers. When we compare to our pre-pandemic activity, we are still seeing significantly increased client counts (up 58%) and capital (up 94%) from 2019. This year we were able to accomplish some long-term objectives with the releases of our Exit & Succession Planning guide, two smaller resources for buying a business, and selling a business, as well as our Data Assured Cybersecurity Toolkit. Internally, we have updated our mission, vision, and values. We have also transitioned some staff into different roles and enhanced other positions to drive our work towards accomplishing new goals. We have spent this year analyzing our small business climate both through the environmental assessment as a part of our strategic planning process, and through the 2022 ND SBDC Statewide Needs Assessment study. We are pleased to say that the results were in line with our expectations: the assistance needed by our small businesses is being met by the variety of services and programming that we already offer.

With the end of our CARES funding, comes the official end of our 4R Project (Re-open, Recover, Re-invent, (be) Resilient). However, we have no intention of walking away from these efforts. Specifically, the ShopND.com e-commerce platform and the Virtual Access Centers are two initiatives from this project that will be sticking around. We will continue to pivot and find new ways to assist with any challenge that presents to our small businesses.

It is our pleasure to share our impacts from the past year with you in the following pages. Because numbers don't tell the whole story, I encourage you to spend some extra minutes reading the success stories and the advisor Q&As. This team is the most dedicated group of individuals that I have had the pleasure of working with. They are committed to serving, have unmatched expertise, want each client to succeed, and to see their communities prosper. Their remarkable work is why our ND SBDC network was nominated for the Governor's Roaming Bison Award! My sincerest thank you to the staff for their dedication, long hours, and unwavering commitment to the highest standard of service. To our State Advisory Board and all partners across this great state, thank YOU, too.

Looking ahead, we have an optimistic outlook, and as the state’s largest business and economic development program, we have an incredible opportunity to develop a strategy that will support improvement, growth, and diversification, for our program, for North Dakota small business, and for our state’s overall economy. For nearly 40 years, the ND SBDC has positively impacted communities of all sizes across the entire state, and at our core, we believe – when small businesses thrive, communities thrive… North Dakota thrives.

TIFFANY FORD
State Director
Alan Haut, District Director, is responsible for overseeing SBA services across North Dakota. As the nation’s go-to resource and voice for small business, the SBA provides counseling, capital, and contracting expertise so businesses can confidently start, grow, expand, or recover. Al’s SBA career has included many positions, including Economic Development Specialist, Loan Officer, Lender Relations Specialist, and Deputy District Director. His expertise is working with lenders to utilize SBA’s loan guaranty programs. “I’m a strong proponent of the SBDC network seeing first hand what a great resource the SBDC is for small business owners – new business owners and experienced owners. The ND SBDC is a dedicated group of advisors that provide invaluable guidance and support to our small businesses.”

Amy Henley is the dean and professor of management at the UND Nistler College of Business & Public Administration. She holds a Ph.D. from the University of Texas in Arlington in the area of organizational behavior and psychology. Henley’s research interests include distributive and procedural justice, compensation and pay fairness, and intragroup processes. Dr. Henley has co-authored papers that have appeared in numerous top tier academic journals. “The ND SBDC is integral in launching and supporting businesses in our state. We are proud to support these efforts and watch innovation grow,” says Henley.

Josh Teigen serves as the North Dakota Commissioner of Commerce, where he oversees economic development, tourism, marketing, workforce development and community development efforts for the state. Josh Teigen is an accomplished private sector executive, entrepreneur, and investor. “North Dakota’s economic engine is firing at a record rate. We have managed to attract capital investments that will transform our economy for generations to come. The ND SBDC is integral to our success in ensuring economic prosperity and quality of life moving forward. Without the ND SBDC, our communities are left with gaping holes for cultivation of future businesses which will increase prosperity, quality of life, workforce attraction, and help make our communities as strong and vibrant as they can be.”
Ray Berry is co-founder and CEO of OmniByte in Fargo, ND. A NDSU graduate, he is a life-long ND resident and brings over 30 years of experience in the fields of engineering and technology together with his passion to accomplish OmniByte’s mission: *Improve the safety and lives of mobile workforce personnel*. The ND SBDC has been an important partner for OmniByte from its beginning in 2015, and through different stages of growth and Ray is an advocate and staunch supporter of the organization.

Shannon Duerr is the Executive Director of the Cavalier County Job Development Authority, where she has been employed since 2007. She is a member of several organizations including Economic Development Administration of North Dakota and the Mid-America Development Council. Shannon is passionate about insuring that small businesses in rural communities receive access to the same services and programs available in larger communities.

Chris Moen serves as a Financial Advisor and Consumer/Small Business banking leader for the Northern Valley Market. He specializes in providing clients with holistic financial planning needs, and is an active member in the entrepreneurial ecosystem. After seeing the massive impact the ND SBDC has had on his referred clients, he knew he wanted a more active role on the board to continue the great work being done in our community and state.

Missy Feist-Erickson is the Vice President of Peoples State Bank of Velva, a locally owned community bank with offices in Velva and Minot. She is also the treasurer for the Minot Area Chamber/EDC and serves on the Governor appointed board, Commission on Status of Women. Missy believes that small business is big business! Through the partnership with the ND SBDC and her bank customers, she has seen firsthand the key role ND SBDC plays to assist in the success of businesses of all kinds.

Cherie Harms is President/CEO of Leonardite Products in Williston, a mining & processing facility serving the agriculture and oil industries globally. In addition to serving on the ND District Export Council, Harms is a founder of the Humic Products Trade Association and a Dakota Boys and Girls Ranch Foundation board member. She uses ND SBDC services and recently received the “Champion of the SBDC” award during the Williston Economic Development & ND SBDC annual banquet.

Kelvin Hullet serves as the Senior VP for Business Development at the Bank of North Dakota. In his role, he assists in implementing the BND mission of supporting business, industry and agriculture in the state. “North Dakota Small Business Development Centers play an important role in entrepreneurship and business expansion in our state,” shares Hullet. “It is an honor to be asked to serve on the Board and be a part of this important mission.”

Ryan Jilek is a graduate of NDSU with an Electrical Engineering degree. After 22 years as a small business owner and SBDC client, he took a role in economic development as the Executive VP of Stark Development Corporation. Ryan has been active with workforce, business recruitment and expansion, as well as strengthening an environment that fosters innovation and entrepreneurship. The services provided by the ND SBDC are vital tools to support this effort.

Lorraine Davis founded and is the Executive Director of the Native American Development Center in Bismarck. She assists Native Americans with services to improve their personal and economic development. As the ND SBDC added staff in recent years to focus on under-served populations, Lorraine has provided valuable insight and connections to offer greater assistance across the state.

Teran Doerr is the Executive Director of Bowman County Development Corporation and currently serves as President of the Economic Development Association of North Dakota and past chair of the Rural Development Council. In her role on the advisory board she understands the invaluable resource the ND SBDC provides in economic development across the state and also the specific impact it plays in rural communities in North Dakota.

**Thank you**

Our sincere thanks goes out to our advisory board in 2022. Their input from across the state continues to be extremely valuable. We appreciate their time, knowledge, and insight.
IMPACTS

These numbers include both core services and COVID response impacts.

1,678
Individual Clients Advised

6,875
Hours of Advising

$106,786,926
Client Capital Formation

RACE/ETHNICITY

Individuals are able to choose as many categories as are applicable

1.9% No Race Response
3.1% Asian
4.8% Native American
10.6% Black
0.4% Hawaiian/Pacific Islander
5.8% Hispanic
73.4% White

GENDER

Male 826
Female 817
No Response 35

BUSINESS STATUS

825 Not Yet in Business
695 In Business
54 Purchase
89 In Business
10 Expansion/Improvements
4 In Business
1 Workout/Turnaround
1 In Business

INDUSTRY SEGMENT

Top 12 categories displayed due to space limitations.

1 Other Services (205)
2 Retail Trade (189)
3 Accommodation & Food (148)
4 Health Care (114)
5 Technical Services (70)
6 Construction (70)
7 Transportation & Warehousing (66)
8 Arts, Entertainment & Rec (65)
9 Manufacturing (50)
10 Real Estate (30)
11 Ag, Forestry, Fishing, Hunting (23)
12 Admin & Support (19)
100
New Businesses Created

4,431
Jobs Supported

835
Training Attendees

RURAL vs. URBAN

SUCCESS RATE
National average of businesses remaining open over time (white bar) as compared with those assisted by the ND SBDC (green bar).

<table>
<thead>
<tr>
<th>RURAL</th>
<th>822</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban</td>
<td>790</td>
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</tbody>
</table>

1st Year
80% 99%

2nd Year
70% 87%

5th Year
50% 64%

EXPENSES BY CATEGORY

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Salary</td>
<td>66%</td>
</tr>
<tr>
<td>Travel</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>24%</td>
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</table>

FUNDING SOURCES

<table>
<thead>
<tr>
<th>FUNDING SOURCE</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal</td>
<td>49%</td>
</tr>
<tr>
<td>State</td>
<td>24%</td>
</tr>
<tr>
<td>Local</td>
<td>27%</td>
</tr>
</tbody>
</table>
Mirabela Punga has created and is living her American dream in Bismarck. Originally from Moldova, an Eastern European country, Mirabela and her husband, Sergiu, moved to North Dakota in 2012, and to Bismarck in January, 2019.

It was June 2021, when Mirabela realized she wanted to open her own business. She really wanted to bring a taste of Europe to the Bismarck community. Mirabela and Sergiu opened Little Odessa, an Eastern European grocery store, in October, 2021. Coming from Moldova, Mirabela wanted to have access to the traditional food she was used to. She also said, “I wanted to help the little community of Europeans in Bismarck and make them feel a little closer to home. I also wanted to make North Dakota more attractive for people to establish here.” That is exactly what Mirabela has done.

Mirabela is excited about being a business owner. She stated, “I get to meet new people and have the interaction I want. I am a people-oriented person.” However, opening a new business comes with many challenges. For Mirabela and Little Odessa, that has been visibility. “Raising awareness in the community about our small business has been a challenge.” She also shared, that encouraging community members to try new foods has been a bit of a challenge in itself.

In order to make Mirabela’s American dream a reality she reached out to the ND SBDC Center in Bismarck, which she first found out about through a Google search. She shared, “I needed help. I wasn’t born in this country and wasn’t sure how the system worked.” Before starting her advising sessions, she was hoping to get answers to her questions and find support in the opening of her business.

“Raising awareness in the community about our small business has been a challenge.” She also shared, that encouraging community members to try new foods has been a bit of a challenge in itself.

In order to make Mirabela’s American dream a reality she reached out to the ND SBDC Center in Bismarck, which

What is a common question from clients?
“Where do I start?” As advisors, it is our job to walk through the opportunities/challenges that our clients are facing with them. We help them identify 3-5 action steps to take next so they don’t get stuck analyzing the idea without ever taking action or moving their idea forward.

What is your best piece of advice for a small business owner?
Everyone’s entrepreneurial journey is different. While there is plenty to learn from other entrepreneurs, don’t assume that what worked for someone else will work for you. Find your path by understanding your unique strengths and leveraging them.

What do you love most about your job?
I love being able to help people without having to bill them for our time!

What is your most-used productivity hack?
Work out/move your body early in the morning. You feel more confident, focused, and productive the rest of the day.
After working for an auto body shop for over 30 years, Mark Faller was given an opportunity he couldn’t pass up. When starting or purchasing a business, loyalty and dedication are two fantastic characteristics to have. Mark Faller has both of these, and it led to giving him the opportunity of taking over the business he was a long time employee of.

Mark worked for Lyle’s Body Shop for over 30 years, and when the business owner was ready to move to the next phase, Mark's extensive experience was also very valuable in the transition of the business.

In the fall of 2021, the Adam’s County Development Corporation Director referred Mark to Laura Weber, Business Advisor at the ND SBDC in Bowman. Working with Laura, Mark was able get assistance finalizing his business plan, help with financial projections, as well as learn about potential funding resources. In addition to this assistance, Mark's experience was very valuable in the transition of the business.

Since Mark purchased the business in January 2022, he has taken it through a complete re-brand. The business is now called Lakeside Autobody & Glass. Transitioning from the labor side of the business to also learning the bookwork, working with customers, and developing relationships has been an interesting change that Mark has enjoyed.

Mark takes great pride in his work and believes his customers and community have been a big part of the success he has had. In addition, he stated, “The support I received from Laura with the ND SBDC was phenomenal. I was assisted with my business plan and financial statements. Starting with no help would have been overwhelming, but with assistance, everything came together smoothly.”

To all other aspiring business owners, Mark said, “I would highly recommend using the ND SBDC resources. They helped me reach my goal of starting a business so much easier and quicker than doing it on my own. I am so grateful for being a business owner and the help I was given to get there. Thank you to Laura and the ND SBDC.”

Read this full client success story, along with others, at ndsbdc.org/success-stories
Sue Nelson’s business journey has evolved tremendously over the past 34 years. What started out as a small consignment shop has turned into a full-fledged furniture store. With several years of guidance from the ND SBDC, Sue was able to transform her business and open the Furniture Connection in July 2020.

When Sue was just four years old, she received her first cash register. She played “store” with three of her siblings, and often got to be the “store owner.”

After getting married, Sue had a bookkeeping job, but soon after, she started a consignment shop with encouragement from her sister, Nancy, called The Clothing Connection. At the time, this was a good financial decision, as it didn’t require an investment in inventory. The consignment shop opened on April 30th, 1988 and was an immediate success. The customer base grew, and they had consignment clients from all around the area, even Canada.

Early in 2000, they began to get furniture loads from LTD Commodities. Although they were running out of space, they still had a lot of interest in these larger items.

In 2019, she was approved to become a Signature Design by Ashley dealer and it completely changed the business. In July 2020, they became exclusively a furniture store, renaming their business The Furniture Connection.

Along with community and regional support, Sue has had the support of the ND SBDC for many years. Ashley Louw, ND SBDC advisor in Devils Lake, helped Sue obtain an inventory loan from the North Central Planning Council. Ashley was also able to help Sue get a conservative three-year projection plan.

Sue worked hard to create what the business is today. She said, “I just kept going, even when times were hard.” However, Sue is now able to take time off, as her daughter and her family recently moved back to Rolla. Sue said, “I love owning my own business and being able to provide a great service and needed product to our area. I also love that I have been able to include my daughter on this journey, as she is now managing the store.”

“The encouragement and direction of our business is at the top of the ND SBDC’s agenda. They walk beside us every step of the way,” said Sue. “Get advice and information from people who have worked with other business owners. Therefore, I recommend to not walk but run to your nearest SBDC office. Get on a friend basis with them. Their workshops, training, and information are always timely and the most important resource you can have in your corner.”

Read this full client success story, along with others, at ndsbdc.org/success-stories
DICKINSON CENTER IMPACTS

Q&A

What is the most exciting part of your job? That's easy - the people! No two people are alike and neither are their ideas or businesses.

What three words would you use to describe the ND SBDC? Passionate, collaborative, and local.

What is your advice for small business owners? Plan, revise, and implement your plans. Don't be afraid to fail. Failure is life's greatest teacher!

What historical figure would you most like to meet and why? George Washington. I find him fascinating, full of tenacity, fortitude, perseverance, bravery, humility, and providence. I would love to know his inner thoughts at Valley Forge when there was no hope of winning, yet he was able to muster his men and turn the tide.

INSPRIATION STATION SUCCESS STORY

DICKINSON - Ashley Rasmussen and Erika Sickler, owners of the Inspiration Station, have always had a passion for caring for children and helping them learn. Together they have worked with the assistance of the ND SBDC to expand their childcare and preschool facility into what it is today.

A business that started out in Ashley's home with just 12 children, has now expanded to allow up to 57 children. The business has moved to a much larger facility and has created three other full-time jobs and a part-time position with plans to add more staff in the future.

The Inspiration Station opened on August 22, 2022 and provides daycare for children 0-6 years old. In addition to daycare, they also offer two preschool sessions - morning and afternoon. The team said, “this allows for parents to not have to leave work to take their children to preschool. We also offer preschool enrollment to children not in the daycare.”

The duo said, “It’s such a rewarding career knowing that we play such a critical role in the children's development. When our wait-list wouldn't stop growing, we knew we could expand.”

With their expansion, Ashley and Erika really wanted their new location to feel like a home. They wanted windows, natural light, a welcoming and safe environment as well as caring staff for the children enrolled. Their new facility has such a unique set up and provides them with all of this.

In addition to the support of the families that attend the Inspiration Station, the business has had the support of many other individuals as well. They stated, “We have had an amazing team behind us in every aspect of starting this business. We are so thankful for the team at the ND SBDC, Cornerstone Bank, the team at Stark Development Corporation, and our families. Without their support and help along the way this would not have been possible.”

Before securing the building for their business, Ashley and Erika knew they wanted a solid business plan. Their banker referred them to Matt, the Dickinson ND SBDC advisor, who helped them look over their business plan and answered their other questions. Because of their business plan, they have been able to grow their business and open their larger facility.

“We were very happy with the advice that was given. The ND SBDC has continued to reach out and express they are there for us if we need them at any point.”

Read this full client success story, along with others, at ndsbdc.org/success-stories
AYR – Being owners of a unique and picturesque event venue, Lone Oak Farm, is a journey Teresa Gulleson and Melissa Oberlander had no intentions of starting until Teresa experienced a ‘life changing moment’ back in 2019. After attending weddings at a few different rural venues, Teresa knew the experiences she had was something she couldn’t let go of. She decided she wanted to provide other people and families with the same experience.

Teresa excitedly mentioned the idea to her officemate, only to find out about another rural event center opening nearby. She was discouraged and ideas paused, but she didn’t stop. Over time, she kept her eye on properties that came up for sale, encouraged by her husband to keep the idea alive. Teresa brought the idea up to Melissa, and the two of them looked at several properties, then Melissa’s father suggested her grandparents’ farmstead. After looking at the Punton Farmstead they discovered the true beauty the farmstead had to offer and realized that it was the perfect spot for what they had in mind. The location included a beautiful farmhouse, century old trees, numerous acres allowing for walking paths and endless possibilities for pictures.

Not only did creating the unique event venue take, “a ton of work,” as Teresa described; it also took a ton of support. While Teresa hadn’t owned a business before, she had worked in leadership roles at Sanford and knew the importance of having a plan and process. However, she didn’t know where to start, and that is where the ND SBDC came into play. When meeting with a banker in Fargo, Melissa and Teresa were referred to the Fargo ND SBDC and Paul Smith, the Center Director.

Teresa and Melissa both come from the healthcare industry, so they readily admit they were not business people before starting their journey together and they are still continually learning. Paul assisted them in mapping out the startup process, developing a comprehensive business plan and market analysis, and building detailed, “lender-ready” financial projections to put them in the best position to secure the necessary bank and SBA financing.

Teresa said, “I don’t even think we would have a business without the ND SBDC, and I am sincere in saying that. He [Paul] was constantly feeding us knowledge and guiding us. Not only did he give us the information, but he also gave it to us in a way we understood.”

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ALL EMBRACING HOME CARE

SUCCESS STORY

THOMPSON -- Deanna (Dee) Decimus is the definition of perseverance. Dee’s small business, All Embracing Home Care, was developed as a result of her tenacity and the motivation to make an impact for an underserved community in North Dakota.

While she hadn’t owned a business before, Dee had worked in a range of industries and had a number of life experiences. After some life changes, including becoming a single mom, she knew that she would need a job that provided stability as well as flexibility. She determined small business ownership was a path to that.

Once that was decided, picking the type of business was an easy choice to make. Dee’s niece is part of the Developmental Disability (DD) community and serves as quite an inspiration. In addition, she had industry experience and knew firsthand the limited resources for Medicaid in this area. The path was set with her passion driving her to support other individuals like her niece.

As luck would have it, the part-time job she held as she was looking to become a business owner also led her right to the tools to support her. In the fall of 2018, Dee started a job with the local Chamber of Commerce and was introduced to the SBA resource partner programs. This included Nicole Evans, Center Director of the ND SBDC in Grand Forks. Nicole brought up things that Dee had not yet considered like securing her BAIL team (banker, accountant, insurance, lawyer). Nicole also helped her work on her financial projections, including the plan for Medicare reimbursement. With those pieces officially in place, Dee was able to work with Lake Agassiz Development Group, a regional Community Development Corporation, to secure the funding she needed.

On April 19th, 2019, All Embracing Home Care was open for business. At that point, it was just Dee, a few clients, and one other part time employee. Dee knew she had to take a leap of faith and step away from her part-time position, dedicating all her time to her business. In just a few short months, the first full-time employee was added.

Since then, the growth of the business is nothing short of amazing. In 2021, the business had 26 employees, which more than doubled to 58 in early 2022.

Q&A

What is a typical day like? No two days are alike but each day begins with reviewing email, seeing what needs attention, what is scheduled, and going from there.

What is the most exciting part of your job? Seeing the client’s business open! It’s even more exciting to be invited to the ribbon cutting and open house.

What special skills, knowledge, and/or talents do you use in your work? I am a current small business owner myself and I use the experience and knowledge gained from that each day. I am able to speak from experience as I've been through many of the same steps and challenges that our clients are facing with their businesses.

Which historical figure would you most like to meet and why? Mozart. I’ve been fascinated by his talent and life ever since I was a kid.

Read this full client success story, along with others, at ndsbdc.org/success-stories

NICOLE EVANS
CBA®, ABI
CENTER DIRECTOR

• Originally from Moorhead
• Started with the ND SBDC in Jan 2017
PLAZA - Since 1998, Great Northern Ag has been providing farmers with superior products and services both domestically and internationally.

Long-time family farmer, Mark Kok, founded the business as a seed retail company. Twenty years of growth and success later, they have expanded to a second facility in Bowman, ND. Great Northern Ag’s focus is providing opportunities for growers in the region, selling hybrid seed varieties, as well as offering quality seed cleaning and processing of food grade pulse commodities. They also provide packaging and shipping of pulses to both domestic and international markets.

Mark realized he wanted to start his own business when he was selling branded bagged and bulk seed on their farm. He shared, “I knew this was what I wanted to do when I realized that vertical integration of the farming operation was more efficient than diversification into other endeavors.”

What began as a two-person operation some two decades ago, has grown to have several employees in two locations and a track record of success.

Mark said, “I attribute our success to exceptional support from our long-term bank, lots of luck, and a passion for improving the options for farmers both financially and agronomically. Through the years, the farming community has trusted us to handle their needs with superior products and service. They are the reason we exist.”

Mark also began working with the ND SBDC program. Of course, like other businesses, though there was success, Mark also had challenges. He noted that the biggest challenge to overcome was having the cash flow to keep up with the company’s exceptional growth.

“Great Northern Ag has grown from a small on farm seed operation, to a multi-million-dollar international company with a diverse product mix both in commodities and genetics,” said Mark.

Mark shared, “When I was trying to understand the cash flow required to maintain business growth and explain that to my lending agency, I reached out and took advantage of the services provided by the ND SBDC.”

Mark has been able to meet with Mary Beth, Minot Center Director and as a result he had a better understanding of his business financials, which led to more access to capital. “A great deal of the success of any business is understanding how and where the profits are made. The advice and work that Mary Beth contributed to our operation is as invaluable today as it was the day we got it.”

Read this full client success story, along with others, at ndsbdc.org/success-stories
WILLISTON – Susan Elsbernd is living a dream sweeter than she could have ever imagined.

Susan started Susie Q’s Ice Cream truck a little over two years ago and quickly gained a loyal customer base. She offers a large variety of packaged ice cream treats and non-dairy novelties at Susie Q’s Ice Cream Truck.

Susan is a registered nurse by trade but has always wanted to own and operate an ice cream truck. Her dream became a reality on March 10th, 2020. Just two days before the global pandemic changed our world as we knew it, Susan opened Susie Q’s Ice Cream Truck.

Supporting her along her journey has been her family, especially her parents. Susan credits who she is today to her parents and the way they raised her. She says they taught her the value of hard work and have been her biggest cheerleaders all along. Susan still has a toy ice cream truck and a note dated 2005 from her mother, that read, “Dream big kiddo, be the best ice cream truck driver you can be.”

In addition to her parents, Susan’s husband, Matt, and their children, Addison and Wyatt, have been very supportive in her business journey. Susan says Matt is, “The best ice cream truck mechanic around.” Matt encouraged her to follow her dream even when they were at a busy stage in their life. In addition, their children have learned the business right alongside her.

Along with family support, Susan has had the support of the Williston community and the ND SBDC. Susan stated, “I can’t thank Keith from the Small Business Development Center enough for his instrumental help in starting my business. We are so very fortunate to have this expertise right here in the city of Williston.” She also is thankful for the city of Williston as they, “Embrace food truck vendors and have welcomed my dream.”

Keith Olson, ND SBDC Center Director in Williston, was able to help Susan answer questions about starting a business. He also assisted her with state tax forms, trademark registration, and other legal documents. Keith states, “With the challenges in finding space in Williston, we have seen a dramatic increase in food trucks. Susan had a plan that was formed long ago, and she could make it come alive. Her entrepreneurial passion made working on this project fun, and seeing her drive to make it happen was awesome to witness.”

Read this full client success story, along with others, at ndsbdc.org/success-stories
SPECIALTY SERVICES

CARES ACT / COVID RESPONSE

As the CARES Project Manager, Greg has been responsible for development, execution, management, and reporting of the services, programming, and operations developed in response to COVID-19 using SBA CARES Act funds. Project work included client assistance with special funding programs, ShopND, virtual access centers and more. CARES Act fund expired in September 2022.

SHOP North Dakota

Shop North Dakota (ShopND.com) is an “amazon-like” shopping experience showcasing businesses and products from North Dakota. From buying your favorite Pride of Dakota item or a gift card from a local restaurant, to a scarf from a local boutique or lures for your next fishing trip, you can add it all to your cart with one check-out process. Filter your searches to buy from retailers near your home town or where you vacationed last summer. Or, choose your current location and have the option of curbside pickup. This free-to-use platform is for local small businesses to come together and sell their products and services online. The site offers support to sellers from a live team assisting with your shop, products, and orders. A key component is that North Dakota small businesses can all sell on one website, providing convenience and an incredible variety of products for shoppers to choose from with just one checkout. Businesses have the option to sell products, services, events, virtual or customizable products, and gift cards through the site.

To take advantage of this opportunity, a business needs to be in good standing with the ND Secretary of State and be a registered client of the ND SBDC. Use the QR code to become a seller:

SERVICES & GUIDES LAUNCHED IN 2022

2022 saw the launch of some special projects and services that the ND SBDC has been working to make available in a more structured format. Historically, these services have been provided by ND SBDC advisors. With their increased importance in recent years, it was determined that they deserve more awareness.

EXIT & SUCCESSION PLANNING

In addition to this step-by-step guide that prepare business owners to sell their business or transition it to a new owner, all members of the ND SBDC Staff are now Certified Exit Planning advisors and/or Accredited Business Intermediaries (ABI). Begin with an assessment to gauge the areas you need to work on in preparation.

DATA ASSURED CYBERSECURITY

Cybersecurity can be very overwhelming for a small business owner, but is no less important for them than it is for a large business. Start with the basics and make steps to protect your business and your client data. Make good habits part of your operations from the start.

VENTURE CAPITAL

If your business is considering venture capital as you look at funding options, this guide, along with assistance from an advisor with the ND SBDC, can help you know how to prepare and how the process might work. Learn if you are a good fit for outside investors.
Helping address the pressing issue of a shortage in child care providers, Margy Prozinski has created an invaluable asset for the community of Devils Lake and surrounding area with her business, Joyful Beginnings Child Care & Preschool.

What began in a church facility with a maximum of 35 kids and 12 staff members, has since grown tremendously. Their new facility allows for up to 100 kids with 25 staff members.

Margy stated, “[The ND SBDC] is an excellent source of guidance for someone starting a business. They have the knowledge and experience to show what opportunities you and your small business may have.”

When Covid-19 impacted the world, the staffing agency Rosa Marquez Estrella worked at was forced to shut their doors at their ND location. But she wasn't letting that stop her. Having worked in the staffing industry for 13 years, she was still constantly being sought out by employers asking for workers, and employees asking for work.

She also came to the realization that many had placed their trust in her. This is when Superior Staffing Corp was created.

“After following the guidance of the ND SBDC, I was able to get a business loan and establish a relationship with a financial institution,” said Rosa.

What started out as a hobby for Ben Boreson has since turned into a family-owned business. After working for over 30 years as an auto mechanic, Ben and his wife Connie started Busted Knuckle Brewery in Glasgow, Montana, in 2014. Seven years later their children Jake and Emma expanded the business to Williston in early 2021.

Keith Olson, ND SBDC Center Director in Williston, has assisted Ben and Connie with several aspects of their business. Keith said, “It is very rewarding to work on a project like this where the client has a vision for the finished product and works tirelessly to achieve it. They had many obstacles in their path, but their determination helped them work it through. It was inspirational. And, rehabbing an old building presented many challenges to overcome. It was so awesome to see how great the rehab on this property was at completion.”

Ben stated, “I would like to thank Keith Olson for all his help in this process. Without his help and Williston Economic Development, this probably wouldn’t have happened. We hit a couple stumbling blocks in the process, but they always came through with a solution to help.”
**TESTIMONIALS**

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<tr>
<td><strong>Matt Marino</strong>&lt;br&gt;Homeland Hempcrete&lt;br&gt;Bismarck</td>
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<td>For our startup, every dollar going out needs to be spent carefully. We have a small margin for error. Having services available to us like the ones SBDC has offers a <strong>SIGNIFICANT IMPACT</strong> because we wouldn’t have been able to afford this type of guidance and advising otherwise. So it has really given us an opportunity to grow much faster.</td>
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<td><strong>Rhonda Knutson</strong>&lt;br&gt;Hettinger</td>
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<td>Laura is very helpful and provides feedback whenever I approach her. She has provided encouragement to me even though I am taking baby steps in this process. I would never have done it without her help and knowledge.</td>
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<td><strong>Chris McEntee</strong>&lt;br&gt;Impressions&lt;br&gt;Grand Forks</td>
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<td>I can’t think of another resource that works this hard for me to be successful and at no charge.</td>
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<td><strong>Sue Nelson</strong>&lt;br&gt;The Furniture Connection&lt;br&gt;Rolla</td>
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<td>I have expanded my business considerably these past few years. <strong>Ashley has been there for me every step of the way!</strong></td>
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<td><strong>Benjamin Boyll</strong>&lt;br&gt;Mott</td>
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<td>Matt was great, and I really appreciated his help and diligence. He went above and beyond to make sure he understood what my business needed. I’d highly recommend Matt and the SBDC to any small business owner trying to get off the ground.</td>
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<td><strong>Kenton Onstad</strong>&lt;br&gt;Parshall</td>
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<td>The ND SBDC helped us provide a credible business plan to our lenders. This was helpful because it gave assurances the loan was indeed worthy to lenders.</td>
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<td><strong>Nikki Berglund</strong>&lt;br&gt;Luna Fargo</td>
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<td>Since starting my businesses, I have always come to Paul with all my questions. He has been an <strong>INVALUABLE</strong> part of my business success. I remember being so amazed that this service is free, and I always recommend that my peers go and see him.</td>
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<td><strong>Britt Jacobson</strong>&lt;br&gt;Golden Valley Veterinary Clinic</td>
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<td>Nicole helped us prepare the needed ProForma documents to secure funding from multiple sources, including an SBA loan, to build a new veterinary clinic in rural North Dakota. <strong>We couldn’t have done it without her!</strong></td>
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<td><strong>Selina Moran</strong>&lt;br&gt;SM’s Handy Person Service&lt;br&gt;Fargo</td>
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<td>My mentor and guide in this process, Chris, has been a blessing. I came in as an infant to the business world, and he has taken the time and made a wonderful effort to break down the process for me so that I can understand what I am doing and why.</td>
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The Veterans Business Outreach Center (VBOC) program is a one-stop-shop for service members, veterans and military spouses looking to start, purchase, or grow a business. Located nationwide, VBOCs provide training workshops, including Boots to Business (B2B) and Boots to Business Reboot, as well as business development assistance such as training, advising and mentoring, and resource referrals. B2B and Reboot are entrepreneurial education and training programs. They are open to Service members, National Guard and Reserves, Veterans of all eras, and their spouses. VBOC of the Dakotas provides services in both North and South Dakota.

North Dakota Procurement Technical Assistance Center is a resource for assisting ND businesses in obtaining federal, state, and local government contracts. Advisors work with businesses to identify government contracting opportunities. They provide confidential, no cost, one-on-one counseling on how to obtain, manage, and comply with contracting requirements for the Department of Defense (DoD) and other federal agencies, state and local governments, as well as businesses with government prime contracts. In late 2022, the federal program name changed to APEX Accelerators. Watch for updated branding in 2023.