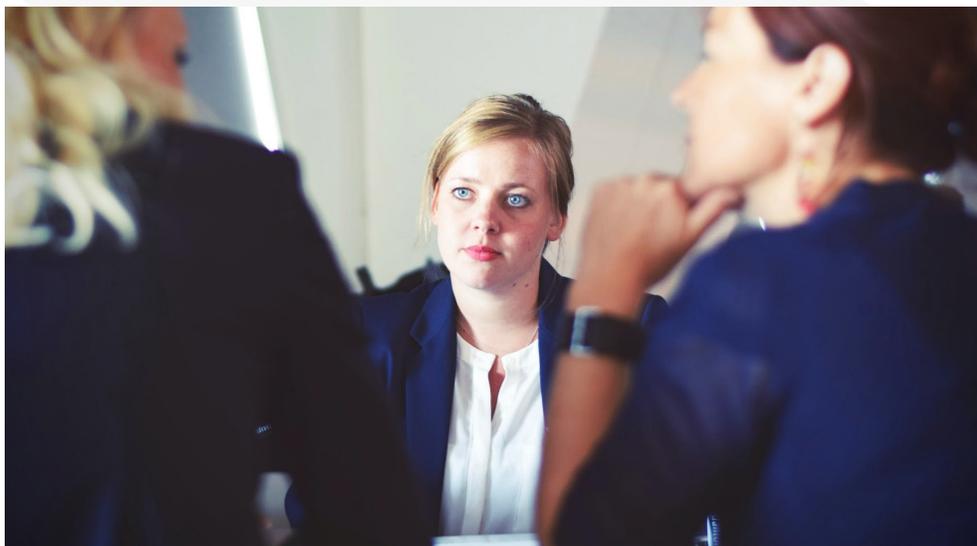


SUCCESS STORY

DICKINSON 2022



SUPERIOR STAFFING CORP.

DICKINSON --- Rosa Marquez Estrella's small business, Superior Staffing Corp., was a direct positive outcome of the Covid-19 pandemic.

When Covid-19 impacted the U.S., the staffing agency Rosa worked at was forced to shut their doors in the state of North Dakota. However, Rosa wasn't letting that stop her. Having worked in the temporary employment industry for 13 years, she was still constantly being reached out to on her personal mobile device by employers asking for workers, and employees asking for work. Rosa had developed strong

working relationships with client employee customers as well as the companies she sent them to work for. Several of her employee clients have went on to become full-time employees where they were temporarily hired. This shows the value Rosa provided her clients and employers with. After receiving several phone calls, she soon understood there was a void that needed to be filled. She also came to the realization that employers and employees had placed their trust in her. This is when Superior Staffing Corp was created, on April 26th, 2021 - the same day Rosa's granddaughter was born.

Starting the business brought many positive things but also many challenges for Rosa. One of the most significant was transitioning herself from her previous role as an office manager to a business owner, as well as learning all the new things that come with business ownership.

On the positive side, Rosa likes that she now has, "The liberty and ability to be able to help people find the job that best suits their skill set while encouraging them to learn and open doors for their professional growth."



Rosa Marquez Estrella

Since the business opened a little over a year ago, the company has grown tremendously. What started off as a business in Rosa's home office now requires a full-size office with several staff members.

In addition to the unconditional support Rosa has received from her husband and family, she also praises the support she received from the community. "The community has demonstrated their support by trusting that Superior Staffing Corp will always look out for their best interests and therefore, referring other community and family members."

Another key for her was the assistance and support of the ND SBDC along her new journey. Rosa first heard about the organization from a friend who suggested the services. She decided she just couldn't pass up the opportunity of being assisted by the advisors at the ND SBDC and since then has applied what she learned

through her sessions to further expand and grow her business.

Rosa said, "Through their [the ND SBDC] entrepreneur programs I was able to discover multiple resources that aid entrepreneurs and business owners that I was previously unaware of. After following their guidance, I was able to get a business loan and establish a relationship with a financial institution."

When asked why Rosa would recommend the ND SBDC services to other small business owners, she stated, "For their proven track record, resources, and expertise in helping starting entrepreneurs and upcoming business owners."

Rosa's advice to other aspiring small business owners is, "Write



down your goals and work your butt off. Be organized and surround yourself with people in the same mindset as you and take full advantage of the resources offered by the ND SBDC."



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