

# SUCCESS STORY

## BOWMAN 2022



### SPRUCE HILL MEATS

Bowman --- William (Bill) Rotenberger wasn't going to let the challenges of small business ownership stop him from starting his own meat processing business. Bill's upbringing, time as a rancher, veterinarian, and service member has given him the tools he has needed to be successful. In addition, Bill has had the guidance of the North Dakota Small Business Development Centers (ND SBDC) to support him along the way.

After a conversation with his son, Bill was encouraged to embark on a new journey. He decided to step up to a difficult challenge

and use his problem-solving skills to operate a meat processing business. Bill began to review his financial options and visited with his trusted financial institution that recommended working with the ND SBDC. Bill stated, "I wasn't exactly sure what the process would entail but I expected and received a positive response and a supportive advisor as far as my ideas and goals I was looking to achieve."

Laura Weber, Business Advisor at the ND SBDC Bowman center, was able to assist Bill with understanding the feasibility of the project through market research as well as working with him on financial projections to take to his lender. Bill stated, "The services that I received from the ND SBDC were instrumental in securing financial assistance."

The business was purchased in September 2020, and it was rebranded to Spruce Hill Meats. The mission for his business is to provide second to none, custom, and USDA certified meat processing with meat for retail.


After purchasing the business, Bill soon started implementing his vision for the processing plant.





the day-to-day, he feels he is also afforded the opportunity to influence and help young people.

For those also interested in pursuing small business ownership, Bill advised them to not give up on their goals. He said, "Don't be afraid of obstacles that you may encounter, take it as a challenge and try to use it to your advantage - and find allies in the process such as the SBDC. The feedback and experience they have in dealing with other businesses is helpful. It was nice feeling supported. Their services can help achieve the goals, even after initial financing and start-up. There is a wealth of information from the ND SBDC for financial resources, promoting your business, and marketing."



from using the services we have available to also a gratitude in the continuation of the service in the area," he stated. In addition to community support, he has also felt that the dedication and commitment from his family has been a key in building a successful business.

First, Bill updated the building, focusing mainly on just improving the overall conditions. Now, Bill has expanded to a smoker and smoker room, providing more options for his customers.

Increasing the staff not only added to their overall capacity, Bill was able to create some efficiencies with those changes. However, finding qualified hard-working individuals that are interested and willing to stick with a unique job has not been an easy task for Bill.

Aside from the challenges, Bill has felt great support from the community. "From day one they have given 100% support

The new venture has been far more challenging than Bill ever thought, but every day with an obstacle also includes the feeling of accomplishment when the obstacle is addressed. There is a feeling of fulfillment Bill has received from this job that goes beyond



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