

North Central

Small Business Development Center

North Central Region SBDC Success Story

With an artist's creativity and a keen business sense, Karla Overland, owner of **Cherrywood Fabrics** has positioned her company for long term growth. Using a proprietary technique developed 30 years ago the small textile company produces a palette of high quality cotton fabric that has the look of suede. Cherrywood's solid colored fabric is used by quilters and fabric artists all over the world.



The company began working with the SBDC as Karla was transitioning from business partner to sole owner. Peter Nelson, SBDC Consultant, helped Karla analyze the financial impact and options for the purchase of Cherrywood Fabrics and guided her through that process. In addition, the company needed to find a new location that would allow them to improve production efficiency and meet future growth needs while fitting into their budget. The SBDC helped the company analyze space options and helped configure the layout of their production space to maximize efficiency.

"The SBDC helped me significantly as I purchased this business," says Karla Overland, "they assisted me in overcoming many of the obstacles that come with a buyout and expansion of a business."

The company has gained international attention through their quilting competitions and in 2016 they partnered with Disney to host a "Lion King" themed design competition. Overland credits Peter Nelson of the SBDC as being crucial in the process of the buyout and physical move of the business. "I wholeheartedly recommend that any business owner needing an experienced consultant contact their SBDC for assistance. I'm happy we found them."



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2016 HIGHLIGHTS



\$23.5M

Capital Accessed
for Business
Investment

522

Jobs Created
and Saved



21

New
Businesses
Created

3,183

Hours of
Consulting
Services



400

Entrepreneurs
and Businesses
Served

\$10.1M

Business
Revenue
Increased

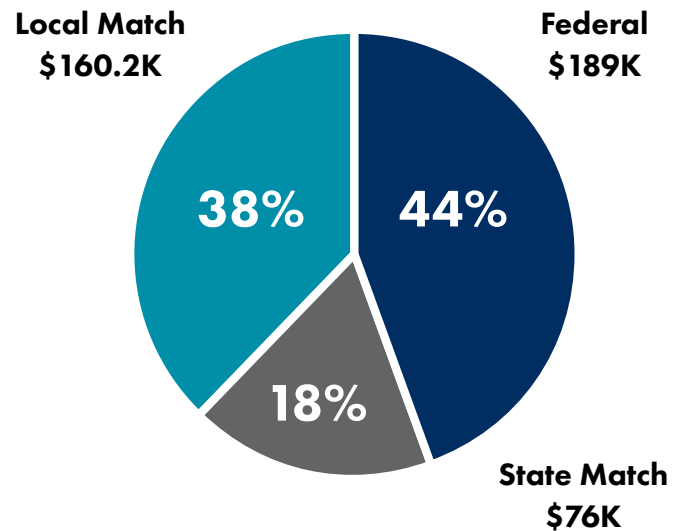


North Central Small Business Development Center

Partners in Success

Our partners share in the vision for Minnesota's business success and recognize the positive relationship between nurturing small business and the well-being of their communities, regions and the state. Funding for the program comes from the U.S. Small Business Administration, the Minnesota Department of Employment and Economic Development, and our most important local partners—the institutions of higher learning that host our regional centers. Other local funding partners include many community lenders, economic development organizations, corporate donors, and private individuals. We're so grateful for their incredible continuing commitment to this program. Together, we are helping businesses grow, start, and succeed.

2016 North Central SBDC Funding



North Central SBDC Funding Partners

HOST INSTITUTION



GOLD PARTNERS



SILVER PARTNERS

Cass County Development Corporation
Congress of Minnesota Resorts
Great River Energy
Todd County Development Corporation



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