

Southeast

Small Business Development Center

Southeast Region SBDC Success Story

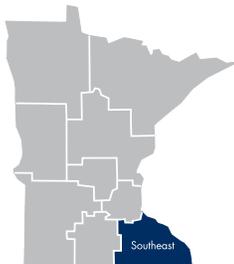
With 24 years in the industry, Bruce Iverson was working as a national sales representative for a water solution business, when he decided to purchase the business. Bruce contacted the SBDC and began working with business consultant Rick Indrelie on a business plan. Unfortunately, Bruce and the seller could not agree on terms.

Not to be deterred, however, Bruce decided that he would start his own business. Rick helped him structure a deal with the City of Elgin on securing land for the new business. He teamed up with his brother, Brian and a silent partner to finalize the financing and move forward with the project.

Nationwide DI Water Solutions supplies its' customers with equipment that will purify their water. The business has one of the most advanced and efficient deionized resin plants in the US.

When the business started operations in 2009, Bruce and his brother had an overwhelming response to their service nationwide. With growth every year, an additional building was added in 2013 to handle the demand. In 2016, they added a new warehouse in Tennessee to better serve their customers in the southern states. The business continues to grow rapidly each year.

"I had absolutely no idea where to start when I decided to build my own business. Rick and his office provided me with detailed information on how to get started and walked me through every step. The SBDC made it possible for me to get up and running. I can't thank Rick and the SBDC enough" says Iverson.



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2016 HIGHLIGHTS



\$13.1M

Capital Accessed
for Business
Investment

842

Jobs Created
and Saved



38

New
Businesses
Created

2,795

Hours of
Consulting
Services



394

Entrepreneurs
and Businesses
Served

\$4.5M

Business
Revenue
Increased

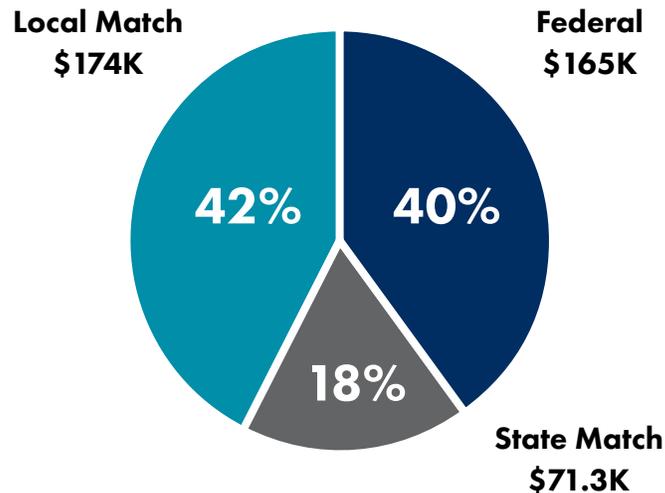


Southeast Small Business Development Center

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 Southeast SBDC Funding



Southeast SBDC Funding Partners

HOST INSTITUTION



GOLD PARTNERS



SILVER PARTNERS

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Citizens Bank Hayfield • City of Owatonna • City of Red Wing • City of Winona
Coulee Bank • First Security Bank • First State Bank LeRoy • Foresight Bank • Greater Jobs, Inc.
Home Federal Savings Bank • Lake Country Community Bank • Merchants Bank
Minnesota Business Finance Corp • Olmsted National Bank
Peoples State Bank Plainview • Pine Island State Bank • Premier Bank • Reliance Bank
State Bank of Fairbault • Think Bank • West Bank • Winona National Bank



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