

SUCCESS STORY

DEVILS LAKE 2023



583 THERAPY

DEVILS LAKE - In the heart of the Lake Region, a group of dedicated therapists embarked on a journey to create a place for occupational, physical, and speech therapy services.

Jessica Anderson (pictured above center), Heidi Brown (right), and Emilee Luehring (left), all with years living and working in Devils Lake, shared a common vision. They had long contemplated the idea of establishing their therapy practice. In August 2022, they decided to turn their aspirations into something tangible. The concept of a therapy center that could offer a more flexible and

personalized approach to its clients and community was the driving force behind this venture.

However, they soon realized that business ownership came with its unique challenges. Juggling the demands of running a business and providing top-tier therapy services was formidable. Finding the time and resources to tackle the additional business responsibilities proved to be one of the toughest challenges.

To navigate the complex world of business ownership, 583 Therapy sought guidance from the North Dakota Small Business

Development Centers (ND SBDC). Recommended by local businesses and their financial lender, the ND SBDC provided invaluable support and direction.

The groundwork began in March with extensive building renovations, and by mid-June, 583 Therapy opened its doors.

The success of 583 Therapy can be attributed to the team's deep-rooted connections within the Lake Region. They were able to build a strong client base by offering services for pediatrics and other specialty services that weren't offered at other locations.

What began as a modest venture soon blossomed as 583 Therapy rapidly built up a caseload, allowing them to hire additional staff sooner than anticipated. The ND SBDC played a pivotal role in this journey.

Ashley Louw and Sandy Shively, their ND SBDC advisors offered comprehensive assistance, from help with the business plan development to financial projections. In the initial advising sessions, the founders were overwhelmed by the magnitude



Planning Council, along with owner investment. "The financing received was particularly crucial during the startup phase.," said Luehring.

"Starting up your own business is very stressful and overwhelming; at times, it can seem like it's not worth it. However, it is absolutely worth it in the end and very rewarding.

Don't lose sight of your goal, and keep following your dreams!" says Luehring.

The process the owners of 583 Therapy went through highlights the importance of community support and the valuable guidance from the ND SBDC, offering assistance encouragement to aspiring entrepreneurs.

of the task ahead. Doubts sometimes crept in, but their ND SBDC advisors were there every step of the way, providing clarity and guidance.

They appreciate all the support from local businesses and the community, which was key in their early success. "We are so thankful to live in such a supportive community!" says

Luehring. "Starting up a business is overwhelming and stressful. So much planning must be done. Without the guidance of the ND SBDC, we would not be where we are today. They help with every step of the process and are so helpful!"

In the end, 583 Therapy was able to obtain financing through First United Bank and North Central



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