

# Veterans Business Success Story

## Heather Krause

U.S. Army | Art by Heather

Heather Krause, U.S. Army veteran, has a life-long passion and love for art since she was old enough to hold a crayon. Though she pursued art through high school, she was not looking to focus on art as a career. She joined the Army to serve her country.

She served as a 25v, which at that time was known as “combat documentation/production specialist.” Plans did not go as expected and she was medically discharged. Needless to say, this put a fork in the road and her path changed directions. Heather and her husband moved to North Dakota. There she found Arts for Vets, an art class open to Veteran’s and their families. Through Arts for Vets, she regained her love for art. She was encouraged to sell her artwork at art shows, where she found great success.

This success led her to pursue art as a full-time business. Step by step, idea by idea, Heather was creating her business. She became part of the community with her “Art by Heather” studio in downtown Grand Forks, North Dakota. It is here, in her studio that she rents from Vets for Arts, that she creates and sells her original artworks. She accepts commissioned pieces tailored to her clients asks. She is also selling items such as mugs and postcards featuring prints of her artwork.

Heather loves creating artwork and she wanted to teach others how to create and experience the of art creation. She wanted to share with others the therapeutic effects art has done for her mind, body, and spirit. She didn’t have any idea where to start or if it could even become part of her business model. That is when she reached out to Wendy Klug, program manager of the VBOC of the Dakotas. Wendy helped her explore the possibilities and break the necessary steps. Heather stated, “Wendy was very helpful in giving me her guidance and input”

Heather now teaches her own art classes sharing her journey through artistic expression, particularly fluid art or pour painting, which conveys color and emotion. She stated, “You have to let go and learn to work with the paint instead of being structured and rigid. This is something that I enjoy doing in my life, for it gives me a peace of mind.” She recently was one of several artists to have a piece blown up and installed at the local transit center in Grand Forks, North Dakota.

As Heather continues her journey and healing through the creation of art and inspiring others to create their own master pieces, she wants to remind people of all ages, “Art is good for every soul, young or old. Art is what you feel, not what you see,” Heather Krause.

### RESOURCES:



U.S. Small Business Administration



*Heather Krause regained her love for art, has begun selling her works, and now teaches classes to others hoping they will also find healing through creation.*



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U.S. Small Business Administration