

# Veterans Business Success Story

## David Fields

U.S. Air Force | Fields Fish & Game

David Fields served in the United States Air Force for seven years before he began a career in government contracting. His entrepreneurship journey began when David and his wife, Amanda, decided to move from Maryland to South Dakota. Upon arrival, a local resident suggested they open a bait shop. They saw a gap in the marketplace and wanted to fill that need in their community.

David and Amanda opened the doors to Fields Fish and Game sporting goods store in De Smet, SD on June 7, 2021, and they haven't looked back since.

"I learned how to deal with different types of people and varying situations, including crises that popped up out of nowhere, how to roll with the punches and how to keep working hard to accomplish tasks despite distractions and interferences," shared David. Not only did the military provide him the skills he needed to become a business owner, but the SBA resource partners provided him with the guidance and knowledge he needed to take his dream and turn it into a reality.

"I would recommend VBOC of the Dakotas as a good place to start for advice on what steps to take toward securing initial funding, and explore every possible avenue presented to you for funding, marketing, and more," said David.

His new sporting goods store is rapidly growing, so much that they already had to expand to accommodate their customer demand. In addition to this expansion, David has added firearms to his shelves and has even taken his business online ([fieldsfishandgame.com](https://fieldsfishandgame.com)).

The SBA resources including VBOC of the Dakotas and the South Dakota Small Business Development Center helped David realize that even though it's not easy, you don't need to have all the right answers right off the bat to move forward. There are many programs and resources available to help guide and support you on your business journey.

Fields Fish & Game sponsored De Smet's first-ever Outdoor Show which was a successful event. They plan to participate annually in order to support their community and help grow their business.

David has big goals for his new venture and is looking forward to the future growth and success that is to come. David shared, "Once you make your mind up to do something then do whatever you have to do to make it happen."

### RESOURCES:



*David & Amanda Fields opened Fields Fish & Game in De Smet, South Dakota in the summer of 2021 and have already had to expand their space to accommodate customer demand!*



Join the ranks of the next generation of veteran business owners today. Visit [www.sba.gov/veterans](https://www.sba.gov/veterans) to learn more.