

Growing Kansas Entrepreneurs

## Clearwater Engineering, Inc.

Owner

David & Diane Cool

**Nature of Business** 

Aerospace Machining & Assembly

City, County Clearwater, Kansas

Structure

Phone/Website (620) 584-5020/www.clearwaterengineering.com

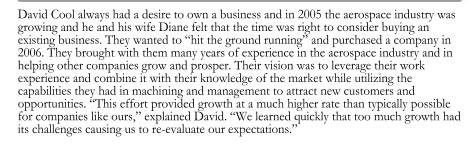
Corporation

Began **Employees** 

1987, New owner purchased May, 2006

**KSBDC Consultant** 

Alan Badgley



David said he was approached by the KSBDC and decided to take them up on an opportunity to receive assistance in the evaluation, bench marking and strategic planning of their business. "It has been educational and encouraging to have a consultant at KSBDC that has the experience and expertise to provide the insight and factual data to assist our company in planning for the future," he explained. He encourages business owners to have a plan and focus on what you do best and delegate everything else. "When KSBDC came to us they provided the assistance we needed to understand the reality of our expectations through a strategic planning process that helped expose the things we needed to focus our efforts on and to have a better understanding of what we needed to do to have a sustaining plan for stable and long term profitable growth which we believe we are well on our way to realizing!

According to David and Diane, the best thing about being an entrepreneur is the freedom to make decisions that will ultimately determine your own future and the future of those who have put trust in you. David said, "Being an entrepreneur is a privilege and a humbling experience.'



**Wichita State University Kansas Small Business Development Center** 

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## SECRET TO SUCCESS

The secret to our success has been a persistent effort in creating a culture of integrity and caring that has as its fundamental principle the willingness to do what it takes to meet or exceed the expectations of our customers, employees and stakeholders.

David Cool, Co-owner



