

# 2011 EMERGING BUSINESS OF THE YEAR



## Clearwater Engineering, Inc.



**Owner** David & Diane Cool  
**Nature of Business** Aerospace Machining & Assembly  
**City, County** Clearwater, Kansas  
**Phone/Website** (620) 584-5020/www.clearwaterengineering.com  
**Structure** Corporation  
**Began** 1987, New owner purchased May, 2006  
**Employees** 18  
**KSBDC Consultant** Alan Badgley



David Cool always had a desire to own a business and in 2005 the aerospace industry was growing and he and his wife Diane felt that the time was right to consider buying an existing business. They wanted to “hit the ground running” and purchased a company in 2006. They brought with them many years of experience in the aerospace industry and in helping other companies grow and prosper. Their vision was to leverage their work experience and combine it with their knowledge of the market while utilizing the capabilities they had in machining and management to attract new customers and opportunities. “This effort provided growth at a much higher rate than typically possible for companies like ours,” explained David. “We learned quickly that too much growth had its challenges causing us to re-evaluate our expectations.”

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.”

### 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*



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

5015 E. 29<sup>th</sup> Street N.  
Wichita, KS 67260-0148

(316) 978-3193  
www.wichita.edu/ksbdc



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