

## **Nonuttin' Foods**

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Starting a company without any background in business is like rowing a boat without an oar. A great idea for a destination and a lot of hard work are imperative but without having some basic tools, it can be pretty difficult to get any momentum.



That's where Community Futures became an important part of the growth of Nonuttin' Foods. Right from the day that I decided to put my business idea into action, I began attending seminars and events at Community Futures so that I could begin to understand more about business. I attended everything from marketing to website seminars and took advantage of networking events to learn from others who were also going through the process of becoming entrepreneurs. As I hired staff, I also sent them to Community Futures seminars that I thought would increase their skills.

In 2006 I realized that our manufacturing processes were too inefficient to grow in the marketplace and so decided to replace our time intensive hand packaging with a packaging machine. After approaching our bank and a leasing agent for the machine, a board member from Community Futures suggested we look at getting our loan through their small business program.

I'm really glad that we did since the loan was tailored to our needs. Unlike bank requirements, scheduled payments were based on what we could afford after consultation with Community Futures staff members.

I believe that being a successful entrepreneur means being a lifelong learner so making the time to keep learning through all of the different stages of growth is imperative. Community Futures has provided me with the many tools necessary and I know that they are still there to support me as I profitably grow Nonuttin' Foods.