

“Quality & Convenient Automotive Services”



Shown in the picture is L-R: Eric Nielson, mechanic, Karen Freier, SEFP board, Nancy Larsen SEFP Enterprise Facilitator, Lonnie Schenk, business owner and Mark Buechler, SEFP VP. Not shown is Mark Slade, SBDC.

Picture courtesy of SE Electric Cooperative Inc.

COMPANY: Irene Standard Service

OWNER(s): Lonnie Schenk

LOCATION: Irene, SD

PHONE: (605) 263-3335

NUMBER OF EMPLOYEES: 2

BACKGROUND: *Lonnie worked for the State of SD 13 years supervising personnel and communicating with the public. His personality, people skills and passion to own his own business propelled him to go after this business opportunity in his home town. The response of the community is positive and is needed for business success.*

ASSISTANCE REQUESTED: Business Plan & funding evaluation

RESULTS: A new business

QUOTABLE: *“The SEFP and SBDC provided me with fast, friendly, professional service so that I was able to make wise decisions about funding and planning for the future. The process educated me on my break even & growth potential. I really appreciate the assistance. Thanks.*