but also what those opportunities might be in the near future. By working closely with Cole, using both market research and consulting, McDonald decided that any short-term future expansion would be realized through new select brands and product lines.

Additionally, they reached out to the county economic development organization to explore opportunities for support of local small business growth.

McDonald secured the financing he needed to manage his expanding business and support his growth

About Jason Cole

Jason started as the consultant for the Cowley College Kansas SBDC Outreach Center in 2012. Clients seeking loans find themselves as an Assistant Vice President for Home National Bank in Arkansas City. As a co-owner of Centaur Solutions, a company specializing in employee assessment, Jason developed a passion for creating high-performing workforces. He helps Kansas SBDC clients identify and solve employee issues that are constraining sales, operations efficiencies, and profits.

Jason also served as Adjunct Instructor with the Business & Industry Training branch of Cowley College and taught in the Wellington school system. Jason holds a B.S. in Business Administration from LeTourneau University and a M.S. in Business Education from Emporia State University.

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