

2009 Existing Business of the Year



Nature's Way Health Food

Owner	Velma Diehl and Janice Olson
Nature of Business	Nutritional foods, supplements, herbs and spices
City	Garden City
County	Finney County
Phone	620 - 276- 2428
Business Structure	Sole Proprietorship
Business Began	1983
Employees	4
KSBDC Consultant	Patricia Veearst



“Be willing to seek help and advice with your business. Process the advice and stay focused on your goal.”

Velma Diehl, Co-owner

Velma Diehl has always been interested in nutrition. She had managed a health food store before, so when an existing business came up for sale in Garden City in 1983, she purchased it and ran it in several small storefront locations over the next 12 years. In 1995, she decided to purchase a freestanding building and greatly enlarge the footprint of her store. This is when she decided to seek assistance from the GCCC KSBDC. Patricia Veearst, regional director and business consultant for the GCCC KSBDC worked with her to write a business plan and to put together financial projections to take to the bank for financing the new venture. Velma's solid background in the health food industry and in local retail made her a good candidate for the bank's investment.

The business continued to thrive and her daughter, Janice Olson, joined her in the business in 1998. Janice brought additional business experience that has helped to further grow the enterprise. They listen closely to their loyal customer base and strive to fulfill their expectations.

Now, in 2009, they are again seeking to expand the company and have returned to the GCCC KSBDC for advice and guidance in updating their business plan.

“The KSBDC staff is always a great source of information for us,” said Janice. “We know we can count on them for solid advice and we really appreciate their support.”

This mother and daughter business team considers their business to be both challenging and exciting and a great opportunity to serve their community. This family-owned business is involved in the community through donations to local organizations and they recently sponsored the GCHS National Write Your Congressman Student Governmental Affairs Program.

Secret to Success

“Customer service is first along with our desire to educate and communicate with them to meet their needs.”



Janice, at left, and Velma reviewing shelf stock.

**Garden City Community College
Kansas Small Business
Development Center**

801 Campus Dr.
Garden City, Kansas 67846-6333
(620) 276-9632
www.swksbdc.com