

STONE EQUIPMENT SERVICE OFFERS AFFORDABLE UPGRADE ALTERNATIVES FOR TODAY'S TOUGH ECONOMY



THIS ERA OF ECONOMIC DIFFICULTIES AND FACING THE NECESSITY OF REDUCE/REUSE/RECYCLE, SOME PEOPLE ARE SEEING THE GLASS HALF-FULL, INSTEAD OF HALF-EMPTY. WAYNE AND JOAN KRUSCHKE OF POTTER, WISCONSIN ARE TAKING ADVANTAGE OF THE STONE INDUSTRY'S NEED TO PARE DOWN OPERATING EXPENSES IN ORDER TO STAY AFLOAT.

Wayne, along with two other gentlemen came up with the concept of a business whose main objective was to service, repair, and upgrade

Industry, Kruschke has amassed a deep understanding of the fabrication process and machine operations. This experience has helped him have a practical outlook on repair and replacement of equipment. Wayne comments: "What surprises some customers is that the value of upgrading an existing piece of equipment... is in a lot of cases the practical choice."

While SES began with word of mouth and a lot of phone calls, the Kruschkes have decided



*Joan and Wayne Kruschke of Stone Equipment Service, LLC:
"We are in business to assist the customer in alternatives to replacements."*

already existing stone industry equipment. This led to the formation, in April of 2008, of Stone Equipment Service, LLC. "We are in business to assist the customer in alternatives to replacements," says Kruschke. While this started out as a part-time venture for Kruschke (he continued working full-time at his old job), he soon became involved full-time.

Kruschke and his wife are the current owners of the company after his business partner had to retire from SES. Joan handles a lot of the business end of things, allowing Wayne to do what he does best, but she does get the chance to go on the road with her husband and contribute as production assistant, helping to keep everything organized on the jobsite.

With years of experience in the Stone

to begin an advertising campaign, starting with the *Slippery Rock Gazette*. "Some people think you can hang your shingle and begin (a new business) right away. That's not the case. You have to build a customer base."

Work is never dull, however. Joan tells of a time they were at a jobsite and had left their vehicle's door ajar. Taking a break from their work, Kruschke had leaned against a large machine, and somehow the "jiggling" of the machine set off their car alarm. "The sound really shook up the workers!" she chuckled.

Kruschke has good advice for folks wanting to start a new business in these times: "Don't jump in with both feet. Check the market and do your research to see what's needed in your area before you start. And don't quit your day job!"