

Castcon-Stone, Inc.—Expanding Capacity

Number 4 in a series

There comes a point in most successful business owners' lives when they need to decide whether they are happy with the status quo, or are ready to expand and take advantage of growing opportunities. If they decide to expand, they must be able to balance growth and financial risk. Castcon-Stone, Inc.'s owners had made the decision to grow when they came to PowerLink.

History

Castcon-Stone, Inc.'s owners, sisters Laura J. Huch Kerckhoff and Sandra Ussia, took over the business from their father in 1999 having spent several years as partial owners. Their grandfather started the company in 1954 with dreams of creating an ideal building block for walls. Since then, Castcon had grown to a \$2.5 million business supplying precast stairs, architectural precast benches and planters, and restoration precast stories for historic renovations.

Primary Goal

The owners planned a major expansion including building a large new facility.

The PowerLink Advantage

PowerLink advisors challenged the status quo and long-term business practices at Castcon. They provided a sounding board for new ideas

and suggestions for equity financing. Kerckhoff and Ussia prepared for their meetings with potential financiers by first presenting their case to their PowerLink Advisory Panel. Practicing their presentation and answering probing questions about their plan in the supportive environment of the PowerLink meeting prepared them for the rigorous process of securing a major expansion loan.

Results

Castcon-Stone built a new \$5 million, 47,000 square foot facility that is a combination of production, office and storage space and Butler County's first green industrial building. They added independent advisors to their legal board of family members and have continued their relationship with some PowerLink Advisory Panel members. Ussia shares her expertise as a PowerLink advisor.

Castcon-Stone, Inc

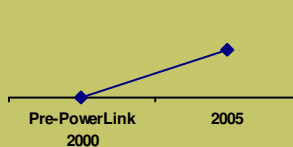
First Year of Business: 1954

Year Owners Took Full Control: 1999

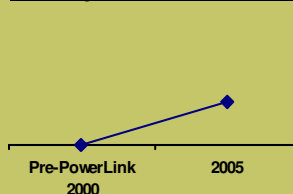
PowerLink Year: 2000

Progress

Revenue Increase—67%



Employee Increase—54%



About PowerLink

“Through PowerLink, we realized the value independent advisors bring to a business. We created a Board because of our PowerLink experience.”

“When you value your panel, they respond with great insights.”