

2009 Existing Business of the Year



Cannonball Engineering, LLC

Owner	Debbie and Terry Schrag
Nature of Business	Agricultural products manufacturer
City	Kingman
County	Kingman
Phone	620 - 532- 3961
Business Structure	LLC
Business Began	2000
Employees	12 FT/ 5PT
KSBDC Consultant	Frank Choriego

“We first contacted the KSBDC for help with a written business plan. The help we received went well beyond that. They are an excellent source of information – especially when looking for avenues of financing.”

Debbie and Terry Schrag, owners



**Wichita State University
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Debbie and Terry Schrag have spent the last decade operating Cannonball Engineering. They started out operating it as a farm shop and it eventually evolved into a manufacturing plant. Recalling the last ten years, Debbie Schrag says “As things go we have had our ups and downs. I must say on the whole, things have been up. It has been a fun adventure. However, sometimes you feel as though everyone wants you to fail.”

Debbie and Terry agree that the wealth of information obtained during the startup phase is difficult to sort out. “The banker says NO! Your friends and family think you’re crazy. The locals say, Oh! What are they thinking?” explained Debbie. One of the biggest challenges they had was sorting through the information and comments. One way they did this was by doing research and contacting numerous people. Determined to make a go of Cannonball Engineering, Debbie and Terry were eager to prove it could be done and that they could be successful.

One of their biggest challenges was managing cash flow. They learned the ins and outs of working with bankers and developing a financial history. They encourage all business owners to hire an accountant and make sure the books are setup properly and that you have the right business structure. Another challenge has been in finding and hiring good employees. The Schrags encourage business owners to utilize the SBDC and several other resources such as DOT personnel, OSHA personnel, and insurance representatives. As Terry says, “The biggest challenge for a business owner of any size is being able to sort through all the BS and get down to the brass tacks.”

Debbie and Terry reflect on the past years and all the adventures they have experienced. Having a good product and enjoying your business partner are the things they have enjoyed the most. The difficulties include working through the challenges but have proved to have paid off.

The Schrags appreciate the help they found in the WSU KSBDC. “They guided us through the writing of the dreaded business plan,” explained Debbie. “They funneled us in the right direction for financing. But most of all the ENCOURAGEMENT they gave was the most appreciated. I especially want to thank our consultant, Frank Choriego, for his patience, encouragement, wealth of information and friendship.”

Secret to Success

“Have a good product and surround yourself with good people. Having a great business partner also helps.”