IMPACT DAKOTA

Our Mission at Impact Dakota is to positively impact business results of manufacturers and other industries. Our Vision is to be the most trusted and respected resource for North Dakota businesses. We work with companies of all shapes and sizes to help them achieve long-term growth and stability by implementing world class practices.

Our Values are the foundation for everything we do at Impact Dakota. And at the heart of them is IMPACT:

- **Integrity**: We uphold the highest standards of integrity in all of our actions.
- **Measurable**: Providing all stakeholders with meaningful and measurable results.
- **Problem Solvers**: We continuously seek new ideas for helping our clients and ourselves solve problems and seek new opportunities.
- **Accountability**: Delivering what we say.
- **Constancy of Purpose**: We stay focused on achieving success in all we do.
- **Teamwork**: We work together, across boundaries, to meet the needs of our customers and to help the company win.

We are committed to providing you with services and access to public and private resources which help you to thrive and grow, improve your processes and productivity levels, and develop your leadership and a skilled workforce.

The MEP National Network™ is a unique public-private partnership that delivers comprehensive, proven solutions to U.S. manufacturers, fueling growth and advancing U.S. manufacturing.
BOAT REPAIR COMPANY IMPROVES CUSTOMER ONBOARDING

ABOUT G.F. EQUIPMENT. G.F. Equipment features a six-person team of professionals with vast knowledge and skill in repairing boats. The company, also known as Gibbons Fiberglass and Aluminum Boat Repair, repairs and paints aluminum boats and gel-coat fiberglass boats. It also manufactures and sells the Capsizer 8000, used for lifting and rotating boats for safer, more efficient working conditions, and offers a complete range of boat repair products, including FLITZ polish, fiberglass repair kits, Hewitt docks, and Hewitt lifts. Based in Bismarck, North Dakota, G.F. Equipment is proud to serve the marine industry with quality products made in the USA.

THE CHALLENGE. G.F. Equipment needed a more efficient way to respond to inquiries and reach out to prospective clients. Company leaders knew that a better email marketing solution would help, and they wanted to be able to customize their messaging. They also needed an updated flyer and brochure for the Capsizer 8000. Owner Bob Gibbons reached out to Impact Dakota, part of the MEP National Network, for assistance.

MEP CENTER’S ROLE. Impact Dakota provided G.F. Equipment with an easy-to-use, customizable email for reaching prospective customers and responding to inquiries. The data letters are more personal than the company’s previous communications, simplifying replies and saving employee time.

Next, Impact Dakota produced a marketing brochure and flyer for the Capsizer 8000, spending one-on-one time with Gibbons to answer his questions and determine the overall design. Finally, G.F. Equipment worked with Impact Dakota to find contacts for video footage to put on the company’s website.

The marketing enhancements increased sales and helped G.F. Equipment expand into new markets, including aircrafts and trailers. Gibbons is enthusiastic about his company’s progress. "Ever since meeting with Impact Dakota," he said, "I have had nothing but good vibes."

"I have been referring Impact Dakota to people I know and feel would benefit from them. I feel as though they are a part of my business and I can count on them for answers to questions I may have at any time."

-Bob Gibbons, Owner

RESULTS

- Increased sales by 25% from previous year
- Expanded into the aircraft & trailer industries