

### Client Spotlight

#### Up North Sewing and Embroidery

Up North Sewing & Embroidery, led by Katy Buhr, offers an array of products crafted with attention to detail and a passion for creativity. Specializing in personalized apparel for local businesses, she also provides a range of handcrafted items such as hand towels, custom throw blankets, hats, dog bandanas, baby gifts, and clothing.



Some of Katy's favorite items are upcycled grain bags sourced from various Northern Minnesota

breweries. Upon moving to the area, she approached Rapids Brewing Co and inquired if they had any interest in having their taproom merchandise embroidered. They mentioned the surplus of grain bags generated during beer production and asked if Katy could repurpose them. She began crafting tote bags, insulated growler and crowler carriers from grain bags. Her upcycled creations have since expanded to include products for several breweries.

Motivated by a desire to explore her creative side after years in corporate roles, Katy's entrepreneurial journey began in 2020.

Uncertain about the next steps for her business, she sought guidance from Northland SBDC partner Itasca Economic Development Corp. (IEDC) and received support across various facets of her business. Through collaboration with Northland SBDC and IEDC, Katy addressed key challenges



such as re-branding her business, enhancing her online presence, and increasing in-person interactions. With their guidance, she gained confidence in her ability to steer her business and found herself equipped with the tools and knowledge needed to propel her business forward.

Working with consultants Nichole Arbour and Molly Solberg not only provided Katy with practical solutions but also offered a sense of community and encouragement. As she navigated the intricacies of entrepreneurship, she found solace in the support and accountability provided by the Northland SBDC team. Their genuine desire for her success fueled her determination to overcome challenges and achieve her goals.

Looking towards the future, Katy is poised for growth and expansion. Equipped with a new sewing machine and an expanded product range, she looks forward to forging more partnerships with local businesses and participating in larger vendor fairs and markets. As she continues to evolve her business, Katy remains grateful for the guidance and support she received from the Northland SBDC, which played a pivotal role in her journey to success.

[UpNorthSewingAndEmbroidery.com](http://UpNorthSewingAndEmbroidery.com)

In 2023, the Minnesota SBDC Network helped Northeast Region businesses start, manage and grow.

#### By the numbers:



**847**

Unique clients served



**4,469**

Jobs supported



**62**

New businesses started



**\$32M**

Capital infused



**4,118**

Total hours of consulting services



**41%**

Pre-venture clients



**59%**

In-business clients

# Northeast Region

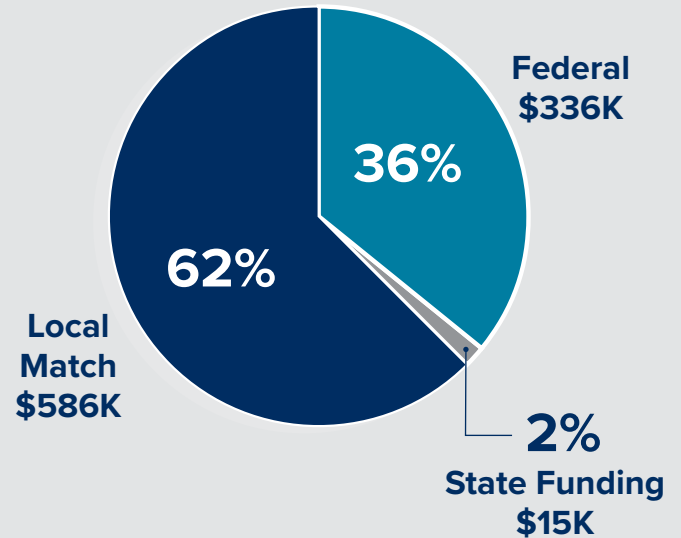
## Small Business Development Center

### Partners in Success

Our partners share in the vision for Minnesota's business success and recognize the positive relationship between nurturing small businesses and the well-being of their communities, regions, and the state. Funding for the program comes from the U.S. Small Business Administration, the Minnesota Department of Employment and Economic Development, and our most important local partners—the institutions of higher learning that host our regional centers.

Other local funding partners include many community lenders, economic development organizations, corporate donors, and private individuals. We're so grateful for their incredible continuing commitment to this program. Together, we are helping businesses start, grow, and succeed.

### 2023 Funding



### HOST INSTITUTION



### NORTHEAST REGION

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