

## Lenny Johnson – Genesis Client of the North Dakota SBDC (Williston)



Lenny Johnson and his wife, Miranda, started their business in 2009 and opened their first brick and mortar location in Dickinson, North Dakota the next year. A central California native, Johnson served six years in the Air Force. Following an honorable discharge, he relocated to North Dakota and attended Minot State University.

The organization's Williston location opened in 2014 and the name changed to Genesis in 2020. The process of renaming, that included a restructure of the organization's legal entity, is when Johnson was first introduced to Keith Olson and the ND SBDC.

The clothing store carries a range of popular clothing, footwear and accessory brands for men, women and children. The management and staff pride themselves on their customer service and strive to provide a great experience for each and every one of their shoppers.

"Our mission is to provide our customers with a comfortable, safe, social environment in which to purchase recreational sports equipment and apparel," says Johnson. "Our company's success is measured by our involvement and acceptance within the community."

The organization has been involved in the community and seen a level of success that now deems a new location necessary. In October 2021, ground was broken and construction began on their new 5500 square foot facility, slated to open in the spring of 2022. Johnson said he and his staff had been feeling "squished" and are excited for the new expanded location.



"Any business looking to start in the Williston Basin would benefit greatly from starting their project at Keith Olson's door," says Johnson of the advising received through the SBDC. "He and the ND SBDC have the resources to get any business off to a great start."

Over the years, Johnson has received on-going assistance and support from his local SBDC advisor, Keith Olson. Through projections and financing programs initially through disaster assistance during the pandemic and more recently, plans for the building and a recently announced holiday shop in a neighboring town.

"We are extremely excited and grateful for everybody that has supported us, from Williston and the surrounding area," Johnson said. "We could not have done this without my staff, my wife and everyone that works in the City. It still seems surreal."

The ND SBDC is grateful for the service of veterans like Lenny Johnson. Particularly for their time in uniform, but also how they so often put their dedication and hard work in to owning and operating small businesses after they have completed their service and sacrifice to our country.