

## STONETREE CLIMBING CENTER Helena Regional Success Story



“Brandon was absolutely instrumental in the creation of our business. He provided us the guidance to develop a successful plan.”

-Tim Wetherill,  
Co-Owner

### PROBLEM

Zach and Tiffany Bushilla & Tim and Barb Wetherill met through their interest in rock climbing. Both families would travel regularly to Missoula or Bozeman to climb, Tim with his son and Zach as a youth instructor. Each noticed a need for a climbing gym in Helena and approached Brandon Orr, the Regional Director of the SBDC at Helena College, for help.

### SOLUTION

Brandon helped the team put together a business plan with a market analysis and financial projections. Together they met with a commercial lender and were approved for financing. The building was then purchased and redesigned, and in October 2015 Stonetree officially opened.

### IMPACT

Stonetree is a great addition to the Helena community in an area of town that is slowly improving. It provides a new fun and healthy activity for local residents, as well as 8 new jobs for the town!

“I could tell they were going to put together something great.”

-Brandon Orr, Helena Regional Director



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