

SUCCESS STORY: LANDEN CHIROPRACTIC PC

2018 Champion of Small Business



REPORT DATE

- › March, 2019

INDUSTRY

- › NAICS 621310: Offices of Chiropractors

CONSULTING

- › Business Plan
- › Financial Projections

RESULTS

- › Building purchase doubled square footage
- › Growth from one to four employees
- › "I think NBDC is an extremely valuable resource, for myself and anyone interested in starting or expanding a business." Dr. Landen

Advice from the Nebraska Business Development Center (NBDC) in Chadron helped set Landen Chiropractic, P.C., on course for the successful and growing business it is today.

In order to secure financing from a local bank, and a matching low-interest loan from the City of Chadron, chiropractor Erich Landen, D.C., needed to present a business plan to the Chadron City Council and to a committee of six people, including bankers, an accountant, and Tim Donahue, who at the time was NBDC center director in Chadron. "Sitting down with that group and listening to their critiques of my projections really helped me to fine tune my business plan," Dr. Landen says.

Coincidentally, Donahue's brother was a chiropractor. "Tim was a great sounding board," Dr. Landen says. "He was familiar with things I was talking about. Thanks to him and others on the committee, I was able to make some necessary changes before presenting my plan to the City Council."

Dr. Landen obtained his bachelor's degree in exercise science from the University of Nebraska at Kearney, where his wife, Mary, earned the same degree. While he was an undergraduate in Kearney, Dr. Landen worked for a chiropractor. After graduating from UNK, he attended Northwestern Health Sciences University and obtained his Doctor of Chiropractic. He also has certifications in radiology, physiotherapy and acupuncture.

Landen Chiropractic, P.C., serves Chadron and surrounding areas by providing a variety of services covering chiropractic, acupuncture, soft tissue work and physiotherapies. Most of Dr. Landen's work involves chiropractic and acupuncture.

Landen Chiropractic started out in a small office with Dr. Landen as the sole employee. Steady growth has since led to Dr. Landen purchasing a building from a retired chiropractor in the area, which more than doubled the square footage of his business. The current location is situated near Chadron Community Hospital at 1115 W. 8th Street in Chadron. The lot on which the building sits also has potential for future expansion, Dr. Landen says. The number of employees has grown to four.

Landen Chiropractic has a strong relationship with Chadron Medical Clinic and Chadron Community Hospital and its radiology department to give patients comprehensive care.

Dr. Landen and his wife are active members of the Chadron community. As a volunteer, Dr. Landen coaches youth athletic programs such as flag football, wrestling, soccer and T-ball. He has donated considerable time to Chadron State College by serving as the athletic teams' chiropractor during events, and working with athletic trainers.

In addition, Dr. Landen has given lectures and presentations to students and businesses about the importance of proper work environments and ergonomic positions while working. He has also given seminars about acupuncture for athletes.

CONSULTANTS: TIM DONAHUE | DAWES | STATE SENATE DISTRICT 43 | CONGRESSIONAL 3