

## Small Business Development Center Saint Vincent College

*Helping businesses start, grow, and prosper.*



“Special thanks to Jim Kunkel for assisting with our business plan.”

Lori Rosensteel

**Rosensteel Personal Training & Fitness, LLC**  
109 Duck Pond Rd.  
Connellsville, PA 15425  
Fayette County

**Industry:** Fitness and Recreational Sports Centers.  
NAICS 713940

**Year Founded:** 2014

**SBDC Assistance:** Business Plan Development, Demographic Analysis, Financial Analysis, Loan Packaging.

**Saint Vincent College SBDC**  
**James Kunkel**, Executive Director  
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Latrobe, PA 15650  
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<mailto:sbdc@stvincent.edu>

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with caption

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Insert Host Institution logo

## Connellsville fitness center healthier after working out with the Saint Vincent College SBDC

Rosensteel Personal Training & Fitness, LLC is an existing fitness business located in Connellsville, Pennsylvania owned and operated by Lori J. Rosensteel since 2014. In 2017, she established a new fitness facility doing business as House of Steel.

This new facility provides high-quality personal training, fitness and weight-loss solutions to clients. House of Steel is unique because it is a fusion of the varied offerings of local personal fitness competitors under one roof including self-defense courses, personal training, weight loss support and tanning. Everything the client needs is now conveniently located, accessible and competitively-priced under one roof at the House of Steel.

Lori Rosensteel and her husband Dan met with James Kunkel from the Saint Vincent College Small Business Development Center for help with updating their business plan. This service is provided free of charge and is available to any entrepreneur needing management assistance. Clients can contact the Fay- Penn office to schedule an appointment with Kunkel, who conveniently comes to the Fay-Penn office two Fridays a month. So not only can business owners receive assistance preparing their business plans, they can do it close to home. Fay-Penn is a valued partner of the Saint Vincent Small Business Development Center, enhancing both organizations ability to provide assistance to Fayette County businesses in a collaborative fashion.

Over the course of the consulting engagement, through face to face, e-mail and telephone exchanges, the SBDC consultant was able to assist Lori and Dan with the development of a formal business plan. The plan was complemented with timely industry information, a detailed demographic analysis of their target market, and comprehensive financial projections.

Lori and Dan submitted their business plan to the Fay-Penn Economic Development Council and were approved for their loan. The Rosensteel were able to use these new funds to refinance existing high-interest debt. They were also able to grow their staff and have seen their client membership increase over the past six months. Rosensteel Personal Training & Fitness, LLC directly benefitted from assistance provided by the Saint Vincent College Small Business Development Center.