



# 2021 Emerging BUSINESS OF THE YEAR

## The Layne Project, Inc.



**Owner:** Trina Nudson

**Kansas SBDC Advisor:** Jack Harwell

**Business Started:** 2008 **Industry:** Child & Youth Services

The Layne Project, Inc. in Olathe, Kansas, was established in 2008 by Trina Nudson. Nudson provides a service that helps children transition as their family dynamics shift. Her business started with the desire to allow children the right to their childhood by preventing family disruptions, and she wanted to provide a service for the Olathe community that was different from the rest.

“The Layne Project, Inc. offers family, group and individual support, through therapy, psychoeducational groups, coaching, parenting classes, and supervised parenting time and exchange,” said Nudson.

The journey to create a safe place for children and families to work through challenges was the main goal, but Nudson also had a few business challenges she had to work through in order to expand her success. Nudson reached out to the Kansas Small Business Development Center at Johnson County Community College, and she worked with SBDC advisor, Jack Harwell. Although she only had a technician background and little knowledge about running a business, Harwell was able to assist her with the proper knowledge to develop her organization, obtain a business loan, analyze cash flow, and access COVID relief funds.

“Trina takes learning how to manage her business seriously. She is focused on working on her business and puts what she learns into practice,” said Harwell. Nudson helped families learn new techniques while she was also learning new things about being a business owner. The Kansas SBDC helped her see new perspectives, improve the company’s morale, cultivate a company culture, and engage with employees. “My employees are happier, and I feel less pressure and am more invigorated the more I learn,” said Nudson.

“I have learned the importance of working on my business,” said Nudson. “Learning to run a business is an ongoing journey and I am blessed to have the SBDC on my side. In the end, because of the SBDC’s support, children are getting their childhood back.”

When it comes to success, The Layne Project was awarded the top 25 of 25 businesses in the Metro area, acquired the funds to make a new building purchase, and most importantly, have provided families relief. When asked about the assistance from the SBDC Nudson said: “They never once judged me for my ignorance and championed me as I developed and continue to develop.”

For those seeking advice on starting their own business, Nudson said, “It is not a sign of weakness to ask for help, it is a sign of intelligence.”



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