



**Joan Eschenbaum**  
**Cabinets & Interiors**  
**Faulkton**



Proud to be an  
**SDRA**  
**Member**

South Dakota  
**RETAILERS**  
Since 1897

### **How did you get started in the business?**

My husband Dale and I bought a cabinet shop in 1983 from Karl Bachmayer. He had the lumberyard and cabinet shop, and he was selling to retire. We bought just the cabinet shop at that time. It wasn't really busy all the time. There was a furniture store in Redfield called Redfield Home Furnishings. They always came to the different farm and home shows, and I talked to them about having a satellite store in Faulkton. That's how I got into furniture, floor covering, window treatments and wallpaper. When the Redfield store closed, we didn't have enough room to take over the furniture business, so we just did the interior decorating part. When another business in Faulkton quit selling paint, we took on the Benjamin Moore line of paint. When this building came up for sale we bought it. I've been in this building 9 years.

### **How many employees do you have?**

Dale and our son operate the cabinet shop with three other employees. In this store, I have an employee who comes in a half day or a day a week, or if I have to go someplace she covers for me. I do the bookkeeping for both sides of the business.

### **What is your client base?**

With the cabinets, we cover the entire state of South Dakota. We do a lot in the Sioux Falls area, and we have worked in Minnesota and North Dakota. For the interior design part of the business, it's pretty much within a 40-mile radius.

### **You must provide a lot of personalized service in this type of business.**

Yes. Our cabinetry is custom-built and everything fits precisely. We're very busy with that, and are usually booked six to eight months out. With the interior design, we help with matching colors and making sure it all works together. And when people come in to buy paint, I keep a computer record of who bought it, the color, and what room they used it for. So if people call in and say they need more kitchen paint, I have it in my computer. I also write on the paint can lid what the color is, the date, and in which room it's being used.

### **Why did you become an SDRA member?**

We joined many years ago because when the Legislature is in Session and there are bills that pertain to us, SDRA definitely has a position in there, and they'll fight for us. And I thought that was very important for all the businesses in South Dakota, because most of us are smaller businesses in small towns.

### **What is the most valuable aspect of your membership now?**

When we signed up for the workers comp insurance, we were able to save quite a bit. My rates went down something like \$300 a quarter right away. So I love the insurance, that is really worthwhile. But I think the Retailers newsletter has been the biggest help to us. I enjoy getting it. There's a lot of good information in it. There's always items in there that I pick up on, especially on taxes. ■