Total Nutrition and Tanning

Jake Deshner has devoted the past 15 years to the health, fitness and wellness industry. As a lifelong athlete passionate about helping others reach their full potential, Deshner has dedicated his career to empowering people to become the best versions of themselves. He worked at Total Nutrition and Tanning for 10 years before pursuing ownership. Guided by faith, persistence and patience, Deshner's enduring commitment ultimately led him to purchase the very business he helped grow.

When the chance to buy TNT finally arrived, he knew he needed trusted advisors to navigate the complex process. Turning to the Montana Small Business Development Center, he received critical support in business planning, financial forecasting and loan preparation. With the guidance and resources provided by the SBDC, Deshner moved forward with confidence.

Thanks to the SBDC's support, Deshner successfully secured financing through Citizens Alliance Bank, supported by the Small Business Administration. He noted that obtaining funding was not easy due to the nature of the business and its difficulty to liquidate in the event of failure. This made the SBDC's expertise and credibility even more essential. By purchasing TNT, Deshner ensured the Great Falls community would continue to benefit from an established, trusted resource for health and wellness. Under his leadership, residents have ongoing access to knowledgeable staff and expert guidance in fitness and nutrition — the same high-quality support that has helped so many lead healthier lives already.

Rich Gannon, business advisor, remarked, "Jake is one of the most diligent clients I've worked with. His attention to detail and perseverance will serve him well as he transitions from employee to owner."

ECONOMIC IMPACT

- **Business Start**
- **Secured $220,000 in SSBCI Funding**
- **$220,000 Additional Financing**

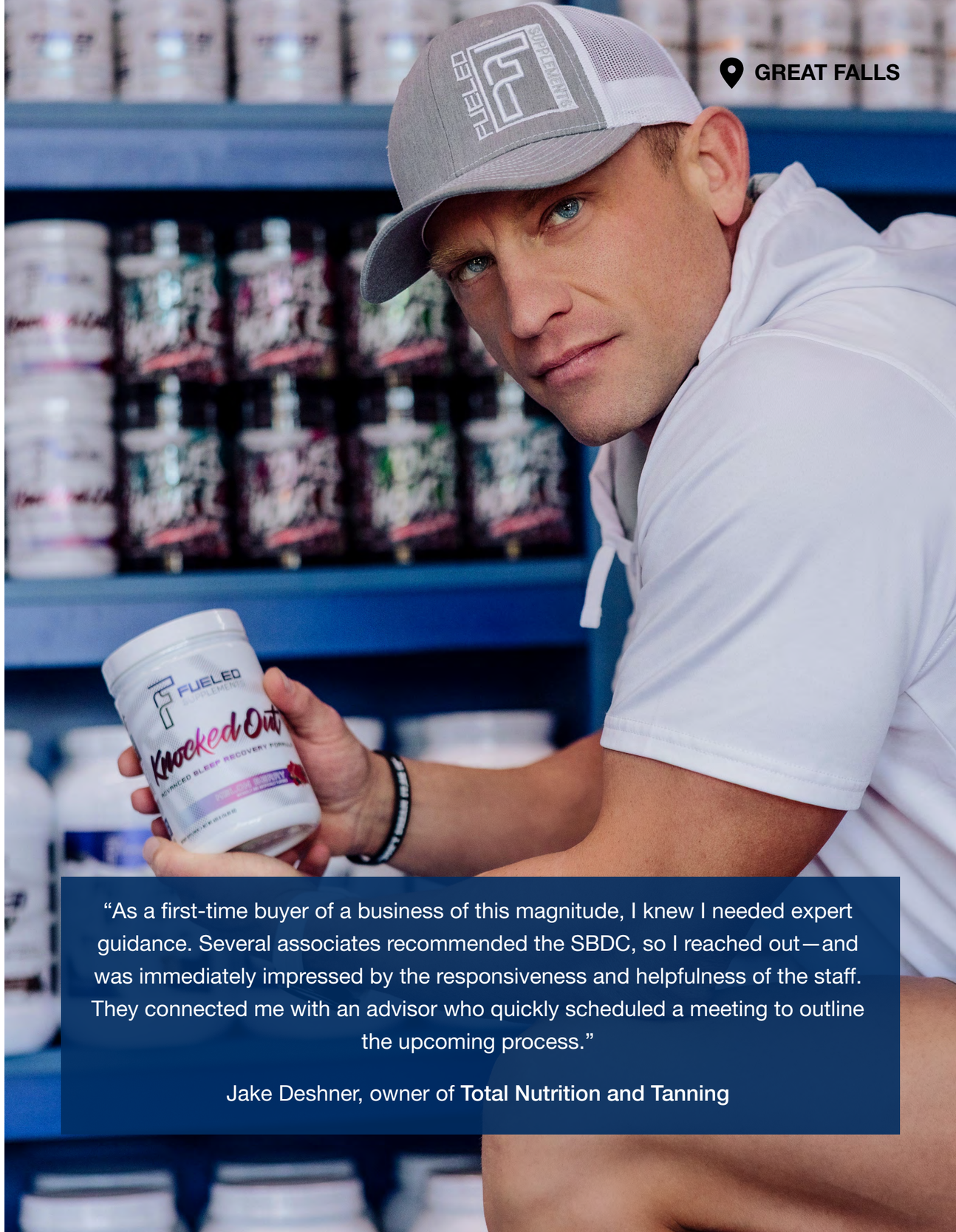
Deb McGregor
Regional Director

Rich Gannon
Business Advisor

Christian Nichols
Business Advisor

Great Falls DEVELOPMENT ALLIANCE
MONTANA
ECONOMIC DEVELOPMENT CDFI

GREAT FALLS



"As a first-time buyer of a business of this magnitude, I knew I needed expert guidance. Several associates recommended the SBDC, so I reached out—and was immediately impressed by the responsiveness and helpfulness of the staff. They connected me with an advisor who quickly scheduled a meeting to outline the upcoming process."

Jake Deshner, owner of **Total Nutrition and Tanning**