

Veterans Business Success Story

Pete & Monika Johncour

U.S. Air Force | Timber Ridge Campground

From Lieutenant Colonels to small business owners, Pete and Monika Johncour are taking on a new role as the owners of the Timber Ridge Campground in Keystone, SD. Their journey began after they attended a B2B training on Ellsworth Air Force Base. There, they found the resources and information that they needed to move forward in launching their business.

Both Pete and Monika agreed that their military work and experience prepared them to take on this unknown and new venture. Monika shared, “After leading countless projects, programs, and offices that you typically inherit with little to no turnover, you begin to ‘learn as you go,’ and thus gain confidence in your ability to inherit something you don’t know much about and lead it to success.”

This campground was purchased from a previous owner of 16 years, and Pete and Monika were ready to take over! They immediately stepped up to the plate, opened their doors, and began operation during The Sturgis Motorcycle Rally, one of the busiest times of the year.

Their leadership, organization, and time management skills acquired from the military helped their transition as first-time entrepreneurs be a lot more successful. In addition to the military’s long-term preparation, the Boots to Business (B2B) training offered on military bases around the country was the final push they needed to take the leap into becoming small business owners. “Attend B2B so you will know what resources exist for you as you try to figure out your next steps,” said Monika. “If it wasn’t for the SBA resource programs and services, we would still be stuck trying to figure out how to buy the business.”

Pete and Monika are looking forward to using the skills and resources acquired to make improvements and changes to help their new business grow. They hope to expand their services, while keeping a large emphasis on families in the Black Hills.

“It takes a team, dedication, lots of phone calls, follow through...and money. But if being your own boss is what you want to do, then your motivation will allow you to overcome the task in front of you!”

RESOURCES:



Pete & Monika Johncour enjoyed the Rapid City area so much when stationed there, that they opted to purchase a business in Keystone, SD and stay. They took over the Timber Ridge Campground in 2021.



Join the ranks of the next generation of veteran business owners today. Visit www.sba.gov/veterans to learn more.

U.S. Small Business Administration