



Carson College of Business

Business Growth Mentor & Analysis Program

WASHINGTON STATE UNIVERSITY
VANCOUVER

CLIENT TESTIMONIAL

Wolff Specialties

Dan Wolff's passion for alternative fuels ignited when he was in high school. Now, decades later, his flame for alternate energies still burns bright.

Wolff, owner of Wolff Specialties LLC in Vancouver, has more than 30 years of experience in the automotive industry and is an advocate for using fuels other than gas or diesel. His company takes fuel conversions to the next level—specializing in propane fuel conversions for Autogas. Dan holds several certifications to install the major EPA systems offered in the U.S.

Wolff Specialties, run by Dan and his wife, Penny, is the premier supplier of alternative fuel conversions in the Northwest.

Over the years, Dan has seen alternative fuels make great strides and gain support from both private and government agencies. With this in mind, Dan saw the potential to enter into and become a leader in this market.

Already in contract with the Washington State Department of Transportation to convert their work vehicles on the west side of Washington, Wolff Specialties was moving in the right direction.

Armed with the knowledge and expertise of fuel conversions, Wolff needed a plan to help scale the business if he was to keep up with the coming demand.

IDENTIFYING AREAS FOR GROWTH

Dan and Penny reached out to WSU Vancouver's Business Growth Mentor & Analysis Program. Over the course of a 16-week semester, they found themselves working with an eager team of undergraduate business students, all part of the student consultancy program.

Both Dan and Penny were impressed by the students' dedication and commitment to the projects. "The more you put into it and the more you allow them to communicate with you, the more you will get out of it," Penny recounted. Dan agreed, adding, "Your participation is absolutely vital." The Wolffs were happy that the students showed great interest in the specifics of their industry.

Analyzing Wolff Specialties, the team found a few areas that could be improved. The largest recommendations involved profit and loss, cost structure and pricing, and lowering shipment costs. Following the students' step-by-step suggestions, Dan and Penny went to work implementing their recommendations.

"It was a huge cost savings for us and was extremely valuable," Penny said, noting that she has become much more "precise" about inputting their profit and loss. "The whole thing was really good. It was fun, it was refreshing, and we really liked helping the students."



WOLFF SPECIALTIES

You can find out more about Wolff Specialties and their services at wolffspecialties.com.

BUSINESS GROWTH MAP

To find out more and apply to the program, visit business.vancouver.wsu.edu.