

# SUCCESS STORY

## WILLISTON 2022



### SUSIE Q'S ICE CREAM TRUCK

WILLISTON, ND – Susan Elsbernd is living a dream sweeter than she could have ever imagined.

Susan Elsbernd started Susie Q's Ice Cream truck a little over two years ago and quickly gained a loyal customer base. She offers a large variety of packaged ice cream treats and non-dairy novelties at Susie Q's Ice Cream Truck. Serving the city of Williston and the surrounding areas, Susie Q's Ice Cream Truck is locally owned, and family run.

Susan is a registered nurse by trade but has always wanted to open an ice cream truck. Her dream became a reality on March

10th, 2020. Just two days before the global pandemic changed our world as we knew it, Susan opened Susie Q's Ice Cream Truck.

Supporting her along her journey has been her family, especially her parents. Susan credits who she is today to her parents and the way they raised her. She says they taught her the value of hard work and have been her biggest cheerleaders all along. Susan still has a toy ice cream truck and a note dated 2005 from her mother, that read, "Dream big kiddo, be the best ice cream truck driver you can be."

In addition to her parents, Susan's

husband, Matt, and their children, Addison and Wyatt, have been very supportive in her business journey. Susan says Matt is, "The best ice cream truck mechanic around." Matt encouraged her to follow her dream even when they were at a busy stage in their life. In addition, their children have learned the business right alongside her.

Along with family support, Susan has had the support of the Williston community and the ND SBDC. Susan stated, "I can't thank Keith from the Small Business Development Center enough for his instrumental help in starting my business. We are so very



*Photo Credit: Kellie Rochelle Photography*

fortunate to have this expertise right here in the city of Williston." She also is thankful for the city of Williston as they, "Embrace food truck vendors and have welcomed my dream."

Keith Olson, ND SBDC advisor in Williston, was able to help Susan answer questions about starting a business. He also assisted her with state tax forms, trademark registration, and other legal documents. Keith states, "With the challenges in finding space in Williston, we have seen a dramatic increase in food trucks. Susan had a plan that was formed long ago, and she could make it come alive. Her Entrepreneurial passion made working on this project fun, and seeing her drive to make it happen was awesome to witness."

This business means so much more than ice cream to Susan. "It's about connecting with our



customers. Never in my wildest dreams would I have imagined that I would have been a part of a child's Make-A-Wish or be the backdrop to marriage proposals and gender reveal parties." She loves hearing the nostalgic ice cream truck stories from long ago from the elderly as well as seeing the excitement the ice cream truck brings to children in the community. Susan stated, "I know without a doubt, I am

doing exactly what I was put on this earth to do. I truly believe no matter the size of your business, if you have passion, you will absolutely succeed."



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