

# BLACK DIAMOND AND THE ACCIDENTAL ENTREPRENEUR

TRANSFORMING HOBBIES INTO REWARDING CAREERS



From the inside of chemical tanks to bridges to retired warships, Black Diamond Abrasives has prepared countless surfaces for new beginnings, often for jobs involving large corporations. But, Black Diamond is also the handy partner of entrepreneurs and do-ityourself individuals who still require the best blast possible to get the job done. Black Diamond helped Lee Sackett and his wife, Shannon, transform a hobby into a rewarding and growing business.

#### INDUSTRIAL ENGINEER TURNED TRACTOR RESTORATION EXPERT

Trained as an industrial engineer, Lee Sackett planned on a career working his way up the corporate ladder. And, in 2002, things seemed to be working out well. He had made his way to an upper management position in a company that manufactured large industrial HVAC equipment. Then, after an unexpected decline in sales, his position was eliminated. Now what?

Lee had experimented with tractor and vehicle restoration as early as high school when he worked on his dad's Corvette and his own pickup truck. Over the years Lee honed his craft, developing a particular talent and love for tractor restoration. His first job out of school was at a tractor manufacturer, which gave Lee detailed knowledge about the make and body of this essential piece of farming equipment. Soon after, Lee and his future wife, Shannon, visited Western Minnesota Steam Threshers Reunion where both were impressed by the historical tractors on display. Lee and Shannon took their interest to the next level when they purchased a 4-acre hobby farm, which they worked with (what else?) restored tractors, that dated back to the 1940s and 1950s.

While Lee enjoyed restoring tractors, in 2002 he was not expecting his favorite hobby to turn into a new career path. To fund his job search, Lee bought an old tractor to restore and sell. Through the sales process, several new contacts asked if he would restore their tractors. Soon, the job funding strategy was transforming into the job itself. "It was scary and exciting," explained Lee. "I call myself an accidental entrepreneur."

The business grew steadily. The first year he hired on someone parttime. Today, Lee employs 18 full-time employees and Shannon, as well, has devoted her career to the business.

Customers range from individuals hoping to restore a family tractor to dedicated collectors to major corporations to cost-conscious farmers avoiding the expense of purchasing new equipment.

### BEYOND THE **SUPERIOR QUALITY**, BLACK DIAMOND IS ALSO THE **MOST ECONOMICAL DECISION** BASED ON PRICE COMPARISONS.

Lee Sackett Founder & President "We've worked with John Deere to restore the All Wheel Drive (Dain) from 1918, as well as collectors who are passionate about having every kind of tractor out there."

#### IT ALWAYS BEGINS WITH A GREAT BLAST

No matter the customer, the restoration process always begins with Black Diamond delivering the perfect blast.

"The only way to guarantee the long-term success of any restoration project is to start with clean bare metal. Black Diamond always delivers that."

Coal slag 2850 has been Lee's partner since the beginning when restoration with just a hobby. Today, Lee and his team have

completed over 400 projects with Black Diamond abrasives. "It gets us the exact finish we need every time."

When restoration was still a hobby, Lee would purchase 50-pound bags of Black Diamond from big-box stores. Discovering the ease of purchasing directly from the plant, Lee was soon purchasing 3,000-pound bags to prepare tractors and vehicles for new beginnings.

"Beyond the superior quality, Black Diamond is also the most economical decision based on price comparisons." Lee added, "I enjoy working with the people onsite as well. They provide great customer service."









#### BLACK DIAMOND ABRASIVE PRODUCTS BlackDiamondAbrasives.com

## PLANT LOCATIONS

Anaconda, MT | Coffeen, IL | Galveston, TX Harvey, LA | La Cygne, KS | Roberts, WI