



PO Box 340, Kyle, SD 57752
(605) 455-2500 tel (605) 455-2585 fax
www.lakotafunds.org

FOR IMMEDIATE RELEASE

Woman- & Native-Owned Pine Ridge Business Expands to Offer Filtered Drinking Water to Local Businesses and Residents

Contact: Heidi Cuny, Cuny Communications, heidi@cunycommunications.com,
(415) 279-0185

Kyle, South Dakota – *May 14, 2013* – Wanbli LLC, a distributor of filtered drinking water based in Pine Ridge, South Dakota, recently expanded operations beyond their current client base of over 40 businesses and residents. The expansion was made possible through a business loan from Lakota Funds, a nonprofit community loan fund, in Kyle, South Dakota.

Owner and operator, Lynn Bettleyoun, says that owning her own business is something she has always wanted to do, and after seeing several water trucks driving through the Pine Ridge Reservation and talking to friends, she felt that opening a water distribution company would be a viable option. “A lot of the water here on the reservation is not very good quality, and Culligan’s didn’t have any competitors, so I figured I’d step up to the plate,” says Bettleyoun.

Last August Lynn officially opened for business. She states, “I figured if I was going to do it that I would go full force and jump with both feet in. Either I would fall on my face or I would make it.” Well, she is making it. Wanbli LLC offers a rent-to-own program for their water coolers, which has set them apart from their competitors and driven an increase in business. “People are really excited about owning their own cooler,” says Bettleyoun.

Since opening, Wanbli LLC’s client list has grown to include Loneman School, Shannon County School District, several Tribal programs, and homes throughout the Pine Ridge Reservation. To help keep the business on its current growth trajectory, Wanbli LLC partnered with Lakota Funds to obtain a loan to purchase additional inventory and keep up with the demand for clean drinking water and coolers. Bettleyoun says of Lakota Funds, “They were absolutely wonderful. I couldn’t have asked for a better group of people.”

Currently, Wanbli LLC separates deliveries by geographic region in order to cover the entire reservation, but this keeps Bettleyoun working day and night. As a result, she sees herself hiring a delivery driver in the future, which will be one more step in her business’ continuing development.

###

About Lakota Funds

Lakota Funds is a Native community development financial institution (CDFI) leading an economic resurgence of the Oglala Lakota Oyate on the Pine Ridge Reservation through culturally appropriate strategies reigniting the traditional Lakota spirit of productivity, commerce, and trade. For over 25 years, Lakota Funds has played a vital role in improving the quality of life for the Oglala Lakota Oyate by placing capital with new and growing



Lakota Funds

Investing in the Oyate

PO Box 340, Kyle, SD 57752

(605) 455-2500 tel (605) 455-2585 fax

www.lakotafunds.org

businesses, providing customized business development services, and educating adults and youth on financial management concepts.