



**Small Business  
Development Center  
Kutztown University  
of Pennsylvania**

*Helping businesses  
start, grow, and prosper.*

**Barbara Krall, President;  
Rebecca Polulak, Esq.,  
Director, Contracting &  
Business Development**  
Krall Contracting Inc.  
60 Yeager Road  
Rossville, PA 17358  
(717) 432-4173  
[www.krallinc.com](http://www.krallinc.com)  
York County, PA

**Industry:**  
Topsoil manufacturer  
Materials Supplier  
Hauling Services

**Year Founded:**  
1997

**SBDC Assistance:**  
Government Contracting  
Training & Marketing plan

Women Owned Certification

Doing Business with the  
Commonwealth of PA

COSTARS Department of  
General Services program

**Kutztown University SBDC**  
15155 Kutztown Road  
Kutztown, PA 19530  
P (484) 646-4003  
F (484) 646-4009  
sbdc@kutztown.org  
www.kutztownsbdc.org

## Get a Load of This!

## Premium Topsoil Vendor in Central PA



***"The SBDC provided us with  
invaluable, free government  
contracting assistance."  
-Barbara Krall***

topsoil from excess topsoil recycled from contracting job sites. The manufacturing process blends native topsoil and high quality compost, while removing stone and debris. Krall Contracting Inc. also custom blends topsoil per job specifications.

Barbara's daughter, new Director of Contracting and Business Development Rebecca Polulak met consultant Linda Grove at a Penn DOT Partner training event. At the event, she learned about the free services offered by the Kutztown University Small Business Development, such as free bidmatch daily emails pertinent to the client's industry.

"The SBDC helped us navigate our way through the government contracting and certification processes as we moved from a business primarily focused on commercial contractors and landscapers, to expand into the government marketplace," said Barbara Krall. "We would have been able to expand into government contracting on our own, but it certainly wouldn't have happened so quickly and may have required the use of costly outside resources if we had not utilized the SBDC procurement services. The sheer volume of information about government contracting is staggering. Linda Grove was key in identifying the areas in which we needed to focus and those that wouldn't provide value for us," commented Rebecca Polulak. Sales for Krall Contracting this year have increased by 15% over 2014, and this certified woman owned company added one full time job to Pennsylvania's economy in 2015. Sales are expected to continue to grow in 2016, since the company is now positioned to earn additional government contracts with new agencies.



**Success Story**