



Darci Stanford owner of LearningRx located at 130 E Vine Street, Owatonna.

LearningRx

Darci Stanford, owner of LearningRx, Inc. in Owatonna, can personally vouch for her business's effectiveness at helping equip children and adults with the tools they need to succeed. She's the proud parent of a LearningRx 2016 graduate, and she's seen how "brain training," as LearningRx explains it, can help strengthen students' cognitive skills.

Stanford opened her center in May 2017, and it was recently designated a Board-Certified Cognitive Center. One key part of the center's brain training is how trainers work one-on-one with students in a focused, in-person setting. However, this posed a challenge in early 2020, since the center's capacity was reduced because of social distancing guidelines.

"We have less training stations, so less clients to serve in the same time frame," Stanford said. "This means half the revenue generating capacity. We are fortunate to have the option to train remotely if someone chooses, [but] it's not for everyone, and we did lose some business when

it was remote."

According to Stanford, the Owatonna Area Chamber of Commerce and Tourism helped her business immensely through its up-to-date communication regarding grant opportunities, mask distribution information and more.

"They've been a good advocate for small businesses," she said.

Stanford was also awarded four glass sneeze guards, which allowed her to have a few more clients in the same area at the same time.

"With those [sneeze guards], along with plexi-glass face shields, we are able to hear and see better, which is critical for what we do," she explained.

Stanford said she's not sure how the future will unfold, but her business is "hanging on" for now.

"I hope at some point we are able to return to full capacity, so that we can serve more clients in the region," she said. "As with everyone else, I am unclear on how this will affect us in the long game."

by Grace Brandt, special project for the People's Press

jump start!

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