

Michele Nordahl of Anderson & Forrester to be Featured on CUTV News Radio

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[/EINPresswire.com/](http://EINPresswire.com/) -- Most people avoid risk whenever possible, but successful people get where they are because they are willing to take the risk when no one else will.

Michele Nordahl had served as an HR executive with large manufacturing companies for 30 years, when she decided she needed something different.

"I've always wanted to own my own business," says Nordahl. "I loved HR, but there was always something missing. I needed to grow. It just wasn't enough. And when this company became available, I said, 'You know, if I had the money they wanted for it, I'd buy it. Because it really was a diamond in the rough. It was small enough that we could grow it. It had a lot of low-hanging fruit that could have been grabbed pretty easily within the first six months and great employees in place and so we did it.'"



Today, Nordahl is the president and CEO of Anderson & Forrester, a manufacturer of brass orifices for natural gas and LP fittings for fireplaces, stoves, grills: anything that runs off of propane or natural gas, Anderson & Forrester can produce that fitting or tooling.

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Michele Nordahl

"Everybody needs this part and we're one of the few manufacturers in the US that do this," says Nordahl. "And it is a very niche business and very unique."

Anderson & Forrester actually dates back to 1928. Nordahl purchased the company in 2014 and they have since grown about 30 percent. They've launched a new website, added a

brand new innovative product line, reengaged their customers, and drew on the expertise of the existing employees to change the energy.

"In the 30 years I was in HR, I was taught to think outside the box. Be creative about what you want to do, especially with people or with a product line," says Nordahl. "We're always trying to do something

that's not easier, but better. What can we do different? What can we build next? What can we do to make the customer happy?"

As for the future, Nordahl says Anderson & Forrester can one day be a \$20 million company, but she still wants to be able to support the customer who needs one orifice as well as the large customer that orders 50,000 parts a year. They have the capacity now to improve their processes and increase their customer satisfaction.



"Even though I'm not in an HR-functioning role, I'm still HR at heart. You're still dealing with people and their personalities," says Nordahl. "There's something new every day in our business. Somebody needs a new product line. It's easy to grow if you want to."

CUTV News Radio will feature Michele Nordahl in an interview with Jim Masters on November 8th at 3pm EDT.

Listen to the show on [BlogTalkRadio](#).

If you have a question for our guest, call (347) 996-3389.

For more information on Anderson & Forrester, visit <http://www.andersonforrester.com>.

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