

Making a Mark: Fargo businesswoman advises entrepreneurs to work hard, be open to new opportunities

By [Angie Wieck](#) March 27, 2015



By Angie Wieck

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Name: Carol Rogne

Position: President and CEO of DFC Consultants, a Microsoft-certified partner specializing in the sale of business software. The company also provides installation, customization, support, cloud storage and training services.

Her story: When Carol Rogne left a career in banking to start her own company 26 years ago, she intended to provide investment, accounting and tax services. It was during her quest to find good accounting software that a new avenue opened up.

In 1990, she attended the Great Plains Stampede in Fargo, where she was introduced to the idea of computer consulting.

She credits her ability to change course as one of the keys to her success.

“It’s good to have a plan, but I just think you can’t be so rigid in the plan,” she said. “When I think about what I’m doing now, it’s not at all what I started out to do.”

Today she employs more than 20 people at offices in Dickinson, Bismarck and Fargo. DFC serves businesses and nonprofit organizations across the country and the world.

Rogne said a niche the company has grown considerably in the past few years is job cost and field service and equipment management for companies operating in the Oil Patch of western North Dakota.

Another area of growth has been cloud computing. The company offers the Microsoft Azure and Office 365 cloud storage platforms.

Words of advice

Prairie Business magazine recently recognized Rogne as one of the top 25 women in business in North Dakota, South Dakota and western Minnesota.

Although she operates in an industry that has been dominated by men, Rogne said she never felt any real obstacles to being a woman in the technology sector.

“It doesn’t necessarily mean that they weren’t there because you’re always going to get some jobs and not others,” Rogne said. “People have reasons why they hire you or don’t hire you. If it happens to be because I’m a woman, I guess I don’t know that.”

Her advice for anyone starting a new business is to work really hard and not expect to make a lot of money at first.

“I’d have to say I’ve always been conservative, especially as a service company, to not allow myself to get into debt.

“For some, debt is an important part of the company if you have to buy inventory and things like that. I’ve always felt as a service company if you are paying wages, you need to make sure you’ve got the cash flow coming in to pay wages.

“Certainly I’ve never borrowed money to pay myself a wage. I’ve seen startups where people want to have this great salary and the money is not coming in so they get a loan to cover that. For a service company, I think that can be the kiss of death,” Rogne said.

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