

2010 BUSINESS RECOGNITION

HOSTED BY
Southern Utah
University SBDC
SUU SOUTHERN
UTAH
UNIVERSITY
LEARNING LIVES FOREVER

Business Details

OWNER
Stewart and Joan Somerville

NATURE OF BUSINESS
Renewable Energy

CITY
Cedar City

COUNTY
Iron

PHONE
435-586-9181

WEB SITE
www.apssolar.com

BUSINESS STRUCTURE
S-Corporation

BUSINESS BEGAN
May 2006

EMPLOYEES
2 full-time, 3 part-time

SBDC CONSULTANT
Craig Isom and Joni Anderson



Alternative Power Systems, Inc.



Stewart and Joan Somerville knew if they wanted to bring renewable energy to more people, something needed to change. They just did not know what. That's where the Small Business Development Center at Southern Utah University stepped in.

Although the Somervilles entered the renewable energy business in 1985 and have more than 30 years combined experience in renewable energy, they still weren't reaching as many people as they wanted. So in 2009, they met with Craig Isom, SUU SBDC director, who began counseling them and eventually suggested they get involved in an MBA class project.

The Somervilles soon found themselves the focus of a 90-hour class project, with students doing a full business analysis of Alternative Power Systems. Isom also held one-on-one business assessments with the couple during the three-month project.

Advancing technology and a need for an eco-friendly energy source drives Alternative Power Systems' goal to bring renewable energy into everyday use. Since the evaluation, the Somervilles have hired new employees, installed new contracts and are pursuing stimulus projects. They are very satisfied with their business analysis, the overall results and recommendations provided.

The MBA team's recommendations included: evaluate the message of the company logo; improve the company website to be more customer friendly, including testimonials and cost-savings calculators; improve customer relationships by offering annual site inspections;

focus on education by offering classes about renewable energy design and installation; and keep current on all licensing requirements.

"I was excited when they asked me to participate. After the business analysis was done, I was impressed with the students involved. They went far beyond my expectations and gave me good recommendations that we are implementing today. Thanks for thinking of us."

Stewart Somerville, Owner

The Utah SBDC network is comprised of 11 regional centers hosted by Utah colleges and universities. The centers serve entrepreneurs and small businesses across the state. The centers are funded in part through a cooperative agreement with the U.S. Small Business Administration.

Secret to Success

"Work hard and have a plan and a goal. That works best."

jobs

growth

revenues



Governor's Office of
Economic Development

