

# 2010 BUSINESS RECOGNITION

HOSTED BY  
Utah Valley University,  
Orem SBDC



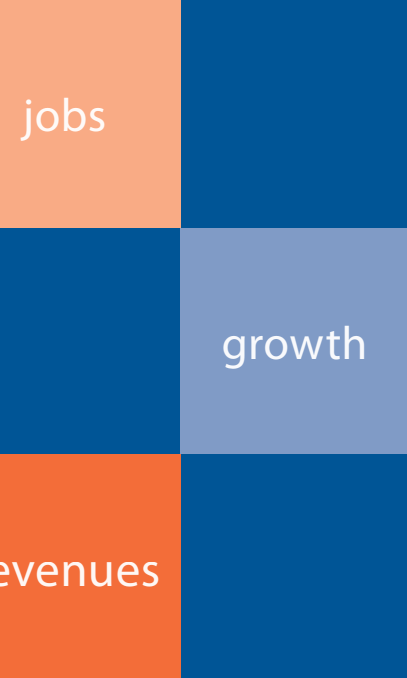
## Business Details

**OWNER**  
Jim & Laura Boben  
Julie Palfreyman  
**NATURE OF BUSINESS**  
Weight Loss Clinic

**CITY**  
Spanish Fork  
**COUNTY**  
Utah  
**PHONE**  
801-794-3648

**BUSINESS STRUCTURE**  
LLC  
**BUSINESS BEGAN**  
2010  
**EMPLOYEES**  
3 full-time

**SBDC CONSULTANT**  
Ken Fakler



## Do it or Diet



After working for many years at a diet clinic, Laura Boben and Julie Palfreyman decided it was time to follow their dream and open their own clinic. Both women love using their experience to help people maintain a healthy weight.

Do it or Diet use several methods to help adults who want to lose weight. Some of the successful weight loss techniques Boben and Palfreyman use include the HCG diet, a low-carbohydrate, high-protein program, monthly meetings and weekly weigh-ins. Do it or Diet staff provide weekly and monthly support and individual attention to help people get what they need to change.

The clinic also has a Bio-Meridian machine that uses 57 acupuncture point readings to pinpoint weak areas in someone's system and can determine the overall health support needed.

"They have had this as a dream for a long time," said Jim Boben, Do it or Diet co-owner, "and now it's real."

Do it or Diet's nurse practitioner gives vitamin B injections, does blood pressure checks and other procedures that help monitor the health of those losing weight in southern Utah County.

"More than 50 percent of people in the United States are overweight," said Heather Johnson, Do it or Diet's nurse practitioner. "Many people get started on a diet and are unable to maintain their weight loss. Then their weight fluctuates. Our goal is to help people make a life change so they don't fit into the statistic."

"We are excited to be in Spanish Fork," said Boben. "Julie and I always had people comment how they wished there was something in south Utah County. We decided it would be successful to do our own thing."

Palfreyman and Boben came to the Orem Small Business Development Center because they wanted to get off to the best start. The SBDC counselors smoothed the start-up process. They also introduced them to helpful resources for a beginning business. After a lot of hard work, Do it or Diet clinic held its grand opening June 22, at its Main Street location in Spanish Fork where it serves southern Utah Valley's weight loss needs.

"We learned so much from your services. We had no idea what it took to open a business. The SBDC gave us direction, homework and walked us through step-by-step until we were at the point of opening our doors."  
*Laura Boben, LLC Member*

**Secret to Success**  
"We both had weight problems and wanted to open a business that helped all women and men reach their weight loss goals. We put together a support system that helps them stay motivated."

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.



Governor's Office of Economic Development

