

# 2010 BUSINESS RECOGNITION

HOSTED BY  
Weber State University,  
Ogden SBDC



## Business Details

OWNER  
Michelle Scott Cunninghame  
NATURE OF BUSINESS  
Spa

CITY  
Eden  
COUNTY  
Weber

PHONE  
801-745-3630

WEB SITE  
freespiritmountainspa.com

BUSINESS STRUCTURE  
Limited Liability Company

BUSINESS BEGAN  
January 2010

EMPLOYEES  
4

SBDC CONSULTANT  
Beverly King

jobs

revenues

growth



## Free Spirit Holistic Mountain Spa

After 16 years working as a master esthetician, spa director and educator for Aveda, Michelle Scott Cunninghame knew it was time to start her own business. She wanted to be able to create a space to live and work in, while working for herself. It was a natural progression personally and professionally.

After moving back to Utah from Kauai, Hawaii, Cunninghame said she decided to give starting a small business a try. After telling a friend about her plans, the friend recommended the Ogden Small Business Development Center (SBDC) and the Start Smart class being held there.

“We went to the class together and that, to me, was the beginning of my training in how to make my business go from dream to reality. The SBDC helped me realize what steps I needed to take to get started, including creating a business plan and a profit and loss statement projected over three years,” she said.

That was when Free Spirit Holistic Mountain Spa began to take shape. Cunninghame had a hard time in the beginning finding the best location for her spa, negotiating a lease and getting a loan from the bank. Eventually she found the perfect spot in Eden, Utah.

Added to her setbacks was the onset of the national economic recession during her loan application process. It turned out to be a blessing in disguise, Cunninghame said, forcing her to take a good look at projected costs and scale back. Even though she had to start out smaller than planned, Cunninghame is happy she doesn't have a huge loan to pay back.

In the end, the hard work was worth it and the help from the SBDC at Weber State University was invaluable.

“For me, the best part of being an entrepreneur is creating. I love the colors, sights and smells that encompass the space. It's so satisfying to make fun ads and newsletters and reach out to people, then see them come in, have a great time and leave wanting more.”

“I decided to open a business because I wanted to create my own space where I live and work for myself. I visited a small but beautiful spa that I fell in love with and that was it – I said to myself “I want to do this! I can do this!”

*Michelle Scott Cunninghame, Owner*

### Secret to Success

“I would just like to say thank you to the Weber State University SBDC.”

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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.

