

HOSTED BY  
Utah State University  
Blanding SBDC

**UtahStateUniversity**  
COLLEGE OF EASTERN UTAH

## Business Details

OWNER  
Dennis Dressler  
NATURE OF BUSINESS  
Mobile Ice Cream Business

CITY  
Moab  
COUNTY  
Grand  
PHONE  
832-758-4277

BUSINESS STRUCTURE  
Sole Proprietor  
BUSINESS BEGAN  
May 2010  
EMPLOYEES  
1 full-time

SBDC CONSULTANT  
K. Brent Redd

jobs

revenues

growth

## The Ice Cream Pedaler



Dennis Dressler moved to Moab, Utah, to retire. Instead he found himself hard at work again. Dressler came to Moab because he liked the outdoor life and cycling. After a little while in retirement, however, Dressler realized he still wanted to explore his dream of starting a small business. After figuring out what he wanted to do, Dressler was still not sure how to begin.

He turned to the Blanding Small Business Development Center and got help from Brent "Buddy" Redd, regional director. While there were a lot of things to figure out, Redd said Dressler was a quick learner and determined to succeed. The success of Dressler's business would not have been possible without Redd's guidance and mentoring, Dressler said.

"It is my goal to donate a percentage of the profit to the children of Moab. I have already made donations to the Moab Valley Multicultural Center and the Grand County School District"

While Dressler had to deal with the normal start-up tasks like name selection, registration and articles of organization, he faced some opposition when it came to getting a city business license because Dressler had something the council had never seen before – The Ice Cream Pedaler. He proposed selling ice cream from a cooler on the back of a bicycle. After sending a letter to the council and talking with several members, they approved his license.

Luckily, it was not so difficult the second time around. Dressler said the council unanimously approved his reapplication and the process was smoother and friendlier. The council seems supportive of his business now, and the mayor called The Ice Cream Pedaler a successful business.

"Dennis has been an inspiration to me as one who demonstrates and embraces the principles of free enterprise. He and his wife have been great to work with and are making life better and 'cooler' in beautiful Moab. Friends like these make life sweeter."

*K. Brent "Buddy" Redd, Director  
Blanding 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.