

2010 BUSINESS RECOGNITION

HOSTED BY
Southern Utah
University SBDC



Business Details

OWNER
John Welch
NATURE OF BUSINESS
Electronics Repair

CITY
Cedar City
COUNTY
Iron

PHONE
435-592-5456

BUSINESS STRUCTURE
Limited Liability Corporation

BUSINESS BEGAN
June 2010

EMPLOYEES
1 full-time

SBDC CONSULTANT
Craig Isom and
Joni Anderson

SURGE Electronics & Lighting



For most people layoffs are a setback. For John Welch it was exactly the push he needed to start his own business. He'd wanted to start a business ever since he realized there was a need for a local electronics repair center. After fixing electronics for family and friends, Welch discovered most people had to send their broken electronics to Salt Lake City or Las Vegas. He wanted to make it cheaper and more convenient for people in Southern Utah to have their electronics repaired. When he was laid off in January, he decided to go for it.

Welch met with Craig Isom and Joni Anderson with the Southern Utah University Small Business Development Center in March. As a newcomer to business ownership, Welch said he had no idea where to begin when opening a business. Isom and Anderson gave him a packet with a checklist of what to do and walked him through the process of licensing, registration and charging and filing taxes. Isom and Anderson even discussed what to look for when finding a place to rent and helped Welch understand his lease when he found a space.

"We could not have done it without them," Welch said. "Craig and Joni were great to help us work through all those steps."

Money was the biggest challenge Welch faced, a common problem for small businesses. By using input from the SBDC, other small business owners and the Chamber of Commerce, Welch was able to get the financing he needed. He said that experience taught him the importance of staying positive and creating early relationships with business resource providers.

SURGE Electronics & Lighting opened in June 2010 inside RadioShack. Welch said the location is perfect for him because many clients are referred to him by the store. The best part about being a business owner, is knowing he is the go-to guy when something needs to be fixed. Knowing people can trust him is gratifying.

Secret to Success

"Just because I own my own business does not mean I do not have a boss. My customers are my boss, and doing right by them is what keeps me employed."

"Visiting with the SBDC was a confidence builder. They know what they are talking about and you instantly feel like you are working with someone who can be trusted."

John Welch, 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.



Governor's Office of
Economic Development

