

2010 BUSINESS RECOGNITION

HOSTED BY
Snow College,
Ephraim SBDC



Business Details

OWNERS

RayLynne Cooper

NATURE OF BUSINESS

Assisted Living

CITY

Loa

COUNTY

Wayne

PHONE

435-836-3600

WEB SITE

serenityspringsassistedliving.com

BUSINESS STRUCTURE

Limited Liability Corporation

BUSINESS BEGAN

November 2008

EMPLOYEES

4 full-time, 2 part-time

SBDC CONSULTANT

Keith Church



Serenity Springs

Serenity Springs Assisted Living



In 2002, RayLynne Cooper sold her home, left Layton Construction and relocated to Colorado to care for her aging parents. She wanted to help the elderly and had experience managing two assisted living facilities, so when Cooper was back on the job market, it was only natural that her mind turned to senior care. After researching Utah locations, Cooper found property in Loa, Utah, that had a vacant assisted living facility already on it.

Cooper worked three jobs to save the money needed to get the facility up and running. Her motivation came from her firm belief that seniors deserve to be treated with respect. With that simple philosophy, Serenity Springs Assisted Living opened in Nov. 2008. Cooper had to use her own savings as well as getting an SBA 504 and a conventional loan, but her 10-bed dream was open.

The road to success was not exactly smooth. Burnt out and tired of fighting what felt like an uphill battle just to stay in business, Cooper enrolled in the Ephraim Small Business Development Center GrowthVenture class. Assistance from the SBDC has turned her business around.

“The class re-energized me and helped me refocus on achieving my business goals. Attending the GrowthVenture class has been the best thing I’ve done for my business so far. I am now at 80 percent capacity and can hardly believe the business has surpassed my projections already,” she said.

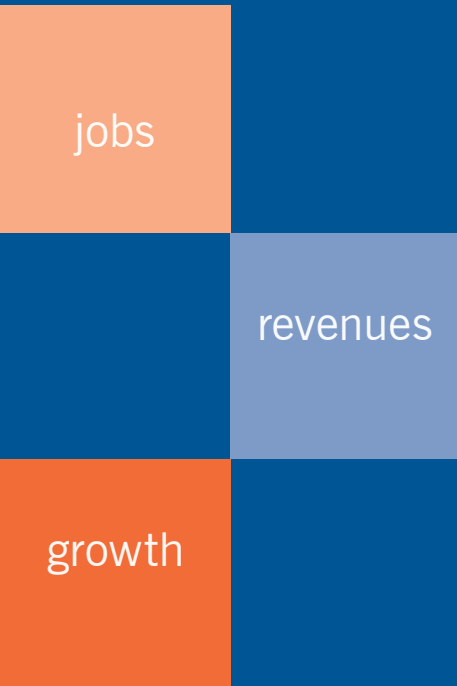
Serenity Springs is a unique care facility because the owner lives there too. The outstanding care is rooted in a simple, heartfelt philosophy that senior citizens are a resource to be treasured – living connections to a shared past. They are mothers and fathers, aunts and uncles and grandparents. With that emphasis and SBDC-supported focus on critical business elements, Serenity Springs’ financials and future for its six employees are surer than ever. Based on current sales improvements, the business is on track to achieve an 83 percent increase in sales in the coming year.

Secret to Success

“Share your dream, live it, breathe it, name it, talk about it to all because thoughts become things.”

“The knowledge I obtained from the SBDC class was exactly what the business and I needed. I had hit a road block of confusion and despair about how to grow the business. This class gave me the energy and tools to press forward with my dream.”

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

