

2010 BUSINESS RECOGNITION

HOSTED BY
Davis Applied
Technology College,
Kaysville SBDC



OWNER
Tamara and David Iba
NATURE OF BUSINESS
Display Products and
Services

CITY
Farmington

COUNTY
Davis

PHONE
801-721-0098

WEBSITE
www.sagedisplay.com

BUSINESS STRUCTURE
Limited Liability Company

BUSINESS BEGAN
February 2007

EMPLOYEES
2 full-time

SBDC CONSULTANT
Brent Meikle

jobs

revenues

growth



Tamara and David Iba just want to help other people show off. That's why they started Sage Displays in 2007. With their new company up and running, the Ibas began creating high-quality displays and equipment for trade shows and events. The company carries a full line of simple and reliable display products, including retractable banner stands, pop-up booths, tabletop displays, custom tension fabric structures, event tents, flags and other accessories.

The company also offers graphic design services. The Ibas are dedicated to helping customers be successful at every event or trade show. They can do that because they know what clients want – simplicity, reliability and impact. Trained project managers stay involved with a project from start to finish, and their sustainable, eco-friendly products are easier on the planet. With high-quality, easy-to-use products and bold, colorful designs and displays, Sage Designs has become a leader in their industry.

However, even the best businesses can use a little help. In 2010, Sage Displays moved into the Northfront Business Resource Center and began working with Brent Meikle and Steve Cloward of the Davis Applied Technology College Small Business Resource Center. Meikle and Cloward provided the Ibas with direction on marketing, sales, budgeting, financial projections and general small business management techniques. The couple is also attending the DATC SBDC-sponsored Pro Series training for small businesses. This focus and assistance has helped Sage Displays increase sales and reduce costs.

Secret to Success

“Networking and getting ourselves in front of business owners. We spent time talking over situations that come up and how we could approach things differently to produce a better end result. This has prevented us from walking into sectors of business that we knew nothing about.”

“Working with Brent and Steve has been invaluable. They have been successful business owners for many years and were able to spot problems on our first meeting.”

Tamara Iba, 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.

