

HOSTED BY
Utah State University
Price SBDC



OWNER
Gerald Faulkner

NATURE OF BUSINESS
Leather Work

CITY
Price

COUNTY
Carbon

PHONE
435-650-6266

BUSINESS STRUCTURE
S-Corporation

BUSINESS BEGAN
December 2010

EMPLOYEES
1 full-time, 1 part-time

SBDC CONSULTANT
Ethan Migliori

Eye of the Sun

Gerald Faulkner never expected that getting sick would lead him to a new job. But after an illness forced him to close his jewelry business and private club, Faulkner turned an old love into a new career. He's now making high-quality, custom leather products at Eye of the Sun in Price.

Leatherwork had been a hobby for almost 50 years, with Faulkner selling items occasionally. Now he has taken his skills to a whole new level. He understands people want a diverse array of quality leather goods and in December 2010 created Eye of the Sun to provide custom leather for people who care about quality. As the owner and operator, Faulkner can craft each piece to reflect the customer's personal style and preference.



What makes Eye of the Sun's products so unique is not only Faulkner's dedication to good work, but his skill. Each piece is designed and made by him. Faulkner does not use premade patterns or kits, instead preferring to approach leatherwork as an art form that is unique, durable and beautiful. Satisfaction comes from making customers happy with quality work and helping other artists learn the skills he has developed.

The love for leather began in an army craft shop in Pusan, Korea, where Faulkner learned leather carving and braiding. His mother later taught him the sewing skills he needed to make and sell leather clothing. Over time he expanded his talents and his available goods. Now Faulkner sells a huge variety of items, specializing in gun holsters, belts, motorcycle seats, saddle bags, tool pouches and jackets.

The big problem Faulkner faced was a lack of business experience. Not knowing where to turn for advice on starting his own business, Faulkner was referred to the Price Small Business Development Center. After getting counseling and some business guidance, Faulkner said the SBDC helped him recognize his business shortcomings and other business aspects he overlooked. Completing his business plan also helped him become more organized. Success doesn't happen overnight, Faulkner said, and learning patience was key to getting his business where he wanted it to be.

In the future, Faulkner would like to set up a fund for individuals that have artistic abilities but are unsure how to take advantage of them. He would like to see more people using their talents in a positive way.

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.

U.S. Small Business Administration
SBA
Your Small Business Resource



Secret to Success
"Realizing things don't happen overnight. It takes time."

"The SBDC helped me understand my business shortcomings and things I'd overlooked. I also feel that after my business plan was finished it helped me to move forward in a more organized manner."
Gerald Faulkner, Owner

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| jobs | |
| | revenues |
| growth | |