

2011 BUSINESS RECOGNITION

HOSTED BY
Southern Utah
University SBDC



OWNER
Carol Levesque
NATURE OF BUSINESS
Integrative Health Care -
Acupuncture

CITY
Cedar City
COUNTY
Iron
PHONE
435.704.4588

WEBSITE
www.cedarcityacupuncture.
com

BUSINESS STRUCTURE
LLC

BUSINESS BEGAN
October 2009

EMPLOYEES
1 full-time

SBDC CONSULTANT
Craig Isom, Joni Anderson

jobs

revenues

growth



While in graduate school, Carol Levesque learned about the concept of community acupuncture. The concept of providing high-quality care as frequently as needed for people from a wide range of socioeconomic backgrounds was very appealing to her. Levesque opened Cedar City Community Acupuncture in Oct. 2009.

As a new business owner, Levesque faced several challenges including educating the public about acupuncture as well as the resources her clinic has to offer. Local newspaper articles about the business have helped spread the word about her business. Another struggle was bookkeeping, but she soon learned that some tasks and business functions should be outsourced to maintain her own productivity.

A friend told Levesque about the Cedar City Small Business Development Center. Shortly after opening the clinic, she met with Craig Isom and Joni Anderson at the SUU SBDC. By asking the right questions, they helped Levesque better define her business ideas and practice. She said, "Timely advice from external sources can be of enormous value. In my case, this is precisely the role played by both the SBDC and SCORE in refining goals and helping me develop a more structured program to achieve my goals. I am deeply grateful to both of these agencies in this regard."

Levesque is proactively implementing the advice and education that she has received. She has presented to schools and health fairs, and has been involved in local panel discussions. She is also working on community education seminars and expanding her business opportunities through clinics and outreach.

"Working with the SBDC has been like having my own team committed to the success of the business. They helped me formulate a business plan and made the resources of Fast Trac available. The SBDC also offered insights into potential business opportunities with SUU. The SBDC team has always been willing to answer my questions and provided great details."

Carol Levesque, Owner

Secret to Success

"Being fully attentive while tending to a patient, and responding in ways that reflect the individual and specific needs of the patient. I believe those principles helped me build a trusting relationship with my patients, contributing to their recovery as well as to my success."

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.

