

2011 BUSINESS RECOGNITION

HOSTED BY
Davis Applied
Technology College,
Kaysville SBDC



OWNER
Judson Jennings
NATURE OF BUSINESS
Art Creation and Sales

CITY
Salt Lake City

COUNTY
Salt Lake

PHONE
801.856.5569

WEBSITE
www.ForkedUpArt.com

BUSINESS STRUCTURE
Limited Liability Company

BUSINESS BEGAN
January 2010

EMPLOYEES
5 full-time, 3 part-time

SBDC CONSULTANT
Brent Meikle

jobs

revenues

growth



Forked Up Art™



Welcome to something different.



Last year Judson Jennings was a recent University of Utah graduate, trying to figure out what to do after school. One day he was goofing around with silverware, when he came up with the idea of "Fork Guy," bent spoons and forks in the shape of a human. He decided to do some market testing and created pieces to sell at local farmers markets and craft festivals. They sold so well he took them out of state at larger festivals and enjoyed an overwhelmingly positive response throughout the western United States. Judson now wholesales his pieces and is developing distribution channels, taking advantage of his field of study in business administration.

Secret to Success

"Hard work, focus and the willingness to take a risk."

To supplement his bachelor's degree, Judson attended the Northfront Pro Series sponsored by the Kaysville Small Business Development Center to help him with real-life business practices. Rather than corporate theory, the Pro Series focuses on business ownership and operation, which Judson said is invaluable to his startup. He also enjoys the regular one-on-one consultations provided through SBDC program, and finds them helpful in tailoring the business strategy for his company.

After the first year in business, Forked Up Arts has sold more than 4,000 art pieces to local, regional, national and international markets. Judson is excited about the growth of the company. In the company blog, he wrote, "What a great start to a company! One year ago we had barely gotten registered as a business. I was still in school and unemployed. We are selling to businesses now, and getting more and more product to people. We have a new slogan: 'Welcome to something different.' We are different, and are excited about offering new things to people all over the world."

"I enjoy the one-on-one consultations provided through the SBDC program, and find it nice to have help tailoring the business strategy for my company."

Judson Jennings, 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.

