
2009 1st Half Success Stories

**Utah Small Business Development Center
All Centers**



Utah SBDC

For the Period Ending 6/30/09

Table of Contents

- Table of Contents..... 2
- Blanding SBDC 3
 - Cedar Edge Medical Coding 3
 - Gaeorama 4
- Cedar City SBDC..... 5
 - Breaking Bread Bakery 5
 - Southern Utah University Business Resource Center..... 7
 - Business Strategies for Turbulent Times 9
- Ephraim SBDC..... 10
 - Maternity and Beyond..... 10
 - Palisade Pals 11
- Kaysville SBDC..... 13
 - Ann Arrington 13
 - Young Entrepreneurs Boot Camp 14
- Logan SBDC..... 15
 - Zach Sheperd 15
 - Leyda’s..... 16
- Ogden SBDC 17
 - Northside Large Animal Clinic..... 17
 - G C Rancher 20
- Orem SBDC..... 22
 - Sole Envy 22
 - Bee Safe Systems 24
- Price SBDC..... 26
 - My Girls Fitness Center 26
 - Healing Hearts Institute 27
- Sandy SBDC 28
 - Hyperblimp 28
 - Spectrum Home Services 30
 - Velosum..... 32
- St George SBDC 35
- Vernal SBDC 36
 - Lil Blonde Ambitions 36
 - Dernier Cri 37

Blanding SBDC

Cedar Edge Medical Coding

San Juan Record April 8, 2009.

Medical coders to receive national awards

Founders of CedarEdge Medical Coding, LLC will be in Washington, DC on May 17 to 19 to receive honors as the 2009 Small Business Administration (SBA) National Home-Based Business Champions of the Year.

Those receiving awards are Nancy Reading, Jenny Cox, Barbara McGann and Kris Simeona. They helped pioneer regional home-based work opportunities in medical coding. The four women will also receive state and regional awards during ceremonies in Salt Lake City on May 4.

Dr. Bill Olderog, San Juan Campus Small Business Development Center (SBDC) director, says the recognition is a "testament to the power of partnerships and the importance of perseverance."

CedarEdge and the College of Eastern Utah – San Juan Campus and its Small Business Development Center formed a partnership nearly five years ago that includes industry leaders in medical coding. The nomination for all three awards were prepared and submitted by the CEU San Juan Campus SBDC.

Olderog says the efforts of CedarEdge and their partners have created an "industry shaping" business model capable of securing and delivering contracts for home-based businesses scattered throughout Utah and southwest-

ern Colorado.

Entry into the virtual, home-based medical coding market, Olderog says, is difficult, if not impossible, without work experience, business partners, training and mentoring.

He says the four women "beat the odds" through "perseverance and countless hours of mentoring, tutoring, and personal support."

Coders trained by the CedarEdge group, Olderog says, have now become mentors and role models for others. "After nearly five years of operation, the rural coders of CedarEdge have not only met indus-

try expectations, they have exceeded them."

CedarEdge founders and their partners hope the awards will help the rural medical coding program gain added momentum. Meetings with leaders in government, industry, and education are currently underway to explore other opportunities for current and prospective coders in rural communities in Utah and Colorado.

For more information, call Buddy Redd (435-678-8102) or Dr. Bill Olderog (435-678-8177) at CEU-San Juan Campus SBDC.



Winners of a national SBA award for home-based small businesses are (left to right) Jenny Cox, Kris Simeona, Nancy Reading, and Barbara McGann. Courtesy photo

Gaeaorama

Clay Conway, PhD - Gaeaorama

After a successful career with the USGS as a geologist, Clay Conway, Ph. D, started his own business. As a consulting geologist, Clay has been involved in minerals exploration, geologic mapping and ground water development. His office is in the Blanding Arts and Events Center incubation complex which is adjacent to the Blanding SBDC office. We have worked together exploring marketing and promotional strategies for his business.

With the recent economic turndown, many of Clay's customers have cut back on the exploration and development portion of their activities. Municipalities which have been looking to Clay to map out potential ground water resources have also had budget cutbacks and have not been able to spend the money as in the past.

Always the entrepreneur and always looking out for opportunity, Clay recently took a contract with a company that required him to go to Mexico to do geological mapping in support of mineral exploration. He spent the month of June in the State of Durango near the town of Mapimi mapping geologic data on the ground in a silver mining district. After spending time on the ground, he returned to his office to review the data and produce a report to evaluate the property for mineral exploration possibilities.

This is an example of what true entrepreneurs will do to stay viable in today's economy. Going into the "backwoods" of a foreign country is not always a pleasant task but Clay said it was interesting and he even learned a little Spanish. Clients like Clay are the backbone of our economy and we respect and support him in what he does.



Cedar City SBDC

Breaking Bread Bakery

Serena and Jamie Close initially visited the Small Business Development Center located at the Southern Utah University Business Resource Center in October of 2008. They initially thought that they wanted to start an ice cream shop in Parowan, Utah. We discussed the local market and the need. We also advised them to talk to other business owners in Parowan to do some market research on the number of visitors to the area and how much they spend on average. After researching their original idea, Serena came back to see Joni Anderson and Craig Isom. In the time since the initial meeting, Serena had surveyed over 65 people in the town of Parowan who told her that they wanted, and would support, a local bakery. So that is just what Serena decided to open. She had completed a rough sketch of her business plan and had outlined startup costs. We had a detailed discussion on how to figure breakeven and profitability. We also discussed the 5 c's of credit, bank financing possibilities, collateral and capital. Legal entity was discussed as were marketing/advertising ideas.

Serena spent much of the month of December working on financial projections and her business plan. She and Joni emailed back and forth several times (even on Christmas Eve) discussing the importance of estimating accurate sales numbers and inventory levels. A final draft of her financial projections was reviewed by both Craig Isom and Joni Anderson in mid-January, and then Serena submitted her plan to a local bank. Within a few weeks of the submission to the bank Serena was notified that she was funded on the startup of her new bakery.

Serena officially opened the doors of "Breaking Bread Bakery" in May of 2009. She and her family-run business were recently featured in a local newspaper article (see below) that told all about the products she offers and her focus on customer service and community support. Serena is quoted in the article as saying "I am having a blast. It's not work to me."

Serena Close was very excited about her business idea when she came to the SBDC for startup assistance. She knew what she wanted to do and was determined to make it happen. She researched all aspects of her new business and diligently worked through the startup process. She's open to new ideas and likes to keep things creative.

About the assistance provided by the SUU Small Business Development Center, Serena said "I can honestly say that without the help of Joni and Craig, through the SBDC, I wouldn't have had a clue where to start. They were wonderful with their knowledge, wisdom, and ideas. I would recommend to anyone who is interested in opening their own business to speak with Joni and Craig. They will help you every step of the way to realize your dreams."

Serena Close
Breaking Bread Bakery, LLC
30 North Main Street
Parowan, UT 84761
Phone: (435) 590-1171
jamieserena@scinternet.net

Break bread daily

■ Parowan bakery offers assortment of baked goods

BY SAMANTHA ARNOLD
sarnold@thespectrum.com

CEDAR CITY — At Breaking Bread Bakery in Parowan, doughnuts, breads, pastries and a lunch special are available fresh daily.

The new bakery has been open just over a month and is the only bakery in the Parowan, Paragonah, Summit and Brian Head area, said owner Serena Close.

Close decided to open the bakery after much encouragement from her husband Jamie after sampling her baked breads and other treats for years, she said.

"My husband really encouraged me," she said. "So I thought about it and prayed a lot and decided to go ahead and do it."

After considering the idea for a time, Close said she began to look into the possibility despite rough economic times.

"Doors just started opening," she said. "I went to the (Small Business Development Center) at SUU and got some tips ... I got a small business loan that was really quick."

Close said she was able to save costs by purchasing used equipment and looking for good deals online.

"All of my equipment is used, and I just kept my eyes out for good deals."

The business runs as a family operation with the help of her daughters, son and husband, Close said.

"My husband is the official doughnut maker," she said.

Kricket Blackburn, Close's daughter, said she enjoys working at the bakery and is glad to see business going well despite problems in the economy.

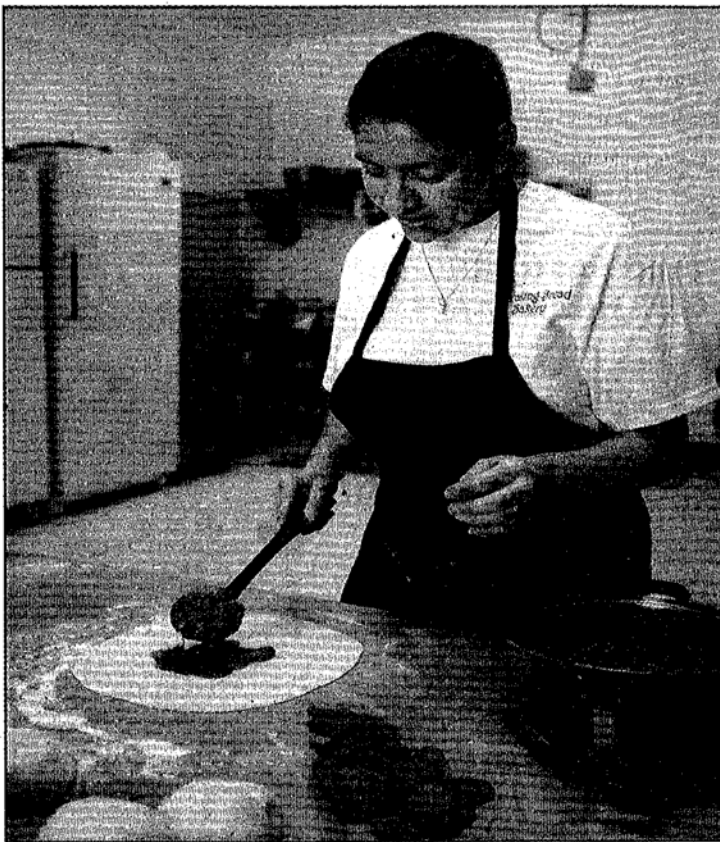
"It's very fun," she said. "I didn't think it was going to boom like this right off the bat. I was surprised."

Close said she is not worried about the economy causing too many troubles for her business because people always need to buy food.

"People have to eat," she said. "They might as well come here and buy their bread since there are no preservatives."

Close, who moved to Parowan eight years

If You Go
■ **WHAT:** Breaking Bread Bakery.
■ **WHERE:** 30 North Main Street, Parowan.
■ **FOR INFORMATION:** 590-1171.



Patrick Cummings /The Spectrum & Daily News

Breaking Bread Bakery owner and baker Serena Close prepares stromboli for lunch in Parowan, on Friday.

ago from Las Vegas, said she is glad she was able to open her business in the Mother Town.

"In a bigger place I might not have done as well," she said. "We like to keep our prices reasonable. I don't think you should have to pay high prices for the convenience just because you are in a small town."

Close's bakery is set apart from other businesses in that she is creative with her recipes and likes to try new things like her most popular pastry, the pomegranate jalapeno cream cheese doughnut.

"We are not your regular doughnut shop," she said. "I love coming up with new recipes."

They also do specialty cakes, pies and other pastries if the order is placed about a day in advance, she said.

Close said she also tries to support the efforts of other businesses and residents like helping to promote the work of local artists. She also sells locally produced honey.

"I want to keep this community-based with community support," she said. "They buy my doughnut I buy their paintings."

Going to work every day at 3:30 a.m. is tough for Close to get used to, but she enjoys every minute of her day.

"I have so much fun," she said. "I am having a blast. It's not work to me."

Southern Utah University Business Resource Center

Cedar City and the surrounding area now have a “one stop shop” in place for counseling, training and many other business resources. The concept of having many important resources available in one place for small business owners and potential entrepreneurs in the Cedar City area has been in the works for several years and is now a reality.

The SUU Business Resource Center held its grand opening on May 13, 2009. The new center is conveniently located at 77 North Main Street in Cedar City (see picture below) and the partners include:

Small Business Development Center (SBDC)
Procurement Technical Assistance Center (PTAC)
USTAR
Cedar City Area Chamber of Commerce
SUU School of Business
SUU College of Computing, Integrated Engineering & Technology
SUU Regional Services
The Governor’s Office of Economic Development
SBA
Cedar City/Iron County Economic Development
Custom Fit Training
Southwest Applied Technology College (SWATC)
SCORE
Manufacturing Extension Partnership
Others



Business Strategies for Turbulent Times

Due to the unstable economic situation that the nation has been experiencing as of late, there were a number of community members who were very concerned about the well-being of the local small business community. After many brainstorming meetings the idea of a seminar titled Business Strategies for Turbulent Times was developed. With the support of several presenters and sponsoring organizations, the seminar had a very large online registration count of 59, of which 48 actually attended. The seminar was recorded and all of the presenters gave permission to have their segments of the seminar made available in an on-demand online training.

The online training is available at any time to any small business owner who is looking for guidance on topics such as: cash flow management and cost containment, marketing tools, personnel management, accounting, financing alternatives, and resources available.

Ephraim SBDC

Maternity and Beyond

I first met Debra Willis when she came in with her Mother to get some Business guidance. Debra is also a Mother with one child, so it is difficult for her to continue her education, which consists of High School and some college. She seemed very intelligent and willing to do what it takes to get the job done. I suggested they take the upcoming FastTrac Growth Venture Course and they did. Debra was a good student and did very well in the course. After completing the course and seeing the work done by Debra, on her business plan, which was very good, I suggested she may want to consider doing this for other people, as a business. She thought about it and informed me after some consideration, that she had her business license and was ready to start doing Business Plans. Her target markets were people that wanted or needed them in a hurry for banks or other financial institutions or for Government Vendors.

Shortly after informing me of this decision, she had her first client. Now, she is trying to determine the right price for her services. She charged a \$150.00 fee for her first client, but is now re-thinking her pricing. She is considering between \$175 and \$450.00 depending on the amount of financial exhibits they need. It looks like she is able to fill a need, and should generate some good business, if she markets her services properly.



Meeting Local Needs, Providing Local Jobs

July 2009

In 1983, shortly after losing his sight in a snowmobile accident, Mr. Bill Peterson founded Palisade Pals. While attending a school for the blind in Salt Lake City, he met a number of disabled children. Working with these children he began to realize how difficult it is for them to enjoy many of the activities he took for granted as a child. Today, Palisade Pals, Inc. has a concept where its programs for disabled children are used to help delinquent and disadvantaged adolescents understand and develop the values of respect and compassion.

In 1994 Bill purchased the care center formerly known as Mayfield Manor in Mayfield, Utah and changed the name to Mayfield Community Care Center. Bill's wife Cindy, who is a registered nurse and licensed state health care administrator, had a dream of expanding the business from it's aging facility to a new and larger facility. In 2004 this dream began to be drafted on paper as an architect's rendition of the new facility. During this time, the Petersons contacted the Utah Small Business Center for guidance on this endeavor as well as assistance in maintaining and growing their palisade pals venture. At length, with plans complete, they broke ground on their new facility located a few miles to the west in the small community of Centerfield, Utah. The severe winter weather of late 2007

delayed construction, but undaunted, they moved the project forward to completion in December of 2008.

The old facility in Mayfield employed 48 people and housed 36 residents. The newly completed facility would employ 70 people and had room for 62 residents between the assisted living portion of the facility and the nursing home portion. Three days before Christmas, they moved in, one-and-a-half months later they reached full capacity. The tremendous growth rate of the business in its first 45 days of operation taxed the company financially. Primary financing had been provided by Web Bank, with additional financing from the local branch of Far West Bank in Ephraim and also a loan from the Six County Association of Governments Revolving Loan Fund Program. The project cost totaled approximately \$4 million.

State-of-the-art technology and caring staff make the facility one of the very best of its kind. Through innovation and entrepreneurial stamina, the Petersons have made a significant contribution to the needs of the aging population in the rural communities of Sevier and Sanpete County. Additionally, they provide needed and stable employment opportunities, contributing to the

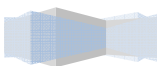
economic well being of several families in the area.

Today, the Peterson's manage not only Palisade Pals and the care center, but also two specialized lease properties (one of which is the old Mayfield Care Center facility) in which youth homes operate.

During his most recent visit to the office of the SBDC at Snow College, Bill requested support for his next venture, a local public transportation system. Regarding the services of the SBDC, Bill said, "There have been a lot of times I've leaned on your advice to get some of these things through."

According to Alan Christensen of the Snow College SBDC, "Entrepreneurs like the Petersons are what makes my job most enjoyable. They aren't afraid to take some risk and are willing to put forth the effort to actually measure that risk and plan ahead for success!

Bill is quick to add that it is done with a whole team of support, particularly his wife Cindy and his daughter Jennifer.



Kaysville SBDC

Ann Arrington

Ann Arrington has been a dental hygienist for 16 years. She recognized a problem and developed a product to address it.

In her own words:

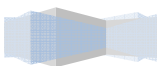
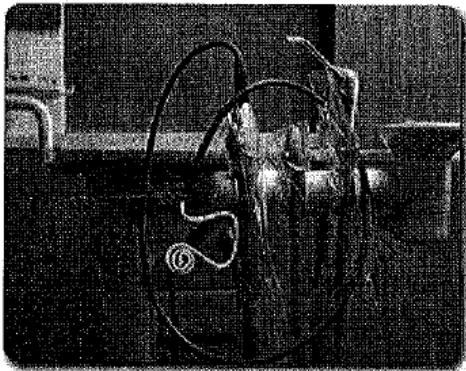
“As a dental hygienist, frustration had set in with me and my ultrasonic scaler! My two biggest rubs—water everywhere and an aching back from straining to see those inaccessible areas. My passion for my ultrasonic was fading. But I knew that my hand could not tackle that bridge of calculus on the lower anteriors with a sickle scaler. After 16 years of clinical practice, Blue Boa suction tubing has helped me fall in love with my ultrasonic.”

Ann developed this product and took it to market. She talks about her successes and challenges in excerpts from emails to the DATC SBDC consultant.

“I initially heard about the program you are providing was through the LDS church. There was a flyer that was on the bulletin board. I came to an introductory session on a Saturday morning. After that, is when I set my appointment up with you. It was so nice to be able to meet with you at no cost.....I felt like I was throwing money at everything....the attorney, the website, the state, etc. etc. I didn't feel any pressure and I felt like you were genuinely steering me in a way that you would go if you were me. As I said in the email before, I am forever grateful that I listened to you on pricing. I had no idea at that point what it took to run a business. I was only looking at cost per item. I hadn't fully realized all the other expenses it takes to keep a business going.

“Things are really cooking with my Blue Boa!! Weber State University just ordered 120 of them! I sold my first one in October and have sold nearly 400 tubes. Cool, huh? I've shipped to Canada, Ireland, and Switzerland. I've had inquiries from South Africa, New Zealand, and the Middle East. Crazy! The internet is an amazing thing! I'm telling you some of the bright spots. Owning your own business is a roller coaster ride, isn't it!? Those down hill slides sure are fun!! The uphill trudging is a little tough! Thank you for all your direction. I am grateful that I listened to you on price. When we spoke I was considering the \$40 range. You recommended the \$60 range. I took your advice. I am so grateful!!! It takes more money than you think to pay for trademarks, marketing, etc. THANK YOU FOR THAT RECOMMENDATION!!!

For more information please visit www.theblueboa.com

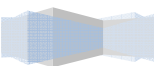


Young Entrepreneurs Boot Camp

The Davis Business Alliance Young Entrepreneur's Boot Camp was held on June 10th to June 17th, 2009. The Davis Applied Technology College SBDC Director was a significant participant in the program – specifically as a trainer and mentor to the 18 participants, providing many hours of consultation training.

The participants were from different high schools in Davis and Weber Counties. They came to the camp with a startup business concept, and over the period of the camp converted the concept into a business plan that was presented to experienced judges and to their parents. Each team included 3 individuals, each of which participated in the preparation and presentation of their plans to the judges. The winning team was awarded three \$1000 scholarships to the college of their choice. The scholarships were sponsored by EarlyRun, Grow Utah Ventures, and USTAR. In addition to the business plan competition several successful entrepreneurs from Utah addressed the group on their success stories. Two of the teams received invitations from the judges for additional help with their projects. Participants also had the opportunity to win prizes such as laptop computers, televisions and Ipods.

The feedback from the participants was very positive, considering they had given up a week of their summer vacation to take part in this opportunity. Statements such as "...this changed my life" were common.





Logan SBDC

Zach Sheperd

Zach, an avid skate/snow boarder, got his start in retail as an employee of the very popular Directive Inc located in Logan, Utah. Zach developed a love for working in retail and especially enjoyed associating with customers and helping them get the best gear. In 2008 the owners of Directive had decided to go their separate ways and

dissolved the company. Zach saw this as an opportunity of a lifetime, and acquired the rights to the Directive name and much of the store's inventory. Zach also secured a lease on a more visible location, and in September of 2008 officially opened Directive Board Shop. The shop is a skate/snow boarder paradise, with a special focus on providing top of the line gear unavailable at other local shops.

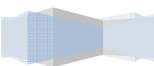
The store is anticipating approximately \$200,000 in first year sales, and maintains a staff of 3-4 employees.

As an entrepreneur, one of Zach's greatest talents is his ability to connect with customers. The ability to build a loyal customer base has been a pillar of success as evidenced by the many vehicles and people sporting Directive gear throughout Cache Valley. Zach is a young energetic and talented entrepreneur who has without a doubt,



inspired many young people, to realize that business ownership is well within their reach. Zach first approached the SBDC for assistance in May of 2008. The SBDC has worked with Zach to complete a business plan, register his business, facilitate the business acquisition, and secure financing with an SBA loan. Following the launch of the business Zach was

confronted with several additional complications and the SBDC was able to provide ongoing assistance. In total the SBDC has spent over 38 hours working with Directive Board Shop. The SBDC has immensely enjoyed working with Directive and values it as a community partner.

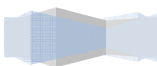


Leyda's

Having had a front row seat in the world of fashion, Elizabeth Heaton, a former Miss Teen Utah and aspiring clothing designer, saw a need for a boutique-style store in Cache Valley.

Upon entering Leyda's, one immediately recognizes the modern styling and careful attention to detail. The boutique is truly unique and offers customers an experience usually reserved for fashion districts in much larger metropolitan areas. After opening her store in a wing of the Cache Valley Mall, Liz discovered that a more visible space in the Mall was available. In February 2009 Leyda's was relocated to the main thoroughfare with a modern redesigned. Since the move, sales have more than doubled, and Leyda's is building a great reputation and attracting a broad base of customers to the store. Liz maintains a staff of 4 employees, who share her love for fashion and an eagerness to help customers find something that looks "just right."

Liz first made contact with the Logan Small Business Development Center in March of 2008. She initially planned to open her store in a new hotel, but we noted the need for foot traffic and that the people who were likely to buy her product required a different location, such as the Cache Valley Mall. She followed that advice. The Logan SBDC provided assistance regarding financial projections, cash management, and regulatory issues. Liz also participated in the "Business Plans Made Easy" course taught biannually. The course focused on key areas of business management, and provided many valuable tools to help Liz venture into the world of small business ownership.



Ogden SBDC

Northside Large Animal Clinic

Moving into his new facility in West Haven in June of 2009 was a huge milestone for Dr. David L. Moss and his Northside Large Animal Clinic veterinary practice employees. Dr. Moss has been working with the Weber State University Small Business Development Center since 1998 in order to realize this dream. It took a lot of hard work and patience to make the actual day happen.

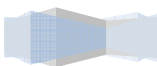
Back in 1997, Dr. Moss was working for Associated Veterinarians in Roy. The owners were at retirement age and began grooming Dr. Moss to purchase the practice. Over a period of two years, the practice was analyzed, business plans prepared, purchase agreements written and payment schedules negotiated. Finally, after two years of preparation, Dr. Moss determined that this was not the practice that he wanted and moved on to employment with South Valley Large Animal Clinic in order to gain additional experience.

After three years with South Valley, Dr. Moss was once again faced with a decision to buy into their practice or move on. He chose to come back to the Northern Utah area where he lived. Initially, he worked out of his truck making farm calls to the many clients who he had worked with over the years. Soon he rented a temporary facility in West Weber County. Working out of this site for several years, Dr. Moss was able to grow his practice tremendously. At this point, he knew he needed to move to a more suitable facility.

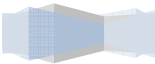
He located five acres of property a few miles to the south and had a facility designed that would expand his practiced to include small animals. He once again went through the process of analyzing the potential of the practice, developing a business plan, developing purchase agreements and negotiating financing. Thanks to Bank of Utah and the Utah CDC, a 504 loan was approved. In the meantime, the rented facility was no longer available, so Dr. Moss and his staff spent months operating the practice out of a temporary office trailer and the horse barns.

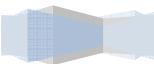
During these years, Dr. Moss added one more veterinarian, a veterinarian assistant, office staff and barn staff to his practice. As the small animal practice builds, he anticipates adding at least one more veterinarian. Revenues have now steadied in the large animal practice and calls for the small animal services have been consistent.

The new facility will offer a full range of services for both large and small animals including surgery, boarding and breeding services. Care has been taken to accommodate the needs of the community and the clientele. The practice has established loyal clients from the northern Utah region. Many of the clients feel that they have a stake in this practice, watching it grow and become a picture of excellence over the years and celebrate this milestone with Dr. Moss.



The Weber State University Small Business Development Center extends congratulations to Dr. Moss and his staff. It is difficult to be concentrating on the demands of clients and work on the needs of a financial application all at one time. It has been a long and rewarding experience to work with them all.





G C Rancher

Heather Warr is the symbol of entrepreneurship in rural America. Heather lives in Grouse Creek, Utah, a small farming community located in the far northwest corner of Utah. The community currently boasts 80 full time residents and an influx of hundreds during holidays and hunting season. The two room school house goes through 10th grade and students must leave the community to complete their high school education. There is a small post office, a guest ranch and wonderful rodeo arena. Unfortunately, the local mercantile has shut their doors and residents are concerned about the community's continued ability to be self-sustaining. The nearest grocery store is located in Idaho and a trip to Brigham City, the county seat, is a 2.5 hour drive in good weather. Cell phones do not work here and flat tires are common on the unpaved roads.

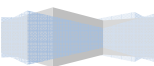
Heather Warr loves the community and the ranching life. She is also a natural entrepreneur who has started two previous businesses. In the summer of 2008, Heather approached the Small Business Development Center seeking funding for her newest endeavor, an online business that sells both product and offers a social community for the ranchers to participate in.

Years ago, Grouse Creek sought and received grant funds through the USDA to establish a revolving loan fund for local entrepreneurs as a means of stimulating the economic welfare of the area. This loan program will lend up to \$25,000 to business opportunities that improve the income of residents in Grouse Creek and a surrounding area reaching into Idaho and Nevada. Applicants complete a business plan and application with the SBDC and then the application is reviewed by both a Foundation of local volunteers and a volunteer loan committee made up of professionals.

The process was slow and it was difficult for the loan committee to understand how Heather was going to thrive, but the loan was eventually approved. With the additional investment of \$20,000 in personal funds, Heather's website is under construction and can be viewed at www.standupranchers.com.

While waiting for the website to be completed, Heather has been actively selling product from an eBay store. Through the eBay platform, Heather is currently grossing an average of \$35,000 per month. She has employed six individuals from the community to assist and they are shipping out around 100 packages per week. Both the local post office and the post office in Snowville, Utah are reporting that for the first time ever, they are operating in the black. She currently has 17 pages of product listed in her eBay store. See http://stores.shop.ebay.com/STAND-UP-Ranchers_W0QQ_armrsZ1

Heather has displayed amazing ingenuity at setting up relationships for acquiring product and marketing those products successfully. Once her new website is complete, she will also provide a marketing platform for many ranchers and farmers everywhere. The social community is an extra touch that unites and gives voice to an important population of our nation.



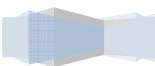
The following is from the www.standupranchers.com website:

StandUpRanchers.com began on a Ranch, of course. Heather Warr, the CEO and visionary for this project is, herself, a Rancher's Wife. Heather started her own internet clothing store, shipping western wear and accessories from her ranch in Grouse Creek, Utah to supplement her income. With those skills and that of the Ranchers themselves, this site was created.

In Heather's own words: "I started this site because I wanted Ranchers to have a voice! A place they could learn about what is happening on other ranches and to have a place to bring them together. I want Rancher's to feel part ownership in this site, for it is their opinions, view points and commentary that I wanted to expose to the world. Ranchers love their lifestyle and we feature videos and articles that represent their views. Ranchers and those who relate to them (or who disagree with them) are encouraged to express their opinions about the posted videos and interviews.

"I also wanted to help them financially so that other Ranchers could find a way to supplement their incomes as well, by using a common site to find and post products and services which would benefit all. The economy is tight and gasoline is expensive. More and more people are shopping on-line and through catalogs. Ranchers are a loyal, tight group and tend to support each other whenever possible. The "Mom and Pop" stores are finding it almost impossible to sell their tack, clothing, feed and ranching essentials at a profit. I wanted to help them by removing the middleman and allowing them to sell directly from our site, to each other. StandUpRanchers.com is a site where the rancher can find EVERYTHING they need in one place! Not necessarily from the same seller, but one place that brings them all together.

"Please send us your opinions and your own videos and we would be glad to post them, if they are relevant to our focus and integrity of the site. May the good Lord who keeps us all, continue to bless the Rancher and keep us united!"





Orem SBDC

Sole Envy



Laura started out working in Claire's Boutique as a retail manager. She enjoyed her position, but wanted to go to law school. Once she stopped working retail she realized how much she missed it. She knew what she really wanted was her own retail store. Laura had married into an entrepreneurial family and she and her husband dreamed about opening their own retail place. One day, while driving around, they decided that it was time to stop talking about their dream and start living it. They started researching the Provo Towne Centre to see what was missing from the mall. They decided that there really was not enough reasonably priced shoe stores. The only competition around was Famous Footwear.

Laura dove into research and decided she wanted to stay within a moderate price of \$17-\$24 per shoe pair. She looked into chic companies such as SODA, Cupid and Wild Diva. Laura scoped out the competition, camping out in front of other small retailers, finding out just what were the desirable and less desirable traits of each place. She decided she wanted to own a place that was shopper friendly with great customer service. She wanted to have well trained and helpful employees but also make it easy for customers to help themselves.

It wasn't always easy for Laura to be successful. She came to Ken Fakler needing help to get a business loan. With the way the economy was heading, no bank was willing to finance a 22-year-old wanting to open a shoe store. Ken pointed Laura in the direction of Zion's Bank as well as private investors and he helped her get a business plan together that won over both bank and investors.

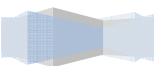
Laura's next hurdle was the Mall lease. The bank and mall could not come to an agreement about a lease plan. The Mall's rules were that they can kick out anyone the first 90 days if you do not meet your goals. Once an agreement was finally reached and the Mall saw what a success Laura's store was, she received invitations to franchise and spread throughout the Ggp (a mall organization that is in charge of 669 malls nationwide).

Before Laura opened her store she hired a designer to help with the store layout. She decided to keep everything at eye level, with deep enough shelves that all the sizes were available on the floor. She went with long mirrors on the walls that made the space look bigger. Laura chose furniture from IKEA, so that it looked modern and yet very inviting. She also spent hours making her window displays unique and eye catching. The result was the Sole Envy of the mall.

Even with the current economic downturn, Laura's store has been recession proof. Within her first four months of business she was able to reach 62% above her projected sales. The sales were thousands of dollars above her projected monthly goals. Part of what makes Sole Envy such a success is that people always need shoes, and this is a lower priced, yet chic option. Another success maker for Laura is that she puts her employees first. She makes sure that her employees are very well trained and customer oriented. In return for

their excellent service she is willing to help them out with their college education. Laura has been able to accomplish all of this at the young age of 22 and as a new mom, thanks to her dedication, the strong support of her family and the SBDC.

Sole Envy
Laura Felt
1200 Town Centre Blvd
#1142
Provo, UT 84601





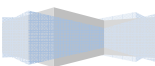
Bee Safe Systems

Bee Safe Systems, LLP
Bonnie and Terri Snow
795 W Center Street #2
Provo, Utah 84601

In 2002, during a family graduation party, seven-year-old Virginia Graeme Baker was out swimming in the families private pool and hot tub. Her sister ran to get her mom because something was very wrong. Nancy Baker jumped into the hot tub trying to pull her daughter free of the drain, but she was no match for the suction force of the drain. Two men took over and broke the drain in order to release Virginia's body. The child was rushed to the hospital but was dead on arrival. Nancy Baker, in the midst of her grieving, consulted her father-in-law, James Baker III, White House Chief of Staff for President's Reagan and Bush, to pass a law about anti-entrapment drain covers. The Virginia Graeme Pool and Spa Safety Act was passed in 2007, requiring all public pools to have proper anti-entrapment drain covers in place by December 2008. Many public pools across the country have closed for the summer of 2009 because they did not have the means and funding to put in place an approved anti-entrapment drain cover. Other pools that have been caught without proper security have received a \$5000 a day fine until the facility is fixed or closed.

In 2005, Bonnie Snow and her daughter Teri read about the accident and thought this would be a possible invention to tackle. They spent many afternoons discussing possible solutions to such a problem. In 2006, Bonnie was doing an inspection for Utah County and fell into an insecure sewer drainage that collapsed. Breaking her back and destroying her knees. She was on bed rest for months. One day, Teri told her to start researching their idea more. Together, they thought of a contraption that would save lives. Thinking of a design like a bee-hive, with strong tubular joints, they started inventing a device.

In October 2007, Bonnie and Teri started coming in to see Ken Fakler. Ken pointed them towards many helpful resources such as Internet Marketing and QuickBooks classes, assistance with taxes, and people they would be able to make contacts with for developing their product. Of all the sources that Bonnie and Teri tapped into, Ken never steered them wrong. Ken also believed in them and never let them give up. After months of testing that failed on their product and wanting to stop, Ken kept pushing them forward. After two times of failed testing through the ISOD machine that checked plastic standing against UV Rays, Ken pushed them forward and explained that the testing might be faulty. Bonnie and Teri went back to find out that even ISOD created plastic could not withstand the testing. With this new knowledge, ISOD readjusted their scale and temperatures and Bee Safe Systems passed. The specialized plastics had to pass food grade plastics tests, strength tests, stretch tests, and many others. Bonnie found a company called Georgia Gulf to make

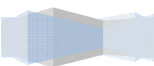


the plastic. This company was so excited by Bonnie's product, that they even helped fund the testing.

In March 2009 the product finally passed all the testing. By April 2009 the Snow's made their first massive sale of \$100,000. Sales continued strong throughout May, June and July. They just received another major order in Logan under Utah Plastics for August. Just recently, they received a letter from the Director of Health in Tennessee saying that he was so excited about their product that he has mailed their brochure to all public pools in Tennessee along with their yearly license safety renewals. Canada has just passed a similar law and



they are planning to advertise their next.



Price SBDC

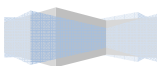
My Girls Fitness Center

Tammie Adams came to the SBDC in Price in November 2007. She needed help getting a business plan together for a women's only health and fitness center. Tammie had previous experience in industry and felt there was a niche in the Price City area for a fitness center of this nature. Tammie began working with the local counselor, Ethan Migliori. Working together they began doing a feasibility study on the business idea. Knowing the idea had merit was important to Tammie, she wanted to make sure it could be profitable. Tammie and Ethan looked at the demographics of the area, along with research on the industry. They came to the conclusion there was enough positive information to warrant the business could be successful in Price, Utah.

They began next to put together a formal business plan to help Tammie get the financing she would need.

Over a year and a half's time they have actively been gathering information on the business and have created a business plan. That year has been filled with ever up and down possible to a prospective business. Tammie has looked at several locations trying to determine which would best suit her customer base. Each location presented different concerns from location to costly remodels. She has currently found a location that may meet her needs she is in the process of lease negotiations. Tammie has reviewed the projected numbers again and again making sure she has not missed something. This attribute of paying attention to the small details is what will make Tammie successful.

Tammie is currently solidifying the last pieces of the financing she needs and plans to be open in November.



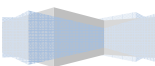
Healing Hearts Institute

Melissa Holt started Healing Hearts Institute in April 2008. She began the business because traditional practices and medicines did not seem to work for everyone. Through some experiences she had she came to see that alternative healing methods could produce significant results in the health of individuals. Melissa started studying several different methods of alternative healing. She first started with emotional healing/ counseling and essential oils. From there she added Kangen Water. Kangen water is goes through a process that changes the molecular structure of the water so it is more easily absorbed by the body. The process also adjusts the acid base of the water creating positive effects on body organs. Her business now has several forms of alternative healing methods she can use to help her clients.

Melissa has found great success in her business over the last year. Though she has had many of the same challenges that any small startup company will have, she has managed to find ways to overcome those challenges. Those challenges have varied from taxes and bookkeeping to training colleges on proper sales techniques.

Melissa in the startup stages of her business needed office space. She found the needed space in the BTAC incubator program. A part of the incubator requirements clients of the program are to meet often with the local SBDC. Through those arrangements the Price SBDC started meeting with Melissa. Over the years Melissa has grown and expanded from one office space to two spaces the local SBDC has been able to help Melissa through some of the challenges associated with a young growing company.

Melissa currently has helped hundreds of people with various emotional and health concerns. Her ultimate goal is to create a non-profit organization dedicated to people through alternative healing.



Sandy SBDC

Hyperblimp

Hyperblimp Takes Off: An Uplifting Entrepreneurial Story

Daniel Geery, an elementary science teacher turned inventor, says he never used to believe in UFOs. Until the day he started making them. That's right, these remote controlled, helium-filled aircraft, are Dan's dream-child and for most people ARE unidentified flying objects, or UFOs.



Geery calls these airships "hyperblimps," based on the idea they outperform all other airships you may have heard of—from the Hindenberg Zeppelin to Navy blimps, in terms of aerobatic maneuverability. They are extremely streamlined—imagine a huge cigar flying through the air—but with a propeller on back, and that propeller can turn in any direction. Take the image further by picturing a small motorboat that turns not only left or right, but that can also go up or down in the air.

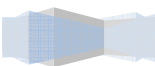


Geery has been gathering a good amount of attention, not only in Utah but worldwide, since he started experimenting with these airships in the mid '90s. He has been approached by numerous sources, including highway patrol, Fish and Game personnel studying salmon runs, scientists at the University of Utah studying Right Whales, a local aerial photography company, scientists working on high altitude communication platforms, major defense contractors, and many others.

"Really, too many to remember," says Geery, who has done demonstrations even in Europe.

The glitch for many years to bringing Geery's invention to market has been making the patented airships user friendly and reliable, and finding the best materials to work with. Now, with help from the Salt lake Small Business Development Center and the Miller Business Innovation Center located at Salt Lake Community College's Miller Campus, Geery has obtained necessary workspace, business consulting help and contacts that have brought his hyperblimps to a commercial stage.

Several large projects are now being planned or are almost in place, including a solar airship that can fly around the world, a high altitude surveillance platform, filming events



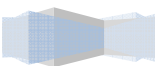
in high definition video, advertising, environmental studies, search and rescue, and more. Geery claims that these airships appear to be the most efficient form of aerial transportation available, since it's like slipping streamlined balloons through the air, instead of spending huge amounts of energy holding heavy objects, such as airplanes, aloft.

You can see a hyperblimp in action for yourself by visiting hyperblimp.com, and also get a bird's eye view from a hyperblimp. Geery has built over 650 of these creations, and says he agrees with Thomas Edison that "invention is 2-percent inspiration and 98-percent perspiration."

About the Salt Lake Small Business Development Center

The Salt Lake SBDC is part of the Miller Business Resource Center located at the Miller Campus of Salt Lake Community College. The SBDC serves startup and existing businesses in Salt Lake and Tooele Counties. The SBDC's mission is to help small businesses Start, Grow and Thrive, thereby producing a positive impact on the economy for the State of Utah.

The SBDC's staff of talented counselors has collectively over 200 years of business experience. All counselors have been founders, CEO's or Presidents of multiple businesses. For more information contact Jim Weeks SLSBDC - Interim Director at 801-957-3485 or jim.weeks@slcc.edu.



Spectrum Home Services

Spectrum Home Services Industry Leader in Home Care

Spectrum Home Services in Sandy, Utah really accomplishes its motto: Services for all seasons of life:

Not only does the company provide quality maintenance, cleaning, homemaking and yard care services during all seasons of the year, but Spectrum provides these services for people in all seasons of their life.

While earning her bachelor's degree in physical therapy and a master's degree in gerontology, CEO Jenny Nelson, discovered that many people who receive treatment in therapy will regress when they get back home. So in 2000 Nelson founded Spectrum Home Services.

Spectrum Home Services originated as a way to serve elderly clients who needed some extra care at home. While the company grew Jenny quickly found out that people of all ages wanted and needed the services Spectrum provides.

Spectrum Home Services provides deep cleaning, yard care, home maintenance and repairs, relocation services and homemaking tasks like meal preparation, shopping, laundry service and more. Services range from grocery shopping to planting flowers, to installing a railing on a staircase. For clients who need help moving, Spectrum not only helps pack the boxes and move them to the new location, but the employees also help unpack the boxes and get the client settled in.

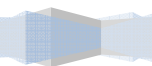
Spectrum employees focus on the people they serve. Employees visit specific, often regular clients establishing a relationship with them as they provide customized services specific to that individual's needs. For example the daughter of one elderly Vietnamese client taught a Spectrum employee to cook Vietnamese meals for her mother.

The business model proved so popular that in 2004, Jenny franchised the concept. Now Spectrum Home Services has offices in the Miller Business Innovation Center at Salt Lake Community College, along with Franchises in 26 other states.

With the help of the Salt Lake Small Business Development Center also located in the SLCC Miller Campus Spectrum Home Services has obtained necessary workspace, business consulting help and contacts that have catapulted them to become one of America's premiere full home service franchisors.

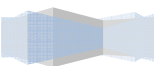
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Velosum



In 2002, Rod Sheets, a software engineer, began developing an idea in his basement in Salt Lake City. The idea was to build an ASP, web-based software program to leverage Digital Pen and Paper (DPP) technology by Anoto Group for streamlining handwritten business process. After two years of development, Rod was facing the biggest challenge for most engineers – how to bring his technology to market.

The technology transforms a business' forms that are filled in by hand and creates a real-time translation and transfer to a web-based portal. This saves companies and organizations time and money by giving immediate access to remote data and by avoiding the time consuming step of entering the handwritten data into databases for analysis and processing. Rod's technology lays the digital pattern on the paper forms and creates a communication interface between Anoto's digital pen and paper and a cell phone for uploading data straight to Rod's custom designed web portals.

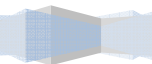
Knowing that he wanted to stick to the technology side and let someone else handle the business side, Rod began looking for help. Through a business partner, Rod was connected to the Sandy SBDC and Salt Lake Community College, Miller business Resource Center's Business Innovation Center. In May 2004, after pitching to the Selection Committee, Rod was accepted as a client.

More than just the low cost rent, the Business Innovation Center provided Rod with training classes on raising money, how to form a board of directors, and what to look for in a business team. Rod was also connected to prospective CEOs and was able to begin developing the business team he needed to be successful.

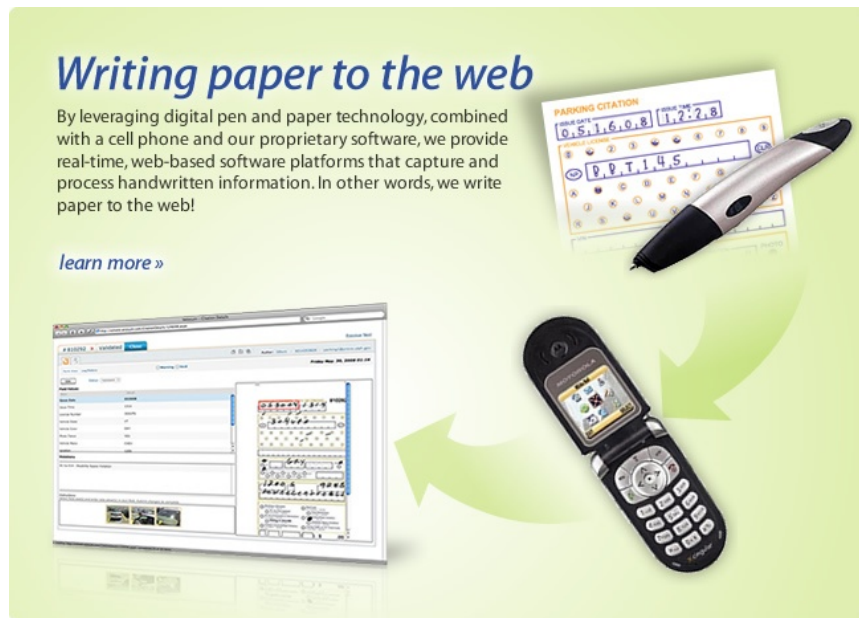
The company, Velosum, Inc. (originally called MobileLexis), had cleared the first chasm that claims many new businesses, raising initial capital, but the road ahead was still filled with hurdles. "The [Business Innovation Center] Incubator was paramount in those first few years. We probably would not have survived without it" said Rod.

Employing fourteen personnel, Velosum is now providing three products all based around Rod's original technology; vCitePlus, vTrialsPlus and vFormsPlus.

vCitePlus, Velosum's Parking issuance and management product, now has 14 clients writing over 250,000 parking citations per year. Provo, Utah is one of Velosum's vCitePlus clients and loves using the system. Provo has increased the number of tickets written per officer by 29%, increased collections 15% and has revenue exceeding projections by



\$163,000, or 22%. vCitePlus was a finalist in the highly competitive Business-to-Business software category for the Stoel Rives Innovation Utah 2009 competition.



vTrialsPlus is designed and marketed for the data capture during pharmaceutical and medical device clinical trials. It allows site clinicians the benefits of handwritten data entry while providing site monitors and sponsors with instant data from remote sites around the globe. vTrialsPlus was a finalist in Grow Utah Venture's Concept to Company Competition, and just signed its second

client.

vFormsPlus, still in the beta stage, is a portal to capture any form-intensive process. It is Rod's belief that handwritten data entry is still the preferred method for data capture all else being equal. Initial tests are set for an implementation to track food processing for FDA compliance.

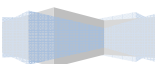
Rod Sheets continues as the Chief Technology Officer, and is now surrounded by Lee Boardman as Chief Executive Officer and Michael Critchfield as the Vice President of Sales and Marketing. Velosum is still an emerging company and still seeking more funding, but it is standing on much firmer ground thanks to the Business Innovation Center. Growing pains are now the main concern, and according to Rod, "this is a good problem to have."

About the Salt Lake Small Business Development Center

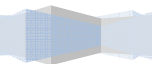
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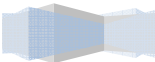
Velosum Inc.
Rod Sheets, Founder/Chief Technology Officer



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Sandy, Utah 84070
801 957-5612
www.velosum.com



St George SBDC



Vernal SBDC

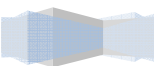
Lil Blonde Ambitions

The down turn in the economy hit home hard for the Richman family. Farrah is a veteran that was released on disability. She has been working with Vocational Rehabilitation. When the oilfield boom turned to bust and her husband's income waned, she decided to take part of the financial burden on her own shoulders and do something she had always thought about and really enjoyed – Dog Grooming

After discussing her idea with her Voc Rehab counselor she was sent to Mark Holmes at the Uintah Basin Small Business Development Center in Vernal. “When Farrah came in and said she wanted to groom dogs I thought, here we go again. Another dog groomer.”, said Mark Holmes. “As we discussed her situation and her ideas, I could really see her determination. She was willing to do anything to make the business work.”

And she did. Farrah finished her business plan and financial projections. Then she convinced one of her friends to let her start the business in the friend's unused basement. She received some help from Voc. Rehab. and follow-up help from the SBDC.

Farrah is now a productive member of the Dog Owner community, is doing something she enjoys and is helping make ends meet during these trying financial times.



Dernier Cri

Leisa Hardman came into the Vernal SBDC the first time in 2007. Her husband had been a client years before and recommended the SBDC for her start up ideas.

Leisa and her friends saw a need in the Vernal retail scene. They and most other people they knew were traveling to Salt Lake City, Utah or Grand Junction, Colorado to buy clothing. For a time, Wal-Mart was about the only place to purchase clothing. A store popped up catering to teens but there was a need for slightly older youth and younger adult women.

Leisa brought the idea to the SBDC where she was aided with her Business Plan, shown how to calculate break-even points for products and do buy/no-buy analysis for new product lines. Once she found some interested investors she started looking for floor space and found a place she liked in a strip mall across the highway from Wal-mart. A fairly good location but quite expensive. She brought the lease contract in to the SBDC to have it looked over. She was immediately referred to an attorney as the SBDC does not provide legal services. Later Leisa stated that being counseled to consult with an attorney was a move that saved her. There were things hidden in the first contract that she didn't understand and would have cost her a large amount of money over time.

Leisa started "Dernier Cri" a retail operation specializing in trendy clothing. She is very passionate about the business. Not only because there is now a location for current style clothing but in her words "The main goal of our company has been to provide a product that will entice our community to shop local and provide the best customer service." Leisa is a lifelong resident of Vernal and wants to help the community as much as she wants to make a profit in her business.

