
2009 2nd Half Success Stories

**Utah Small Business Development Center
All Centers**



Utah SBDC

For the Period Ending 12/31/2009

Table of Contents

- Table of Contents..... 2
- Blanding SBDC 3
 - Big John’s..... 3
 - Robert M. Frayser, Small Business Person of the Year 6
- Cedar City SBDC..... 9
 - Southern Components, Inc..... 9
 - Cedar City Small Business Development Center, MGMT 4900 10
- Ephraim SBDC..... 11
 - Proactively Advocating for Successful Job Creation 11
 - An All-American Dream Come True..... 13
- Kaysville SBDC..... 15
 - Hales Tumblebus 15
 - Speedi Pack and Ship..... 16
- Logan SBDC..... 17
 - Jim Reese 17
 - Neal Stevens..... 18
- Ogden SBDC 19
 - Mahogany Bench Archaeology Services, L.L. C..... 19
 - Just Me by Annette..... 22
 - Triple E Enterprises, L.L.C..... 24
- Orem SBDC..... 25
 - CDL Training Inc 25
 - Emmie’s Hidden Floral..... 27
- Price SBDC..... 28
 - Sun Right Greenhouses 28
 - Wild Cat Lingerie 29
- Sandy SBDC..... 30
 - Panoptic Security..... 30
 - LowestMed Helps Utah Residents Reduce Healthcare Costs 33
- St George SBDC 36
 - Bella Marie’s Pizzeria 36
 - Del Sol of St. George..... 38
- Vernal SBDC..... 40
 - Aaron Anderson..... 40
 - Cattoor Transportation..... 41

Blanding SBDC

Big John's

San Juan Record February 16, 2010.

Big John's dream in blacksmith shop

Feb 17 10 - 09:59 AM

by Buckley Jensen

John Patterson, a.k.a. "Big John", is hard to miss around Blanding. Standing 6-4 and weighing more than 300 pounds, you would not want to meet him in a dark alley if he had a bad day.



But not to quake... this writer found him to be a gentle, well educated, deeply committed giant. His wife, Mary (Pugh), grew up in Blanding, and is a registered nurse working at the Blue Mountain Hospital. The couple are expecting their first child in a few months.

John grew up in Olympia, WA. His grandfather had a blacksmith shop and blacksmithing got into little John's blood at a young age.

After an LDS mission in Texas, John completed a four-year program in welding at Northland Pioneer College in Holbrook, AZ, followed by a two-year program at the Uintah Basin Area Technical College in Vernal, UT.

He then moved to Thatcher, AZ and completed another two-year program in welding and machine shop technology. "I had some fabulous teachers along the way and part of my dream is to affect the lives of my students the way my life was changed by my teachers," he said.

Today he is a master welder with his own mobile welding service. He loves working with metal and is able to do about anything you can imagine.

But his heart is in blacksmithing, which has become a lost art since electricity and manufacturing technology rendered the profession obsolete a couple of generations ago.

"But what if, for some reason, we have to survive without electricity? How would we work iron and steel and survive?" he asks. The answer would be to go to a blacksmith, who is able to make anything out of metal with no electricity or fancy, expensive tools. On the other hand, do you know a single working blacksmith anywhere



in 2010?

Big John and Mary hope to change that and, so far, their enterprise has exceeded their expectations.

John has scrounged equipment that is hundreds of years old from his Grandfather, from Charlie Sipe's shop in Blanding and from numerous sites across the country. He has built a school for blacksmithing in Charlie's Blanding shop and hopes to draw students from across the country to come to Blanding and learn to work metal as hundreds of generations have done for thousands of years.



“But first I had to find a living, breathing blacksmith to teach me,” John said. “My education includes all the latest technology, but they don't teach blacksmithing anywhere.”

He looked across the country and finally, in Mancos, CO, found Steve Williams, who is a bona-fide survivor of the lost art of blacksmithing.

“I became friends with Steve, shared my dream with him and convinced him to come to Blanding and help me teach classes until I learn as much as he knows... which may be never.” Big John concluded.

And so blacksmithing classes are now available on Saturdays in Blanding. A class consists of eight students. They go all day for eight hours and Mary serves a delicious lunch. Cost: \$85.

The first class was full. The second class has one spot left and other classes are scheduled. Virtually all of their students so far have been local people. They hope the word will get around and they will soon be teaching people from around the country. Advanced classes that last weeks or months are on the planning board, but they wanted to start as a one-day operation to see what kind of response they got.

But this is just the tip of the dream. John hopes to some day have a new building that will cater not only to blacksmithing, but will contain classrooms and all the conveniences of a modern tech school

John says an additional immediate benefit for his students is being able to save a lot of money. A blacksmith/welder can go to a junk yard, pick up metal for a few cents on the dollar and build things for a fraction of the retail price in



today's world.

For instance, he said he is already helping his students build their own hand-cranked forges. A new one, if you can find it, costs at least \$1,500. John can build one for about \$75 in his shop.

His motivation for this project is three-fold:

- 1) To preserve the dying arts.
- 2) To teach people and give back to some of the great teachers who have profoundly influenced his life.
- 3) To prepare people to be self sufficient should some calamity make it necessary to revert to the skills that saved our forefathers.

It is refreshing and exciting to visit with a young couple who have big dreams and are committed to making them come true.

John and Mary Patterson can be reached at bigjohnpatterson@yahoo.com or 435-459-1372.

sjrnews@frontiernet.net

The above article appeared in the February 16 issue of the local San Juan Record. Big John is a client of the Blanding SBDC and we have helped him go through the process of starting his business including registration, EIN, planning and strategies. We recently helped him organize a non profit that he will use to further develop his strategies.

Brent Redd

Blanding SBDC



Robert M. Frayser, Small Business Person of the Year

San Juan is the largest county in Utah. It's also the poorest. The population density averages two residents per square mile, bringing the total to a little more than 14,000 souls. A business that employs over 100 men and women--and at a pay scale that is well above average--is a big deal here. And when that business is forced to close, it's a tragedy.

San Juan/Grand County Small Business Development Center is pleased to nominate someone whose commitment to duty saved the largest private employer in our county from liquidation and whose perseverance during extreme adversity kept our hope alive in the midst of a nationwide economic calamity. We are proud to nominate, for the SBA Small Business Person of the Year, Robert M. Frayser, General Manager of Lisbon Valley Mining.

The following specifics will further amplify our decision and help you see why his character and capability are of the legendary kind that has formed our county, our state, and our nation.

Staying power: The February 18, 2008 edition of the (Colorado) *High Country News* ran a sidebar that chronicled the history of Lisbon Valley Mining. The piece was entitled "The short life of Lisbon Valley" and ended with this statistic: "January 2008, 101 Lisbon Valley employees lose their jobs..."

Bob Frayser's journal, during that period, reflects that the bank told him to back off of his efforts to save the company--since the potential for a conflict of interest was high. He heeded that request, for a bit, but as the end drew near, he couldn't maintain that position.

From his journal:

I realized that my ultimate responsibility as General Manager of Lisbon Valley was to uphold fiduciary duties as long as I was in the seat. I also thought, "How can I be in a conflict of interest over trying to save the company, if indeed that was my ultimate responsibility anyway?"

That realization led him on a trail that would take him repeatedly from hope to desperation. Over the next year and a half, Bob put everything he had into saving the company and the jobs it represented. One more entry, from the journal:

The saving of the company is getting more and more complicated as the days and process go on with no real clarity even remotely in sight. This is getting frustrating ...One day we are up and the next day we are down as the roller coaster ride continues. It is a huge play on everyone's emotions as their livelihood and future are at stake.

Growth in number of employees: Lisbon Valley Mining is the largest private employer in our county. Over 100 men and women are currently on the payroll, and the wages they

make are well above average. Had it not been for the grit and determination shown by Bob Frayser, the company would have gone from 35 employees at the first of 2009 to zero employees at the Lisbon Valley site. The bank would have liquidated the assets and our region, already hard hit and struggling, would have seen an exodus of workers who would have been forced to go elsewhere in search of a job.

Increase in sales: Bob Frayser not only saved Lisbon Valley Mining, he revitalized it. His management team, working under the premise that better results require better actions, formulated an operating plan that has turned the mine from a losing proposition to a profitable enterprise. Once more quote, from the Bob Frayser journal, a synopsis of the business after the turnaround:

The Lisbon Valley Mine is encapsulated under a LLC with positive cash flows in spite of the current low copper prices. This has been accomplished through many project enhancements and reduced overhead expenses... Specifically, the ability to manage the ore mining costs in balance with the ore characteristics and associated leach pad dynamics. This results in a lower ore mining rate that supports lower cost per pound copper production and adequate cathode production to support a healthy company.

Mining costs were originally estimated at \$1.98 per ton mined compared to future and planned mining cost of \$0.91 per ton mined. This is a result of changes related to ore handling, blasting operations, and the elimination of the primary and secondary crushing and conveying circuits.

Did you catch those figures? Bob's team cut the cost per ton of ore mined by almost one-half, making Lisbon Valley Mining production a competitive commodity.

Current and past financials: A set of financial statements is included in this nomination package. The Bob Frayser story though, isn't just about improving the bottom line; it's about taking a company that is so close to bankruptcy that the vultures are circling and creating a plan that ultimately led to its reorganization as a going concern. Bob didn't just improve Lisbon Valley Mining; he brought it back to life.

Innovative product or service: Much of the work done to turn the company around is of a technical nature that is not easy to understand. Bob went over the operations from start to finish and looked at every possible means of cutting costs and increasing efficiency. Here are just a few of the innovations he implemented at the mine:

- The elimination of costly and ineffective crushing and conveying circuits.
- A smaller capacity, but more effective and efficient haul trucks.
- Modified drilling and blasting function, for higher impact.
- A reduction in waste haul distance.
- Restructured management functions for lower costs and better performance.

Response to adversity: One thing especially poignant about Bob Frayser is that he is human, and he is not afraid to admit that the job of saving the Lisbon Valley Mine seemed overwhelming. The truth is that prior to making his decision to stay and fight for the mine, Bob had followed the lead of the former General Manager and the Board of Directors. They had all resigned and gone on to other things. Bob interviewed for, and accepted, a position as the Operations Manager for a potash mining company in New Mexico. Here's how the journal puts it:

I decided that I would put my all into saving the mine and the company... I called the HR person at (the potash mine) and "unaccepted" the position they offered me ... I had called my brother in Roy, Utah, the night before and talked at length with him about the situation. He was able to guide me into the thought that I could walk or stay, but in the end I would have to live with my decision. He asked one question: "What would make you happy?" Then I knew that saving the mine... was my motivation."

Contributions by nominee to aid community-oriented projects: Bob Frayser currently, or has previously served, in the following capacities:

- Assistant Coach - Boys Soccer.
- Assistant Coach - Girls Soccer.
- Assistant Coach - Boys Football.
- Chairman of the Western Region Master Mechanics Association, a not for profit group related to mining and industry.
- Contributor to the Girls High School Fast Pitch Softball program.
- Contributor to the Girls High School Volley Ball program.
- Contributor to the Girl Scouts of America to apply to the maintenance and upkeep of their facility.
- Contributor, group and direct, to the poor and needy.
- Currently serving on the Board of Directors for the Utah Mining Association. A not for profit group related to mining and industry.
- Currently serving on the Executive Committee for the Utah Mining Association. A not for profit group related to mining and industry.
- Currently appointed as Vice Chairperson, 2010--2011 term, for the Utah Mining Association. A not for profit group related to mining and industry.
- Currently appointed as 2012-2013 Chairperson for the Utah Mining Association. A not for profit group related to mining and industry.
- Various community projects as a member of the LaSal Masonic Lodge.

In the community's estimation, however, Bob Frayser's real contribution is in the jobs his efforts provide and in his availability for talk and encouragement--whether it be at a local cafe or the barber shop, Bob Frayser is a person who is considered a community resource. He is someone who doesn't give up, someone who is there when you need him, and someone who you know is on your side. Win or lose at the state and national level, Bob Frayser is, without a doubt, the San Juan County Business Person of the Year.

Cedar City SBDC

Southern Components, Inc.

Craig and Devin Clark initially visited the Small Business Development Center located at the Southern Utah University Business Resource Center in July of 2009. Their business, Southern Components, specializes in roof trusses. The company, like so many others that provide product for the construction industry, has suffered the last couple of years. However, things were starting to turn around and orders were flowing. In order to prepare for the new wave of orders, they needed assistance in steadying their financial situation.

Financial records and tax returns were reviewed in depth. The Clark's worked hand-in-hand with the SBDC to put together outstanding debt reports as well as a listing of upcoming projects. The goal was to apply for an SBA guaranteed America's Recovery Capital (ARC) loan. ARC loans are deferred-payment loans of up to \$35,000 available to established small businesses that need help making payments to existing debt.

Much time was spent creating financial forecasts for the Clark's to take to their local bank. Their business bankers reviewed the initial information submitted and requested two years worth of financial projections. The SBDC took existing financials and created full projections based upon input from Craig and Devin Clark.

An ARC loan was approved by Zions Bank in December, 2009 for Southern Components. About the assistance provided by the SUU Small Business Development Center, Craig said "The SBDC provided significant help in preparing the paperwork required to apply for the loan. Without them we couldn't have done it, and certainly wouldn't have been successful in getting the loan."

Craig Clark
Southern Components, Inc.
553 North Iron Springs Rd.
Cedar City, UT 84721
Phone: (435) 586-6583

Cedar City Small Business Development Center, MGMT 4900

The School of Business at Southern Utah University developed and implemented a new Entrepreneurship course in the Fall of 2009. 16 students interested in focusing on entrepreneurship were able to spend five hours three days per week on the core classes of Marketing, Finance, Production Management, and Entrepreneurship.

The goal of the class was to give students “real-world” business experience. Craig Isom, Director of the SUU Small Business Development Center, taught the students how to research, develop, and write a business plan. He used the FastTrac® NewVenture™ College Edition – Entrepreneurship Manual that is designed to teach students the knowledge, skills, concepts and strategies relevant for start-up and early-stage entrepreneurs. The students spent the first six weeks of the class learning the fundamentals necessary for them to start a business and then effectively and efficiently run it for the remainder of the semester.

The students split into two teams and developed their business plans based upon two different business ideas (which they came up with). They prepared a business plan with financial projections and presented their requests for funding to a panel of experts (local entrepreneurs, bankers, and other business-minded people). Both teams were funded by an entrepreneurship fund donated by Zions Bank to Southern Utah University, and the students were able to use those funds to start their businesses.

Team one created a frozen yogurt business called YOUgurt. With Craig Isom’s assistance, they received permission from the contracted food service provider for SUU to sell their food items at SUU games, events and functions. Team two created a t-shirt business called Gnar. This team was also able to sell their specialty t-shirts at SUU games, events, and functions. They sold to individual students on campus, and eventually through the SUU Bookstore as well.

The teams ran their businesses for 6 weeks, the whole time obtaining continuous feedback, support, and instruction from their core instructors. At the end of the semester, the teams shut down their businesses and restored most of the funds initially provided to them for start-up. An anonymous comment from a student regarding the course reinforces the goal of the course, which is to provide real-world experience to SUU students, and follows: “The entrepreneurship block really has been a great experience. We were able to meet lots of different people and really have an experience that I believe gives us an advantage in the real world. I learned a lot as far as running a business goes.”

Ephraim SBDC

Proactively Advocating for Successful Job Creation

February 2010



SBDC's play an important role in entrepreneurship advocacy. With patience, such advocacy does pay off. In November of 2008, the Utah SBDC at Snow College supported efforts of the Snow College Business Division by compiling an application for a small grant from the Coleman Foundation offered in association with their participation in the National Association for Community College Entrepreneurship. The purpose of the grant was to support start-up efforts of a world-class "Entrepreneurship Seminar" program – the likes of which had never before been seen in Sanpete County.

The grant was secured and the Snow College Business Division partnered closely with advisors from the SBDC, Sanpete County Economic Development office and Utah State University Extension. With nearly a full year of advance planning, the program was organized and an all-star list of weekly guest presenters assembled.

The SBDC and Snow College worked hand-in-hand to promote the program to the business community as well as students. From August 31 to November 30, 2009, for one hour each week, these entrepreneurs engaged and inspired an audience of approximately 80 attendees with their stories of success and real-world advice for starting and growing a successful business. Presenters, which the SBDC played an active role in

recruiting, included Dave Checketts, owner of the 2009 MLS Champion team, Real Salt Lake; Patrick Byrne, founder and CEO of Overstock.com and lifelong protégé of Warren Buffett; and Josh Coates, who recently sold his start-up company, Mozy.com, for \$76 million, and several others.

A number of small business developments and improvements have resulted from this effort, including a couple small business start-ups among attendees at the "Entrepreneurship Seminars." An additional result has been the creation of an SBDC-sponsored business training in support of one company's aggressive expansion efforts.

During a lunch meeting with the final presenter, Amy Rees Anderson, CEO of MediConnect Global, Inc., Community business leaders discussed the possibility of MediConnect expanding their Ephraim office, which is housed on the Snow College campus and provided approximately 50 jobs at that time. One of her requests was for help providing needed training for new supervisors. The SBDC quickly assured Ms. Anderson that such training could be arranged to help their company as it expands.

Discussion of state and local incentives and resources to encourage the company's expansion continued and the company did in fact choose to significantly expand their Ephraim office.

In the weeks that followed MediConnect added over 100 jobs and numerous supervisory positions.

With the blessing of the Salt Lake Office of the U.S. Small Business Administration, the SBDC researched several training options and selected one that would meet the company's need for increasing skill level of newly appointed supervisors and arranged for numerous expert trainers to present the training over a 12 month period of time. Additionally, the SBDC rallied resources and technical assistance from Custom Fit Training, Sanpete County and Snow College and the needed

supervisor training has commenced with very positive reviews.

A rising tide lifts all boats. When resource providers work together to connect resources and opportunities it can result in significant economic improvement. The SBDC is proud to have helped place some of the puzzle pieces to complete the MediConnect expansion which has created over 100 greatly-needed, quality jobs and is poised to create two to three times that many in the next few years.

An All-American Dream Come True

February 2010



In 1989 Troy Howard enlisted for service in the Air Force branch of the United States military. During his service he learned the trade of heating refrigeration and air conditioning.

In 1996, after returning to civilian life Troy put the skills he had developed to work in a startup business venture. The result – Central Valley Mechanical, a small company that initially offered service and installation primarily in Central Utah. He operated the company from an office in his home in Nephi, Utah and warehoused inventory in Orem and Salt Lake City. Initially Troy had 2 employees.

Troy was exceptionally good at paying attention to important details and communicating clearly with clients. His company was particularly good at delivering a quality product as promised – on time and on budget. These are the kind of benefits most HVAC customers seek.

Several years passed and the company went through various changes and improvements. Troy learned a lot from the school of hard knocks, but recognizing the value of training and education he has enrolled in various formal technical and business training programs and requires the same of his employees.

Illustrative of this commitment is the fact that Troy enrolled in an 11-week FastTrac GrowthVenture training program offered in Richfield by the Utah SBDC at Snow College in November 2007. Richfield is

over one hour south of Nephi, where Troy lives and operates his business, and evening-driving on the winter road to and from Richfield is often treacherous.

This class provided two key things for Troy's business future, a better grasp on the steps he could take to achieve business growth and the opportunity to network more in depth with others, including one who would become a future business partner.

Troy proceeded to plan the expansion of Central Valley Mechanical, but also a number of other business ventures. In order to gain additional guidance and test his ideas for new business Troy enrolled again in another offering of FastTrac GrowthVenture approximately six months later.

During the course of the next several months Troy worked hard and planned smart for the start-up of three new business ventures. He consulted with the Utah SBDC as needed on items such as market research and finance.

"Troy is the dream client for any business consultant or teacher because he understands that guidance and resources are available, but that he ultimately must make the decisions and put in the effort to apply that guidance and secure those resources," said Alan Christensen, director of the SBDC at Snow College.

Troy did exactly that, and in the summer of 2009, in the throws of a recession, Troy

and business partners, successfully opened a Quiznos Franchise at the intersection of I-15 and Highway 132 on the east side of Nephi. Soon after, they completed construction of a new movie theater, Salt Creek Cinemas, next door. The theater opened in the fall of 2009.

Preparing to be stretched and in order to better empower his business team at Central Valley Mechanical, Troy enrolled himself and several of his key employees, in a “7 Habits for Small Business Managers” training offered in Nephi amidst preparations for the grand opening of the Quiznos and Salt Creek Cinemas. They completed the training with flying colors.

Troy credits a great deal of his success to the support of his wife, Jennifer, who also completed the 7 Habits for Small Business Managers training. Not only has she helped with some of the day to day tasks in the business, but has also helped him maintain sanity and balance through all the ups and downs of starting and running business ventures.

In the past three years the businesses Troy owns or co-owns have secured \$2,000,000 of debt and equity funding to start and grow and currently provides employment to 42 people.

Kaysville SBDC

Hales Tumblebus

With childhood obesity at an all time high there is a need to promote physical activity to our children. Amy Hales and her husband, address this problem as an opportunity and bought a Tumblebus license.

As a mobile gymnastics center, Tumblebus brings that opportunity to more children by providing on-site service to the community. The Tumblebus is a nationally recognized gymnastic fitness program with over 300 buses nationwide. It is a school bus retrofitted with gymnastic equipment providing a fun and educational way for parents to introduce fitness to their children ages 2-7. Children who would not normally have an opportunity to participate in a fitness program because of parent work schedules will benefit from our mobile service.



The Tumblebus can contract with local daycares and preschools to make regular visits adding to the curriculum that is already offered. This allows children to have an extra-curricular activity beyond the typical daily routine without having to leave the facility. As a result, parents will save time and travel by having their child enrolled in a Tumblebus program through their daycare or preschool.

Since there is no need to have a physical location there is low overhead and therefore a good profit margin. Children love buses and the Tumblebus is colorful, fun and exciting. Adding an element of fun to their normal routine will excite children about the opportunity to be physically active.

The Kaysville SBDC worked with Amy in preparing the business plan and working with her bank to obtain the financing required to fund her new business.



Speedi Pack and Ship

Speedi Pack and Ship has been a successful small business for several years. As a result of the recent economic downturn, there was a need to do some restructuring of the business, as well as provide financing for improvements to the facilities, which will allow the business to grow. The Kaysville SBDC worked with Brooke on a business plan to accomplish these objectives. The plan was recently approved by a Utah bank.

Speedi Pack works with businesses and individuals to handle all their printing, copying, and shipping needs. Brooke believes the company has been successful for many years because it provides the best service to its customers at a competitive price.

Speedi Pack and Ship customers are extremely pleased with the service they receive. One customer says “the price is right, and more importantly the customer service. I was very happy with the man who helped me with my custom gift certificates I designed. I will be sure to stop by again.”

Another customer says, “this is a great copy store. The prices are great you can usually find coupons. The best part about this copy place is that they have an indoor kids play area so the kids love to come. They also have great customer service.”

Brooke is looking forward to continuing to grow her business as the economy turns around.



Logan SBDC

Jim Reese

Jim Reese has worked with the Logan SBDC since the early 1980's on various inventions. Jim has a tremendously inquisitive mind. He also has a fantastic ability to make others believe in what he is doing and give of their time freely for shares of his business. The USU SBDC convinced him that he should pursue a patent through USU. He was initially very hesitant; because he thought they took almost all of the Royalty and only did a patent search. However, because he did not fall under the guidelines that gave USU ownership, the SBDC convinced him to go back to them again, and negotiate a deal where he got 50% of the royalty. We also assured him that USU would find a licensee, file the patents, and protect his inventions. We helped him in negotiations

Jim has been cheated by three different companies that were large and just took his invention. Having USU on his side is very important. USU also is absorbing the costs of the patent, which should be worldwide. This can be very expensive. And, as mentioned, they can help obtain licensing, if needed.

Now that he has negotiated with USU, with the assistance of the Logan SBDC, he is very excited about the potential for his invention. This is a device that can be tuned to sense human or animal presence. It has many applications, including setting a perimeter around a campsite, swimming pools, construction sites and more. He already has a manufacturer and distributor lined up. This is a modification of an earlier invention that he found was already patented.

Jim also has two other products. One deals with sewer backups and should be a significant success. Jim has another very confidential product that they are developing a prototype for. The technology park is so excited about his products that they are trying to line Jim up with a development office in the technology park.

Endurance, never giving up, and a positive mind sent summarize Jim's fantastically positive attitude and energy.

In addition to the technology park, The SBDC has worked on a business plan, and adjusted prices that significantly increased revenue. We have consulted with him on various business plans and strategy. A major role was in starting a business and in business development along with the consultation. Jim says the SBDC services "are absolutely necessary for new business development".

These products will create several jobs and promote economic growth in Utah. Sales should start in the first few months of 2010.



Neal Stevens

Neal Stevens is starting a business that deals with repairing boat propellers. There are 8 basic types. We worked with him on his business plan, cash flow projections - where we projected each of his 8 basic products over a couple of years. His father-in-law is already in the business, and he has worked with him. He has good experience in this business. He also had \$20,000 he was planning to invest in the business itself. He wanted another \$50,000 from USU Charter Credit Union. This loan was approved in December. In addition we helped him verify the name of availability he was going to use for his business. Neal has opened his business and things look very good for him. Due to templates we draw on for complex cash flow projections, this client took only 14 hours.

We worked with another business who wishes to remain anonymous. Their business is quite successful. I was asked to interview several top professionals in the business to help set goals and priorities. We designed a questionnaire, passed it by the main boss and then interviewed each of the professionals quite extensively. Through this process we were able to clarify a personnel problem that was immediately corrected; a billing issue that was a potential problem, which they resolved; and they were able to prioritize their purchases: their loan was for over a million dollars, we put in over 56 hours.



Ogden SBDC

Mahogany Bench Archaeology Services, L.L. C.

During my later years in high school, having been influenced by the Discovery Channel, The Learning Channel, Indiana Jones, and a love of history and old stuff, I decided that I was going to be an archaeologist. Making money was not heavily on my mind, else, with perfect hindsight, I would've chosen something else. As I got older, i.e., right after I finished my Bachelor's degree in archaeology in 2002, I began to think about putting some more dollar bills in the bank. How I might do that as an archaeologist didn't really start to click until 2007/2008. There were three things that happened between 2006 and 2008 that changed the way I looked at the ability to make money in archaeology, but first how I got there and what brought those three occurrences about.

I have been working in the field of archaeology and cultural resource management (CRM) since 2000. The early years in my experience were mostly academic work associated with my education, which culminated with a Master's degree in Anthropology/Archaeology Emphasis in 2006. From 2002 to the present, I've been employed in a few different positions, including a position as a seasonal field archaeologist with the Forest Service, a field and supervising archaeologist with a private consulting firm, as a regional agency archaeologist with the Utah Department of Transportation (UDOT), and one short stint outside of archaeology as a checker in a small town grocery store. Initially, my thoughts of making money in archaeology focused on what kind of position I could get in a CRM firm or with a CRM agency that would pay more than I was currently making. I must have put out 50+ resumes in the fall of 2002 and 2005, which isn't a lot, but the dead ends were enough to frustrate me. With some good advice from my supervisor at the Forest Service, I started submitting resumes for jobs I wasn't exactly qualified for, and in late 2005 I took a job with a private consulting firm who basically gave me a chance. I wasn't given the full benefits of the position including the associated pay (they paid me much less), partly because I wasn't quite done with my Master's degree and partly for lack of sufficient experience.

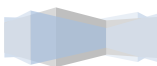
The pay shortly began to weigh heavily on my mind for I was newly married and we were expecting our first child. Eventually my Master's degree came while working full-time, managing apartments, paying off medical bills for a son that was born two months premature, and while I could sit down at a computer between week-long field projects. In the meantime, I poured every last bit of energy into being a stellar employee; I was ambitious and I wanted my employer to know it. During 2006 my employer had reassured me several times that as soon as my Master's degree was finished the original position I had applied for, including pay, would be mine. However, at the end of 2006 with my thesis defense sealed and a degree almost in hand, my employer hired someone else in the position. Although disappointed, I did not let up on my efforts and ambitions; I remained an excellent employee. Nonetheless, all of the promises of training, professional development, learning new programs and how to progress never panned out; they were moot promises. At this point, while a supervising environmental and cultural resource compliance monitor on the Legacy Highway Project, I began to think, "If I were to run a



business, this is not what I would do.” I began taking notes on how I’d run a business, jotting down ideas on what kinds of services I would offer in my own archaeology and environmental firm. I also reflected on my past experience with the Forest Service and my previous year with the private consulting firm, always with a couple questions in the back of my mind “What do people need in archaeology consultation?” and “What could I do within archaeology that would be profitable?” Fulfilling a customer’s needs, filling a business niche otherwise vacant, and developing a new product or service based on past challenges in archaeology began to consume my mind in the hours I watched UDOT build Legacy Highway. This, however, was not the first of the three occurrences that changed the way I looked at making money in archaeology, it was the second. The first occurrence was more a matter of learning the principles of money.

My wife and I were frugal, we had to be, but there was still, in my opinion, a shortage of funds. While exploring other employment options that would pay more, we also examined how we could tighten budgets, save, and eliminate debt. We enrolled in a community class from Money Mastery and spent six weeks learning 10 very simple principles on managing money. On an annual income between \$31,200 and \$35,360 we paid off nearly \$15,000 dollars in medical debt and school loans and still managed to save at least 10% of our income, all in less than two years between 2006 and 2008. Several of the principles taught by Money Mastery spoke to having a home-based business both for tax benefits and for extra income. With a better knowledge of effective money management and a bug in my ear about owning my own business, my perspective began to change. While I sat watching heavy equipment push dirt and dig holes on the progressing Legacy Highway, I started reading books about finances like the *Richest Man in Babylon* and began hearing success stories and started thinking, “Why couldn’t this happen to me?” Along with this evolving perspective and being somewhat disgruntled about my stymied opportunities with the private consulting firm, I interviewed for several jobs and was presented with a number of employment opportunities with other entities. Eventually I took a position as a regional archaeologist with UDOT. With a new job that freed up both time and financial resources, a handle on how to manage those financial resources, and a view on how I could learn from this upcoming venture as an agency archaeologist, I packed up the family and moved to Ogden, Utah and UDOT Region One Headquarters. And thus began the third occurrence that changed the way I looked at making money in archaeology and that put me on the road to success.

Within the first two months at UDOT, I had received more training on archaeology and environmental compliance than I had in the previous 2+ years. Additionally, the entire “other side” of the CRM world was laid at my feet. I was no longer the consultant, I was the person hiring consultants and overseeing their work. I was in charge of all the cultural resources for UDOT in six counties north of Salt Lake City to the Idaho border on the north, Wyoming on the east, and Nevada on the west. And I was in charge of ensuring UDOT’s compliance for cultural resources on every project. No longer was I just fulfilling the role of the consultant in the compliance process but I was overseeing the whole of it. It was at first entirely overwhelming and I worried about getting it right. At the same time though, a wealth of knowledge on how my field really worked came pouring in. It was almost more than I could swallow and I was gobbling it up! As I learned the processes and consulted



with people years ahead of me in experience, I started to see where needs might be filled by consultants focusing on special niches. Pocket field guides, an idea a friend of mine and I had explored while I worked on the Legacy Highway, started to look more and more like a serious need for practicing archaeologists. Small projects were continually a problem for me – there just wasn't enough time to get to all of them, and I thought, "Why couldn't a consulting firm focus on small projects?" Certified local governments with federal and state money for local transportation projects were constantly struggling through budgets and schedules due to the legalities they had to cross through for environmental compliance. I thought, "Why not provide them with training in an electronic format designed for non-practitioners in CRM?" Consulting with Native American tribes also posed a challenge; they were difficult to contact and almost never responded, which posed another idea for creating an electronic forum to accomplish the consultation. They were very technology savvy, so why not use that to create a way to easily reach them?

Needless to say, my thoughts of putting together a side business that might employ some of these services and products were always sprinting in my mind and frequently kept me awake at night. About a year after I started working for UDOT I read a book — *The E-Myth Revisited* — that immediately struck a chord with some of the business ideas flowing through my head. The idea of a systems approach to running a business, very much like McDonald's "plug and play" system for creating the Big Mac, was exactly what I was looking for. Already I knew that if I were to start a company and use others to help me run it, I would need a "How To Bible" on archaeology consulting, an operations manual designed for technicians to work with minus a taxing amount of effort and supervision on my part. The ideas I learned in that book led to more and more ideas – setting up a system for consultants, basically archaeology in a box, that I could provide them to use in field projects I obtained, "franchising" that system, utilizing the pocket field guides in the system, creating GPS data dictionaries to track consultant work and capture essential field data without having to go out myself, and on, and on. Eventually I started to feel that if I didn't start a business I was missing an opportunity and that I would kick myself for it later – I felt like I couldn't afford to miss it! Looking into how I would go about legally setting up a company, I was led to a few free courses on business plans, and finances, and marketing offered by the SBDC in Ogden. Stepping through the legal hoops for setting up a business and worrying about what kind of tax implications it had, led me to one of the Ogden area SBDC counselors, Jared Van Orden. As I met with him in late spring 2008 and discussed my business ideas and how to implement them, he gave me great advice and more ideas, which spurred even more and more ideas on what I could do. Eventually I set up Mahogany Bench Archaeology Services, L.L.C. and started actively seeking clients. Within the first month of opening the business I was submitting cost proposals on three field projects. Although two of them didn't pan out, by June I was in the field as an independent consulting archaeologist on my first solo project!

Looking back on those three key occurrences I've realized that whatever amount of success I've had hasn't been because I'm overly gifted or talented — yes, my desire, my hard work, and my perseverance are very important — but because I took hold of opportunity when it came along. I'm not yet where I want to be, and it has required some sacrifice and sturdy effort, but if opportunity keeps knocking I'll keep answering.



Just Me by Annette

Just Me by Annette was formed in 2008 to merchandise the concepts and designs of Annette Cornia. While in the midst of a divorce, Annette was diagnosed with Sarcoidosis, an autoimmune disease affecting her nervous system. Annette decided to use her creative talents developing and selling personal accessories while also sending a message of encouragement to others who have overcome serious health problems.

Annette's first product line began as a tool bag for hairstylists. The bag was designed out of high quality materials, had compartments to easily manage styling tools for stylists as they worked and a handy strap for hanging over the shoulder or strapping around the waist. Each bag was manufactured out of high quality leather and embroidered with a message that was beautiful and inspiring. After attending a trade show in Las Vegas during the summer of 2009, though, Annette found that the product did not fit the needs of stylists as well as she thought and quickly converted the design of the bag to be suitable as a purse and travel bag. While most bags appeal to women, some men also find it desirable.

Through Annette's dynamic personality and drive to make her dream a reality, she connected with several individuals who have helped her move forward. First and foremost, Jim Sims owner and operator of ACO Enterprises for Morgan facilitated Annette with getting the product manufactured overseas, reducing the price to manufacture significantly. Rolayne Poll of All in Stitches has designed and performed all the embroidery, Dori Mosher of Creative Genius Special Events and Marketing has helped her to develop a business and marketing plan along with the services of Beverly King of the WSU Small Business Development Center.

While working on her business plan during the summer of 2009, Annette had many decisions to make as to the best funding option. Ogden City had an entrepreneurial contest running that could provide some grant funds as well as a potential loan, but she would have to have a retail location in the city. UMLF's loan program was also a very viable option. However, the option that won out was a \$40,000 investment into the business by a friend who felt Annette's products had great potential.

Upon receipt of the investment, Annette placed an order for 1,000 units from her overseas manufacturer. In November, she had 400 of these units air freighted over and 300 were immediately sold into retail stores in the area. Her best marketing has come from women carrying the bags and actually having retailers ask where they can obtain the product.

While waiting for the remaining product to arrive, Annette has spent her time designing more product lines and extending her marketing outreach. She now has a line of designer hats that include her embroidered designs and a line of half-chaps that turn any pair of shoes into a boot. All products can be obtained as a matched set. She attended a trade show in Chicago selling many hats and will attend a travel trade show in Las Vegas in March where she will highlight her half-chaps and the coordinated full product line



At this point, she is going to continue to development her unique line of products and focus on developing her best marketing channels. She continues to work with the Small Business Development Center at Weber State. Beverly gives her constant encouragement along with a healthy dose of restraint.



Just me isn't just a phrase, it's a statement. As an individual you are in charge of you own success and in control of your future. You are your own entity. Love who you are, have faith in your choices, show hope in all things and have courage to move on. At the end of the day, when all is said and done, remember happiness depends on "JUST ME"!



Triple E Enterprises, L.L.C.

As the current General Manager of the new Hershey Chocolate Distribution Center in Ogden, Utah, Edward E. Ehrenberger can boast an extensive history working in big industry. He has managed four major distribution facility start-ups, retired from United Parcel Service following twenty years of service, and managed various logistic companies. Ed also becomes actively involved in many communities in which he has resided. In 2003 he received the State of Illinois Governor's Workforce Development Business Leadership Award and in 2006 The State of Pennsylvania Governor's Business Leadership Award. During these years he dabbled in entrepreneurship with a small publishing business.

Upon coming to Utah, Ed decided to pursue another entrepreneurship venture and established a limited liability company, Triple E Enterprises. With his passion for the shooting sports and personal safety, he saw the high demand for training for the Utah Concealed Carry Permit as well as a demand for personal safety awareness training. He attended classes given by the National Rifle Association and the State of Utah to be a certified pistol shooting instructor and trainer.

Wishing to start this endeavor correctly and with a strong roadmap, Ed contacted Beverly King of the WSU Small Business Development Center. Triple E Enterprises was not going to require a lot of start-up expenses or even a lot of on-going operating expenses, but doing a business plan was very important to Ed in order to assure that he understood his strategy of moving forward as well as the financial outlook. Through his work with the SBDC, Ed determined that there was sufficient demand and that the net income potential was worthwhile.

While working on the business plan, Ed identified his marketing strategies including acquiring approval for his "Refuse to be a Victim" non-firearm seminar as a continuing education course. In August 2009, this course was approved by the State of Utah Real Estate Division for their agents and brokers. He also laid out the framework for providing Concealed Carry classes both within the northern part of Utah and in other states such as Florida.

Ed began offering his training programs in October 2009. Since that time, he has offered approx. 15 training courses with over 150 attendees for the Concealed Firearm Certification Course. "Refuse To Be a Victim" training classes will commence in the spring of 2010. "The demand for training is there, but with the start-up of the Hershey facility, I have had limited time up to this point to devote to additional training".

Ed currently uses one sub-contractor, a notary, to assist with the classes. He also rents meeting rooms in local businesses to use for large classes. Revenues for 2009 were around \$6K. With 2010 being a full year of operations, revenue is expected to grow considerably.



Orem SBDC

CDL Training Inc.



Jose Bentura is not new to the business world. He has owned a variety of businesses since he was 18. His previous business ventures included huge overhead costs, such as used car dealerships, where he was generating up to \$10 million in sales a year, operating costs were close to \$9.9 million. Jose came to Utah with his family from the east coast. After losing \$400,000 in a business deal, with nothing but the shirt on his back and the will to work hard to build a successful business.

Jose started his company, CDL Training, in Orem in March 2009. He came to the Orem SBDC in January 2009, for guidance in setting aggressive goals to run his company. The ocean of knowledge at the Orem SBDC was priceless. Jose was looking for structure and organization – the SBDC helped him attain that for his company. Jose considers that to be a foundation of his business, “Because if you don’t know where you are going, how do you know when you get there?” He says that “the monthly meetings are helpful to keep him on track”. Just eight months into the life of CDL Training, Bentura is 100% debt free, a first in his many business ventures. Ironically, in the worst economy, he is doing better than ever before.

Bentura recognizes that the bumps in the road from his previous businesses has been good experience, and he has learned from his mistakes. His keys to success are low maintenance, low overhead, and low expenses. He delegates well and is able to employ 2 to 4 employees while training anywhere from 5 to 50 students to certify for their CDL. His niche is the Hispanic market. While other companies turn these folks away, Bentura’s staff is bilingual and able to train them. His first priority is to give and create opportunities for his students. He not only helps them in a one-on-one program to get CDL certified, going at the individual’s pace; but after certification he assists his students with job placement. The program is 3 to 4 weeks long, and after that, his students can often triple their prior annual salary as truck drivers. Also, Bentura is now assisting his students in starting their own

trucking businesses. He helps them find semi trucks for their own company and sends them to the SBDC for further business help.

Bentura advertises through Spanish radio, TV, print, word of mouth, and ads on his vehicles. He has found the internet marketing and SEO classes offered by the Orem SBDC center to be tremendously helpful in getting him more business. He runs his business out of the UVU incubators so his students have a store front to pick up applications, a space for a receptionist that is always available, and a place to study if needed. He started his business with one truck and a rented trailer, and has since grown to 3 trucks and a bus in the 8 short months since he opened. He has already graduated 110 students from his program; and has recently expanded to a location in West Valley City and hopes to soon open 5 more locations in Seattle, Wyoming, Denver, Idaho and Las Vegas. With his success spreading like wildfire what Jose really needs to concentrate on now is taking a few days off.

CDL Training Inc.
Jose Bentura
1555 Technology Way, Orem, UT 84097
801-987-2222
info@mycdltraining.com



Emmie's Hidden Floral

Eagle Mountain's Hidden Florist

Emily Page was enthusiastic when she came to the Orem StartSmart class. "I've always had the thought in the back of my brain to start my own business." Two month and a few SBDC appointments later, Emily was in business as Emmie's Hidden Floral. She was thrilled to have some help with the business part of starting her own floral shop, because Emily already knew flowers. "I love being creative," she said. "I like to make something beautiful that makes everybody's day." After working in several florist shops over the years Emily knew she had style, skill, customer service charisma, and good relationships with vendors. What she lacked was the knowledge of how to start. Though a few years had past since then, Emily had been looking forward to the time where she could start her own florist business.

The time was right in 2009. At her first SBDC appointment, Emily started the process to become a legal business entity. She had been looking for equipment and wanted to get things in place. Emily and her husband lived in the Eagle Mountain City and she knew that a large community of families lived miles away from a floral shop. Lehi had the closest florist and Emily was convinced there was a market just waiting to be served. Her challenge was that she wanted to work from her home. After consulting the city municipal center, Emily was approved to run a flower shop from her home – actually from one section of her garage. After starting her business, Emily advertised in the local newspaper, and took an arrangement into the city offices, talked to her neighbors and within 2 weeks, was booked to create custom arrangements for a fall wedding.

Since then, Emmie's Hidden Floral has become the Eagle Mountain City's florist of choice and have spread the word to local residence. Still enjoying creating beautiful floral pieces, Emily is also enjoying the business side of owning her own business. She has excellent relationships with her wholesaler and she continues to add to her portfolio of arrangement. She now comes in to the SBDC to brainstorm marketing ideas and research target markets. She has plans to create a website that people can order from and offer delivery to those in Eagle Mountain. Emily is glad to have the help of the Orem SBDC team to guide her. "You have been awesome to work with and have helped me out a ton!" Now, Emily is focused on increasing her sales. Her goal is to develop Emmie's Hidden Floral into Eagle Mountain residence's favorite florist.

Emily Page
7787 Crestwood Circle
Eagle Mountain, UT 84005
(801) 717-0618
emilycrs@netscape.net



Price SBDC

Sun Right Greenhouses

Alan Hamann was referred to the local SBDC by the county economic developer for. Al needed help with a business plan for his business. The local SBDC counselor started working with Al to create his business plan for his proposed greenhouse manufacturing company. Over the course of a year the two worked together to get a business plan that was representative of what Al was trying to accomplish. As of today the business plan has helped Al to attract several investors, financing for the land, and the finishing touches for financing on the building are in the works.



Wild Cat Lingerie

Kathy's first experience with the Utah SBDC was in January 2008. She enrolled in a business plan writing class. She worked hard to put her business plan together during the course of the class. After the class was over she actively pursued her business to no avail. The SBDC continued to work with her through the next two years. She found the theory of starting of a business is easier than the application of it. She struggled through the challenges of finding a building, getting financing, and acquiring suppliers for over a year before she was able to open. In late 2009 Kathy was able to open her store "Wild Cat Lingerie." Kathy's strong desire, dedication, and tenacity will be what continues to make her business experience successful.



Sandy SBDC



Panoptic Security

Panoptic Security first visited the Salt Lake SBDC in March 2007. They were contemplating what has today become a highly successful company that employs 8 people and is growing revenue by over 500% annually. With the advice and assistance of several experienced SBDC consultants over the years, Panoptic Security has successfully grown into one of the industry's leading security and compliance solution providers. Panoptic Security is a graduate of the Miller Business Resource Center business incubator.

Panoptic Security is a technology security company that specializes in PCI compliance programs for small and mid-size merchants, ISOs, Acquiring Banks and credit card processors. The executive team includes some of the security industry's leading technologists and PCI compliance experts.

The Panoptic Security ExpertPCI™ online web application enables merchants to assess their PCI compliance and take steps to ensure they can mitigate data breaches and securely handle credit card transactions.

Using their product merchants can quickly determine the right PCI Self Assessment Questionnaire (SAQ) appropriate for their business and generate all the completed documentation they need. That documentation includes: completed SAQ, PCI compliance validation and reporting, a custom remediation plan and a custom security policy.

Merchants can access the ExpertPCI™ application on an ongoing basis to update their SAQ, compliance report, remediation plan, and security policy. This makes it possible for merchants to quickly and easily find out if they are PCI compliant, do what is necessary to become PCI compliant and monitor their PCI compliance as their business evolves.

In the event of a data breach, they can supply merchants with an Incident Response Plan and provide assistance to help minimize the potential business impact and get them back to supporting their customers as quickly as possible.

ISOs, Acquiring Banks and credit card processors can work directly with Panoptic Security to ensure all of their merchants have the best online solution available to assess each merchant's PCI compliance condition. Panoptic Security offers simple and easy to implement packages for their customer partners so they can quickly and efficiently assist their merchants with PCI compliance.

Tim Cranny, PhD is Panoptic Security CEO. Tim is a global leader in the information security space, having played key strategic and technical roles in a variety of high-tech startups. He has worked extensively and directly on cutting-edge technology (ranging from cryptographic networks to SaaS solutions built around artificial intelligence engines), but has long experience in embedding technology in its strategic and business context, and



positioning his companies to exploit emerging trends in business and technology.

Tim has worked extensively as a communicator and evangelist of security issues, having spoken at dozens of international conferences and written dozens of whitepapers and journal articles.

Panoptic Security announced that Info Security Products Guide, the world's leading publication on security-related products and technologies, has named Panoptic's ExpertPCI™ as a finalist for the 2010 Global Product Excellence Award in the compliance category. These prestigious global awards recognize security and IT vendors with advanced, ground-breaking products and solutions that are helping set the bar higher for others in all areas of technologies.

Finalists were chosen by a panel of judges and each nomination was scored on its performance, key features, benefits and unique capabilities. The 2010 Global Product Excellence Award winners will be honored on March 18, 2010 at the Palace Hotel in San Francisco.

Panoptic Security's SaaS solution, ExpertPCI™, helps businesses assess whether or not they are PCI compliant and assists them through the PCI SAQ process. Panoptic can support all sizes and types of businesses, but its online web application was designed specifically for small to mid-size businesses to make the PCI compliance process easier. Using ExpertPCI™, merchants can quickly determine the right PCI Self Assessment Questionnaire (SAQ) appropriate for their business and receive all the necessary documentation, which includes: completed SAQ, PCI compliance validation and reporting, a custom remediation plan, custom security policy and an incident response plan.

"Being named a finalist for the Global Product Excellence Award is a testament not only to our product, ExpertPCI™, but also to the dedication to our incredible team," said Dr. Tim Cranny, CEO of Panoptic Security. "We are honored to be recognized for our product innovation and are looking forward to continuing to make strides in helping companies achieve PCI compliance faster and easier."

"The SBDC provided us with a first home just when we needed it," Cranny said. "The range of advisors and services it provided was extremely useful for us, and helped us with those first steps. They definitely contributed to our current continuing success."

Contact:

Panoptic Security

14193 S. Minuteman Drive #100

Salt Lake City, UT 84020

Phone: 1-888-303-7770

Fax: 1-801-208-1109

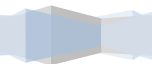
About the Salt Lake Small Business Development Center

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 Rex Falkenrath, Director at 801-957-4654 or rex.falkenrath@slcc.edu. Website: <http://mbrcslcc.com/slsbdc>



LowestMed Helps Utah Residents Reduce Healthcare Costs

Health care costs have long been problematic in this nation. Consumers spend over \$55.8 billion dollars nationwide in out of pocket costs for prescription drugs alone. That figure is projected to sky rocket to over \$113 billion by 2017. Costs continue to rise and citizens have been largely uninformed on how to control their portion of healthcare expenditures. As an executive in healthcare organizations for over 25 years, Brad Bangerter has seen many people face the dilemma of trying to manage their healthcare cost without the information normally available in purchasing other consumer goods or services. Feeling frustrated with the hidden costs of prescription drugs, Brad was determined to create a solution. In August 2009, Brad began a quest to help consumers control their healthcare costs. Six months later, with the help and guidance of the Salt Lake Small Business Development Center, that vision has become a reality and is manifest in the operation of a start-up company doing business as LowestMed.

The challenge for consumers to manage their healthcare expenditures has become more urgent with the down-turn in the economy. About 15 million people are unemployed and over 45 million are uninsured. Another significant trend is in the insured population. Consumer Directed Health Plans are growing exponentially. This is where the insurance plan has a high deductible which must be met by the consumer before insurance covers expenses. Usually it is paired with a Health Savings Account where the consumer deposits his or her own funds and withdraws money as necessary for healthcare expenditures including prescription drugs. Over 8 million people are on these plans and they have grown over 90% in the last two years as employers and insurers shift more costs to individuals.

Another significant problem in managing prescription drug costs is with the Medicare population. While the Federal Government provides a prescription drug benefit, there is a point at which the coverage shifts to the consumer. After total drug expenditures have reached \$2250, the consumer must pay the next \$2850 until coverage kicks back in. That donut hole, as it is called, causes many elderly patients to face potential medical bankruptcy.

For a family with young children, this cost dilemma hits the budget head-on. They must get the medications for their children and as a result, they may have to cut expenses in other areas like groceries or by delaying payments on utilities or housing. All these actions have potentially disastrous consequences.

So how is a consumer supposed to make intelligent decisions when it comes to prescription drug expenses? Prescription drug prices are hard to get. Pharmacies protect their prices like the Holy Grail. In all other ways that we spend our money, we know what the prices are before we buy and we can do comparison shopping. Consumers can easily compare the price of a gallon of gas, a gallon of milk or a package of diapers; but when it comes to medications, we have been left in the dark. Some people even believe that the price of a



medication is the same no matter where you go. That is not the case! Unfortunately, many people pay more than is necessary for their medications.

In the wake of all of these issues LowestMed is helping patients take healthcare costs into their own control. LowestMed launched a web site, www.LowestMed.com, that helps patients find the best prices on prescription drugs at local retail pharmacies. “The exact same drug can vary greatly in price from one pharmacy to another,” explains Brad Bangerter. “For people who are either uninsured or on high deductible health plans, this can make a huge difference to their healthcare out of pocket costs.”

When patients go to the doctor and are given a new medication, the usual question is, “Where should we call in the prescription to be filled?” Patients have no idea at that time how much it will cost or where to go. By doing a quick check on LowestMed.com, they can save 15% - 85% on the cost of the medication – or even more if they can use an alternative or generic drug. Recently, Bangerter found this to be the case with his wife’s prescription for high cholesterol. By comparing prices, she saved nearly \$1,500 per year on her one prescription alone!

LowestMed provides transparency into healthcare costs using a prescription drug price database and locations of pharmacies to quickly show patients price comparisons at local pharmacies and low cost generic drug alternatives. The site also shows the locations and phone numbers of the pharmacies along with their prices to help consumers decide where to go to get their prescription at the best price. Consumers are instructed and empowered to ask their pharmacies to match prices which many pharmacies will do. The web site also offers a free pharmacy discount card recognized by over 58,000 pharmacies nationwide. The discount card can be printed from the LowestMed web site and can save patients money on medication purchases right away.

LowestMed is free to consumers. The service is of particular help to the uninsured, students, Medicare recipients and individuals that have to meet a deductible before insurance pays. It can also help insured patients make sure their copayment is a better deal than the retail price of the drug. For example, if you have a \$25 copayment but the best price on LowestMed shows \$5 at a local pharmacy, why pay the copayment? Now, instead of paying high prices blindly, anyone can shop for savings on medications by using LowestMed.com. Individuals can save hundreds or even thousands of dollars a year by knowing where to get their medication. And in this economy, every dollar counts!

“The start-up of LowestMed has been largely due to the expertise offered through the Salt Lake Small Business Development Center”, says Brad Bangerter. “When I first conceived the idea, they helped me refine it and develop a business model. Their encouragement along the way has been priceless! LowestMed for prescription drug prices is just the beginning. Working with my SBDC counselors, we intend to expand the business using the platform we have developed to unveil pricing on urgent care procedures, eye surgeries, and dental care.”



LowestMed derives revenue from subscription sales, advertising and discount card usage. To date, the company has secured its first letter of intent for subscription services, has secured its first online advertiser and is in the process of distributing thousands of discount cards at medical facilities throughout the state.

Brad Bangerter, President of LowestMed, has been an executive in the healthcare industry for over 25 years. He has developed system driven products and services for regional and national healthcare companies in Utah, Oregon, California, Massachusetts, and Pennsylvania. Throughout his career, he has been an avid consumer advocate. He serves as President Elect of the Board of Directors for NAMI Utah (the National Alliance on Mental Illness.) He is author of *Persisting Through Adversity, How Everyday People Overcome Life's Greatest Challenges* and is a member of the Mormon Tabernacle Choir. Brad and his wife Laura are the parents of five children and reside in Draper, Utah.

Contact:
LowestMed
Brad Bangerter, President
Salt Lake City, UT
Phone: 801-633-7110
Fax: 801-501-7664

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 Rex Falkenrath, Director at 801-957-4654 or rex.falkenrath@slcc.edu. Website: <http://mbrcsbcc.com/slsbdc>



St George SBDC



Bella Marie's Pizzeria

Marie Perez-Chiu and Richard Doerr are the owners and managers of Bella Marie's Pizzeria. It has been open for approximately six months. They both had a dream to open a quality Italian Restaurant with great food and fantastic service with a New York pizza and authentic Italian food flair. They moved to St. George from New Jersey in June of 2008 to develop their dream. Marie's background is in the Medical Industry as a Supervisor and Manager. Her formal training is a BSN in nursing. Marie moved from the Philippines in 1988. She has been in the nursing and medical field for almost 30 years. During that time period she developed excellent management skills that can apply in any industry. Richard Doerr is a "food service management professional" as he likes to say. He has almost 30 years in the food service business with the majority of it in the Italian food business. He has had such prestigious positions as the General Manager of an Olive Garden restaurant and Charlie Brown's Steakhouse.

The two decided to move west and in mid-2008 began to put their plan into action. They moved to St. George. They developed their New York style pizzeria and Italian Restaurant menu and began to seek a suitable location. They found a great location in the Tonaquint area of St. George. It is a new area with increasing Commercial and Residential traffic. They currently have 12,000 cars a day passing this location.

They next tackled the challenging area of financing, and settled on Zion's Bank. As they began to develop the build-out of the location, the equipment, signs and furniture and fixtures, the costs amounted to approximately \$164,000. At this point, Zion's required some more financial information and Marie and Richard were directed by Zion's to Len Erickson at the Small Business Development Center. The SBDC then developed the additional Balance Sheet and startup costs details that were required. Marie and Richard were approved for a loan by Zion's but decided to finance the restaurant internally to avoid tying all of their personal assets to a loan.

Marie and Richard faced many challenges to get the restaurant into operation. The leasehold improvements were completed much slower than anticipated and the acquisition of all of the equipment, including the "brick oven" took time and great energy. However, they persevered and in the fall of 2009 the Bella Marie's Pizzeria opened. At times they



regretted not using the money from Zion's but now that they are operating they are glad that they do not have one more bill to pay.

When Bella Marie's developed their financial plan, it was estimated that the Sales in the first year would be approximately \$366,000 with a profit after tax of 11.64%. That would be sales of \$32,000 a month. Currently, they have reached the monthly figure of \$32,000 per month. The profit after tax is about 7%. Their delivery sales have been lower than expected due to a marketing push from their competitor, Domino's. As the Bella Marie's quality and taste becomes better known, the delivery business will pick up. However, if it does not, they will cut delivery hours and reduce payroll costs. In reality, Bella Marie's is an Italian Restaurant that is also a Pizzeria. It is a popular hangout with the local community especially because of the ambience. The service is right out of any high quality New York Italian Restaurant. They demand that their employees put the customer on a pedestal and treat them like family.

Bella Marie's gives the residents of St. George a chance to visit New York without leaving the West. It is an opportunity to enter the Old World with New World flair.





Del Sol of St. George

Teresa and Curtis Brown have a dream. Since the first time they saw a Del Sol outlet, they knew that they wanted one. Del Sol outlets are a fun idea where everything they sell changes color in the sun. Del Sol has advanced color-change technology and built exciting stores that host an interactive shopping experience like no other on earth.

In May of 2009 the Brown's sent in their application to become a Del Sol owner. They were approved by Del Sol as long as they could come up with the financing. In June, 2009, Teresa and Curtis came to see Len Erickson at the St. George Small Business Development Center. The Brown's needed direction on their Business Plan. Once completed, they presented their plan to Beehive Credit and SouthWest Federal Credit Union. It was a long process to get the credit unions approval, but finally both credit unions approved some of the financing along with \$30,000 in family and friends financing, the total \$180,000 was raised to complete the project. In January, 2010 the ST. GEORGE DEL SOL WAS OPENED!!!

Established in 1994, Del Sol set out to show the world that a little sunshine goes a long way, creating a technology that makes fun gifts change color in the sun. The first full Del Sol store was opened in St. Thomas in 1997. Since then Del Sol has grown to over 78 stores worldwide; including 100 retail outlets located in the world's most exotic tourist destinations throughout 10 countries. Del Sol has also become the number-one promoted retailer onboard Royal Caribbean, Carnival, Celebrity, Princess, Disney, and Norwegian Cruise lines, and the world's leading retailer of products that change color in the sun.

Nearly all of the locations, of the outlets, are located in Tourist stops and destinations. St. George is a GREAT location for a Del Sol outlet. The location at the Outlets at Zion is the perfect location for the store. Over 800 tourist buses with 60 people each stop at the Outlet at Zion each year. That is 48,000 people ready to buy souvenirs. Del Sol products are great for tourists. Also over 8.2 million tourists travel on the I-15 highway each year. The Outlets at Zion are right on the Interstate and very visible with great billboard signage both ways on the Interstate. In 2007, tourists spent 404.8 million dollars in Washington County. St. George is the doorway to Zion's. Over 2.6 million



visited Zion's in 2008. That figure was up from 2007 even in a depressed economy. Also most tourists go through St. George to get to the following destinations besides Zion's: Bryce Canyon; Lake Powell; North Rim Grand Canyon; Quail Creek State Park; Cedar Breaks National Monument; Grand—Staircase-Escalante National Monument; Snow Canyon State Park.

It is interesting to note that since St. George is the last real city before you head to the destination mentioned in the about paragraph, most people stop in St. George for food, supplies and a break. This helps the Outlets at Zion increase their traffic.

The St. George store is 1,500 square feet. The Del Sol stores average between \$200-\$400 per square foot per year. That will be from \$300,000 to \$600,000 per year. The Del Sol at St. George was set up to start on the low end for the forecast and move up carefully. Sales for 2010 are estimated at \$306,948; 2011 estimated sales are \$383,585; and 2012 estimated sales are \$441,238. Estimated Pre-Tax Income for 2010 is estimate at \$24,288; 2011 estimated pretax income is \$44,407; and 2012 estimated pretax income for 2012 is \$66,618, these numbers are conservative estimates. The calculated Breakeven is \$298,862. Therefore, even at the low end the store breaks even.

In the first full month of operation, February, 2010, the store did approximately \$25,000 which is fantastic given the fact that tourist season has not started. The Outlets at Zion Mall management could not believe that a startup store could do that well in the first full month.

Del Sol has a very good marketing program. That, combined with the marketing and the retail talent of the Browns is a winning combination. As you can see in the attached pictures, the Del Sol stores are very fun looking and do draw a crowd. Even if the tourist does not buy anything, they will definitely stop in the store.

In the first month and a half, the Browns have had a learning curve that has been accelerated in order to be ready for Tourist season. They have a good staff on hand and are finishing their Point of Sale software set up, to track inventory online. They take partial inventories every week and by the end of the month have completed an inventory of the entire store. This helps tremendously to track fast and slow moving items and theft. St. George needs a Del Sol and the Browns are there to help make both locals and tourists feel at home.



Vernal SBDC

Aaron Anderson

Aaron came into the Vernal Small Business Development Center a few years ago looking for a way to borrow money to refinance his grandmother's floral business, revitalize it and save it as his grandmother was retiring. Through discussions with Mark Holmes the Director of the Vernal SBDC, Aaron came to the conclusion that maybe it was time to let the old family business go thus, averting a possible financial disaster.

Then, rather than working the family floral business just to keep the doors open, Aaron began working on his interests which were graphic design and production. Aaron worked with the Vernal SBDC on issues regarding his web presence. Once the business was online Aaron returned to the Vernal SBDC with tax questions regarding sales, payroll and income.

Aaron now runs a business he enjoys, lives in a town of his choice and is making enough money to supplement him as a student at Utah State University rather than being tied to a business that wasn't making a profit, in a town where he would be unable to further his education. Aaron may not be making more money than he knows what to do with but he is making money and living a lifestyle he enjoys.

Aaron Anderson
1264 W 250 N
Vernal, UT 84078



Cattoor Transportation

Janeen Cattoor first came into the Vernal Small Business Development Center offices in 2008. She had been talking to a friend who had been a client and recommended her. She and her husband Eddie, own and operate a trucking company that was doing tremendously well during the oilfield boom. Janeen was looking for help getting a loan to buy more equipment and expand.

Through primary research done by the Vernal SBDC as it relates to the local energy industry, Mark Holmes the Director of the Vernal SBDC was able to counsel the Cattoors regarding a potential slowdown in the oilfield. This kind of thinking flew in the face of every local energy consultant and company manager. The information gathered by the Vernal SBDC came from data on Applications for Permits to Drill (APD), spudded wells (new drilling) and completed wells. During 2008, APD's had fallen off by 60%! Spudded wells were decreasing and completed wells were staying about the same. This information lead Mr. Holmes to believe that if the drilling companies were applying for 60% fewer permits that eventually drilling would decrease by 60% since you can't drill without a permit. It was hard to believe at the time because spud wells and completion were staying about the same. In other words, everyone was still working hard and fast. That was the view the Janeen Cattoor had.

Because of that discussion, Janeen continued to pursue the loan but at a slower pace and when she could see the market was slowing in the least, she used the loan to buy a rig that allowed them to do hauling in industries other than the oilfield. Currently, things are very difficult for Cattoor Transportation as well as all oilfield businesses. The difference for Eddie and Janeen Cattoor is that a little vision from the Vernal SBDC allowed them to continue and stay in business during financial times that have forced other less prepared transportation companies into bankruptcy.

Cattoor Transportation
Janeen Cattoor
245 E 700 N
Vernal, UT 84078

