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# 2010 1<sup>st</sup> Half Success Stories

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Utah Small Business Development Center  
All Centers



For the Period Ending 6/30/2010



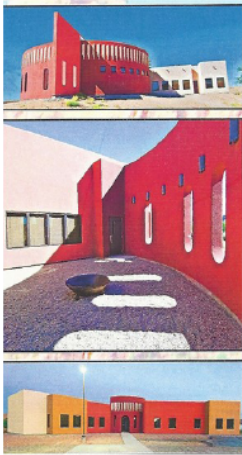
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# Blanding SBDC

## Montezuma Creek



Navajo Nation President Joe Shirley Jr. spoke at the dedication. Following is the translation from the Navajo Language.

*"This new office building is a tremendous accomplishment of teamwork...from which new ideas for growth will come forth for the benefit of the surrounding communities. The Navajo Nation is proud to be a partner."  
June 3, 2010*

College of Eastern Utah  
Blanding Small Business  
Development Center  
639 W 100 S  
Blanding, Utah 84511

### Montezuma Creek Administration Building

Officials met in Montezuma Creek on June 3, 2010 to celebrate the completion of the first phase in a project that may result in significant economic development opportunities for southern San Juan County.

The Utah Dine Professional Plaza was opened, culminating a whirlwind project that saw local and tribal officials working together in record time.

Representatives for the nine Northern Navajo Regional Chapters and ancillary communities attended the event.

The intent is to build an office complex for entrepreneurs to incubate business that provide community services. In addition, there will be access to professional services and expertise in such areas as accounting, finance, legal, marketing and project management.

Phase I will house the Aneth Community Development Corporation, Navajo Nation Regional Business Development Office and tentatively, the Navajo Utah Commission. Phase II is now in the planning stages for a new Post Office and other retail and office space.

The SBDC at CEU, San Juan Campus has been involved since the beginning of the project. Brent Redd assistant director of the Blanding SBDC serves on the Board of Directors of the Aneth Community Development Office and continues a close working relationship with the Navajo Nation Regional Business Development office.



# Cedar City SBDC

## Alternative Power Systems, Inc.



**"I was excited when they asked me to participate. After the business analysis was done, I was impressed with the students involved. They went far beyond my expectations and gave me good recommendations that we are implementing today. Thanks for thinking of us."**

Stewart Somerville, Owner



Southern Utah University  
Cedar City Small Business  
Development Center

77 North Main Street  
Cedar City, UT 84720  
(435) 865-7707

[www.suu.edu/business/SBDC](http://www.suu.edu/business/SBDC)

## 2010 SBDC Recognition

### Alternative Power Systems, Inc.

<b>Owner</b>	Stewart and Joan Somerville
<b>Nature of Business</b>	Renewable Energy
<b>City</b>	Cedar City
<b>County</b>	Iron
<b>Phone</b>	435-586-9181
<b>Web Site</b>	<a href="http://www.apssolar.com">www.apssolar.com</a>
<b>Business Structure</b>	S-Corporation
<b>Business Began</b>	May, 2006
<b>Employees</b>	2 full-time, 3 part-time
<b>Utah SBDC Consultant</b>	Craig Isom and Joni Anderson

Stewart and Joan Somerville started in the renewable energy business in 1985. They have over 30 years combined experience in the renewable energy field. Using this experience, along with advances in technology and the growing need for an environmentally friendly energy source, Alternative Power Systems, Inc. seeks to bring renewable energy to everyday use.

Craig Isom, Director of the SUU Small Business Development Center (SBDC), first met with Stuart and Joan in 2009. An ongoing counseling relationship has continued since then. Craig Isom and Joni Anderson encouraged the Somerville's to participate in the SUU MBA class project, which involved a team of MBA students doing a full business analysis during the months of March, April and May 2010 on Alternative Power Systems, Inc. Under the direction of their course instructor and Craig Isom, the team spent close to 80 hours on the project, including meetings with the Somerville's, in order to give them a complete business assessment.

Some of the recommendations that the team made to Alternative Power Systems, Inc. include evaluating the message of the company logo, updating the website to be more customer friendly (including testimonials and cost saving calculators), maintaining customer relationships by offering yearly inspections, focusing on the education side of their business (including providing classes about renewable energy design and installation), and staying current on all licensing requirements. Stewart and Joan were very impressed with their business analysis and the recommendations provided. They have since hired additional help, successfully installed a number of new contracts and are successfully pursuing various stimulus projects.

#### Secret to Success

***"Work hard and have a plan and a goal. That works best."***





## 2010 SBDC Recognition

### VehiCALL

<b>Owner</b>	Andrew Davis and Seth Wiscombe
<b>Nature of Business</b>	Consumer Electronics
<b>City</b>	Cedar City
<b>County</b>	Iron
<b>Phone</b>	801-916-8978
<b>Web Site</b>	<a href="http://www.thevehicall.com">www.thevehicall.com</a>
<b>Business Structure</b>	N/A
<b>Business Began</b>	N/A
<b>Employees</b>	N/A
<b>Utah SBDC Consultant</b>	Craig Isom and Joni Anderson

**“Craig Isom and Joni Anderson at the SBDC helped to review and write our business plan, company financials, and even offered ideas for the logistical developments of our product. I never felt like there was a question I couldn’t ask or that there was an answer they didn’t have.”**

**Andrew Davis**

Andrew Davis and Seth Wiscombe participated in the SUU Small Business Development Center’s 4<sup>th</sup> Annual Best Business Idea Competition that was held in the fall of 2009. They were awarded first place in the competition in early January 2010. Andrew and Seth received prize money in the amount of \$3,000 for their innovative device used to access vehicles via telephones.

With the help and advice of Craig Isom and Joni Anderson at the SUU Small Business Development Center (SBDC), Andrew and Seth then went on to write a complete business plan in order to compete in two more business competitions. They made it past the first round and into the semi-finalist round for the University of Utah’s Utah Entrepreneur Challenge, but did not make it to the final presentation round. Andrew and Seth then went on to compete in the Southern Utah Concept to Company Competition, which focused on technology. They were chosen as the grand prize winners over 75 applicants in the competition. They received \$10,000 in cash and \$25,000 worth of business development services.

Also, because Andrew was a student at Southern Utah University at the time of the competitions, Craig Isom nominated him to be on the School of Business BusinessWeek cover

wrap. There have been several press releases and news stories written about Andrew and Seth, their innovation and the competitions.

Over the first six months of 2010 much time was spent with Andrew and Seth doing research and finalizing their business plan and presentations. Andrew is now in the process of meeting with intellectual property attorneys in order to patent the innovation. He is also continuing to further his research on manufacturing the product. We anticipate a continued counseling relationship in order to help them develop their business further.

**Secret to Success**  
*“I know what I need to do to be the fastest mountain biker, I know what I need to do to get good grades, and I know what I need to do to start a business. But knowing and doing are a bit different. . . .that’s why I am the fastest mountain biker, with a degree, and a business.”*



Craig Isom, Andrew Davis, Seth Wiscombe, and SUU Dean Carl Templin

Southern Utah University  
 Cedar City Small Business  
 Development Center

77 North Main Street  
 Cedar City, UT 84720  
 (435) 865-7707

[www.suu.edu/business/SBDC](http://www.suu.edu/business/SBDC)



# Ephraim SBDC

## Sorenson, Lewis and Tebbs

### 2010 SBDC Recognition



**"Learning more about the business finance programs and other resources available as a result of working with the SBDC at Snow College has made a world of difference."**

**Natalie Sorenson, owner of Sorensen, Lewis and Tebbs**



Natalie Lewis of Sorensen, Lewis and Tebbs, which engages primarily in Financial and Estate Planning.

**Utah Small Business Development Center at Snow College**

150 East College Ave.  
Ephraim, Utah 84627  
(435) 283-7372

200 South 800 West  
Richfield, Utah 84701  
(435) 893-2252

[www.snowcollegebusiness.com](http://www.snowcollegebusiness.com)

## Sorensen, Lewis and Tebbs

<b>Owner</b>	Natalie Lewis
<b>Nature of Business</b>	Financial and Estate Planning
<b>City</b>	Richfield
<b>County</b>	Sevier
<b>Phone</b>	(435) 896-9227
<b>Web Site</b>	<a href="http://www.sorensenlewisandtebbs.com">www.sorensenlewisandtebbs.com</a>
<b>Business Structure</b>	Corporation
<b>Business Began</b>	1987
<b>Employees</b>	5
<b>Utah SBDC Consultant</b>	Keith Church

With 78 to 81 million baby boomers facing retirement within the next 18 years, the time for planning is now. With the healthcare and tax issues facing us, these people need advice and direction. The rate and type of changes in tax law make planning more crucial today than ever before.

Natalie's father owned the firm in 1987, when she became licensed in the securities and insurance field. As time passed, Natalie's father wished to retire and she eventually took over this family owned business.

Recognizing the value of ongoing training and the opportunity for expansion, Natalie enrolled in the FastTrac GrowthVenture class offered through the Utah SBDC at Snow College.

With a sound track record and a well developed strategy for expansion, the firm applied for and successfully received funding to grow the business.

They have obtained a \$275,000 construction loan from a private investor with a long-term take-out from Zions Bank for \$335,000 and a 60,000 loan from Six County Revolving Loan Fund. These loans have been approved and are waiting for the building to be finished, at which time they will be funded and take out the private investor.

Central to the firm's expansion plan is the idea of a new facility, better processes and the hire of additional future employees to transfer the administrative burden away from the firm's partners/financial planners to free up time for them to meet with clients, network, and grow clientele.

The company looks forward to increased sales, the opportunity to create new jobs in the area and long-term stability for the business.

#### Secret to Success

*"The operational planning aspect of FastTrack has enabled the company to systematize many aspects of the business, freeing Natalie to work ON the business, not just IN the business."*



## 2010 SBDC Client Success Recognition



RMWT employees performing mobile communications tower construction

Owner(s): Kyle R. Garrett and Carl Anderson  
Nature of business: Communications infrastructure consulting & engineering  
City: Nephi  
County: Juab  
Phone: (435) 623-4252  
Web site: [www.rmwt.com](http://www.rmwt.com)  
Business structure: Corporation  
Date started: 1996  
No. of Employees: 45  
Utah SBDC office: Utah SBDC at Snow College

In today's world communities, companies and other organizations require complex communications solutions. Founded in 1996, RMWT has come to be recognized throughout the engineering industry for specialized communications consulting and engineering expertise.

In 2009, as the economy fell, management at RMWT aggressively took strategic planning measures to position the company securely and proactively seek growth opportunities. As part of their efforts they were referred to the Utah SBDC at Snow College by the Juab County Economic Development office. Upon meeting with the SBDC counselor they learned of several resources and programs available to help them implement their strategic plans for growth. In addition to valuable counseling they were introduced to several resources including Utah's Procurement Technical Assistance Center, incentive programs from the Utah Governor's Office of Economic Development, Custom Fit Training and various business training opportunities offered by the SBDC.

**Secret to Success**  
"The SBDC has been instrumental in facilitating our understanding and use of a whole network of resources. We've definitely utilized the state's services! They have been tremendous."  
~ Kyle Carter, Business Development Manager

In the months that followed, RMWT worked hard to cultivate the opportunities to which they had been introduced. This resulted in the receipt of \$50,000 Rural Fast Track grant funds which they matched with to secure new equipment to establish a new division in their company providing mobile communication tower construction services. This expansion allowed the company to hire 11 new employees whom they trained by partnering with the Custom Fit Training program of Snow College. To maintain skill sets needed to continue to grow in 2010 RMWT has utilized counseling and training services of the SBDC, including business plan training with an 11-week FastTrac GrowthVenture program as well as participating in the 7 Habits for Small Business Managers class provided through the SBDC on behalf of FranklinCovey.

RMWT client companies include Qwest, Beehive Telephone, Emery Telecom, AT&T, T-Mobile, Western New Mexico, Teton Telecom and many others. They look forward to successful continuation of their recent expansion efforts!



### Utah SBDC at Snow College

150 East College Ave. Box 1019, Ephraim, Utah 84627  
(435) 283-7372  
[www.SnowCollegeBusiness.com](http://www.SnowCollegeBusiness.com)



# Kaysville SBDC

## Seniorcare Compare, Inc.



"Everyone knows that they should do comparison shopping before they purchase something, but the reality is that most people are either too busy, or not sure where to start, especially with something as complex as senior care."

Scott Meyer, President of Seniorcare Compare Inc.



**SBDC Contribution to Success**  
In the early stages of his business Scott worked with Brent Meikle, the Director of the SBDC in Kaysville, Utah. Brent helped Scott with his business plan and with startup advice, followed up by ongoing communications. Several months later Scott visited with Brent again to update the plan in preparation for negotiations that were underway with an investor group interest in buying into the company. Brent served as an advisor during this process that result in a successful investment arrangement between Seniorcare Compare and the investor group

## 2010 SBDC Recognition

### Seniorcare Compare Inc.

<b>Owner</b>	Scott Meyer
<b>Nature of Business</b>	Seniorcare Compare Inc.
<b>City</b>	Syracuse
<b>County</b>	Davis
<b>Phone</b>	1-877-990-4572
<b>Web Site</b>	<a href="http://www.seniorcarehelpline.com">www.seniorcarehelpline.com</a>
<b>Business Structure</b>	S corporation
<b>Business Began</b>	2/1/2009
<b>Employees</b>	4
<b>Utah SBDC Consultant</b>	Brent Meikle – Kaysville SBDC office

It is estimated that 15-20% of today's workers care for an elderly loved one. That number is set to explode, as the large baby boomer generation increasingly needs senior care assistance. Care giving has traditionally been a function of the family. In today's economy, there are more multi-generational households than ever before, creating an even greater potential for eldercare issues to intrude into the workplace. Both male and female caregivers must find ways to meet their work responsibilities while still ensuring proper care for the loved ones who depend upon them. So who can families turn to for help as they are suddenly faced with the responsibility of an aging loved one who can no longer care for themselves? That was the question that Scott Meyer found himself wondering about as he looked into opening a different business in the senior care market. Scott eventually decided that what Utah really needed was a free information and referral service focusing on senior care, where families could benefit from accessing a wide network of professionals in their community and also save money on their discounted services.

With a basic concept in mind Scott founded Seniorcare Compare, Inc in February of 2009. He believes he has found a unique niche service that has great growth potential as the large baby boomer generation begins to require senior care assistance.

#### Key to Success

"We now offer compare services throughout Utah in areas such as: Medicaid planning, VA benefits, In-home care, Vision, Rehab, Hearing loss, and many more. "There are so many professionals offering services to seniors in our market that you really need to be careful." Scott said. "The majority do a great job, but there are some that don't, and it's those businesses that people need to steer away from."

The real value add for families is not just in having someone to discuss their situation with at no charge, but that Seniorcare Compare takes the time to pre-screen and research all of the providers in their network before referring families to them. This includes touring assisted living and nursing home facilities and checking inspection reports. Not comparing can be a costly mistake, and could make the transition for seniors that much harder when decisions are made based on bad information.

In 2010 Seniorcare Compare started offering their services directly to companies as an employee benefit. Their free service focuses on employees dealing with caregiving responsibilities. This burden can become overwhelming and for some resulting in a loss of productivity. In many instances they begin to use up sick and vacation time to work through their situation. Some of that can be avoided if they are able to sit down with someone who can explain the options available to them, then help them locate resources and pre-screened professionals that can help them achieve a healthy work/life balance.



# Entrepreneur Launch Pad



**Utah SBDC**  
Utah Small Business  
Development Center

## 2010 SBDC Recognition

### Entrepreneur Launch Pad

“Entrepreneur Launch Pad offers an amazing opportunity for aspiring entrepreneurs and existing small business owners to connect with other entrepreneurs, get referrals to advance their business and learn about resources available to help them pursue their entrepreneurial dreams.”

Ron Tucker Chapter Chair and Business Counselor  
Salt Lake Chapter of SCORE  
“Counselors to America’s Small Business”

**Founders: from left to right:**

Andrew Willis, Michael Argust, Jay Larkin, and Reed Brown. Cary White is not in the picture.



The goal of the founders is to continue to establish Entrepreneurial Launch Pad groups around the state and expand the services offered to its members.

<b>Founders</b>	Andrew Willis, Michael Argust, Jay Larkin, Reed Brown, and Cary White
<b>Nature of Business</b>	Entrepreneurial Networking
<b>City</b>	Kaysville, Utah
<b>County</b>	Davis
<b>Phone</b>	801-643-0424
<b>Web Site</b>	<a href="http://www.entrepreneurlaunchpad.org">www.entrepreneurlaunchpad.org</a>
<b>Business Structure</b>	Non Profit
<b>Business Began</b>	January, 2009
<b>Members</b>	300+

Entrepreneur Launch Pad’s first meeting was held in January, 2009, as a group of unemployed people, victims of the economic downturn, gathered to brainstorm businesses they could start. Each of them had been trying to find employment without success. As they recognized the incredible talent and experience they collectively represented, they determined they could hire themselves and in turn put others back to work also. With support and encouragement from Rich Vunder, Frank Sano and Art Kline, of LDS Employment Services, the LDS Employment Resource Center in Centerville, Utah, became the first location for Entrepreneur Launch Pad (ELP).

In the summer of 2009, Steve Cloward and Brent Meikle were invited to speak to the group and were impressed with the networking opportunities it provided for those launching a small business. Brent Meikle approached Andrew Willis, one of the founders, about establishing a strategic relationship between Entrepreneur Launch Pad, Kaysville SBDC, and the Northfront BRC. With that strategic relationship, the Northfront Business Resource Center became ELP’s new home. Brent Meikle speaks at meetings from time to time, offers consulting services to members, and works with ELP to coordinate training opportunities for its members.

Entrepreneur Launch Pad is open free of charge to everyone and is always looking for new members who need help and want to give back also. Giving Back is their core belief. They encourage an Abundance Mentality – “we receive abundantly as we give to others”.

In the past 18 months, hundreds of entrepreneurs have participated in the weekly meetings. There are currently 339 members on the active mailing list. ELP currently holds weekly meetings in three locations along the Wasatch Front and has received additional requests. The only way to get on the membership list is to participate in at least one meeting. The Davis ELP meets at the Northfront Business Resource Center (Davis Applied Technology College) in Kaysville every Thursday at 1 p.m. The Sandy ELP meets at the Salt Lake Community College – Miller Campus every Friday at 1 p.m. and the new Brigham City ELP meets every Wednesday at 1 p.m. (Bridgerland Applied Technology College).

**A Success Story**  
“I joined the Entrepreneur Launch Pad shortly after moving to the area. The ELP provided an instant network of like-minded entrepreneurs. It only took a few weeks of attending the networking events and reaching out to ELP members through the website and LinkedIn group to start building new contacts, find potential clients and in general, connect with a group of people willing to offer advice and support. Anyone starting or thinking of starting a business should definitely join the group and tap into this great resource.” Andrew Allen, Founder, MoreMarbles.com



## Logan SBDC

### *The Gem Rock and Bead Store, LLC*

**The Business:** The name of Darryl Reese's business is "The Gem, Rock, and Bead Store, LLC". He has worked in lapidary, as a hobby, for 30 years. And he sold out of his home since June of 2000, though he stopped doing that so that he could focus on establishing this retail outlet in Providence. In addition to offering costume jewelry beads, he offers gem stones, minerals, and other items. He has various ideas of how to make this a store people want to come to. At least 50% of the women have children, so he provides a location in the store that children can be active, safe and have fun, while their mothers shop. People will also be able to watch him work.

**Goals:** Within 5 years he wants to have a building of his own. "I also want to make my own beads and become a supplier of beads when I have built up my equipment. I plan to expand into semi-precious stones, fossils, and Lapidary Equipment, though some of what he wants to offer will be brought in from future profits.

"I chose this business because I wanted to do something that did not interfere with my disability, and I wanted something I enjoyed doing. I also did not want to go on Social Security Disability. At one time, I had a very successful remodeling business; so I do have business experience."

His current wife, Nancy Hankins, has 17 years of experience as the business manager of 4 outlets for Wendy's. She will handle the records and helps in other ways. He also has a store manager who knows about jewelry and jewelry trends, who he will bring in later. Pricing will be competitive, but still have a good margin. His ultimate goal is to manufacture several of the actual beads.

**Primary Customers:** Single and married Women 21 – 65, middle class income. They are generally housewives rather than professional career women. Though the store does need to be accessible, and fairly close, it is not dependent on the large foot traffic for more impulse oriented products. An example of this is Beadles, which has no foot traffic and is fairly isolated in its location. It is located at the North end of Logan and is very successful.

**SBDC:** The SBDC played a major role in compiling his business plan, cash flow, funding, and stopping him from giving up. He says, "I could not have gotten to this point without the



assistance of the SBDC; I would have given up a long time ago.” His initial 25,000 in funding came from a grant from Voc Rehab plus additional personal funds. His business is new, but off to a good start. His sales are growing at \$1,000 a month. He also has a private investor, who has invested over \$50,000 in inventory and will pay him \$20,000 for his own income for the year, for a 49% ownership share. They have watched him and say it is a gold mine. Most everything will be reinvested into the store stock. Through the help of the SBDC, he has created a job for himself, and his family, and kept himself off of long-term disability (which was his only other option). He is already planning on expansion and hiring another employee.



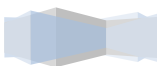
## *Laser Precision*



Jacob Heaps has worked for a company called Laser Precision for a number of years. For the past four years, he has held the position of Operations Manager, and recently began noticing downward trends in the company's work load and revenues. He also recognized much of the decrease in business was due to the owner's interests shifting toward other ventures. Based upon his observations, Jacob saw a need for immediate action and felt confident in his own abilities to improve the company. He contacted a friend named Mike Young, who has an MBA and a strong entrepreneurial spirit, and they began discussing the feasibility of purchasing the company from the owner. The pair determined that if they pooled their resources, they might be able to make an offer the owner would accept. In August 2009, Jacob and Mike entered negotiations with the company's owner. These negotiations lasted for more than six months, after which all three arrived at an acceptable offer.

Through the entire negotiation process, Jacob and Mike worked with the SBDC to help obtain an SBA loan through Wells Fargo. The SBDC provided more than 60 hours of work for Jacob and Mike, analyzing the company's historic financial stability, preparing accurate financial projections and feasibility studies, as well as helping them write and polish a business plan. Frequently during the process, Mike would state "we could not have done it without [the SBDC]."

In March 2010 the Wells Fargo approved the purchase price of the company, and provided a loan making the total funding for the purchase of Laser Precision \$705,000. The ownership-transfer contract was then signed and Jacob Heaps and Mike Young became the official owners of the company, and began turning it around immediately. Due to their change in ownership, one job was created and at least eight more were sustained. Currently, Laser Precision is operating well and aggressively perusing client contracts in an expanded area of operation. The owners anticipate sales revenue and income to be quadrupled in fewer than five years, and will maintain a close relationship with the SBDC as their company grows.



## ***Van's Drive In***

**Introduction:** Van's Drive Inn was first established in 1961. It had been a successful food outlet for 12 years. There were a couple of failures due to the type of businesses and how they were run. Another individual took the business over in January of 2009. He had no experience. He had great sales the first month, but he had several problems: Some of the problems he had was that he offered lower quality, did not control labor costs, priced himself out of the market; and he had a lack of consistency in the food he offered. He was overstaffed.



Kirk Madsen acquired the business September 28<sup>th</sup>. He has the equipment and inventory on the premises but he needed to be able to pay for it fairly soon. He also needed survival money. He changed the name back to the original Van's Drive Inn. He has great signage not shown in this picture. Due to his extensive experience and pure determination he is rebuilding his client base. He also has new vendors for products, he has labor costs under control, 7 excellent employees, (there were 14); this change reduced labor from 52% to just 25% of sales. He achieved this in just over three months. – “my employees are productive and competent. I have 25 years of experience in restaurant management. The business is starting to turn around. We are close to break-even, I know that I can make this a successful business.”

**Product Line:** “The product line is good food fast: Onion rings, hamburgers, french fries, chicken sandwiches and various types of salads and soup. We also provide shakes and drinks. We offer the Original Van's Hand-dipped Onion Rings. In addition, we serve several other Original Recipes and Specialty Burgers, most of which is not offered in the fast-food chains. We have a friendly attentive staff and friendly atmosphere.”

**Target Market:** The older generation uses the drive-in, or just walk in for dinner. They bring their families in. For the lunch crowd, his location is very good in that it is across from two schools. “ I have incorporated a meal that is affordable for the high-school students during lunch time (\$2.99), which matches Burger King's and Wendy's (they are located out of town by the highway). We also are close to businesses that can use our services.”

**The Restaurant Industry.** Box Elder had sales tax on restaurants in 2001-2008 of \$386,670 and sales of \$6,236,613. This is an average of \$519,717 per month. “Our sales for January, always a slow month, were \$11,746. This means we average 2.9% of the total restaurant sales in Box Elder. My goal is to increase customer sales 10% a month and to reach out to people that have never purchased as well as previous customers.”



**Financial:** The average ticket is \$6.00; we are starting to make a small profit. Based on what the business was doing when it first started under the previous owner, and the current monthly increases, his projection of 10% growth per month should be conservative. Breakeven is \$15,480, which allows a draw of \$2,000 for the owner. He only needed \$9,638 for equipment and working capital. The SBDC helped him with his business plan, cash flow projections, and identified and helped with an application for a Utah Micro-Loan program. He obtained the loan very quickly. He will make this business a success and employees will increase to the previous 14 as sales grow. He said that the SBDC also gave him hope; that things looked better after his visits to the SBDC. He needed the combination of his own excellence, the SBDC, and UMLF to be successful. He is going to do great things!



# Ogden SBDC

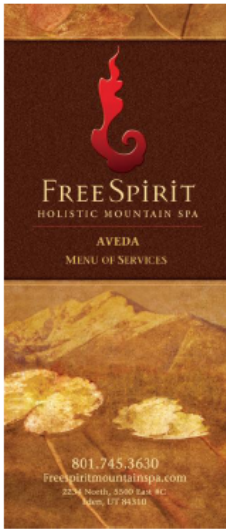
## Free Spirit Holistic Mountain



### 2010 SBDC Recognition

#### Free Spirit Holistic Mountain

**Owner** Michelle Scott Cunninghame/Suzy Wilson  
**Nature of Business** Free Spirit Holistic Mountain  
**City** Eden  
**County** Weber  
**Phone** 801-745-3630  
**Web Site** [www.freespiritmountainspa.com](http://www.freespiritmountainspa.com)  
**Business Structure** LLC  
**Business Began** Jan 1, 2010  
**Employees** 4  
**Utah SBDC Consultant** Beverly King



Michelle Scott Cunninghame decided to open a business because she wanted to create her own space where she lives and works for herself. Starting her own spa felt like a natural progression in her career after having been a Massage Therapist, Master Esthetician, Spa Director and Educator for Aveda for the past 16 years. It was time to see what she could do on her own.

According to Michelle:

I decided to open a business because I wanted to create my own space where I live and work for myself. My desire to start a new business became stronger when I moved back to Utah from Kauai. I visited a small but beautiful spa that I fell in love with and that was it – I said to myself “I want to do this! I can do this!”

Michelle Scott Cunninghame

“When I told a good friend that I was thinking about starting my own spa, she told me about the SBDC and the Start Smart class that was being held in Ogden. We went to the class together and that, to me was the beginning of my training in how to go about making my business go from a dream to reality. The SBDC helped me to realize what steps I would need to take to get started, including creating a business plan and a profit and loss statement projected over 3 years.”

#### Secret to Success

“I would just like to say thank you to the Weber State University SBDC”

“Some challenges that I had were picking a location for my spa, negotiating a lease and getting a loan from a bank. The economy took a dive just as I was trying to get a loan, so that forced me to take a good look at my projected costs and scale way back, which turned out to be a very good thing because even though I had to start out small, I don’t have a huge loan to pay back. And as for the location, well that turned out to be amazing as well.”

“The best part of being an entrepreneur for me is creating. The colors, sights and smells that encompass the space. Creating fun ads and newsletters, reaching out to people and seeing them come in, have a great experience beyond expectation and then leave wanting to come back for more and tell all their friends about it.”

Weber State University  
Small Business  
Development Center

3806 University Circle  
Rm 218 Wattis Business Building  
Ogden, Utah 84408-3806  
(801) 6267-7232  
[www.weber.edu/SBDC](http://www.weber.edu/SBDC)

*Jonathan Wright*

## Hot spot: Baked potatoes the focus of Brixton's

Last updated

Thursday, April 8, 2010 - 7:42pm



Friends Jonathan Wright, Jeff Hill and Tehmina Mian made a long-anticipated dream come true this spring when they opened their new restaurant, Brixton's Baked Potato, at Ogden's Junction.

After living in England, where loaded potatoes are a popular dish, Hill decided he wanted to do something unique with potatoes here in the Top of Utah. The idea simmered at the back of his mind for the past 15 years as he collected research here and there.

The trio imported special potato bakers from Europe and worked with professional chefs to refine recipes representing various regions in the U.S. and multiple countries.

Potatoes at Brixton's aren't your typical baked potato.

"You don't need to drown it in butter and sour cream because it is saturated in sauce," Wright said. "You never hit a dry bite with our potatoes."

The potatoes form the backdrop for entrees such as Hawaiian BBQ (\$6.49), a moist chicken breast in a unique bourbon sauce with chunks of pineapple; Pulled Pork (\$5.99), Memphis-style barbecued pork topped with coleslaw; or the Meatball Marinara (\$5.49), a classic Italian sauce with meatballs, and ricotta and mozzarella cheeses.

The Texas Chili potato (\$5.49) features an all-meat homestyle chili. The Thai Curry (\$5.99) comes with chicken or beef in a mild coconut curry sauce with edamame. And, for a south-of-the-border taste, the Chili Verde (\$6.99) combines a fresh green chili sauce with choice of beef, chicken or pork.





The recommendation for kids is the Potato Pizza (\$4.29), topped with marinara, mozzarella and pepperoni, served with a cookie and small drink.

For those who prefer their potato more traditional, the Veggie Delite (\$4.99) is served with broccoli, cauliflower, carrots, edamame and a creamy cheese sauce. And, the Just Baked (\$2.49) has only butter, sour cream and chives.

Wright said that he and his co-owners are striving to bring a product that is unique, delicious, filling and value-priced.

### **Brixton's Baked Potato**

- Address: 2386 Kiesel Ave., Ogden (at The Junction)
- Hours: 10 a.m.-10 p.m. Monday-Saturday
- Phone: (801) 827-0222

When you know where to look, there are amazing resources and help available to get a business started.

In the summer of 2008, Jeff Hill approached me about a restaurant concept, featuring baked potatoes, that he had been pondering for 15 years. We started doing some research and began putting our ideas together. Soon after, I read an article in the newspaper about a business plan contest called The Retail Challenge that Ogden City (Utah) was sponsoring with cash prizes for the top three plans. Life is busy and it is easy to let the development of an idea drag on much longer than anticipated or desired. So we decided to use the entry deadline for the contest as our personal deadlines to have a business plan written and a strategy for launching the business in place.

We combined our due diligence and writing with some excellent assistance on the financials (one of the most important sections in a business plan) from Beverly King at the Small Business Development Center located at Weber State University along with some ideas and a lot of encouragement from Jo Canfield and Jeanne Harris at the BIC (Business Information Center) in downtown Ogden.

We had the business plan written, spreadsheets polished, and everything printed and bound and turned in well before the deadline. Okay, we actually turned it in 20 minutes before the contest closed, but we did see two other entrepreneurs enter the building with their hot-off-the-press contest submissions after we did. To our great surprise, on September 11, 2009, at a press conference which we were invited to attend as one of several finalists, Ogden Mayor Matthew Godfrey announced our concept, Brixton's Baked Potato, as the 1<sup>st</sup> place winner of the contest.



Within weeks, we recruited a third partner, Tehmina Mian, and began working to make this dream a reality. The contest stipulated that to collect the cash prizes, the business had to be open (in the downtown business district) and a business license issued within 12 months. In March 2010 we held our grand opening and had the thrilling experience of receiving a gigantic check (4 feet long) for \$10,000 from Mayor Godfrey.

Many thanks to the visionaries in Ogden for sponsoring the contest and selecting Brixton's Baked Potato and to the talented and enthusiastic folks at the BIC and the SBDC.

Brixton's Baked Potato

Jonathan Wright

Jeff Hill

Tehmina Mian



## **Orem SBDC**

### ***Goodies Cake Decorating and Candy Making Supplies***

Goodies Cake Decorating and Candy  
Making Supplies  
Denise Ferrell  
151 North Main Street  
Spanish Fork, UT 84660



Goodies in Spanish Fork is a perfect example of how businesses need to constantly be changing with the times. Denise Ferrell originally started her business in Arizona in the early 90's. At that point in time scented candles that looked and smelled like desserts were the biggest rave. Denise was very successful, but after moving to Utah decided to discontinue the candle business. On September 9, 2009, Denise reopened her candle business on quaint Main Street in Spanish Fork. This time, she had a small corner of the store dedicated to cake and candy making. All September, she only made \$250 in sales, all from friends and family, and only from the cake/candy corner. She knew it was time to revamp.

On October 29, 2009 Denise reopened her doors as 'Goodies,' this time focusing on cake and candy making. Sales went up over 10 fold with this change in both November and December. But Denise had a problem, she only had enough new inventory to cover the small front room of her store, and did not have enough money to order new items. She knew she had to act, and fast, or her business would go under.

In February of 2010 Denise rediscovered the Small Business Development Center. She started working with Ken Fakler who was 'instrumental' to her success. He pointed her in the direction of the Mountainland Revolving Loan Fund as well as the Utah Micro Loan Fund. The Orem team coached Denise through her fast pitch and business plan, getting her ready for D-Day (meeting with the board members.) Initially, board members thought that Denise was stretching herself to thin and were not interested in lending her the money. Ken encouraged them to go home and see if their wives would be interested in such a store. Thanks to the wives and Ken pressing for an extra board survey, Denise was able to get the start-up money she needed from the two lenders. This happiest of days happened on March 20, 2010.

Denise held a grand re-opening on April 17. The store had completely changed and is now filled with candy and cake supplies. Sales have sky rocketed and keep rising every month. Denise opened the store in September as the sole employee. By her grand re-opening she obtained 3 part time employees, and with her rapid growth will be hiring on one more full time person at the beginning of fall. Denise stocks her shelves not with items she thinks will sell, but through taking constant suggestions she carries what her customers want. Just recently she added a new product called the 'sugar veil' an airy thin

substance that is flexible and can take almost any shape. She is one of the only Utah carriers at this time.

Denise also offers classes to teach customers just how to make that perfect cake/candy decoration. Her classes fill up fast, and all the instructors she has just happen to be past customers. This is just one example of her wonderful people skills. Denise's customers tend to become her fast friends.

Through being open to new ideas, revamping and a great marketing strategy Denise has been able to get her business out of a sink hole and thriving. "This wouldn't have happened without the help of the Orem SBDC team," says Denise.





## 2010 SBDC Recognition

### Do it or Diet

<b>Owners</b>	Jim & Laura Boben, Julie Palfreyman
<b>Nature of Business</b>	Weight loss clinic
<b>City</b>	Spanish Fork
<b>County</b>	Utah
<b>Phone</b>	801-794-3648
<b>Web Site</b>	
<b>Business Structure</b>	LLC
<b>Business Began</b>	2010
<b>Employees</b>	3
<b>Utah SBDC Consultants</b>	Ken Fakler/Camille Penldeton

**"We learned so much from your services. We had no idea what it took to open a business. You gave us direction, homework and walked us through step-by-step until we were at the point of opening our doors."**

Laura Boben, LLC Member



Do it or Diet weight loss clinic is located in Spanish Fork, Utah County, Utah.

Laura Boben and Julie Palfreyman had been working many years at a diet clinic with a dream to open their own. They both love to help people be a healthy weight and from years of experience, they know what works. "They have had this as a dream for a long time," said Jim Boben a member of Do it or Diet, LLC, "and now it is real."

"Greater than 50% of people in the United States are overweight," said Heather Johnson, Do it or Diet's Nurse Practitioner. "Many people get started on a diet and are unable to maintain their weight loss. Their weight then fluctuates. Our goal is to help people make a life change so that they don't fit into the statistic."

Do it or Diet helps adults who want to lose weight with several methods. Some of the ways Laura and Julie have found to be successfully for weight loss include the HCG diet, a low-carbohydrate high-protein diet program, monthly meetings, and weekly weigh ins. Do it or Diet staff have weekly and monthly support and individual attention to help individuals feel supported and get what they need to change.

The clinic also has a Bio-Meridian machine that uses 57 acupuncture point readings to pinpoint areas in a person's overall system that are weak and can determine the overall health support needed. Both Julie and Laura have been trained to use the Bio-Meridian and a Bio-Analysis machine. Do it or Diet's nurse practitioner gives vitamin B injections, does blood pressure checks and other procedures that help monitor the health of those losing weight in the south part of Utah County.

**Secret to Success**  
**"We both had weight problems and wanted to open a business that helped all woman and men reach their weight loss goals. We put together a support system that helps them stay motivated."**

"We are excited to be in Spanish Fork," said Laura. "Julie and I both worked at a diet place before and always had people comment how they wished there something in South Utah County. We decided it would be successful to do our own thing."

When the Palfreymans and Bobens first came to the Orem SBDC, they had been looking at locations and wanted to do it right the first time. The SBDC counselors helped make the process smoother to start the business. They also introduced them to resources that helped with the start up process. After a lot of hard work, the Do it or Diet clinic held its grand opening June 22, 2010 at its main street location in Spanish Fork where they can serve southern Utah Valley's weight loss needs.



# Price SBDC

## *Sturdy One Services*



## 2010 SBDC Recognition

### Sturdy One Services

<b>Owner</b>	Harry Sturdy
<b>Nature of Business</b>	Handyman Services and Taxi Services
<b>City</b>	Price
<b>County</b>	Carbon/Emery
<b>Phone</b>	435 613 5435
<b>Web Site</b>	
<b>Business Structure</b>	LLC
<b>Business Began</b>	2007
<b>Employees</b>	1
<b>Utah SBDC Consultant</b>	Ethan Migliori

Harry Sturdy came to the Price SBDC on a referral from Vocational Rehabilitation. Harry wanted to start a business and needed some help to start his handyman services. He enrolled in a FastTrac class to help him write his business plan. After the class he worked with the local counselor to put the finishing touches on his plan. He submitted his business plan to Voc Rehab and was funded. Over the years he needed to find a way to offset the down time in the winter. Once again working with the local SBDC office he put together a plan to start a taxi cab service. Harry was able to find to funds to help him purchase a taxi cab that he now runs along with his handyman service. Harry Sturdy is a great example of how a person with a little help can go a long ways.





## 2010 SBDC Recognition

### BEAR Program in Carbon/Emery

<b>Owner</b>	Delynn Fielding
<b>Nature of Business</b>	Business Expansion and Retention
<b>City</b>	Price
<b>County</b>	Carbon/Emery
<b>Phone</b>	435-636-3295
<b>Web Site</b>	
<b>Business Structure</b>	Non profit
<b>Business Began</b>	2007
<b>Employees</b>	3
<b>Utah SBDC Consultant</b>	Ethan Migliori

#### BEAR Program in Carbon and Emery Counties Receives National Award

Price, UT (June 23, 2010): The Business Expansion and Retention (BEAR) Program operated by the Southeast Utah Community Development Corporation in Carbon and Emery Counties has been recognized as the best business visitation economic development program in the U.S. and Canada for a multi-community/region with a population under 50,000. BREI is the leading national and international professional association for business retention and expansion, providing communities solutions for economic sustainability and growth through leadership resources, networking opportunities and education.

"It is exciting to receive this national recognition because the BREI award is based on the efforts of our partners to assist local businesses of all sizes. We're proud of our program, partners and local businesses. We're pleased that our BEAR program has been named best-in -class by Business Retention and Expansion International," said Delynn Fielding, director, Carbon County Economic Development.

The BEAR program is a multi-jurisdictional outreach effort to businesses in Carbon and Emery County that was started in January 2006. To date, the BEAR program has conducted face-to-face visits with 1,272 businesses. The goals are to learn more about each company and link the firm to resources provided by local, county, regional and state resources. During this time, over \$1.8million in grants and tax credits have been awarded to 78 businesses; 111 jobs have been created and 39 jobs have been retained. In return, over \$8 million has been invested by companies in the two counties.

BEAR partners include over a dozen local and state organizations. A partial list includes the Small Business Development Center; the Business Technical Assistance Center, AmeriCorps VISTA, Utah Vocational Rehabilitation; Utah State University/College of Eastern Utah, Price City and the Utah Department of Workforce Services. Together, local and state partners have assisted individual firms with basic resources like workforce training. The BEAR team has also provided a series of seminars and workshops to meet the needs of multiple firms. Since 2006, seminars have been offered in marketing, customer service, contractor and sub-contractor law, bankruptcy creditor rights and working capital, among others. In addition, a two-



day Business Expo was held that focused on over 65 home-based and micro businesses.

The success of BEAR in Carbon and Emery Counties has also inspired similar programs in 10 other Utah counties.

“Our team of judges was very impressed with the number of company visits, individual assistance provided to firms and the wide range of training and resources offered to companies sharing similar challenges. This program is a great example of listening to the businesses and using the expertise of the team to respond to their needs,” explained Connie Wagner, executive director of BREI.

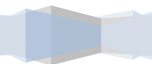
BREI conducts an awards competition each year as part of its annual conference. The award will be presented at BREI’s 2010 conference in New Orleans, Louisiana August 15-17. One of six winners, the Southeast Utah BEAR program is the only winner in its category.

This international honor is judged on strategy and improvements to the overall business climate through tangible results. Special consideration is given to individuals and groups who provide innovative solutions to unique needs within the given community. More information can be found at [www.brei.org](http://www.brei.org).





## Sandy SBDC



## St George SBDC

### *TNT Archery, Inc.*

Terry Beck has been the owner of the TNT Pro Archery Shop for the past twelve years. It is a pro shop for the real archery enthusiast. Over that period he always wanted to start an indoor archery range that could be open year round. Currently the one outdoor range lacks year round access due to the heat and its lack of real attention. The proposed location is the old H&E Equipment facility on 3050 East and 653 north. It is a perfect fit for an indoor archery range with very little renovation to make it work for an archery range.

Terry's thought was that it is time to have a facility that will accommodate leagues of all types as well as training and open shooting, YEAR ROUND. It will be a great draw to Terry's archery shop and with all of the enthusiasm for archery, it will be self supporting. The archery business is nearly a billion dollar industry.



TNT Archery and Terry take pride in providing the services that cannot be found on the internet or in big box stores. Terry has the ability to set up any bow and tune it to the individual specification of the archer. He is a real expert in the industry and he has a great following.

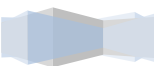
The total startup costs were financed internally. The costs approximated \$50,000. Len Erickson of the St. George SBDC worked with Terry to develop and complete plan to take to Zion's bank. The thought is to develop a line of credit for the future and for any expansion of the archery range. The loan is in process.

TNT Archery, Inc. has been a part time passion of Terry Beck. The business has absorbed many costs over the years. Even in a grim economy, the business has done well. Sales have been \$222,924 in 2006, \$228,982 in 2007, \$184,486 in 2008, and \$170,750 in 2009. Even though the sales did drop in the economic downturn, his bottom line improved: Income in 2009 was up dramatically from 2006. This was due to cost containment and developing increased margins on bow setups bow sales and repairs.

It is estimated that the range sales will approximate \$100,000 additional sales this year. Additionally, the Pro Shop sales will increase due to exposure to the location and to increased advertising and longer hours. Overall sales are estimated at: \$340,450 in fiscal 2010-2011, \$362,450 in fiscal 2011-2012 and \$373,450 in fiscal 2012-2013. Income before Tax will be proportional.



It is a great marriage when someone is so passionate about his business and he can make a living at the same time!!



## **Vernal SBDC**

***Anthony Fraguada and Sons Boxing***





## 2010 SBDC Recognition

### Anthony Fraguada and Sons Boxing

<b>Owner</b>	Anthony Fraguada
<b>Nature of Business</b>	Boxing Training
<b>City</b>	Vernal
<b>County</b>	Utah
<b>Phone</b>	801-789-2220
<b>Web Site</b>	<a href="http://www.jerseyknuckle.com">www.jerseyknuckle.com</a>
<b>Utah SBDC Consultant</b>	Mark Holmes



Anthony Fraguada better known in boxing circles as “The Jersey Knuckle” has made Boxing his life. He made his way into the Pro circuit and had bouts on HBO. Anthony did well for a few years and then retired from professional boxing. The lure of high wages during an oilfield boom brought him to Vernal, UT. “I arrived in time to see the jobs dry up. My son and I were “guests” of the Turning Point Shelter for a little while then I found a job and a place to live”.

Anthony still had boxing in his blood and his knowledge of the sport brought him to the conclusion that there are many boxers that compete at sea level who would be interested in training at mile high elevation and higher. It took a few months but eventually Anthony had enough money and a partner. He then came to the Uintah Basin Small Business Development Center. Knowing the world of boxing is one thing but, understanding the components of a partnership and the issues involved with starting a business is another world.



A mile high training camp.

“Anthony’s intensity toward the sport that creates his livelihood is hard to describe”. Says Mark Holmes of the Uintah Basin SBDC. “While Anthony’s partner takes a more numbers based approach, Anthony attacks the problems of starting a business like it’s a boxing opponent.” Much of Anthony’s intensity comes from his beginnings in New Jersey where at the age of 10 his parents were murdered and he passed through 9 different foster homes, finally finding a way to “fight” his way out of the system with Boxing.

Anthony and his partner worked with the SBDC to make sure everything was in place for a successful business launch. The strategy regarding Anthony’s 5 year plan to expand and sell franchises under his name were also discussed.

**Uintah Basin Small Business  
Development Center**  
1680 West Highway 40  
Vernal, UT 84078  
435-789-6100  
[www.ususbdc.org](http://www.ususbdc.org)

Anthony Fraguada and Sons Boxing is well on its way to achieving those lofty 5 year goals. Currently the gym averages 50 students. Besides teaching, The Jersey Knuckle is back in the ring. Anthony is training around 6 hours per day for an upcoming professional bout in Kansas. You can view his training videos on his website and Youtube.

## Cornaby’s Spreadable Fruit





## 2010 SBDC Recognition

### Cornaby's Spreadable Fruit

**Owner** Dave Cornaby Family  
**Nature of Business** Fresh and Spreadable Fruit  
**City** Mapleton  
**County** Utah  
**Phone** 801-489-7497  
**Web Site** justberrys.com  
**Utah SBDC Consultant** Mark Holmes



Dave Cornaby of Cornaby's LLC, was referred to the Uintah Basin Small Business Development Center because the Uintah Basin SBDC is hosted by Utah State University Extension which just screams agriculture and because the Uintah Basin SBDC is the center for online counseling for the entire state of Utah which screams technology. Dave needed both.

"When I got that first call from Dave, I thought 'Oh, no here we go again' because he was asking about help getting a grant." Says Mark Holmes, Regional Director of the Uintah Basin SBDC. "We have somebody call about every week asking about grants and free money to start a business and frankly, there is no such thing. Despite what people hawking their books on TV will tell you, there's no such thing as free money." However, Dave's request was different. Dave was interested in the Value Added Producer Grant (VAPG) available through the U.S. Department of Agriculture.



Selling Fruit and Preserves at the Salt Lake City Farmer's Market

The USDA's VAPG grants are different. First, they are not for startup ventures. The business needs to show some history. They are not for every agriculture business. Only those additions to existing agriculture businesses that add value to a product are eligible to apply. These are matching fund grants. The person receiving the grant has to put up as much of their own money as they receive from the USDA. Lastly, they are given in competition and the competition is very stiff.

Dave came to the SBDC because part of the requirement of the USDA application is to have a third party do a feasibility analysis of the proposed addition to the agriculture operation. This isn't a guarantee of success but rather to gauge if the business idea is sound and feasible. The Uintah Basin SBDC worked with Cornaby's for a number of months on the project. Finally the awards were announced.

Cornaby's was awarded \$192,623 to help fund the addition of Spreadable Fruit production to their Fresh Berry operation. Currently, they are selling product fresh to the community (see picture above) at farmer's markets and stores. This addition will allow them to sell more berries and spread their business cycle through the year instead the few weeks during the summer that fresh berries come available. You may have noticed. Cornaby's doesn't sell "jam". Food standards require them to label their product as "Spreadable Fruit". Jam has a lower fruit content than the premium product made by the Cornaby family.

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