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# **2010 2<sup>nd</sup> Half Success Stories**

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**Utah Small Business Development Center  
All Centers**



**For the Period Ending 12/31/2010**



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**Blanding**

HOSTED BY  
Utah State University  
Blanding SBDC

**UtahStateUniversity**  
COLLEGE OF EASTERN UTAH

## Business Details

OWNER  
Dennis Dressler  
NATURE OF BUSINESS  
Mobile Ice Cream Business

CITY  
Moab  
COUNTY  
Grand  
PHONE  
832-758-4277

BUSINESS STRUCTURE  
Sole Proprietor  
BUSINESS BEGAN  
May 2010  
EMPLOYEES  
1 full-time

SBDC CONSULTANT  
K. Brent Redd

jobs

revenues

growth

## The Ice Cream Pedaler



Dennis Dressler moved to Moab, Utah, to retire. Instead he found himself hard at work again. Dressler came to Moab because he liked the outdoor life and cycling. After a little while in retirement, however, Dressler realized he still wanted to explore his dream of starting a small business. After figuring out what he wanted to do, Dressler was still not sure how to begin.

He turned to the Blanding Small Business Development Center and got help from Brent "Buddy" Redd, regional director. While there were a lot of things to figure out, Redd said Dressler was a quick learner and determined to succeed. The success of Dressler's business would not have been possible without Redd's guidance and mentoring, Dressler said.

"It is my goal to donate a percentage of the profit to the children of Moab. I have already made donations to the Moab Valley Multicultural Center and the Grand County School District"

While Dressler had to deal with the normal start-up tasks like name selection, registration and articles of organization, he faced some opposition when it came to getting a city business license because Dressler had something the council had never seen before – The Ice Cream Pedaler. He proposed selling ice cream from a cooler on the back of a bicycle. After sending a letter to the council and talking with several members, they approved his license.

Luckily, it was not so difficult the second time around. Dressler said the council unanimously approved his reapplication and the process was smoother and friendlier. The council seems supportive of his business now, and the mayor called The Ice Cream Pedaler a successful business.

"Dennis has been an inspiration to me as one who demonstrates and embraces the principles of free enterprise. He and his wife have been great to work with and are making life better and 'cooler' in beautiful Moab. Friends like these make life sweeter."

*K. Brent "Buddy" Redd, Director  
Blanding SBDC*

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**Cedar City**

# 2010 BUSINESS RECOGNITION

HOSTED BY  
Southern Utah  
University SBDC



## Business Details

OWNER  
John Welch  
NATURE OF BUSINESS  
Electronics Repair

CITY  
Cedar City

COUNTY  
Iron

PHONE  
435-592-5456

BUSINESS STRUCTURE  
Limited Liability Corporation

BUSINESS BEGAN  
June 2010

EMPLOYEES  
1 full-time

SBDC CONSULTANT  
Craig Isom and  
Joni Anderson

## SURGE Electronics & Lighting



For most people layoffs are a setback. For John Welch it was exactly the push he needed to start his own business. He'd wanted to start a business ever since he realized there was a need for a local electronics repair center. After fixing electronics for family and friends, Welch discovered most people had to send their broken electronics to Salt Lake City or Las Vegas. He wanted to make it cheaper and more convenient for people in Southern Utah to have their electronics repaired. When he was laid off in January, he decided to go for it.

Welch met with Craig Isom and Joni Anderson with the Southern Utah University Small Business Development Center in March. As a newcomer to business ownership, Welch said he had no idea where to begin when opening a business. Isom and Anderson gave him a packet with a checklist of what to do and walked him through the process of licensing, registration and charging and filing taxes. Isom and Anderson even discussed what to look for when finding a place to rent and helped Welch understand his lease when he found a space.

"We could not have done it without them," Welch said. "Craig and Joni were great to help us work through all those steps."

Money was the biggest challenge Welch faced, a common problem for small businesses. By using input from the SBDC, other small business owners and the Chamber of Commerce, Welch was able to get the financing he needed. He said that experience taught him the importance of staying positive and creating early relationships with business resource providers.

SURGE Electronics & Lighting opened in June 2010 inside RadioShack. Welch said the location is perfect for him because many clients are referred to him by the store. The best part about being a business owner, is knowing he is the go-to guy when something needs to be fixed. Knowing people can trust him is gratifying.

### Secret to Success

"Just because I own my own business does not mean I do not have a boss. My customers are my boss, and doing right by them is what keeps me employed."

"Visiting with the SBDC was a confidence builder. They know what they are talking about and you instantly feel like you are working with someone who can be trusted."

*John Welch, Owner*

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Governor's Office of  
Economic Development





# 2010 BUSINESS RECOGNITION

HOSTED BY  
Southern Utah  
University SBDC



**OWNER**  
Justin Biggs

**NATURE OF BUSINESS**  
Chiropractic Care

**CITY**  
Cedar City

**COUNTY**  
Iron

**PHONE**  
435-867-8883

**WEBSITE**  
[www.aicclinic.com](http://www.aicclinic.com)  
[www.cedarcitysbdc.com](http://www.cedarcitysbdc.com)

**BUSINESS STRUCTURE**  
S-Corporation

**BUSINESS BEGAN**  
November 2010

**EMPLOYEES**  
2 full-time

**SBDC CONSULTANT**  
Craig Isom

jobs

revenues

growth

## Accident & Injury Chiropractic Clinic of Southern Utah



Starting a practice is the challenge every chiropractor faces. While in school, Justin Biggs decided to find an existing practice to buy into and eventually take over. He was fortunate enough to find a doctor willing to set up a sweat equity agreement. The agreement saved Biggs from going into much debt and he hoped it would help him avoid common start-up mistakes.

The equity agreement allowed Biggs to get a loan for business growth at the end of the five years. Four years into the agreement, the doctor Biggs worked with stepped aside and let Biggs take ownership of the business, Accident & Injury Chiropractic Clinic of Southern Utah.

**Secret to Success**  
"The American dream is still alive.  
Do not give up."

"Craig was more than a consultant; he was a coach and friend."  
*Justin Biggs, Owner*

"His confidence in my ability to succeed was liberating," Biggs said. "I will be forever grateful to him for his words of encouragement."

Being a new business owner was exciting, but Biggs faced challenges. Financing was his biggest hurdle. He went to the Southern Utah University

Small Business Development Center and worked with Director Craig Isom for advice on financing. Isom's help allowed him to get a small business loan from State Bank of Southern Utah.

Biggs also faced the juggling act of small business ownership. His time was split between running the business and providing high-quality care. A strong support network – wife, family and office manager – helped Biggs stay on track. Now with a good start and the help of the SBDC, Biggs hopes to share his enthusiasm with others.

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**Ephraim**



# 2010 BUSINESS RECOGNITION

HOSTED BY  
Snow College,  
Ephraim SBDC



## Business Details

**OWNERS**

RayLynne Cooper

**NATURE OF BUSINESS**

Assisted Living

**CITY**

Loa

**COUNTY**

Wayne

**PHONE**

435-836-3600

**WEB SITE**

serenityspringsassistedliving.com

**BUSINESS STRUCTURE**

Limited Liability Corporation

**BUSINESS BEGAN**

November 2008

**EMPLOYEES**

4 full-time, 2 part-time

**SBDC CONSULTANT**

Keith Church



Serenity Springs

## Serenity Springs Assisted Living



In 2002, RayLynne Cooper sold her home, left Layton Construction and relocated to Colorado to care for her aging parents. She wanted to help the elderly and had experience managing two assisted living facilities, so when Cooper was back on the job market, it was only natural that her mind turned to senior care. After researching Utah locations, Cooper found property in Loa, Utah, that had a vacant assisted living facility already on it.

Cooper worked three jobs to save the money needed to get the facility up and running. Her motivation came from her firm belief that seniors deserve to be treated with respect. With that simple philosophy, Serenity Springs Assisted Living opened in Nov. 2008. Cooper had to use her own savings as well as getting an SBA 504 and a conventional loan, but her 10-bed dream was open.

The road to success was not exactly smooth. Burnt out and tired of fighting what felt like an uphill battle just to stay in business, Cooper enrolled in the Ephraim Small Business Development Center GrowthVenture class. Assistance from the SBDC has turned her business around.

“The class re-energized me and helped me refocus on achieving my business goals. Attending the GrowthVenture class has been the best thing I’ve done for my business so far. I am now at 80 percent capacity and can hardly believe the business has surpassed my projections already,” she said.

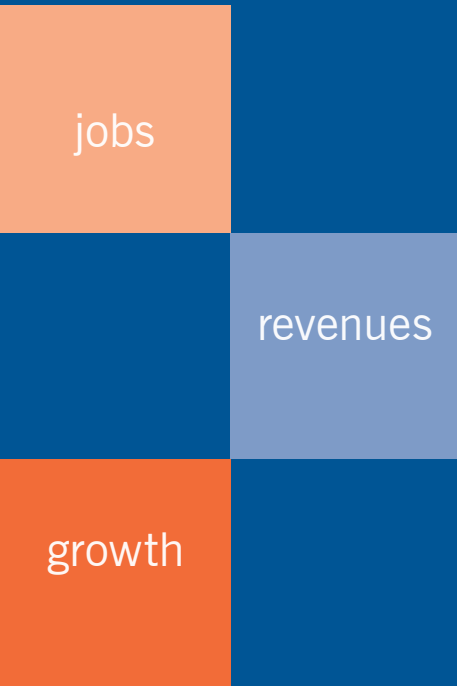
Serenity Springs is a unique care facility because the owner lives there too. The outstanding care is rooted in a simple, heartfelt philosophy that senior citizens are a resource to be treasured – living connections to a shared past. They are mothers and fathers, aunts and uncles and grandparents. With that emphasis and SBDC-supported focus on critical business elements, Serenity Springs’ financials and future for its six employees are surer than ever. Based on current sales improvements, the business is on track to achieve an 83 percent increase in sales in the coming year.

### Secret to Success

“Share your dream, live it, breathe it, name it, talk about it to all because thoughts become things.”

“The knowledge I obtained from the SBDC class was exactly what the business and I needed. I had hit a road block of confusion and despair about how to grow the business. This class gave me the energy and tools to press forward with my dream.”

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Governor's Office of Economic Development



**Kaysville**

# 2010 BUSINESS RECOGNITION

HOSTED BY  
Davis Applied  
Technology College,  
Kaysville SBDC



## Business Details

**OWNER**  
Kimball Clark  
**NATURE OF BUSINESS**  
Pollination using Native Bees

**CITY**  
Kaysville  
**COUNTY**  
Davis  
**PHONE**  
801-458-0282

**WEB SITE**  
www.NativeBees.com

**BUSINESS STRUCTURE**  
Limited Liability Corporation

**BUSINESS BEGAN**  
January 2010

**EMPLOYEES**  
1 full-time

**SBDC CONSULTANT**  
Brent Meikle



## NativeBees.com



For more than two years, Kimball Clark has been busy as a, well, bee. Clark, founder of NativeBees.com is experimenting with using native bee species to pollinate fruit and nuts. He has collaborated with US Department of Agriculture entomologists and orchardists throughout the western United States to determine the demand and need for native bee supplementation to traditional insect pollination uses.

Clark believes commercial orchardists as well as backyard growers will embrace native bee pollination if a simplified management system and housing device are available. Current products are inadequate because they are not built for large-scale use. Recognizing that, Clark is researching large-scale management. Other people who might consider native bees are overwhelmed by the amount of information about native bee management, so better marketing is necessary.

**Secret to Success**  
“Kimball believes that minimalist design and simplified marketing will make his product affordable and simplify the process of native bee management.”

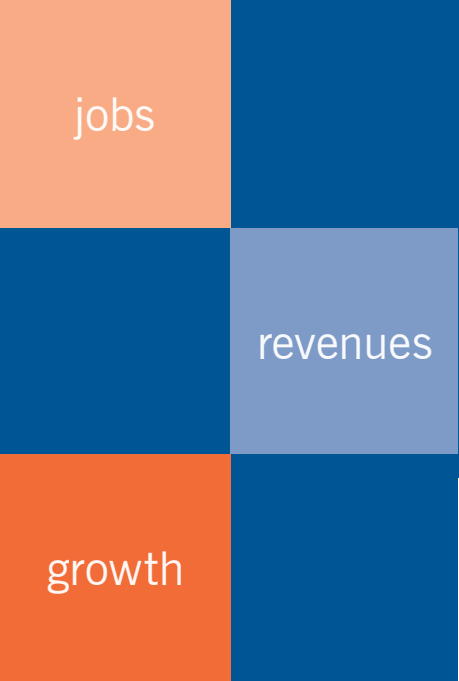
By establishing relationships with several large-scale fruit and nut orchards, Clark believes the potential for growth lies in affordability and simplification of bee housing and management. Some of his contacts are already supplementing their pollination with native bees and said they are getting good returns and production is up. Research in his own orchard has been productive and Clark said his bee population growth was higher than his competitors.

Two grants are helping offset the high costs of marketing, research and prototyping for large-scale manufacturing. NativeBees.com and the Davis Applied Technology College were awarded a \$12,000 commercialization grant in May. Brent Meikle, Kaysville Small Business Development Center director, helped Clark apply for and get the USTAR grant and continues as-needed consulting.

The USDA also gave Clark a \$17,000 grant in July.

“...commercial orchardists and backyard growers will embrace native bee pollination once a simplified management system and housing device are created.”  
*Kimball Clark,  
Owner*

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Governor's Office of  
Economic Development



# 2010 BUSINESS RECOGNITION

HOSTED BY  
Davis Applied  
Technology College,  
Kaysville SBDC



OWNER  
Tamara and David Iba  
NATURE OF BUSINESS  
Display Products and  
Services

CITY  
Farmington

COUNTY  
Davis

PHONE  
801-721-0098

WEBSITE  
www.sagedisplay.com

BUSINESS STRUCTURE  
Limited Liability Company

BUSINESS BEGAN  
February 2007

EMPLOYEES  
2 full-time

SBDC CONSULTANT  
Brent Meikle

jobs

revenues

growth



Tamara and David Iba just want to help other people show off. That's why they started Sage Displays in 2007. With their new company up and running, the Ibas began creating high-quality displays and equipment for trade shows and events. The company carries a full line of simple and reliable display products, including retractable banner stands, pop-up booths, tabletop displays, custom tension fabric structures, event tents, flags and other accessories.

The company also offers graphic design services. The Ibas are dedicated to helping customers be successful at every event or trade show. They can do that because they know what clients want – simplicity, reliability and impact. Trained project managers stay involved with a project from start to finish, and their sustainable, eco-friendly products are easier on the planet. With high-quality, easy-to-use products and bold, colorful designs and displays, Sage Designs has become a leader in their industry.

However, even the best businesses can use a little help. In 2010, Sage Displays moved into the Northfront Business Resource Center and began working with Brent Meikle and Steve Cloward of the Davis Applied Technology College Small Business Resource Center. Meikle and Cloward provided the Ibas with direction on marketing, sales, budgeting, financial projections and general small business management techniques. The couple is also attending the DATC SBDC-sponsored Pro Series training for small businesses. This focus and assistance has helped Sage Displays increase sales and reduce costs.

### Secret to Success

“Networking and getting ourselves in front of business owners. We spent time talking over situations that come up and how we could approach things differently to produce a better end result. This has prevented us from walking into sectors of business that we knew nothing about.”

“Working with Brent and Steve has been invaluable. They have been successful business owners for many years and were able to spot problems on our first meeting.”

*Tamara Iba, Owner*

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**Logan**



# 2010 BUSINESS RECOGNITION

HOSTED BY  
Utah State University,  
Logan SBDC



## Business Details

OWNER  
Jacob Heaps

NATURE OF BUSINESS  
Printer Cartridge Repair

CITY  
Logan

COUNTY  
Cache

PHONE  
800-870-6484

WEB SITE  
www.laserpre.com

BUSINESS STRUCTURE  
S-Corporation

BUSINESS BEGAN  
January 1989

EMPLOYEES  
5 full-time, 2 part-time

SBDC CONSULTANT  
Jason Yerka



## Laser Precision



When Jacob Heaps saw workload and revenue decreasing at his job, he knew something had to be done – fast. At the time, Heaps was operations manager at Laser Precision, based in Logan, Utah. Laser Precision remanufactures toner cartridges for printers. The decline in work was because of the owner’s shifting interest toward other ventures. Heaps saw an opening and took the chance.

He got in touch with Mike Young, a friend with an MBA and entrepreneurial spirit. The two decided if they pooled their resources, they could make an offer to purchase the company. In August 2009, Heaps and Young began negotiations with the owner. After more than six months the three arrived at an acceptable offer.

In March 2010, 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. Heaps and Young then signed the contract and became the official owners. They went to work quickly to reverse declining revenues. Because of their vision, one job was created and at least eight more were retained.

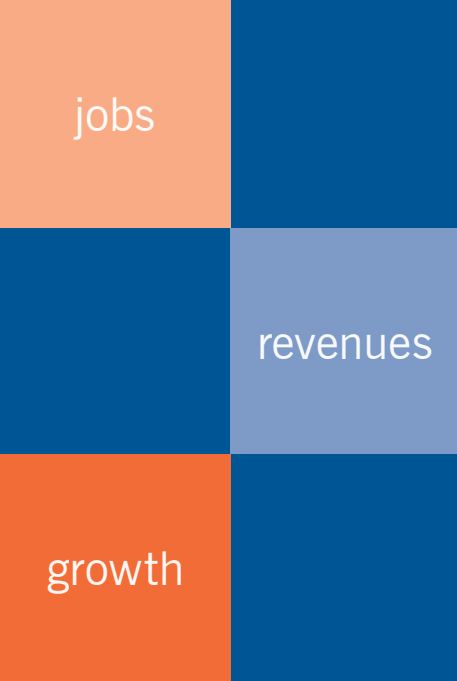
During negotiations the pair worked with the Logan SBDC to get a Small Business Administration loan through Wells Fargo. The SBDC provided more than 60 hours of work for Young and Heaps, analyzing the company’s historic financial stability, preparing accurate financial projections and feasibility studies, as well as helping them write and polish a business plan. Frequently during the process, Young would say they could not have done it without the SBDC.

Today Laser Precision is operating successfully and aggressively pursuing client contracts in an expanded area of operation. The owners anticipate sales revenue and income will quadruple in fewer than five years. They will maintain a close relationship with the SBDC as the company grows.

**Secret to Success**  
“Giving front-line employees power to make front-line decisions.”

“With the SBDC’s ability to help us every step of the way, we have been able keep on track and make difficult strategic decisions with confidence.”  
*Jacob Heaps, Owner*

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Governor's Office of Economic Development



HOSTED BY  
Utah State University,  
Logan SBDC



OWNER  
Paul J. Mueller III  
NATURE OF BUSINESS  
Pet Accommodations

CITY  
Logan  
COUNTY  
Cache  
PHONE  
435-755-5776

WEBSITE  
[www.cachevalleypethotel.com](http://www.cachevalleypethotel.com)

BUSINESS STRUCTURE  
Limited Liability Company  
BUSINESS BEGAN  
July 2010

EMPLOYEES  
1 full-time, 4 part-time

SBDC CONSULTANT  
Jason Yerka

## Cache Valley Pet Hotel



Paul Mueller volunteered for the Cache Humane Society for more than 15 years. During that time, he became aware of a need for high-quality animal accommodations in Cache Valley. While Mueller realized other companies offered boarding services, none offered the extent of services or quality of accommodation that he felt the animals deserved.

**Secret to Success**  
"Find a need and fill it."

Seeing the community need, he set to work developing a plan to create the pet hotel. The Cache Valley Pet Hotel, 160 S. 600 West, has individual six-foot kennels for dogs, a large outdoor play area with a roofed section for inclement weather and a myriad of other comforts for the animals.

After completing his business plan, Mueller presented it to the Logan Small Business Development Center for review and editing. The SBDC worked with Paul to further develop his marketing plan and financial projections, as well as answered his questions about financial lenders.

Armed with a well-prepared business plan, Mueller officially opened the Cache Valley Pet Hotel and Day Camp in July 2010. Since then, the company has seen a steady flow of clients, requiring four part-time employees. Mueller anticipates even more growth as word spreads through the community about the quality of services provided by the Cache Valley Pet Hotel.

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"By giving me information about the lending process and reviewing my business plan, the SBDC was a great help in preparing me to successfully start the Pet Hotel."  
*Paul Mueller, Owner*

jobs

revenues

growth





**Ogden**

# 2010 BUSINESS RECOGNITION

HOSTED BY  
Weber State University,  
Ogden SBDC



WEBER STATE UNIVERSITY

## Business Details

**OWNER**  
John Stein  
Joseph Stein

**NATURE OF BUSINESS**  
Restaurant

**CITY**  
Ogden

**COUNTY**  
Weber

**PHONE**  
801-781-3663

**WEB SITE**  
Look up Steiny's on Facebook.

**BUSINESS STRUCTURE**  
S-Corporation

**BUSINESS BEGAN**  
July 2010

**EMPLOYEES**  
2 full-time, 8 part-time

**SBDC CONSULTANT**  
Beverly King

jobs

revenues

growth



## Steiny's Family Sports Grill



John and Joseph Stein had a vision for a sports grill. They had the experience for a sports grill. They had the equipment for a sports grill. What they didn't have was capital. To help turn their plan into brick-and-mortar, Ogden City referred the Stein brothers to the Small Business Development Center at Weber State University.

When John and Joseph went to the SBDC in April 2010, they brought their idea for a family-friendly restaurant in a former IRS building in Ogden's Business Depot. They hoped to put leftover military officers' club equipment from the depot in the IRS cafeteria area to create their dream grill. The location would be a great place for people working in the Business Depot, as well as anyone looking for a fun sports grill. They have extensive food service experience, most recently as the vendors for Ogden's baseball games at Lindquist Field.

SBDC Director Beverly King helped the Steins develop a business plan so they could get financing through the city's Revolving Loan Program. With that guidance, Steiny's Family Sports Grill was born.

"We felt like we had a good business plan but wanted to have an outside opinion. Beverly helped fine tune our plan and made us feel we could prosper if we stuck to the specifics of food, labor and overhead costs and patient, but steady, growth."

The help from the SBDC boosted the brothers and gave them focus during the start-up process for Steiny's. They're now busy making good food and a fun place for Ogden residents to visit.

"Our experience has renewed an already strong work ethic. There is a lot at stake when the name on the building is your own, and you have to be willing to go the extra mile to make sure the business is a success!"

"We think the SBDC was very valuable to us as far as getting Steiny's Family Sports Grill open and off on the right foot. We plan on working with Beverly King in the future to see how we can improve our business."

*John Stein, Owner*

### Secret to Success

"We believe in the fail to plan, plan to fail philosophy."

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# 2010 BUSINESS RECOGNITION

HOSTED BY  
Weber State University,  
Ogden SBDC



OWNER  
Raymond Van Mason  
NATURE OF BUSINESS  
Dance Instruction

CITY  
Ogden  
COUNTY  
Weber

PHONE  
801-296-1372

WEBSITE  
www.imagineballet.org

BUSINESS STRUCTURE  
LLC and 501(c)(3)

BUSINESS BEGAN  
January 2005

EMPLOYEES  
1 full-time, 4 part-time

SBDC CONSULTANT  
Beverly King



After leaving Ballet West as principal artist, Raymond Van Mason continued to be a nationally recognized dance choreographer and teacher. In 2004, Van Mason decided he wanted to provide Utah students with a pre-professional youth ballet company for training and performance experience. Imagine Ballet Theatre was created under Van Mason's vision and direction.



After several years of performing at the Peery Egyptian Theater, Imagine Ballet started a move into its own studio space. To prepare for and smooth the transition, Van Mason, IBT owner and artistic director, approached the Ogden Small Business Development Center for help. The SBDC helped him see the big-picture vision for Imagine Ballet's future. Van Mason got help preparing a business plan for use during the loan and building process. Having a fuller staff, long-term goals and a defined business plan will help propel the company into the future in Ogden.

### Secret to Success

"You must have a vision for your future. Without something to look to and reach for, any business will fail to progress beyond its infancy."

Van Mason said IBT as a non-profit arts organization will further foster the arts in his community. As a for-profit organization, he hopes The School of IBT will grow and extend throughout the area as a strong and reputable business. Having the advice and direction of an SBDC consultant has been invaluable as moving forward, he said. With their help, he laid the foundation for a thriving arts organization.

"In every situation, success comes from a passion for my art – the overwhelming drive to keep doing this even when difficulties arise – and the joy of seeing the outcomes of that drive. A dancer

achieving something they've been working toward, a new theater patron sending me a letter or recognition from the community all amount to success," he said.

"I feel I've laid the foundation for a thriving arts organization, and having the advice and direction of an SBDC consultant has been invaluable as we move forward."

*Raymond Van Mason,  
Owner and Artistic Director*

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jobs	
	revenues
growth	



**Orem**

**Price**



HOSTED BY  
Utah State University  
Price SBDC



OWNER  
Gerald Faulkner

NATURE OF BUSINESS  
Leather Work

CITY  
Price

COUNTY  
Carbon

PHONE  
435-650-6266

BUSINESS STRUCTURE  
S-Corporation

BUSINESS BEGAN  
December 2010

EMPLOYEES  
1 full-time, 1 part-time

SBDC CONSULTANT  
Ethan Migliori

## Eye of the Sun

Gerald Faulkner never expected that getting sick would lead him to a new job. But after an illness forced him to close his jewelry business and private club, Faulkner turned an old love into a new career. He's now making high-quality, custom leather products at Eye of the Sun in Price.

Leatherwork had been a hobby for almost 50 years, with Faulkner selling items occasionally. Now he has taken his skills to a whole new level. He understands people want a diverse array of quality leather goods and in December 2010 created Eye of the Sun to provide custom leather for people who care about quality. As the owner and operator, Faulkner can craft each piece to reflect the customer's personal style and preference.



What makes Eye of the Sun's products so unique is not only Faulkner's dedication to good work, but his skill. Each piece is designed and made by him. Faulkner does not use premade patterns or kits, instead preferring to approach leatherwork as an art form that is unique, durable and beautiful. Satisfaction comes from making customers happy with quality work and helping other artists learn the skills he has developed.

The love for leather began in an army craft shop in Pusan, Korea, where Faulkner learned leather carving and braiding. His mother later taught him the sewing skills he needed to make and sell leather clothing. Over time he expanded his talents and his available goods. Now Faulkner sells a huge variety of items, specializing in gun holsters, belts, motorcycle seats, saddle bags, tool pouches and jackets.

The big problem Faulkner faced was a lack of business experience. Not knowing where to turn for advice on starting his own business, Faulkner was referred to the Price Small Business Development Center. After getting counseling and some business guidance, Faulkner said the SBDC helped him recognize his business shortcomings and other business aspects he overlooked. Completing his business plan also helped him become more organized. Success doesn't happen overnight, Faulkner said, and learning patience was key to getting his business where he wanted it to be.

In the future, Faulkner would like to set up a fund for individuals that have artistic abilities but are unsure how to take advantage of them. He would like to see more people using their talents in a positive way.

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**Secret to Success**  
"Realizing things don't happen overnight. It takes time."

The love for leather began in an army craft shop in Pusan, Korea, where Faulkner learned leather carving and braiding. His mother later taught him the sewing skills he needed to make and sell leather clothing. Over time he expanded his talents and his available goods. Now Faulkner sells a huge variety of items, specializing in gun holsters, belts, motorcycle seats, saddle bags, tool pouches and jackets.

"The SBDC helped me understand my business shortcomings and things I'd overlooked. I also feel that after my business plan was finished it helped me to move forward in a more organized manner."  
*Gerald Faulkner, Owner*

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growth	revenues



**Sandy**



# 2010 BUSINESS RECOGNITION

HOSTED BY  
Salt Lake  
Community College,  
Salt Lake SBDC



STEP AHEAD.

## Business Details

**OWNER**  
Todd Eldredge

**NATURE OF BUSINESS**  
Patient Monitoring

**CITY**  
Salt Lake City

**COUNTY**  
Salt Lake

**PHONE**  
801-957-5445

**WEB SITE**  
www.cardiorisk.us

**BUSINESS STRUCTURE**  
S-Corporation

**BUSINESS BEGAN**  
May 2001

**EMPLOYEES**  
12 full-time, 10 part-time

**SBDC CONSULTANT**  
Jeff Chance

jobs

revenues

growth



## CardioRisk Laboratories

At the Heart of Good Health

Although Todd Eldredge knew his company was saving lives, it didn't hit home until he went home.

Eldredge, president and CEO of Salt Lake City-based CardioRisk Laboratories, took the company's equipment with him to Thanksgiving dinner one year to screen his brother, Brian, for plaque in his arteries. Eldredge was surprised to find a dangerous build-up of plaque and immediately got his brother to a doctor. Without fast diagnosis and quick treatment, Eldredge said his brother would likely have died.

So it was personal when Eldredge wanted to find a way to make CardioRisk's procedure, a way to find artery disease using ultrasound technology, more accessible to patients. Instead of just guessing at the risk of heart disease, their procedure, carotid intima media thickness (CIMT) screening, lets patients see whether disease is already an issue.

"Today's tests tend to measure risk of someone getting heart disease, which is a precursor to a heart attack or stroke," Eldredge said. "At CardioRisk we can immediately see how much disease a patient has."

Now with the launch of CardioRisk VIP, the company is leading the way in affordable, preventive medicine and Eldredge has a firsthand look at what it can do for people. CardioRisk VIP is a brick-and-mortar building in Houston, Texas, which provides a place patients can go for testing five days a week. It also allows the company to assume financial risk for testing, while saving doctors time. Eldredge said he is excited to create a new way of delivering services and would like to open more CardioRisk VIP locations across the country. The new building opened for service Oct. 1.

### Secret to Success

"We have a philosophy that if we treat our employees well they'll treat our customers well."

Doctors no longer have to look at and explain the results of every test with CardioRisk VIP. Instead, CardioRisk provides analysis to the patient and the doctor making it quicker, easier and more convenient for both.

Under CardioRisk's old model, the CIMT screening was taken to a doctor's office so the physician has to schedule all the tests for patients on one day.

Not everyone could make it on the same day, and doctors were assuming financial risk for the procedure if Medicare refused coverage.

The company's hard work and creativity is paying off. Despite the national economic recession, CardioRisk is pushing forward and has been named one of Utah's top 100 fastest growing companies for two consecutive years.

To get the word out about their lifesaving service, CardioRisk is getting help from the Small Business Development Center, based on Salt Lake Community College's Miller campus. Eldredge said he has gotten valuable marketing advice as CardioRisk begins opening VIP centers.

"We are happy to be able to directly help the growth of local-based business," said SBDC Director Rex Falkenrath.

The Utah SBDC network is comprised of 11 regional centers hosted by Utah colleges and universities. The centers serve entrepreneurs and small businesses across the state. The centers are funded in part through a cooperative agreement with the U.S. Small Business Administration.

"The Salt Lake Small Business Development Center is providing our company with press release expertise and marketing assistance that we need to grow our business. These are great resources for our company."

*Todd Eldredge, President & CEO*



**St. George**

# 2010 BUSINESS RECOGNITION

HOSTED BY  
Dixie State College,  
St. George SBDC



## Business Details

**OWNER**  
Beth Lock  
**NATURE OF BUSINESS**  
Lighting Effects

**CITY**  
Hurricane  
**COUNTY**  
Washington  
**PHONE**  
435-635-0239  
**WEBSITE**  
www.fxlight.com

**BUSINESS STRUCTURE**  
Corporation  
**BUSINESS BEGAN**  
1984  
**EMPLOYEES**  
12 full-time, 1 part-time

**SBDC CONSULTANT**  
Len Erickson

jobs

revenues

growth

## Special FX Lighting, Inc.



When it comes to lighting, Beth Lock is a star. Lock, president and part owner of Special FX Lighting, has been involved with making specialty lighting filters and gels for more than 20 years at her Hurricane, Utah, company. She is an expert in high-temperature, color glass filters, low-temperature, color polymer filters, color polycarbonate sleeves and high-temperature theatrical gels.

Unfortunately, looming loan deadlines threatened the business she had been cultivating for two decades. The two Wells Fargo loans she had on her property had balloon payments due. The bank wanted money that Lock could not pay. Unsure of where to go, she came to Len Erickson, St. George Small Business Development Center director, at the advice of the bank.

Erickson worked hard to put together a complete recovery package, including financial forecast, marketing plan, operating plan and milestones. With the creation of a realistic, complete plan, Wells Fargo agreed to extend the loans. Now Lock faces a brighter future, and Special FX Lighting is on the road to recovery.

The company not only provides lighting for a wide range of customers like Disney, Broadway productions, the Panama Bridge, Dollywood and the Jefferson memorial, but it continues to innovate in the lighting industry. Special FX is working on technology to meet non-lighting demands for applied coatings on thin plastic films and other plastic substrates. The company also wowed others in the industry when they unveiled a recently developed hard coating process at a trade show in May.

With new technology and a new business path, Special FX Lighting anticipates increased sales and continued success.

"I greatly appreciated Len Erickson from the SBDC that gave to my company during a time of great need. He was able to put together a financial package to present to the banker to extend my finance arrangement with the bank."

*Beth Lock, Owner*

### Secret to Success

"Developing unique light products for customers throughout the world. We can do the impossible to a very demanding product segment. This is a small industry worldwide and everyone knows everyone else so we must be successful every time."

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# 2010 BUSINESS RECOGNITION

HOSTED BY  
Dixie State College,  
St. George SBDC



## Business Details

**OWNER**  
Fabian and Natalie Ortiz  
**NATURE OF BUSINESS**  
Truck Customization

**CITY**  
St. George  
**COUNTY**  
Washington

**PHONE**  
435-628-5544

**WEB SITE**  
[www.toxicdiesel.com](http://www.toxicdiesel.com)

**BUSINESS STRUCTURE**  
Limited Liability Company

**BUSINESS BEGAN**  
2004

**EMPLOYEES**  
4 full-time, 2 part-time

**SBDC CONSULTANT**  
Len Erickson

jobs

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growth

## Toxic Diesel



Smart marketing and good work are driving Toxic Diesel to success.

In April 2004, Fabian and Natalie Ortiz had a vision for a company that would build cool and exciting trucks that everyone wants. Fabian quickly developed a reputation as the man who could “Trick Your Truck” in Southern Utah. By using electronics to improve diesel truck performance and combining his background in diesel mechanics with Natalie’s background in business and marketing, they created a fast-growing, successful business.

The couple started Toxic Diesel out of their home, but demand quickly outgrew the space. That was when they moved to the current location at 1030 E. Commerce Drive, Suite #400 in St. George, Utah. However, even that wasn’t enough and Toxic Diesel is now looking for an expansion location. Revenue grew as business skyrocketed, climbing from \$50,000 in their first year to nearly \$700,000 in 2010. They expect to make about \$775,000 in 2011.

While Fabian is busy making trucks the envy of everyone, Natalie has designed merchandise to match. The shirts, hoodies and stickers with the Toxic Diesel logo and design sell out fast, and Natalie plans on creating hats for men and women to sell with the other clothing and truck accessories on their website. Natalie has also taken her marketing and clothing line to truck races and shows.

Toxic Diesel is one of six businesses selected to work with Len Erickson’s Dixie State College entrepreneurship class in the summer of 2010. Erickson and his students offered a business checkup to SBDC clients. The class recommended Toxic Diesel capitalize on their name recognition and take that even further by putting brand stickers on cool trucks, using viral marketing on their site and increased guerilla marketing with their merchandise. Those steps would bring traffic to the website and further drive the purchase of truck accessories both online and in their shop.

The SBDC continues to work with Toxic Diesel to maximize their potential and the increase in sales seen after the business checkup. The Ortizes are confident they can succeed in a highly specialized market with the added help from the SBDC.

“The study and analysis provided by the SBDC opened our eyes to the potential of our business model and that our financial numbers would sustain growth. The research and detailed alternatives from the SBDC helped to shape our decisions regarding a new marketing program.”

*Fabian Ortiz, Toxic Diesel Owner.*

### Secret to Success

“Our success is based on our imagination, enthusiasm and real knowledge and ability in a specialized area. We have great customers that we take care of with a positive attitude, great service and being real genuine folks.”

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**Vernal**

# 2010 BUSINESS RECOGNITION

HOSTED BY  
Utah State University,  
Vernal SBDC



## Bingham Entrepreneurship and Energy Research Center



### Business Details

**OWNER**  
Utah State University

**NATURE OF BUSINESS**  
Business training  
and partnering

**CITY**  
Vernal

**COUNTY**  
Uintah

**PHONE**  
435-789-6100

**WEB SITE**  
[www.ususbdc.org](http://www.ususbdc.org)

**BUSINESS BEGAN**  
September 2010

**SBDC CONSULTANT**  
Mark Holmes



The Uintah Basin Small Business Development Center is entering a new era thanks to generous gifts from local businessmen. A lot has happened since the early 1980s when the SBDC office was in the back of an insulation business and Utah State University taught classes out of a junior high in Vernal, Utah. The SBDC has undergone many changes since that time and are looking at a few more.

Although USU and the SBDC were growing and moving ahead, their facilities weren't keeping pace with their place in the community. So when Robert Williams was trying to decide what to do with the proceeds from the sale of his energy-related trucking company, Dalbo Inc., he thought of USU. He bought more than 100 acres as an endowment for Utah State. The endowment required building on the land, which is when Marc Bingham stepped in. Bingham, former CEO of Phone Directories Company, gave \$15 million for the construction of the Bingham Entrepreneurship and Energy Research Center.

The center opened September 24, 2010, with a ribbon cutting with Gov. Gary Herbert. The center is a place for energy research and a way to partner that research with small business. It hosts Idaho National Labs, USU's Space Dynamics Lab, USTAR and the SBDC.

Along with its day-to-day functions, the Uintah Basin SBDC guides and directs the new E-Station, a business incubator in the Bingham Center. It will also fill the needs of those who don't have incubator floor space by using the new incubator website -- [www.ususbdc.org](http://www.ususbdc.org) -- where participants can receive virtual counseling, training and pro bono services regardless of where they live.

**Secret to Success**  
"Partnership.  
Only through partners can  
greatness be achieved."

"I know it's hard for small business. I wanted to help business get the help I never had as a new startup."  
*Marc Bingham,  
Benefactor*

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