

HOSTED BY
Utah Valley University,
Orem SBDC



OWNER
Todd and Louise Frye
NATURE OF BUSINESS
Sailing School

CITY
Springville
COUNTY
Utah

PHONE
801.635.5204

WEBSITE
www.bonnevillesailing.com

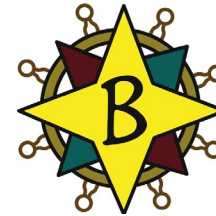
BUSINESS STRUCTURE
Limited Liability Company

BUSINESS BEGAN
April 2007

EMPLOYEES
4 part-time

SBDC CONSULTANT
Camille Pendleton

Bonneville School of Sailing



After Todd Frye took early retirement, he and his wife, Louise, began thinking of small business ideas. After brainstorming what they enjoyed doing, Louise came up with the idea of starting a sailing school.

The pair jumped into their new business in April 2007. It has been rewarding to work for themselves and push the business hard. However neither are risk takers and it has been stressful to take the risks necessary to succeed as a small business owner. Some of that stress spurred them to seek help from

the Orem Small Business Development Center (SBDC) in August 2008. Director Ken Fakler encouraged the couple, gave them ideas, worked on a business plan, found classes to advance their education, helped them find classroom space, and gave them advice about employees and advertising.

Todd and Louise said the excitement of accomplishing a goal and broadening the business, especially as the owners, make the hard times worth it. The couple enjoys the excitement of accomplishment and the satisfaction from seeing results. Todd and Louise are now working on expanding their business to teach classes for at-risk kids. They also recently bought an ocean racer that used to belong to Roy Disney, named "Morning Light." As part of a program for children that teaches responsibility and pride, the kids will be learning to make a sail, paint, work on the diesel engine and find out all the details that make it work, all while practicing math and physics to learn how to sail the boat.

"Ken encouraged us and gave us ideas. From pointing us in the direction of a web page to offering more classes to further our education, he helped us get organized and always knows what to do with employees and advertising. The SBDC also helped with market research and the business plan."

Louise Frye, Co-Owner

Secret to Success

"Heavenly Father really made this happen for us. We work hard and do our part, but believe miracles happen. We aren't born business people, but after working and praying at something we have had the right ideas and customers come that we need to further our success."

They have also been very involved in the community. They are active members on the Utah Lake Commission Board. This committee developed courses for fourth graders, teaching them about sailing and endangered species living in and around Utah Lake. They teach the kids about safety issues and how pollution affects the area. They also have programs to draw in youth and couples such as sunset cruises, as well as team-building programs offered for businesses around the area. Bonneville School of Sailing started out as an idea and a fantasy, and has grown to be a blooming business that is such a wonderful addition to the community.

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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.

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