

# SUCCESS

2018

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**ELEVATING  
SMALL BUSINESSES  
IN UTAH**

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**PATIL**  
DANIEL

AMERICA'S  
**SBDC**  
UTAH

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# DIRECTOR'S MESSAGE

## ABOUT THE SBDC

The Small Business Development Center program is the largest government-funded small business management and technical assistance program in the United States. The SBDC program currently includes 63 lead centers and nearly 1,000 service delivery points throughout the United States and its territories.

Since 1979, the Utah SBDC has been providing small business owners and entrepreneurs with advising, mentoring, and training to help launch and grow their businesses. The USBDC network includes 14 service centers hosted by colleges and universities around the state.

On April 1, 2016, Utah State University became the lead center host to the USBDC. Prior to becoming the lead center host, USU played a significant role by hosting several service centers from Logan to Blanding.

Michael C. Finnerty, state director for the USBDC, said having the land-grant institution at the helm of this program brings strength, leadership, and credibility to the entire network.

The Utah SBDC continues to be a leader in small business development through the impact it has on local economies. It has a proven return on investment through the thousands of businesses started, hundreds of millions of dollars loaned, and thousands of jobs created since its inception.

**For further information, visit [utahsbdc.org](http://utahsbdc.org).**

The year 2018 was important for the Utah Small Business Development Centers (USBDC). Through the efforts of our strategic planning teams, several new and innovative initiatives were accomplished. The USBDC re-branded our program, embracing the national logo of the America's Small Business Development Centers. We refined our target markets to include pre-venture, start-up, growth, and succession small businesses. This will enhance our marketing and promotions and market research. Finally, we redesigned and updated the USBDC website to make it easier for clients to find resources and provide new and innovative services such as the Entrepreneur Academy.

In 2018, the USBDC participated in the national ASBDC Accreditation. This accreditation is a 5-year review that assessed the USBDC against approximately 40 accreditation standards developed by the Malcolm Baldrige National Quality Awards. Having a fully accredited program is essential to demonstrating the quality of our work, our productivity, and receiving federal funds. The result of the review was very favorable. The USBDC received only three minor conditions to satisfy. We responded to each condition, and expect to be fully accredited in 2019.

Our efforts continue to align the USBDC mission with Utah State University, the Governor's Office of Economic Development, and the Small Business Administration. We're proud of our efforts and the role we play in working with each organization to strengthen the Utah economy.

In 2018, the USBDC experienced turnover with service center directors at USU Eastern in Price and Weber State University

in Ogden. In addition, the Tooele Technical College became our most recent host institution. As in past years, our personnel changes didn't affect our ability to exceed our goals. Through the dedicated efforts of USBDC service center directors, we provided \$52,735,437 in capital infusion (loans obtained by clients). We helped clients increase sales revenue in the amount of \$59,507,289, which included \$9,067,774 in export sales. We also helped 249 new businesses begin operations as part of our total clients served, which was 2,576. For every \$1 we spent operating the USBDC, we brought back \$2.65 in state and federal tax revenues. And finally, we helped create 924 jobs.

We recognize and thank our host institutions throughout the state including Utah State University, Davis Technical College, Weber State University, Salt Lake Community College, Utah Valley University, Snow College, Southern Utah University, Dixie State University, and Tooele Technical College. We also thank the numerous other local public organizations that contribute financially to our success.

In both urban and rural areas of Utah, small businesses are an essential part of the economic landscape. They bring growth and innovation to our communities. They offer the benefits of shopping local and buying and selling with friends and neighbors. In many situations, a small business may be the only business that can survive while serving a reduced population. It is essential to our economy that small businesses are provided the resources they need to succeed. The USBDC will continue to dedicate our efforts to help small businesses and aspiring entrepreneurs realize their greatest potential.

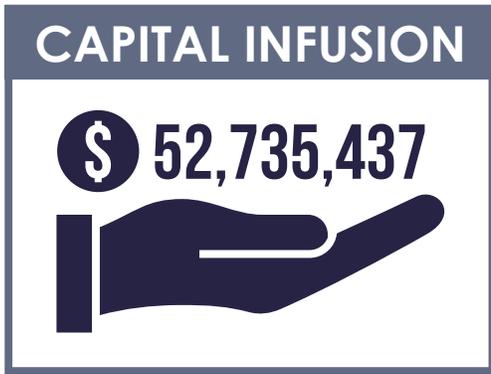


**Michael C. Finnerty**

Utah Small Business Development Center  
State Director



## Client Data, 2018



## Chrisman Study 2016/17



## LOGAN COMPANY LAUNCHES INNOVATIVE INDOOR FARMING OPERATION

**E**arthSpring Organics (ESO), a new company based in Logan, has pioneered and perfected a sustainable, commercial farming method providing fresh, local organic produce year-round.

This farm is one of the first of its kind in the world. With bioponic technology and vertical farming, EarthSpring Organics, in its 1-acre facility, has the output of a 5-acre farm.

“We have designed a system that can be duplicated in any region of the world, regardless of climate and water or soil conditions,” said Ira Crawford, CEO of Earthspring Organics.

Biaponics, an organic farming method, uses certified organic nutrients with a hydroponic solution suspended in a substrate, or sometimes bare roots to grow crops. Employing this method, ESO produces fresh greens, regardless of season.

Using a nutrient-infused water supply, biologists and farmers deliver only essential nutrients and fertilizer to each plant. This bioponic system also gives nearly perfect control over what ends up on each leaf of ESO’s leafy greens mixes.

“Growing indoors allows us to fully control the growing conditions of our plants and prevent contamination from birds and rodents typically found outside,” said Crawford.

“We use less than 5 percent of the water used in traditional farming and filter it to prevent any contamination from its source, while also using only organic non-GMO seeds and certified organic fertilizers and nutrients. We wholeheartedly believe in the saying, ‘You are what you eat.’ That is why we

are focused on growing leafy greens and microgreens that are organic, local and sustainable.”

As the business was launching into stores, ESO consulted with the SBDC, a federally funded program that consults free of charge with business owners to drive business growth through its 13 locations across the state. The Logan SBDC operates as part of Utah State University Extension.

“At the SBDC, we love working with innovative companies like ESO that use cutting-edge processes to drive high-quality economic development in our community,” said Mike Young, Logan SBDC director.

ESO continues to grow and now employs nearly 30 people, with plans to increase that number in the future. The company continues to innovate new and sustainable farming techniques.

“As a university with deep agricultural roots, it’s exciting to work with an ag company that is bringing new technologies to market,” said Young.

The company currently has a line of salad mixes in Utah stores and is adding microgreens and additional leafy greens mixes soon.

“EarthSpring Organics is paving the way for the future of farming,” Crawford said. “We’re proud of our Utah heritage and feel this is a way of giving back to our community and showing it can be done right here before we take it to the rest of the world.”

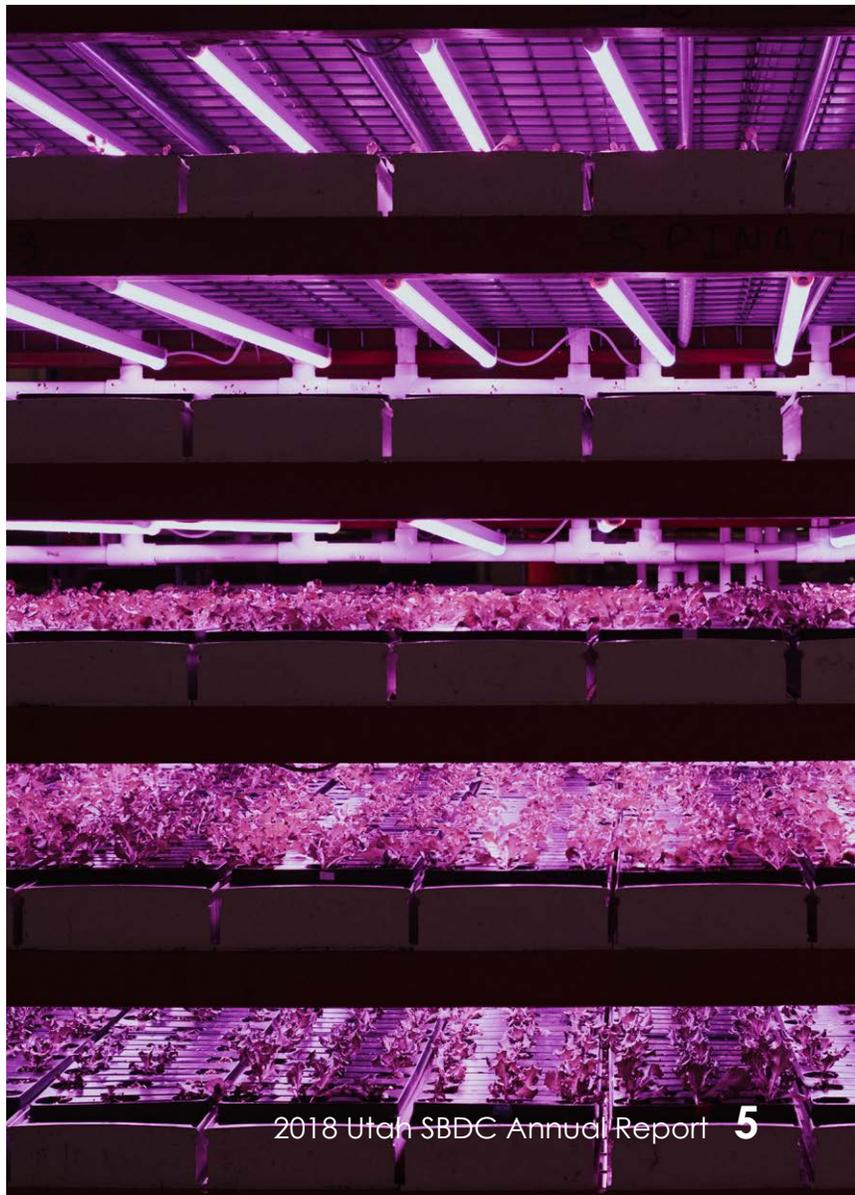




earthspring  
ORGANICS

BUSINESS ASSISTED BY  
THE SBDC AT:

**EXTENSION**  
UtahStateUniversity





**RASMUSSEN**  
CUSTOM CABINETRY

## CABINETRY BUSINESS BUILT OF SOLID TEAM

**C**olton Rasmussen is a charismatic, ambitious young man. He has built a successful cabinetry business from the ground up, starting from a creative idea to a full-production cabinetry plant. His father owns a Utah cabinet shop that Rasmussen now competes with.

Although he learned a thing or two about cabinets from working in his dad's shop, he used his ingenuity to follow his own path. Lewis Cabinets, a Northern Utah company, builds cabinet boxes and fronts for business-to-business sales. In 2012, Rasmussen knew he didn't have the money to start his own manufacturing company, so he made a deal with Lewis Cabinets – he would hit the street and sell and install cabinets if their company would supply them for him. They agreed, and Rasmussen Custom Cabinetry was born.

The owners of Lewis Cabinets were pleased at the ambition and hard work Rasmussen put into his work. He was a great client who they enjoyed working with. It didn't take long for Rasmussen to grow his business to the point where he could start manufacturing cabinets on his own.

At this point, Rasmussen realized he needed assistance with his growing business, and he connected with the SBDC. He was ready to ramp up manufacturing and needed a building. The SBDC was able to guide him to the Fast Track Grant available to rural counties in Utah. Though he was stationed in a non-rural county, when he learned of the opportunities available in a rural county, he knew that's what he wanted to do. He found a building in the small city of Corrine in Box Elder County and used the Fast Track Grant to buy it. The money he saved was used to hire an employee and buy a piece of machinery.

In 2018, Rasmussen used the Fast Track Grant again to buy another piece of machinery, giving him a competitive edge over other cabinet shops. In 6 short years, he has built his business to \$4 million in sales with 33 employees. He continues to be innovative and creative.

"I know I could stop and just go with the flow now," he said. "I have built a pretty good business,



but I believe we can do more, so we are always working on what we can do to build this into a nationwide company."

Rasmussen realizes he needs bright, talented people around him who are strong in his weak places, so he has built a solid and loyal team of like-minded people.

Though he works hard at his business and puts in many hours, he is a devoted husband and father and is adamant about having time with his family.

**BUSINESS ASSISTED BY THE SBDC AT:**

**EXTENSION**  
**UtahStateUniversity**

## BLOOM WOMEN'S CENTER PROVIDES RESOURCE OPTIONS

**S**hannon Shepherd is an advocate for women having what they need to make choices in pregnancy, birth, and postpartum. She is a mother five times and birth doula, and has seen firsthand the struggles women go through postpartum. As a certified placenta encapsulation specialist, her goal is to educate the community about the potential benefits of the practice and to set a high standard for it.

Shepherd's desire for a professional space with certified specialists, classes, and resources to help a mom and family have their best birth experience was the impetus for Bloom Women's Center, which opened in September of 2018.

She said as she turned to the SBDC for help starting her business, the most important things she received were motivation and constant support of her ideas.

"When I first connected with the SBDC several years ago, they provided me with the resources and information I needed to set up my business," she said. "This was such a huge help and really allowed me to lay a good foundation."

Shepherd said in the past year, she has met with Carlos Linares at the SBDC who has helped her feel confident and competent growing her business and provided her with resource connections, ideas, and support.

"I am very grateful to be able to use the SBDC while navigating the varying phases of my business," she said.

In addition to professional placenta encapsulation services, Bloom offers prenatal yoga classes, postpartum support groups, infant feeding classes, a retail store, and child care.



**BUSINESS ASSISTED BY THE SBDC AT:**



**WEBER STATE  
UNIVERSITY**



## VETERAN-OWNED BUSINESS PROMOTES “CYBERSECURITY EMPOWERMENT<sup>SM</sup>”

**H**aight Bey & Associates LLC is a small, minority veteran-owned ISO 9001:2015 certified service-focused organization. The launch of Haight Bey is not a typical small business start-up story. Born from Haight & Associates Inc. in Juneau, Alaska, Aliahu “Alli” Bey and Benjamin Haight established the Utah division in the early spring of 2014.

With Haight Bey being nothing more than an abstract idea, Bey spent the next 14 months in his basement as the company’s sole employee, responding to requests for proposal, primarily for USAF sustainment contracts. In July of 2015, his hard work and determination resulted in a contract award for a large tactical system support contract valued at approximately \$45 million. Haight Bey organization continues to grow their capabilities and commercial offerings with new Department of Defense contract opportunities.

Today the company focuses heavily on systems engineering, cybersecurity, and sustainment activities for both commercial and government customers. The company prides itself on being customer oriented and product-agnostic – meaning they do not promote or sell products that will not bring an in-

herent value to customers. They don’t believe in buying or charging more than is necessary to accomplish the mission. And it is from this mindset that Totem, their commercial cybersecurity offering, was born.

Totem service is a military-grade cybersecurity product for the small business budget. Through it, they promote “Cybersecurity Empowerment.<sup>SM</sup>” This means they help organizations bootstrap a cost-effective internal cybersecurity program, as opposed to providing an expensive and less efficient externally managed security service. Their approach is three fold:

1. Continuous self-assessment: The organization will develop the ability to self-identify and self-correct cybersecurity deficiencies.
2. System administrator and user training: The organization’s information system administrators will learn the tools, techniques, and procedures required to configure and operate the system in a low-risk manner.
3. Leverage free and open-source technology: The organization will adopt a risk-based approach to technology, assuring tech selections provide realizable return on investment.





## 2 CHICKS & A TOOL BELT TAKES ON THE PAINT WORLD

**B**est friends and neighbors Michelle David and Mina Lancaster created a unique and growing DIY business, 2 Chicks & a Toolbelt, in November 2015, when they launched their own brand of high-quality furniture paint. They had been chalk painting and distressing furniture for 15 years and were frustrated with the quality of the paint available and realized they would need to find their own solution. They talked with DIYers and resellers and found they weren't happy with the available paint either and wanted a "simplified" experience.

The women went to work creating Chalky Chicks Furniture Paint. They worked directly with a chemist and a paint manufacturing company to create a superior hybrid chalk-style paint that included a fresh new color palette (one that people were craving, but unable to find), a ready-mixed formulation (other paint lines required chemistry knowledge when using them), and a product that would spray beautifully through a paint sprayer.

Though the women's individual journeys took very different paths before they started their business, they ended up at the same place at the same time, and the rest is history.

Growing up, David's family moved more than 20 times.

"After I was married, we continued moving while my husband was in the military and we were going to school," she said. "I always loved finding antique furniture during this time. It was a fun hobby. Military families tend to live on a budget and 'fix it' rather than buy new. I started painting old furniture and loved being able to turn something old and ugly into something everyone wanted. I started mixing my own colors because I couldn't find the shade I was looking for. Soon I involved my son and husband in delivering the finished furniture."

As for Lancaster, her greatest passion includes spending time with her husband, three boys, and their family pets.

"I love traveling, collecting Talavera pottery, cooking and eating good food, and laughing," she said. "Most of my adult career path included call center work, which is great for a talk-a-holic like myself, but I had to be creative to prevent the intense micro-managing of those environments from sucking out my soul. My home became my creative outlet as I cultivated an eye for design, learned to remodel homes, and refinish furniture."





David and Lancaster found each other as neighbors in Kaysville, Utah, and discovered they shared a love for the same hobbies, including refinishing old furniture.

“We inspired each other with each new project we tackled, and after a few years, we decided to start 2 Chicks & a Toolbelt,” said Lancaster. “We set out to create beautiful pieces of custom furniture that would help others convert their houses into homes, but what we discovered along that journey was a need to be filled.”

As the women worked together, David contacted Andrew Willis at the Kaysville SBDC to help them get the business started right.

“He was so incredible at directing us and helping us figure out how to start and run a business,” she said. “He was able to connect us with website designers, manufacturers, and basically gave us all the information we needed to move forward with confidence. Anytime we were stuck, he would guide us. I really don’t know where we would be without the services the SBDC provided.”

Willis could immediately tell the women had worked hard to prepare themselves to launch their business. First, they were users of their product,

and even though they had developed a superior product, they validated it with other users and resellers. Second, they took care of the relationships they had developed and had a core of likely users when they were ready to launch their line of paint. Third, they took advice and ideas and immediately applied them to their business.

As soon as they were official, they attended a trade show with 26 pieces of furniture they had refinshed.

“We sold out in 3 hours,” recalled Lancaster. “But what was most incredible was that everyone was asking us if we sold paint and where we got our colors. So, we decided we would launch a paint line! We were determined to develop something that was different from what was on the market.”

David said they knew that once they developed an amazing product, they would help other small businesses and women make more money for their families. They set out to design a company that sold products at wholesale, and they do not have monthly, quarterly, or annual sales quotas or purchase requirements for retailers. Customers simply order what they need.

“We also wanted our customers to know we would help them whenever we

could,” she said. “If they had a question on how to hold a paint class, we would walk them through it. If they had a question on how to glaze, we would make a how-to video. We knew that if we helped others and blessed their lives, success would come back to us. If their business grew, ours would also. And it has!”

2 Chicks & a Toolbelt has become incredibly satisfying for David and Lancaster, because they have been able to help others through something they love to do.

“We have built our business, little by little, with no loans and no debt,” David said. “We have also continued to meet with the SBDC to plan strategies, trademarks, and contracts, and we are happy to say that we are succeeding! We now have one employee, we are doing well on Amazon, and have retail and wholesale sales across the country. On November 23, 2018, we opened our own retail fulfillment store at 3493 Riverdale Road in Ogden. We love what we do, and we love that we are able to help others along the way!”



**BUSINESS ASSISTED BY  
THE SBDC AT:**



**DAVISTECH**  
DAVIS TECHNICAL COLLEGE



## LUCKY ONES COFFEE SHOP A PLACE FOR EVERYONE

Individuals with disabilities are one of the largest minority groups. One in five people has a disability, and 80 percent of those individuals are unemployed. Katie Holyfield and Taylor Matkins wanted to do something about that. Having worked with adults with differing abilities at the National Ability Center in Park City, they understood the potential of these individuals when given a chance. So, they opened a coffee shop that employs and empowers those with disabilities.

“We are setting out to change the stigma that if you work with this population, you are a saint,” said Matkins.

As they were researching the assistance available for entrepreneurs, they came across the Utah Small Business Development Center website. Within 12 hours, they had booked their first meeting with Jim Herrin, director and business advisor at the Salt Lake Region SBDC.

“It was so helpful to have someone with experience guide us through this process,” said Holyfield. “Jim would walk us through next steps and then send us home with a list of things to work on. It helped us stay focused and driven. We set regular meetings when

we were first starting, to keep us honest and make sure that we were getting the work done on a timeline.”

Matkins and Holyfield made steady progress. They were able to raise funds from an Indiegogo crowdfunding campaign. They received wonderful support from the community, and they came across an incredible opportunity to open their shop in the Park City Library. The city had publicly issued a request for proposals toward the end of 2017 to find a new coffee shop tenant for the library. Matkins and Holyfield were encouraged to submit a bid for the space. Though neither of them had operated a shop before, they were able to address all the city’s concerns. The city liked their plan as well as their desire to employ those with disabilities. Not only were they awarded the contract, the city waived rent and utilities and also provided funding for a remodel of the shop.

After more than a year of preparation and hard work, on Saturday, March 17, 2018, the duo’s idea came to fruition, and Lucky Ones Coffee opened its doors. They have now hired 18 employees with different abilities to work in their shop. For most of these employees, it is the first and only job they’ve

ever had.

“The business environment we have created allows us to love what we do,” said Matkins. “We leave [work] everyday fulfilled, having laughed and learned. It’s impossible to leave without a smile on your face. We named our business Lucky Ones Coffee because we are the ‘lucky ones’ to be able to work with these wonderful individuals.”

Holyfield said that so far, they have had a tremendous amount of community support, but they are still working hard to market the business and get the word out.

“We would love everyone in the area to come and experience the warmth and positivity that our employees exude,” she said. “This truly is a place for everyone. Come grab a cup of inclusion!”

**BUSINESS ASSISTED BY  
THE SBDC AT:**





# SANDBAR “MAN-HAND TAMER” PROMOTES ATHLETIC HAND CARE

If you asked her 3 years ago what she thought she would be doing right now, RyLee Reid would probably not have said she'd be running a business based off a product she invented. But that's exactly where she finds herself today.

As a second-grade teacher trying to stay fit, Reid joined a CrossFit gym in her area, and it wasn't long before she noticed that her hands were taking a beating on a daily basis from performing a unique pull-up exercise. Reid, and every athlete around her, would develop large calluses on their hands that would eventually tear open, causing great pain. In addition to the pain, the injuries would sideline athletes from exercise until they healed.

After dealing with this problem for several months, Reid retreated to her garage and fashioned the first of 30 prototypes which would eventually become the Sandbar, a perfect tool for managing calluses and preventing them from tearing. She refers to the Sandbar as the “Man-hand Tamer.”

During the product development, Reid found a flyer for the SBDC at a county fair and scheduled her first visit with an SBDC business advisor.

She explained, “I was looking everywhere for assistance in navigating the unknown of business development, and the SBDC offered the insight and guidance I needed. My advisor helped me understand the order of operations in scaling and growing a business. We started with cash flow analysis, pricing, supply chain management, and then moved to business strategy, negotiations, and understanding profitability. The SBDC was vital in helping me through this process.”



**BUSINESS ASSISTED BY THE  
SBDC AT:**





When asked what the best part of being a business owner is, she said, "Doing it! The sense of accomplishment I feel is amazing. Coming into this with no experience, no education in business, and growing it to what it is now is the reward. It's a great feeling to get validation from the top 2 percent of athletes that my product is what athletes need."

Three years later, the Sandbar has become a must-have tool for CrossFitters and athletes trying to manage hand care. Reid's not stopping there though. When asked about what lies ahead, she noted that in 2019, Sandbar will launch three new products and will be opening a crowdfunding campaign to get them to market.

Reid attributes her success to three things: a little luck, a lot of hard work, and the commitment and determination to make things happen. She encourages anyone looking to start a business to think it out in detail, understand the process, be willing to work your tail off, and go visit the SBDC to get the guidance you'll need.





## BOOTSTRAPPED BUSINESS BURSTS OUT OF BASEMENT

**E**lectic is a descriptive word that explains where Robin Roberts' vision has taken her. She first became a client of the Uintah Basin Small Business Development Center in 1996. She then revisited the center several years later when she took the SBDC 10-week entrepreneurship course. The course helped her prepare in earnest for her dream of opening a flea market-style store, selling everything from antiques to modern artisan products like hand-made clothing, bedding, and jewelry.

"They teach you everything you need to know in the course," she said. "From taxes, to whether you are going to be a sole proprietor or LLC, where to get your licenses, marketing, even your location, and name; that can make you or break you. Then they help monitor you and give you free counseling. It's such a great program."

Armed with information from the course, she was able

to realize her dream and opened "Rockin' Robin's Re-Nest" in four small rooms in the basement of an office building. As sales grew, so did the need for expansion. Over the last 2 years she has increased in size, room by room, and now occupies three-fourths of the building. Each of the 15 rooms in the building where she once bootstrapped in the basement has a theme. There are rooms full of kitchen items, home décor, and even a man cave. She now works with approximately 100 vendors, consignors, and crafters.

"We use every nook and cranny we can," she said. "We want to carry things that you can't find anywhere else. Our things come from all over. We go on shopping trips and auctions, and we also host estate sales."

With business success comes the inevitable taxes. Roberts decided she needed a little more help and returned to the SBDC to discuss the challenges that come with being successful. Since then, the SBDC helped her with a promotional video that can be found on the Uintah Basin Small Business Development Center Facebook page at [facebook.com/UintahBasinSBDC/videos/581783675517917/](https://www.facebook.com/UintahBasinSBDC/videos/581783675517917/). To date, it has had more than 2,000 views.

Roberts encourages anyone thinking of investing in a start-up business to take advantage of the low-cost classes, free market research, and business counseling through the USU Small Business Development Center.

**BUSINESS ASSISTED BY THE SBDC AT:**

**EXTENSION**  
**UtahStateUniversity**

## LANGSCHWAGER CONSTRUCTION – A DREAM COME TRUE

**A**t the beginning of the calendar year, Brent Langschwager came into the Ephraim SBDC office seeking advice about starting his own construction business. He learned about the services SBDC offers to help inspired entrepreneurs create and build their businesses. That knowledge, coupled with his previous work experience in the construction business, helped he and his wife Shelly make the decision to start their own company. Since that time, they have worked hard to make their business successful.

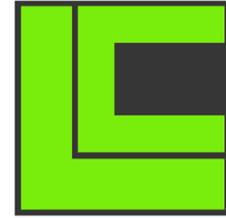
Shortly after starting Langschwager Construction, they were introduced to a new product called Thermal Corkshield, a sprayed cork material that applies the natural characteristics of cork to homes and commercial spaces. The product has proven effective in lowering monthly utility costs along with reducing outside noise. The Langschwagers were trained, received certification, and are now distributors for their area, and Langschwager Construction is the only licensed provider in their area that can buy, sell, and apply the product.

When asked why they wanted to start a business, Brent said for most of the same reasons everyone else does – to be financially secure and have freedom.

“However, the biggest reason we wanted to start a company is to help people save money and to be a company that sees people as people and not objects,” he said. “We wanted to be a company that has integrity and does the right thing for the people who hire us, even when no one is looking. We wanted to make a difference for our community and the people we work for.”

The Langschwagers have now expanded their business and have hired employees, which is a dream come true for them. However, it has required hard work in order to keep their business going. As with any new business, there has been and will continue to be lessons learned. Getting registered as a business was just one of the many things they have learned.

“If it wasn’t for the Ephraim SBDC, we wouldn’t have taken advantage of the opportunity with Thermal Corkshield,” Brent said. “We wouldn’t have known the first thing about getting licensed, and we wouldn’t have known about all the money and time we could save by taking advantage of the program. The Ephraim SBDC has been a huge help to us in every step we have taken.”



**LANGSCHWAGER**  
CONSTRUCTION



**BUSINESS ASSISTED BY THE SBDC AT:**





## ALL WASHED UP AND GROWING

**I**t started in 2011 when Andrea and Wessley Andreason wanted to start a business to supplement their income so Andrea could be at home with their young children. They found a laundromat for sale in Salina, Utah, and with Wessley's background in construction and electrical work, they saw it as an opportunity to purchase the building and use sweat equity to remodel it. They approached the Richfield SBDC office for help with their business plan and advise on the types of loans available. It took them 3 months from start to finish, and All Washed Up Laundromat opened in November 2011.

As their business grew, the Andreasons became interested in opening a second location. In the spring of 2018, Andrea again visited the SBDC office, this time to discuss having another facility in Richfield. She was told about GAP funding, a program offered through Sevier County, and she received help finding a mortgage lender to help provide funding.

Andreasons were able to purchase the property and completed their construction and remodeling in December. Their new location also includes a car wash and vacuums, and they have hired three employees to help with the day-to-day operations.

When asked what the best part of owning your own business is, Andrea said it is seeing their businesses succeed.

"We've put a lot of blood, sweat, and time into these places, and it's satisfying to see them working," she said. "We still have a long way to go, as our businesses are long-term investments, but they are something our family is proud of. And with our particular business, it's nice because we don't have to be there 24 hours a day, although we do put in a good portion of our time there."

When asked what is the secret to their success, she said it is family.

"My husband and I make a good team," she said. "He does the construction and maintenance and I do the day-to-day operations. Our kids have also been involved in each project. We believe that hard work is one of the most important skills they can learn, so we've taught them to help and be involved. We all work hard so we can go out later and play hard."



**BUSINESS ASSISTED BY THE SBDC AT:**





## EVERYTHING EXTERIOR LLC CATERS TO RESIDENTIAL AND COMMERCIAL CLIENTS

**E**verything Exterior LLC began providing regular lawn care and yard maintenance in Cedar City and the surrounding area in 2012. Brent Williams started the business as a summer job while attending Southern Utah University pursuing a degree in finance. Once he graduated, he continued with the business doing weekly lawn maintenance and window washing. Business continued to grow and expand, keeping the crew so busy that more vehicles were added to the fleet as well as more employees. What started with two people and one truck expanded into 15 people and four trucks. Over the years, the services have also expanded to include snow removal as well as custom Christmas light installation.

While residential services were the focus initially, it has since expanded to include commercial services as well. As the name of the business suggests, Everything Exterior includes all exterior services such as lawn aeration, fertilizer applications, screen cleaning, gutter cleanouts, new construction window washing, and more.

Williams initially met with Joni Anderson of the Cedar City Small Business Development Center in 2015 to discuss the process of hiring employees to help cover the business growth and expansion. Since then, he has periodically met with both Anderson and Craig Isom to discuss various business management issues – including the possibility of expanding the business into government contracting.

As the business continues to grow and expand, Williams has taken on a business partner, Jaylin Christensen. Together they are focusing on using better processes and equipment in

order to do more with less.

Williams said the best part about being an entrepreneur and having his own business is being able to learn so much each day and being able to experience and grow from the challenges, problems, and setbacks that face entrepreneurs. He plans to continue to use the resources provided by the Cedar City Small Business Development Center as business continues to grow.

When asked how SBDC has helped his business grow, he said, “First off, we were able to legally hire employees. We wouldn’t be able to do what we do without our employees. Joni was a huge help in providing solutions and positive vibes. I knew all along that if we ever had problems, she would be there to help so we were able to just jump into the proverbial “deep end” and not worry, knowing that help would be available if we couldn’t swim. They have since helped answer many questions ranging from taxes, to corporations, to marketing. We now feel that we have a strong base in all of these areas.”

When asked what the secret to success is, he said, “That there is no secret. If you wake up each day and put in the work, it doesn’t take long before results will be noticeable. Plant corn, get corn.”

**BUSINESS ASSISTED BY THE SBDC AT:**

**SUU** SOUTHERN  
UTAH  
UNIVERSITY

## PATIO DRIVE-IN THEN AND NOW – 60 YEARS OF DELICIOUSNESS

**T**he Patio Drive-In restaurant was established in Blanding in 1959. It changed hands over the years, but when the current owners were ready to sell in 2009, Lana Arthur and her husband, William, purchased the business. Lana created a vision board that she still uses today to develop ideas for making the restaurant even more successful and the food even more appetizing. Her dream was to expand the dining area to provide customers with twice the space to enjoy the menu offerings. She was also determined to create success for at least four full-time adult employees that paid a strong wage that would allow them to stay in the Blanding area in rural Utah.

Lana spoke with the SBDC director in Blanding who referred her to Beth Mc-

Cue, the Moab SBDC director, who had years of banking and small business lending experience. Working with Lana to package the loan, the Zions Bank loan officer noted that it was the best put together loan package she had seen. With SBDCs continued help, Lana was able to obtain a Zions Bank SBA loan, HVAC Grant, a GOED Fast Track Grant and a Gap loan through SEUALG out of Price. This combination of financing made it possible for her to cover all the expansion expenses. The renovation started and was scheduled for completion in December.

Lana also wanted to continue providing the same great-tasting menu items that had brought customers from neighboring towns, and she wanted to recreate the customer-favorite coleslaw

that the original drive-in's owners used for years. She tracked down the contact information and was able to get the original coleslaw recipe. It will soon be offered as "Clyda's Coleslaw" on the menu. Lana has had the opportunity to train with private chefs, and many new menu items will soon be added.

In addition, there is a rebranding that will come with the completion of the renovations: The Patio Drive-In will be rebranded as "The Patio Diner" and feature a 1960s motif along with many new and favorite menu items for the customer to choose from. Lana will also add additional staff as business increases, again providing high wages that allow her to have her vision realized. Lana's dream is to see the business succeed for another 60 years.

**BUSINESS ASSISTED BY THE SBDC AT:**

**UtahStateUniversity™**  
MOAB





**PATIO** diner



## PHARMACIST, NURSE AND FAMILY BRING PERSONAL SERVICE TO THEIR CUSTOMERS

Sam and Lara Stucki began Stucki Family Pharmacy in late 2014. Being a pharmacist and an RN, they know something about the needs of their customers, as their family of 10 children includes several with disabilities who require medical care. Stuckis also understand the importance of good customer care and service, and their goal is to treat customers like family. That's what Stucki Family Pharmacy was founded on, and it continues as they grow and expand.

Sam Stucki experienced several career paths along the road to becoming a pharmacist. But once he made his decision, he never looked back. He opted for pharmacy school at the University of Utah. With the help of his wife Lara, who worked as a nurse, and a growing family with special needs adoptions, they moved forward. Sam took a job at an institutional pharmacy, but soon realized that no windows and a requirement to spend less than 3 minutes per customer was not for him. He then tried a large retail opportunity, but that felt too large for him. He finally got the chance to do what he and Lara had always dreamed of – to launch their own business and provide not just prescriptions, but personal service to each customer. It has proven to be an excellent business model for them.

Once they decided to start out on their own, the Stukis knew they needed help getting the pharmacy up and running, so they turned to the St. George SBDC to give them the needed assistance that has continued as they have grown and expanded. The Stuckis began with a business plan and financial forecast. They received help with branding, marketing, flyer design, and production from the SBDC staff. After the pharmacy obtained funding and continued to grow, the SBDC assisted with an entrepreneur class project from Dixie State University students. Stukis have implemented some of the recommendations they received for marketing that have been valuable in helping their business grow.

The partnership between Stucki Family Pharmacy and St. George SBDC continues. They have now obtained three loans or lines of credit. Their business continues to expand and has more than doubled in size and revenues since their first full year of business in 2015.

Their expanding and growing business now includes a gift shop where customers can purchase gifts and supplies. A recent addition doubled the size of the operation and created a compounding room for those with unique customer needs.

They have also branched into candy making and selling.

Stucki Family Pharmacy has been approved by the state to provide "Point of Care" service. Customers can now be tested for strep throat, flu, cholesterol, and glucose in the pharmacy. Sam can prescribe and fill prescriptions on the spot, and as an RN, Lara can provide the testing services. The process saves customers time getting to a physician or urgent care, and it allows the Stuckis to get medications to their customers as quickly as possible.

Their business provides jobs for family members, and they also have family members in pharmacy school whose goal is to work for Stucki Family Pharmacy when they graduate.

When the Stuckis say they know how customers feel with the high cost of treatment and prescriptions, they speak from experience, and they are able to offer personal advice and assistance. And that personal customer service is what keeps Stucki Family Pharmacy expanding and growing.



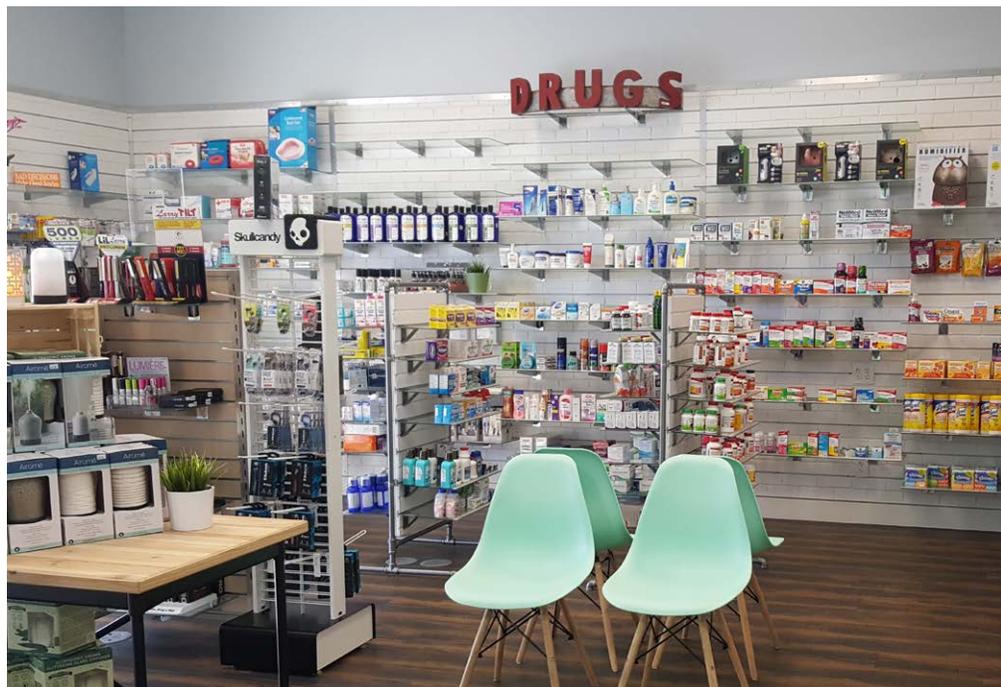
# Stucki Family PHARMACY



BUSINESS ASSISTED BY  
THE SBDC AT:

**DSU**<sup>TM</sup>

DIXIE STATE UNIVERSITY  
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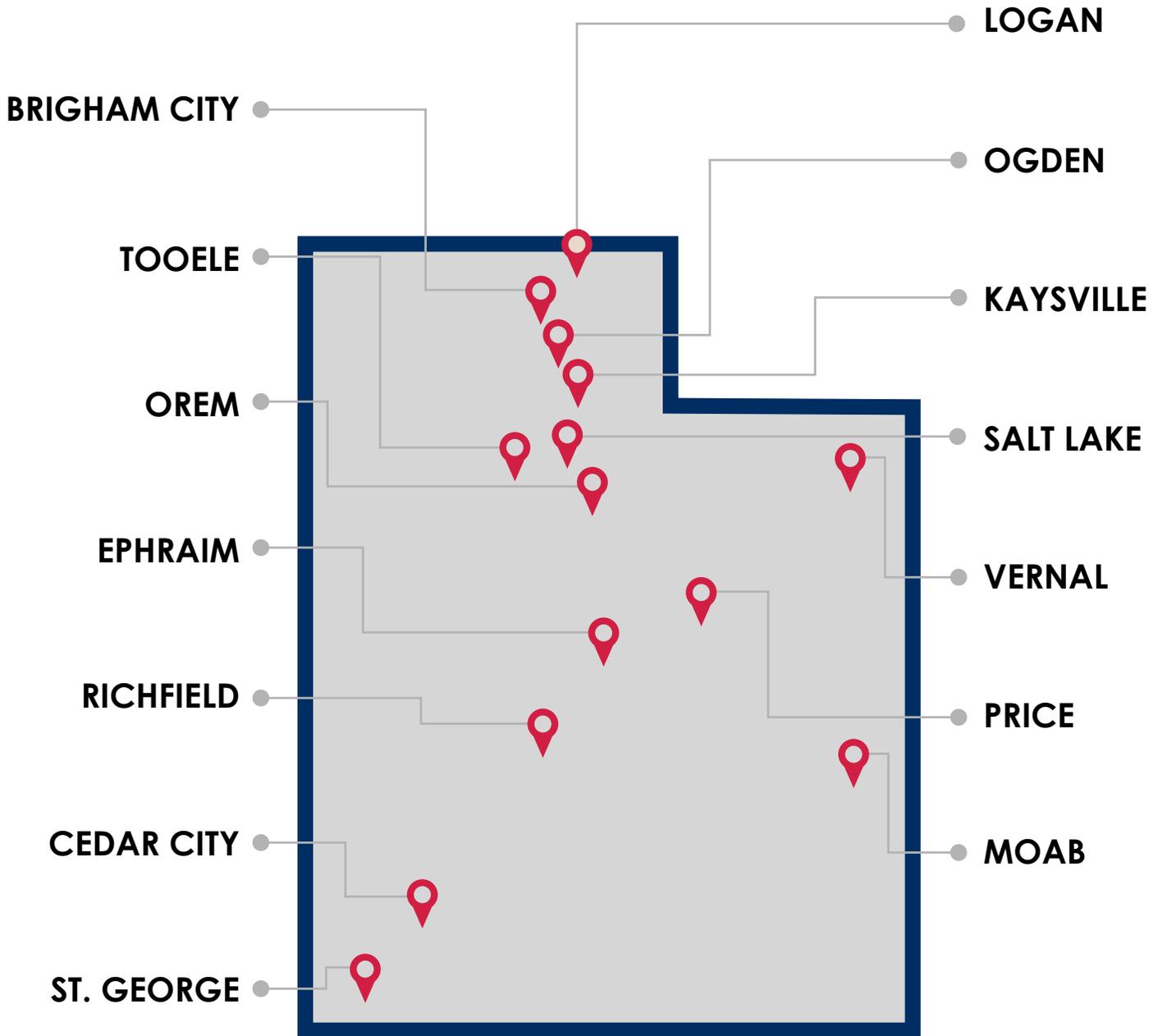


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# UTAH SBDC LOCATIONS



[utahsbdc.org](http://utahsbdc.org)



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