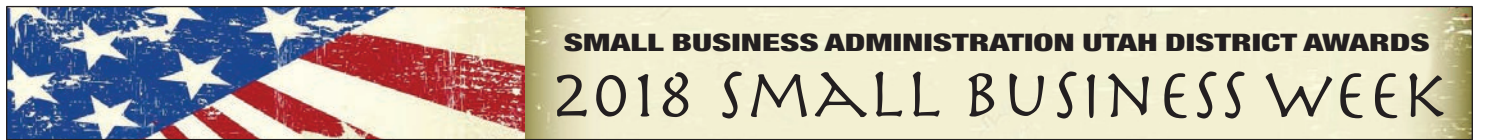


Issue Sponsor:

**ZIONS
BANK**



2018 Utah SBA Award Winners

Small Business Person of the Year

Paul Merrill
CEO
Casper's Fat Boy Ice Cream

Veteran Owned Business of the Year

Norman Serrano
Founder and Chief Technologist
International Vibration Technology LLC

Minority Owned Business of the Year

Marco Castillo
President
Lacem Construction Inc.

Woman Owned Business of the Year

Tara Lynn Gleave
Owner and Founder
Pomarri Drug Rehab & Addiction Center

Rural Small Business of the Year

Nicholas Sandin Froyd
Owner
Color Country Art Supply

Family Owned Business of the Year

Dr. and Mrs. Eric Chenworth
Owners
Wasatch Allergy and Asthma

High-Tech Business of the Year

John Spuhler
Owner and CEO
STR Helper

Community-Minded Business of the Year

Kristine R. Rudarmel
President
Anchor Water Damage & Restoration

Community-Revitalizing Business of the Year

Nashelle Jackson
Executive Director
Vernal Theatre

Phoenix Award

Justin Needles
Carbon County Emergency Manager

SBDC Team Member of the Year

Jeff Mather

Women's Business Center

Team Member of the Year
Lori Bodily

SCORE Team Member of the Year

Eric Marx

SBA Advocate of the Year

Ralph Little

EDITOR'S NOTE: Unless otherwise noted, the honoree profiles and other articles in this section were furnished to *The Enterprise* by the SBA Utah District Office Public Affairs Department.

Small Business Person of the Year

 **Paul Casper Merrill**
Casper's Fat Boy Ice Cream
Richmond

Innovative ice cream maker knows when to grow and what trends to follow

In Northern Utah's fertile Cache Valley, the dairy industry is serious business. And no one takes it more seriously than CEO Paul Casper Merrill of Casper's Fat Boy Premium Ice Cream. He loves the company, has fun running it and, for the past decade, expanding it. Fat Boy is a national brand now, available from Alaska to Miami in more than 6,000 retail locations, including numerous grocery store chains, Costco Warehouses and convenience stores.

Earlier this year, Merrill was

selected as the 2018 Small Business Administration Utah Small Business Person of the Year. National SBA Administrator Linda McMahon

Merrill is the grandson of the founder, Casper Merrill. Paul Merrill began his career as an 8-year-old sales rep for Casper's Fat Boy, going door



Paul Merrill

CEO, Casper's Fat Boy Premium Ice Cream

announced the 52 Small Business Person of the Year state and territorial winners, inviting the recipients to Washington, D.C., to participate in events and ceremonies April 29-30. Merrill is planning to attend the event in Washington and said he is looking forward to it.

"My goal is to help more of our nation's small-business owners be aware of the resources available to them through the SBA. We want more entrepreneurs to think of the SBA as the go-to resource for access to capital, valuable resources, business know-how and the right expertise for each stage of their business lifecycle. That's how we can continue to help power the engine of our economy," McMahon said.

to door in the summer until he was old enough to work in production, which he did when he turned 13. He worked through college, graduating from Utah State University in 1993 with a bachelor of science in marketing education.

Merrill has since spent time working in each major division of the company, assuming control of the company in 2002 as president and CEO, overseeing all operations.

When Merrill started running Casper's, he set a goal to grow to \$20 million in annual revenue by 2020. Casper's grew from \$6 million in the late 1990s to \$12 million annual revenue in 2012. In 2014, six years earlier

see MERRILL page F7



UTAH'S PREMIER BUSINESS & LITIGATION GROUP.

Established over 30 years ago, Strong & Hanni's Business & Commercial Litigation Group provides full legal services in a wide range of disciplines including, corporate representation, litigation, contract drafting and negotiation, mergers and acquisitions, employment, real estate, securities, tax and estate planning. With a such a wide range of business and personal legal services, we represent both public and private companies and individuals. We have watched our clients grow and have assisted them in developing into successful enterprises of all sizes.

STRONG & HANNI
LAW FIRM
strongandhanni.com



SMALL BUSINESS ADMINISTRATION UTAH DISTRICT

2018 SMALL BUSINESS WEEK

Director's Message

National Small Business Week celebrates the best of Utah's small businesses



Marla Trollan
District Director
SBA Utah

Congratulations to the 2018 Small Business Week award winners and thank you for your commitment and dedication to the great state of Utah. Each year since 1963, the president has issued a proclamation announcing National Small Business Week, which recognizes the critical job-creating contributions of America's entrepreneurs and small-business owners. More than half of Americans either own or work for a small business and they create about two out of every three new jobs in the U.S. each year. Small Business Week, from April 30 to May 5 this year, has become a national celebration to acknowledge the vital impact of our outstanding small-business owners, lenders, and resource partners.

It's so easy to forget the importance that small business has in our lives, in our communities and across our state. Our Utah Small Business Week award winners are some of the most imaginative, creative, innovative and business-savvy people I have ever met. People like Paul Casper Merrill, CEO of Casper's Fat Boy Ice Cream and this year's Utah Small Business Person of the Year, have great stories to tell, many lessons to teach and challenges to overcome.

Owning and running a small business is difficult in the best of circumstances. Small-business owners

wear many different hats. They are the company's sales force, IT administrators, janitors, delivery person, head cheerleader and accountant — all these roles in addition to being a parent, soccer coach, school volunteer, caretaker, brother, sister and friend. It is challenging to own and operate a successful small business. That is why these awards are so important and notable.

Utah is one of the best states in the nation to start and grow a small business. Our Small Business Week award winners exemplify the importance of entrepreneurship in this state. Small business remains the backbone of our economy; they maintain our local tax base, hire locally and support our local community organizations and nonprofits like our schools, Little League teams, libraries and churches. To start a small business, you must have the passion, vision and inspiration to make a successful go of it. We at SBA are extremely proud of each of our Utah winners and for the passion they show each and every day.

Once again, congratulations to our Utah Small Business Week award winners and thank you for helping us celebrate their tremendous success.

Marla Trollan serves as the Small Business Administration's Utah District director based in Salt Lake City and oversees the agency's programs and services in the state.



NATIONAL SMALL BUSINESS WEEK

April 29 – May 5, 2018





SMALL BUSINESS ADMINISTRATION UTAH DISTRICT
2018 SMALL BUSINESS WEEK AWARDS

Veteran Owned Business of the Year

Norman Serrano
International Vibration Technology
Pleasant Grove

"Vibrations are the EKG of a motor."

Less vibration means safer flight crews, more flight time

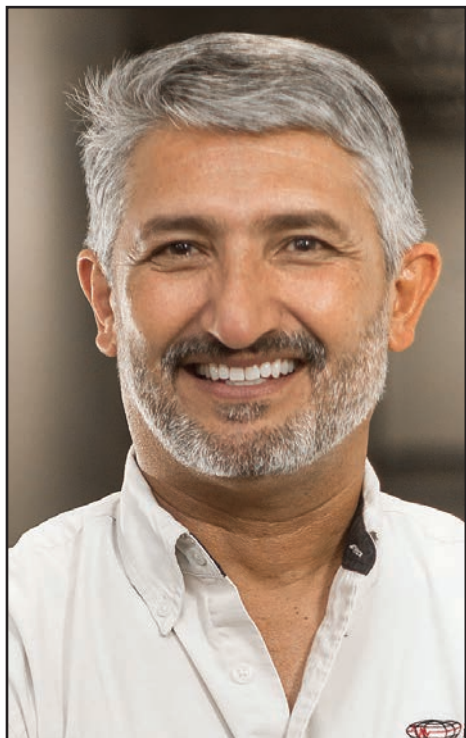
As a young Air Force helicopter crew chief, Norman Serrano found that the vibration of a helicopter increased more and more just before it broke down. Serrano concluded that the helicopter rotor blades should be adjusted or repaired as soon as they begin to vibrate.

He focused his efforts on dynamically balancing spinning subsystems within the helicopter platform, including the main rotor and tail rotor systems. It took the average mechanic a few weeks to dynamically balance these systems, but Serrano developed techniques that took him only a few hours and produced much smoother results. He soon discovered that approximately 90 percent of helicopter maintenance issues are the result of vibration. His motto became, "No more vibration-related accidents or deaths."

Camille Pendleton, director of the Orem Small Business Development



Norman Serrano consults with his executive team at International Vibration Technology in Pleasant Grove.



Norman Serrano

Founder/Chief Technologist
International Vibration Technology

Center (SBDC), nominated Serrano for the Utah Small Business Person of the Year. A panel reviewed the submission and selected his business as the SBA Utah Veteran Owned Business of the Year.

After being recruited by an aerospace company and working for six years as their applications engineer, Serrano felt that the helicopter industry was on the wrong path. He soon became an independent consultant to further develop his dynamic balancing technology. After a few more years developing his Vibration Intelligent Balance Solution (VIBS) technology, he was able to apply it to almost anything that spins and has had phenomenal results.

NASCAR, along with the transportation, manufacturing, aerospace and green energy (wind turbine) industries, have successfully used the

technology. Serrano said his Native American heritage and service as a military veteran have taught him valuable life lessons. But when it came to starting and growing a business, he was way out of his comfort zone. He said two of the greatest challenges he faced were knowing whom to trust and managing debt and risk.

While an SBA loan was critical in sustaining International Vibration Technology (IVT) several years ago, recently the SBDC has provided the expertise and resources to help the company share both its message and technology.

"In addition to providing amazing resources to small businesses, they are talented, remarkable professionals who sincerely care about helping businesses grow in a sustainable way," Serrano said of his experience with the SBDC.

Changes in technology and assistance from key individuals have allowed him to hone the technology. VIBS can be used by anyone, anywhere on the globe. IVT is now bringing the vibration reduction technology to the aerospace, manufacturing and clean-energy industries and could go a long way toward accomplishing Serrano's mission of saving lives and making the world better.

The Utah SBDC Network is funded in part through a cooperative agreement with the U.S. Small Business Administration, the Governor's Office of Economic Development and numerous other local public organizations. SBDC locations are hosted by Utah State University, Davis Applied Technology College, Weber State University, Salt Lake Community College, Utah Valley University and Dixie State University.



SMALL BUSINESS ADMINISTRATION UTAH DISTRICT
2018 SMALL BUSINESS WEEK AWARDS

Minority Owned Business of the Year

Marco Castillo
Lacem Construction
West Jordan

"Quality is our brand."



Marco A. Castillo
President
Lacem Construction

Marco A. Castillo has been working in the construction industry for more than 22 years. He started working as a construction worker at the age of 18 in California. He then moved to Utah when he was 19 and continued to work in construction. But he was never satisfied being just a construction worker.

He and his brothers opened a handyman business named Handyman Castillo in 2002. They met an investor who taught them the trade and Handyman Castillo dedicated its services to buying and flipping homes. After the recession of 2008, the business closed.

Castillo quickly regrouped, picked himself up and opened a subcontracting company with a partner. Within a year of being open, Castillo and his partner met a man named Marlon Morales, an executive at Zions Bank. He taught Marco and his partner how to properly manage the finances of the business, as they were experienced in the trade but not in finances.

After a year, the banker met with Castillo and his partner individually and showed them they were capable of each opening their own company.

They took the banker's advice and Lacem Construction was founded in January 2015. He was able to secure an SBA loan in order to continue the company's growth.

Castillo's company continued to grow as he learned how to run a \$500,000 company as it grew to

one that could manage \$2.5 million in projects. Lacem has expanded its territory into Idaho and Wyoming, receiving larger projects each year to include building Harmon's, Walmarts and other large-scale commercial projects.

To contribute to the community,

Lacem sponsors a cycling team called Community Utah. The sponsorship helps cyclists continue their training and maintain their equipment. Lacem also donates drywall sheets to a local foundation that helps repair the homes of seniors who need assistance with renovations or reconstructions.



**Get Your
Small Business On!**
Local decisions made quickly.

We've been lending to Utah businesses, entrepreneurs, and go-getters for over 127 years. We enjoy partnering in the growth and success of our communities. Contact us to discuss your next project—you always get a person when you call.



801-375-1000 • cbutah.com





SMALL BUSINESS ADMINISTRATION UTAH DISTRICT

2018 SMALL BUSINESS WEEK AWARDS

Woman Owned Business of the Year

Tara Lynn Gleave

Pomarri Drug Rehab & Addiction Center
Orem*"We help when others choose to live life free."*

Nursing program took Gleave in new direction

**Tara Lynn Gleave**Founder & Owner
Pomarri Drug Rehab & Addiction Center

their lives, families and livelihood to seek treatment. I felt that we didn't just need to help people get the drugs out of their system, but we needed to help people mend the other areas of their lives that were broken due to substance abuse," Gleave said.

By early 2013, Gleave made the leap and started Pomarri as an outpatient drug detox program with just seven clients she piloted for free to see if it could be done. During that time, their success in treating clients gained Pomarri attention and more clients entered the program. Now Pomarri Drug Rehab & Addiction Center is the first medically managed outpatient mental health and substance abuse treatment program in Utah.

"At Pomarri we understand the cycle of addiction. We also understand that the cycle can be interrupted and stopped. We will assist each individual through the process of regaining the life awaiting them — a life full of peace, hope and great potential," Gleave said. "We are here to help build a solid foundation and to celebrate every success. We can help drug and alcohol addiction became a memory in the past, so our clients can confidently step forward into their future."

Clients no longer have to leave their responsibilities to be admitted to inpatient care for a lengthy and expensive stay. Pomarri's program is done in an outpatient setting with evening appointments available. Based on extensive experience, as well as recent clinical studies, it has been found that a longer detoxification episode resulted in lower relapse rates. At Pomarri, out-

patient substance abuse treatment and detoxification programs range from 8-12 weeks.

In late 2016, after three years of substantial growth, Gleave went to the Small Business Development Center at Utah Valley University to get guidance on how to raise capital. By the spring of 2017, Pomarri had secured a 7(a) SBA loan in the amount of \$225,000 from Rock Canyon Bank.

"The SBA loan process was a great experience. I loved the communication, customer support and the updates during the loan process. It was stressful for sure because so much was on the line, but the bank walked me through the loan processes every single step of the way, all the way to the title company. I'd highly recommend Rock Canyon Bank to any business owner.

"I've said this before but we couldn't have gotten through everything we went through without the advice and assistance of Shaun Wilson at the SBDC. I now recommend everyone go see the SBDC for business assistance. The reality is, it is one thing to be experienced in a field, but it's another thing entirely to go out there and try and make it a business. Those two worlds don't forge together until you go out there and make a lot of mistakes, which I did before I went to the SBDC. I definitely make fewer mistakes now but I wish I had known about this resource earlier," Gleave said.

"The ability to go in with any of the trials in the moment and being able to process through those in real time was so helpful. It was great to get

direction on critical business issues like SBA lending, preparing financial forecasts, analyzing financial statements, and getting guidance on making critical business decisions and just making sense of things in general," she said.

Being a medically managed facility is what really sets Pomarri apart. "Medically managed" means they have a physician, psychiatrist, registered nurses, physician's assistants and medical assistants in-house daily. Additionally, as a dual-diagnosis facility, Pomarri can treat individuals that are struggling with mental health issues and struggling with substance abuse. This enables Pomarri to bring in people many facilities won't treat because of the complexity of treatment.

Over the past four years, Pomarri has added individual therapy, counseling, lab testing and a psychiatrist. Gleave emphasized that the program as a whole is designed to go beyond the individual and also assist families in weekly therapy sessions to better understand addiction and receive the critical attention and therapy they require.

Parallel to all this growth, Gleave has managed to get the website www.pomarri.com redesigned and started a blog. Web traffic has tripled and admissions increased as a result.

Gleave explained that the future goal is to "manage the ship," add a satellite office in Millcreek where they can offer groups and therapy, and then implement medically managed elements later as it grows. After they stabilize that satellite office, she intends to open one in Ogden.

Tara Gleave prepared her entire young life to enter the family law practice, but after taking several science classes at Weber State University and getting accepted into the nursing program, Gleave found her passion — and began what has now been a 20-year career.

As a nurse and now business owner of Pomarri Drug Rehab & Addiction Center, she never considered a career in drug rehabilitation and addiction treatment until she started working for New Roads Treatment Center as the nursing director to help them satisfy their credentialing requirements. She met a doctor there who specialized in addiction treatment and Gleave became immersed in the treatment and care of individuals whose lives and families were being destroyed due to substance abuse and addiction.

"I just noticed there is so much at stake with people losing their lives and families paying such a huge price. I wanted to create a treatment resource that didn't require individuals to leave



P O M A R R I

MERRILL

from page F1

than expected, Casper's passed the \$20 million goal.

As the top executive of one of the largest employers in the county, Merrill is passionate about containing the rising cost of healthcare for his employees and the larger community. He advocated a new healthcare model in Cache Valley, and has committed his time and resources into developing that and improving local healthcare.

Mountain West Small Business Finance nominated Merrill for the SBA Utah Small Business Person of the Year Award, and Merrill was selected by a panel earlier this year. "Paul comes from a long line of ice cream innovators, who started the company in 1925. Fat Boy has stayed competitive throughout the years by obsessively improving its manufacturing processes," said John Evans, president of Mountain West.

To that end, Fat Boy has obtained three SBA 504 loans. The first was an expansion refinance, leveraging equity in their existing building, to help finance a second building that accommodated their rapid growth. The second and third SBA 504 loans were used to expand and enhance

the manufacturing equipment lines. Merrill has kept his eye on running a sustainable business, choosing to purchase heavy duty equipment with extended life expectancies of over 20 years.

With each of these SBA loans, Casper's has been able to meet strategic objectives, including expanded production, white-label contracts and co-packing. Diversifying into different production lines has allowed Casper's

business as Fat Boy Ice Cream, is now one of the nation's largest producers of ice cream sandwiches and bars, producing up to 450 bars per minute in their 129,000-square-foot facility.

Casper's Ice Cream has three main products under the Fat Boy label: ice cream sandwiches, Casco Sundae Bars on a stick and Push Pops. Over the past few years, Fat Boy has also started manufacturing ice cream for additional private labels: Red Button

Ice Cream (Associated Foods), Jolly Llama Push Pops, Yasso Yogurt Bars and Mad Minis (miniature ice cream sandwiches).

Fat Boy Ice Cream has a strong regional presence on the West Coast as a favorite for fundraising, providing a revenue source for clubs,

teams, nonprofits and other groups.

Casper's is one of the largest employers in Northern Utah's Cache Valley and Merrill has used his time

and notoriety to tackle the issue of rising healthcare costs, one of the chief concerns raised by his employees over the years. The result has been his investment into Sterling Medical, a new urgent care and medical management company. Merrill is on the board and participates in meetings with other business owners to demonstrate the savings for companies and individuals when they become members of Sterling. All of Casper's employees have access to the clinic for a low monthly cost that covers all expenses incurred at the clinic if they should need to visit. Merrill understands that the health of his employees — and of the rest of the community — is paramount, which is why he spends so much of his time helping to keep healthcare costs down.

Merrill serves as a board member for the AMK Foundation, a nonprofit organization founded to help provide support for children with disabilities. He and AMK have directed over \$300,000 in funds to Shriners Hospital to help fund the Prosthetic and Wheelchair departments. He has helped approve donations to a local ski resort to help Common Ground Outdoor Adventures build a disability facility so that skiing and other outdoor activities are accessible.



to not only increase revenue, but also helps them avoid putting too much of their business into one bucket.

Casper's Ice Cream, doing busi-

Ready. Set. GROW!

You **CAN** afford to buy or construct your own building with an **SBA 504** real estate loan from Utah Certified Development Company

UTAH CDC
Utah Certified Development Company
www.UtahCDC.com
801.627.1333

SBA LENDERS

Ranked by SBA Loan Dollar Volume 2017



List Development Laneace Gregersen | laneace@slenterprise.com

	Company Name Address	Phone Web	Number of 2017 SBA Loans	Total 2017 SBA Loan Volume	SBA Loan Contact
1	Mountain West Small Business Finance 2595 E. 3300 S. SLC, UT 84109	801-474-3232 mwsbf.com	169	\$118M	Scott Davis
2	Rock Canyon Bank 226 W. 2230 N. Provo, UT 84604	801-426-0179 rockcanyonbank.com	51	\$52.6M	Dan Bennett
3	Wells Fargo Bank 322 E. 12300 S. Draper, UT 84020	800-225-5935 wellsfargoworks.com	92	\$36.3M	Ryan Furstenau
4	Utah CDC 5333 S. Adams Ave., Ste. B Ogden, UT 84405	801-627-1333 utahcdc.com	44	\$35.9M	Robert Richards
5	Zions Bank 310 S. Main St., Ste. 101 SLC, UT 84101	801-844-7909 zionsbank.com	187	\$30.7M	Ryan Shaw
6	Town & Country Bank Inc. 9055 S. 1300 E., Ste. 18 Sandy, UT 84094	435-215-2340 tcbankutah.com	36	\$27.8M	Jason Hutsepiller
7	Key Bank 36 S. State St., Ste. 2500 SLC, UT 84111	801-297-5731 key.com	28	\$21.8M	Jeremy Bills
8	First Utah Bank 3826 S. 2300 E. SLC, UT 84109	801-478-2303 firstutahbank.com	26	\$19.9M	Kent DeHart
9	U.S. Bank 448 E. 6400 S., Ste. 150 SLC, UT 84017	801-284-5900 usbank.com	83	\$19.9M	Kevin Corless
10	J.P. Morgan Chase Bank 201 S. Main St., Ste. 300 SLC, UT 84111	801-715-7361 chase.com	54	\$19M	Keler Soffe
11	Mountain America Federal Credit Union 753 W. South Jordan Parkway South Jordan, UT 84095	801-803-2841 macu.com	84	\$17.7M	Dave Christiansen
12	Celtic Bank Corp. 268 S. State St., Ste. 300 SLC, UT 84111	801-363-6500 celticbank.com	39	\$16.6M	Brad Bybee
13	Bank of The West 142 E. 200 S. SLC, UT 84111	801-537-6361 bankofthewest.com	24	\$16.4M	Mark Haslam
14	T Bank 7069 S. Highland Drive, Ste.100 SLC, UT 84121	801-208-9349 tbank.com	5	\$16.2M	Eric Wadley
15	AM Bank 3670 N. University Ave. Provo, UT 84604	801-342-5378 myambank.com	21	\$15.9M	Roger Preston
16	Central Bank 75 N. University Ave. Provo, UT 84601	801-655-2152 centralbankutah.com	41	\$13.5 M	Deborah Lamb
17	Meadows Bank 4001 S. 700 E., Ste. 500 SLC, UT 84107	801-890-3016 meadowsbank.com	11	\$8.5M	Scott Snow
18	State Bank of Southern Utah 377 N. Main St. Cedar City, UT 84721	435-865-2300 sbsu.com	48	\$7.1M	Eric Sawyer
19	Bank of American Fork 2691 W. 12600 S. Riverton, UT 84065	800-815-BANK bankaf.com	30	\$5.6M	Aga Merx
20	First National Bank of Layton 690 S. State St. Clearfield, UT 84015	801-813-1688 fnbutah.com	8	\$2.1M	Jordan Harrison
21	University First Federal Credit Union 490 E. 500 S., Ste. 200 Salt Lake City, UT 84111	801-463-3599 ucreditu.com	23	\$2M	Steven Mathews
22	America First Federal Credit Union 455 E. 500 S. SLC, UT 84111	801-879-2853 americafirst.com	14	\$2M	Dave Doria

Many Small Businesses are Using SBA 504 Loans to Succeed. **YOURS SHOULD BE NEXT!**



Kids Village



Performing Dance Center



Renown Dairy



State Brass Foundry & Machine

SBA 504 Loans: The Most Powerful Financing Solution for Small Businesses

- Purchase land and equipment
- Buy, build or remodel a building
- Lower monthly payments
- 10, 20, and 25-year fixed rates
- As little as 10% down



801.474.3232 | mwsbf.com

For operating capital needs, talk to us about SBA Community Advantage (7a) Loans.



SMALL BUSINESS ADMINISTRATION UTAH DISTRICT
2018 SMALL BUSINESS WEEK AWARDS

Rural Small Business of the Year

Nick Froyd
Color Country Art Supply
Cedar City

"Bringing color to a painted desert."

Secret to Success: Perseverance and hard work



Nick Froyd

Owner
Color Country Art Supply

Joni Anderson and Craig Isom of the Cedar City Small Business Development Center nominated Froyd for the SBA Utah Small Business Person of the Year. After a panel met, Color Country Art Supply was selected as the Utah Rural Small Business of the Year.

Froyd met with Isom and Anderson in March of 2014. They helped Froyd with his business plan and financial projections and connected him to the local arts council, where he was able to survey the artist community. They also helped him with inventory projections, location brainstorming, marketing suggestions and packaging his loan to present to the bank.

After a year of planning and research, Froyd opened the doors of his new business, Color Country Art Supply, on Nov. 10, 2014. From paints to brushes, canvases to easels, framing to educational tools, Color Country Art Supply carries everything an artist needs. There is also space available in the store for art workshops.

During a visit to Cedar City for Thanksgiving in 2013, Nick Froyd realized he had forgotten his art supplies. He searched and shopped, but couldn't find adequate supplies anywhere in Cedar City. Thus, the idea for an art supply store was born. Froyd had worked for years as an employee and in management for several different corporations. He reached the conclusion that the owners of those businesses aren't smarter than everyone else; they just dared to take a risk. That's when Froyd decided it was time to move back to Cedar City, take a risk and make his dream a reality.

Earlier this year,



Froyd said the best part about being an entrepreneur and having his own business is that it's like going to play every day instead of going to work. He encourages entrepreneurs to find a mentor, do the research and be as involved in their local community as possible. He plans to continue to utilize the resources available through the Cedar City SBDC as his new business grows. The company's website is www.colorcountryartsupply.com.



Seven signs you have outgrown your IT resource

A wonderful problem to have as a small business is growth. However, growth — particularly rapid growth — can result in outgrowing your current information technology resource. As your company grows, your IT resource needs to grow with you.

Outgrowing doesn't limit itself to small companies or single resources but can occur even with large IT teams or companies. Not upgrading your IT support can lead to decreased efficiency and productivity and can negatively impact your bottom line. Whether your current IT solution is an in-house team, an outsourced partner or the tech-savvy neighborhood kid, here are seven signs you may have outgrown your IT resource:

1. You've exceeded their knowledge. When your company is growing, your needs may develop into new areas that exceed the capabilities of the current resource. Increasing in size can require additional training for employees, implementation of various tech policies, increased network security measures and a variety of other areas. Growth may also incorporate new programs and tools that require a greater level of experience than your current resource may possess. With the complexity and number of items to tackle during a growth phase, sometimes IT upgrades (of your provider or your hardware) are not viewed as critical. However, waiting until the problem is even more evident will likely only cost more time and money.

2. You've exceeded their bandwidth. While this can be seen with smaller IT companies, this is a very common trend with larger companies dedicating one or a smaller number of resources to your company. Simply put, no matter how intelligent or nice the resource is, as you grow their time does not expand as well and if you are limited to a finite number of individuals, you very likely will find yourself frustrated with response times. In IT, no matter the issue, in the moment, a user is likely to feel it is the most important issue in the tech universe. Slow or unreliable responses can result in significant hits to employee productivity. Waiting for hours for your resource to finish working with another individual, company or to finish school or their other job, is down time that a growing company should not tolerate.

3. Your IT solution only fixes problems. Your IT resource should

be a true partner, not simply the person you call once something has gone wrong. This means they should be available in a variety of proactive ways. Your resource should provide valid, appropriate recommendations; suggestions on better ways to solve problems; connect you to helpful third parties; proactively monitor your network; manage patch and upgrade installations; monitor your anti-virus and countless other proactive measures.

Simply being available once something goes wrong is not a healthy partnership and is more likely to result in a variety of time- and money-wast-

ing efforts to properly realign your IT needs.

4. Your technology doesn't fit your needs. This can be either too much or not enough technology. Not enough technology can be a result of the IT provider not giving enough time or attention to determine what is needed — or keeping on top of what is currently being used. On the other hand, you must be cautious of internal or external IT solutions providers who are not always looking out for your best business interest and who may use the opportunity to require or push technology beyond any reasonable requirements. The IT resource should be there to help guide and advise. A

wide variety of ranges should be suggested to allow for your broad decision making; however it is important to ensure you are not simply funding a hobby of a tech resource. Your resource should properly recommend but not use this opportunity to play with the latest tech trends your company does not need.

5. They don't keep up with tech trends. When you are focusing on growing your own business, you should not also be required to learn, train and educate your IT resource on the latest IT trends or threats. With



BAHAR FERGUSON

see FERGUSON page F18

OVERSEE YOUR PERSONAL AND BUSINESS ACCOUNTS ALL IN ONE PLACE!

moneymanager

University
FEDERAL CREDIT UNION
IT'S BETTER HERE



SMALL BUSINESS ADMINISTRATION UTAH DISTRICT
2018 SMALL BUSINESS WEEK AWARDS

Family Owned Business of the Year

Dr. & Mrs. Eric Chenworth
Wasatch Allergy and Asthma
Salt Lake City

“As our profession is one of care, we work hard to make our services affordable to people even if they lack insurance or resources,”

SBDC helps family plan for continued business growth



Dr. Eric Chenworth
Wasatch Allergy & Asthma

location for the new clinic. Searching for a market research company, they discovered the Utah Small Business Development Center Network.

Alby Chenworth called and scheduled an appointment with Jim Herrin, the Salt Lake SBDC director. “He came to our business,” she said, “and sat with us to figure out what we wanted to do. A few days later we got the most comprehensive market research report we had ever seen.” With the help of this information, they located and opened their second clinic. The second clinic is located in the

southwest part of the Salt Lake Valley in Riverton.

Some of the assistance the Chenworths have received from the SBA and its resource partners included SBDC counseling, market research and site evaluations for expansion into a second location, assistance with loan acquisition (SBA 7a), financial analysis, bookkeeping training, financial projections, human resource management and business management.

Wasatch Allergy and Asthma’s financial position has improved every year due to their substantial growth

year-to-year in revenues. This revenue growth has been steady each year as their patient base has grown and as a result of the company’s expansion to a second location, its growing reputation and effective marketing.

“As our profession is one of care, we work hard to make our services affordable to people even if they lack insurance or resources,” Dr. Chenworth said. His approach has allowed the company to still grow at a very substantial rate, while also being able to provide compassionate care and services to many people.



Eric and Alby Chenworth pose with their four children. The family owns Wasatch Allergy and Asthma in Salt Lake City and were chosen as the 2018 SBA Utah Family Owned Business of the Year.

Dr. Eric Chenworth is an allergist/immunologist in Salt Lake City. He and his wife, Alby, started Wasatch Allergy and Asthma in July 2013. The practice is a highly specialized medical center that diagnoses and treats allergies and asthma through the latest medical technology with a highly trained and compassionate staff.

Prior to opening this clinic, Chenworth did his medical residency and allergy/immunology fellowship at the prestigious Mayo Clinic and was an assistant professor of medicine at National Jewish Health, a renowned medical research institution. He graduated with honors from Kirksville College of Osteopathic Medicine in Missouri.

In 2014, the Chenworths decided to open a second location and wanted objective data that would support this decision and to determine a particular

*Free business
checking*

*Business
high yield money
market account*

One Great Bank.
Two Great
Products.

At First Utah Bank, your business is our first priority. That's why we offer two products, Free Business Checking and Business High Yield Money Market Accounts, to help your money grow.

Free Checking allows you to retain more money in your account by not paying unwanted fees. And rather than the fractional interest rates for business savings available at most places, First Utah Bank's High Yield Money Market Account pays a full 1.0% annual percentage yield (APY) on balances between \$25,000 and \$250,000. Your funds won't be tied up in certificates or other investments, giving you access when you need it.

For more information call 801-308-BANK. First Utah Bank puts the success of your business first.



www.firstutahbank.com



BUSINESS SERVICES

Ranked by Business Shares/Deposits as of March 2018



List Development Laneace Gregersen | laneace@slenterprise.com

	Company Name Address	Phone Web	Business Shares/ Deposits	Asset Size	Number of Business Members/ Clients	Business Deposits Year-Over- Year Growth	Business Products Offered
1	Bank of Utah 2605 Washington Blvd. Ogden, UT 84401	801-924-5000 bankofutah.com	\$1.1B	\$1.3B	*	12.4%	Banking, financial, trust, residential real estate loans, commercial loans, deposit services, treasury services
2	People's Intermountain Bank Bank of American Fork & Lewiston State Bank 33 E. Main St. American Fork, UT 84003	801-642-3998 peoplesutah.com	\$989M	\$2.1B	12,600	\$741M	Checking (BizSmart products), savings, bank cards, treasury services, online & mobile banking, e-statements, QuickBooks access, loans, investments
3	Central Bank 75 N. University Ave. Provo, UT 84601	801-375-1000 cbutah.com	\$900M	\$1B	*	*	Checking, savings, SBA, merchant services, business Visa, construction loans, real estate, equipment financing, line of credit
4	Mountain America Federal Credit Union 7181 S. Campus View Drive West Jordan, UT 84084	801-325-6225 macu.com	\$849M	\$7.5B	47,171	11.70%	ACH origination, online wires, remote deposit, business checking, SBA & CRE loans
5	America First Credit Union 1344 W. 4675 S. Riverdale, UT 84403	800-999-3961 americafirst.com	\$669M	\$9.5B	43,719	12%	Savings, checking, VISA, lines of credit. vehicle, equipment, accounts receivable, SBA commercial construction, commercial real estate
6	Utah First Federal Credit Union 200 E. South Temple SLC, UT 84111	801-320-2600 utahfirst.com	\$361M	\$377M	2,840	\$8.75M	Commercial real estate term/construction loans (office, retail, industrial, multifamily, hospitality, self-storage), SBA 7a & 504 loans for real estate/equipment, lines of credit, business credit cards/checking, cash management services, remote deposit capture, merchant services
7	Goldenwest Credit Union 5025 S. Adams Ave. Ogden, UT 84403	801-621-4550 gwcu.org	\$220M	\$1.5B	5,640	19%	Construction loans, commercial loans, SBA loans, lines of credit, Rewards Visa cards, liability insurance, workers' compensation, property insurance, group health insurance, checking, savings, merchant services
8	First Utah Bank 3826 S. 2300 E. SLC, UT 84109	801-272-9454 firstutahbank.com	\$145.2 M	\$345M	2,461	\$15.6M	Free commercial checking accounts, corporate credit cards, merchant services, high-yield money, full suite of treasury management products & services including online banking, remote deposit capture, wire transfer services, positive pay
9	First National Bank of Layton 12 S. Main Layton, UT 84041	801-813-1600 fnbutah.com	\$133M	\$328.6M	*	*	Business checking, business lending, business MasterCard, business cash management (remote deposit, ACH, positive pay, etc.), bBusiness online & mobile banking, business savings, business sweeps, business certificates of deposit
10	University Federal Credit Union 3450 S. Highland Drive, Ste. 203 SLC, UT 84106	801-481-8800 ucreditu.com	\$67M	991M	4,000	14.7%	Business/commercial real estate, SBA loans, ACH payments, business checking, domestic & international wires, mobile business remote deposit, etc.
11	Cyprus Credit Union 3876 W. Center View Way West Jordan, UT 84084	801-260-7600 cypruscu.com	\$58M	\$850M	7,000	*	Business accounts, merchant services, payroll, mobile deposit, cash management, business lending
12	Granite Credit Union 3675 S. 900 E. SLC, UT 84106	801-288-3000 granite.org	\$21.8M**	\$450M**	*	\$5.9M**	Business/participation/real estate loans, overdraft protection, courtesy pay, indirect business/consumer loans, micro consumer/business loans, share secured credit cards, risk-based loans
13	American United Federal Credit Union 2687 W. 7800 S. West Jordan, UT 84088	amucu.org 801-359-9600	\$15M	\$220M	1,274	7%	Business savings, business basic draft, business premium draft, loans, CRE, vehicles, C&I, equipment, SBA, USDA, business Visa, online banking, e-statements, ACH & wire services, merchant capture, overdraft protection, courtesy pay
14	Deseret First Credit Union 143 E. Social Hall Ave. SLC, UT 84111	801-456-7000 dfcu.com	\$14.9M**	*	*	\$0.6M**	Business/participation/real estate loans, overdraft protection, courtesy pay, indirect business/consumer loans, micro consumer loans
15	Utah Community Credit Union 188 W. 5200 N. Provo, UT 84604	801-223-8188 uccu.com	*	*	12,000	*	Commercial real estate, commercial lines of credit, business credit cards, business auto loans, employee benefits, merchant services



#1 in Business Services

Take your business to the top with Business Services from Mountain America Credit Union. We're ranked number one in business services in the Western region and second nationally.* Our specialties include:

- ▶ Business checking
- ▶ Sweep accounts
- ▶ ACH and wire online origination
- ▶ Remote deposit
- ▶ And more

Let Mountain America guide your business forward.

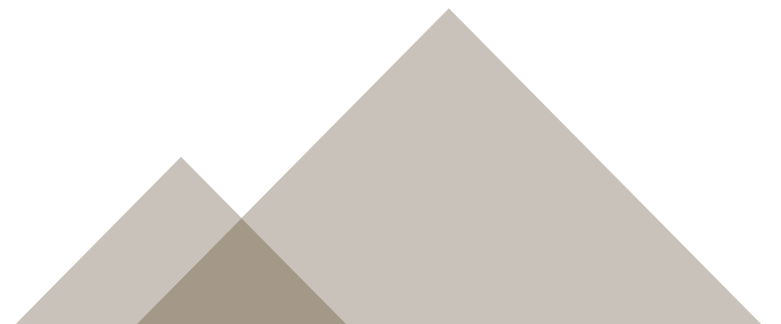
SCHEDULE AN APPOINTMENT TODAY

business.macu.com

1-888-845-1850



MOUNTAIN AMERICA
CREDIT UNION





SMALL BUSINESS ADMINISTRATION UTAH DISTRICT

2018 SMALL BUSINESS WEEK AWARDS

High-Tech Business of the Year

John Spuhler
STR Helper
Garden City

“Think globally and outside the box, and realize that you can do almost anything from anywhere with technology.”

Serial entrepreneur designs software to manage short-term rentals

John Spuhler could be described as a serial entrepreneur. After selling a tech company in Denver, he and his wife, Melissa, decided to semi-retire by moving with their three sons to Garden City, Utah, to be near family. That was 11 years ago and not only did his retirement not happen, but he became mayor of Garden City for two terms and started five new companies. Not exactly the life of leisure he had planned, but with his engrained entrepreneurial spirit, it was a perfect fit for him.

And for numerous residents in the Bear Lake area, this entrepreneur is making it possible for them to be able to live and work from home. Spuhler's professional background running information technology and software sales companies integrated nicely with his responsibilities as mayor.

One of the first challenges he faced was managing a rural town with 800 people on the voting roster that expands to 12,000-20,000 in the summer. Then add in the 3,000 residents who live there mostly year-round in their second homes and there are three groups of people with very different needs.

The growing short-term rental market — the Airbnbs, VRBOs and privately rented properties — quickly surfaced as a much-needed answer to the huge seasonal influx of visitors, but also came as a challenge for the city, he said. With over 300 short-term rentals averaging 24 people per rental, there were an additional 6,000 or more people per night staying in Garden City in the summer.

“This brings into question the need for public policy and parity related to safety and taxes,” Spuhler

said. “Without a method to manage these things, it was becoming a challenge to our small city staff and a concern to our professional providers



John Spuhler

Founder & CEO
STR Helper

of short-term rentals as well as our full-time residents.”

Spuhler; Bob Peterson, who was then Garden City's manager; and Kenny Jacobson, a Garden City second homeowner, got their heads together in July of 2015. They talked about the need for a solution that could address the challenges of the city's rental boom.

“We just started throwing ideas around, and we felt like instead of a sparse few people doing the ‘heavy lifting,’ we should let technology do

it,” Spuhler said. “We all have software backgrounds and that, combined with our experience in city government, helped drive the project. Garden City is like the perfect worst-case scenario. Very few cities in the country have 90 percent of their population living outside their city.”

For the next year-and-a-half, the trio worked to create STR Helper, a software solution for the regulation of short-term rentals. The software was designed to scan the data for all area short-term rentals each night from 40-plus Internet platforms and compare it to the city's business licenses, voter registration, parcel data, geographic information system (GIS) and even social media accounts to discover the city's rental inventory.

The data is publicly available information and the software combines key data points and makes recommendations that are then verified by employees.

“It also allows us to get a picture of whether or not the rental owners are in compliance with local ordinances on things like noise, trash and parking,” he said. “It keeps track of these things and if you ever end up with something unfortunate, like going to court, all the information is there.”

Mike Young from the Logan SBDC nominated Spuhler for the SBA Utah Small Business Person of the Year award. Spuhler said as STR Helper began to unfold, he met with Young, from USU Extension's Small Business Development Center (SBDC), who provided business assistance for Spuhler and his wife earlier for Elite Education Global LLC, a business they started in 2012.

“When we launched our education company, we were looking for marketing guidance, because that's not our strong suit,” Spuhler said. “Mike consulted with us and helped us find

a marketing intern from USU who is now a full-time employee for us, and she is tremendous. So, I contacted him again in the early phases of STR Helper. Mike has forward-thinking ideas and has given us great direction for promoting our business. He's also helped with general analysis, looking at where our business is and where we want it to go.”

Young said the SBDC of Cache Valley is proud to be part of the STR Helper journey. “They were able to leverage their experience as civic leaders in a small resort town to address a specific, timely, critical market need,” Young said. “Our primary aim is to help businesses drive economic growth and development in Utah, and STR Helper is certainly doing that. The founders saw a need and filled it. They've shown that with the right combination of hard work and entrepreneurial drive, even companies in rural Utah can achieve explosive growth and success. They are on track to hit around \$2 million in annual renewable contracts in their first year alone — and they just received a \$1 million investment.”

After STR Helper was launched, it quickly became apparent it would be a valuable tool for Garden City. Complaint calls to the city went down by 85 percent, room tax revenues came up 52 percent in just two years and the compliance rates now approach 100 percent. The Utah League of Cities heard about the software and wondered if it would be applicable for other communities. The city of Moab and Grand County signed on first and now there are 50 cities around the country using it. The software may be used overseas if the language can be translated into Icelandic. “Now we are just trying to keep up with the scale,” Spuhler said.

STR Helper currently has 16 staff

CONTINUED next page



SMALL BUSINESS ADMINISTRATION UTAH DISTRICT

2018 SMALL BUSINESS WEEK AWARDS

Community-Minded Small Business of the Year


Kristine R. Rudarmel
Anchor Water Damage & Restoration
 South Jordan

"Your emergency becomes our emergency."

Anchor specializes in water-based restoration services

You'd never expect people to be so happy to help with the dirtiest of jobs, but it doesn't matter if your emergency is due to water damage, flood damage, sewage or mold growth — Anchor Restoration is in business to serve you when you need it the most.

Even though national franchises and large restoration firms offer an ever-increasing variety of restoration services, ranging from crime scene cleanup to fire restoration, Kristine Rudarmel believes it is impossible to be the absolute best at every restorative service. She has narrowed the focus of her company, Anchor Restoration, in order to pursue perfection specializing in all types of flood damage, water damage and mold remediation.

In order to offer the best level of service to her customers, Rudarmel goes the extra mile to continue learning about business, continually adding to her skills. "Kris has been an active client of the Women's Business Center of Utah since 2011. She has been a client, training and event attendee and super supporter of our center for many years. She has also received assistance from the Salt Lake SBDC for market research while in the Goldman Sachs 10K small-business program," said Deb Bilbao, a business consultant at the WBC.

Bilbao nominated Rudarmel for



Kristine R. Rudarmel

President
 Anchor Water Damage & Restoration

the SBA Utah Small Business Person of the Year and she was selected for the Community-Minded Small Business of the Year category.

"When we created our company, we knew we wanted to base it on val-

ues of ethics and integrity. We were aware that a person who has worked hard to develop a high standard of integrity will likely carry these concepts into their professional and personal lifestyle," said Rudarmel.

Rudarmel continually works on improving herself and loves to share her personal development strategies with her team. "As we all know, our personal developments stretch over into our business dealings. My goal is to inspire and empower others. I know I can't keep every employee but I hope I enrich their future lives with my

motivational words," she said.

To Rudarmel, "it is critical to define your own success in order to reap the payoff of running an operation. Success is understanding exactly what you want to create in the world, however you define those things. It is most definitely a process. And you have to trust the process."

Rudarmel sees entrepreneurial success as setting the standard for the industry, setting your brand up for success, setting the example for others and setting a culture for your company.



from previous page

members and will be hiring more personnel next year when their new office space is completed, he said. By the first quarter of next year, the company will have 20 employees in the Bear Lake Valley alone. With new sales coming, that number will likely be doubled.

Underground fiber optics and high-speed wireless installed in

Garden City in recent years make it possible for nine of the employees from Bear Lake Valley — many of whom are at-home moms — to work out of their houses. Spuhler is happy STR Helper can provide Garden City residents with year-round work that doesn't shutter in the winter.

He encourages people to think globally and outside the box, and realize that they can do almost anything

from anywhere with technology.

"And don't be afraid to let the experts help you," he said. "The SBDC helped us with things we just didn't know how to do, and their expertise has been invaluable to us. Our education company has done tremendously in sales and so has our software business — all from this little town here in rural Utah."

The Utah SBDC Network is fund-

ed in part through a cooperative agreement with the U.S. Small Business Administration, the Governor's Office of Economic Development and numerous other local public organizations. SBDC locations are hosted by Utah State University, Davis Applied Technology College, Weber State University, Salt Lake Community College, Utah Valley University and Dixie State University.

Planning - not plastic - starts your business on the right financial path

You have your “big idea” and you’re ready to go. You’re itching to start a business and feel the sooner you launch, the better. After purchasing what you need on your credit card, doors open for business. When you need more supplies, you open another card. Later, it’s time for yet another card to transfer the balance for a better rate. Before you know it, you’ve racked up tens of thousands in credit-card debt.

What may sound rash is an all-too-common scenario among small-business owners. Many use credit cards or tap into their home equity to get off the ground. The consequences of such choices extend not only to personal credit scores but also to the very sustainability of a small business.

Plastic can get in the way of profit

When business owners use their credit cards for the business, they end up using the debt as though it is working capital for day-to-day operations. More troubling yet, they may find themselves stuck making interest-only payments on their cards.

Business owners optimistic about the ease of refinancing their credit card debt into a business loan may be surprised. They may be tired of making interest-only payments on cards with high interest rates in the 17 percent to 25 percent range. In order to refinance this debt into a U.S. Small Business Administration loan, borrowers have to show all receipts that demonstrate everything charged on the card was for a business purpose.

A better way to fund the launch of a new venture is to start with a business plan and apply for a business loan. The process itself tees a business

up for success. Why? Because the market research, cash-flow forecasts and long-range plans are literally baked into the plan.

Setting the stage with a good business plan

A business plan serves as an introduction to your business for other entities that you work with. This document becomes your business card as you navigate the business world — whether it is the bank that may be considering your loan or the property manager who might lease you space for your business.



RYAN SHAW

Articulating what your business does, its mission and vision as well as how you will execute your plan will show credibility and dedication. A business plan will include qualitative as well as quantitative information that translates to the financial projections for your company.

More importantly, the main purpose of a business plan is to serve as your roadmap to business success. This document guides your principles, goals and measurable outcomes. As a business owner, you could become lost without this document.

What lenders look for in business plans

Organizations such as SCORE (Service Corps of Retired Executives) and the Small Business Development Center at Salt Lake Community College have volunteers willing to help entrepreneurs with their business plans. There are also online tools available, including at www.utahsmall-business.com.

Because a good first impression is essential to success, be sure the business plan you present to prospective lenders includes the following:

- **Cover sheet** Make sure to include your business name and logo on the cover sheet. Don’t be afraid to be creative, but at the same time, it needs to look professional.

- **Purpose.** Although all businesses want to turn a profit, most also have a specific reason for existing. What do you envision your company becoming? For example, maybe you want to serve the best Italian food in the city or to be the No. 1 spa destination in town. The “purpose” is your ultimate goal for the business.

- **Table of contents.** It’s helpful to incorporate a table of contents into the plan for reference and to make the document look more professional.

- **Business description and ownership.** Here you describe what the business does and how it will deliver the product or service. Also, share the type of business structure and the names of the business owners. If your business has a production process, describe the process in detail in this part of the plan.

- **Marketing.** Discuss all your marketing strategies and how you plan to reach your primary target market in this section. It will also be used as a foundation for developing your marketing message that you’ll use for all forms of media, from print to direct mail.

- **Competition.** It is critical to identify who your competitors are and why you consider them to be competition. You will need extensive details, such as the competing company’s product selection, the level it is currently operating on and the degree of customer service it offers.

- **Competitive advantage.** Here you will describe the strengths of your business and how this gives you a competitive edge to capture your target

market. Be specific on what makes your business better than similar companies and how you plan to share this information with your target market.

- **Financial projections.** These numbers need to be realistic and should reflect educated calculations. You should be able to explain what assumptions you made to reach your projections. As you work, please keep the following in mind: start-up cost and investment; break-even analysis; pro-forma income projections (profit and loss statements) for two years; and cash flow projections, also for two years.

- **Other documents.** These documents vary depending on the purpose of the business plan (example: expansion versus creating a new company) and the requirements of the financial institution you are working with. Examples include principal owners’ tax returns for the past three years (or returns from the business if the loan is intended for expansion), personal financial statements, a franchise contract, resumes and letters of intent from suppliers or vendors.

Taking your plan to a lender

The information you include in your plan will depend upon your specific business and what may be required by your lenders and investors. It is perfectly acceptable to first check with your prospective lender to determine their specific requirements. When the time comes to talk to your banker, you’ll be prepared and organized with a solid plan. Be confident and sell them on you and your idea. You’ll feel better knowing that your realistic projections are viewed by lenders more favorably than showing a loss from existing credit card debt.

Ryan Shaw is Zions Bank’s business banking manager in Salt Lake City.

FERGUSON

from page F11

technology constantly changing, it is important that your resource is keeping active on acquiring additional certifications and training skills and this continued education should not be the requirement of your non-tech company.

6. Rigid contracts. If you’re working with an outsourced IT resource, your contract needs to be able to scale with you and your company. As you grow, it should

be incredibly easy to add new users, machines, servers, etc. to your overall service agreement. Conversely, if you cut back, you should not be required to continue to pay the higher amount. Contract retention by fear is never a good option. If a provider in any area isn’t holding up their end of the bargain, the agreement should be terminated. Being treated well only upon renewal or when you try to cancel is not a sign of a positive relationship as it likely will return to the previous cycle until the next breaking or renewing point.

7. It’s not a partnership. Your IT resource should be a partner through

your growth. It should assist in providing recommendations with you through your growth. A healthy IT relationship involves a proactive, communication-heavy approach just as any other relationship. You should also not feel that your IT resource is a stranger. Even if things are going well, they should be a regular participant in your business lives in one way or another. From regular reviews, suggestions and proactive and reactive efforts, the collective view of the team should be that the IT resource is present and available as appropriate.

In the end, your IT resource should be a positive relationship simi-

lar to any other relationship in your life. If you do not put the effort and time into making sure this is a healthy relationship, it will most likely come to a point where significant time and money will be required to resolve the issues. Early recognition of having outgrown your IT resource will allow you to more quickly find a better fit and continue to move forward with the right partnerships for your continued growth.

Bahar Ferguson is president of Wasatch I.T., a Utah provider of outsourced IT services for small and medium-sized businesses.



SMALL BUSINESS ADMINISTRATION UTAH DISTRICT

2018 SMALL BUSINESS WEEK AWARDS

Community-Revitalizing Small Business of the Year

Nashelle Jackson
Vernal Theatre
Vernal

"She couldn't let this grand old lady shrink into disrepair."

Theater revitalizes night life, culture in small community of Vernal

Nashelle Jackson is the physical embodiment of tenacity. She will be the first to tell you she's nothing like Alfred Hitchcock, but they do have something in common — they've both produced shows that were seen at the historic Vernal Theatre. Hitchcock directed and produced the movie "Shadow of a Doubt," which played at the theater in the late 1940s, and Jackson now produces live shows at the theater.

Mark Holmes, director of the Small Business Development Center in Vernal, nominated Jackson for the Utah Small Business Person of the Year award. A panel met and selected Jackson for the SBA Utah Community-Revitalizing Small Business of the Year based on her success in revamping the theater, thus providing new theater arts programs and entertainment for the small town.

Built in 1946, the Vernal Theatre was an entertainment centerpiece for downtown Vernal for nearly five generations. After the end of the oil boom in 2014, declining revenues forced the closure of the movie house, which was the first to show color movies in eastern Utah — it presented 3D movies as early as 1946. But it now sat empty, awaiting its fate.

Jackson saw an opportunity. She couldn't let this grand old lady shrink into disrepair and succumb to the blight of the downtown exodus that currently plagues small-town America. The big question was how to pay for such an undertaking.

With \$50 in her bank account, Jackson started a Go Fund Me campaign that brought in \$1,250. But more important to her than the money was the show of community support. With a little more confidence, she approached the owner of the Vernal Theatre. The theater had been in his family since the 1950s. Jackson made her pitch to preserve the building, maintain the old-time atmosphere and keep it true to its heritage. The owner loved the idea and jumped in to help with financing. Jackson negotiated

terms that allowed her to start producing shows and receive revenues before payments were due.

Still low on cash, Jackson approached the Small Business Development Center (SBDC). With zero-interest-rate assistance from bankers, the SBDC assisted Jackson in applying for the Uintah Basin Association of Government's Revolving Loan Fund. The bid was successful.

Armed with a building and some cash, Jackson set to work remodeling, installing new heating and lighting and bringing in an army of volunteers for audio/visual, props, stage crew, acting and costumes. The local radio station stepped in to provide free advertising.

Jackson's life was not without its difficulties as the project unfolded. Her baby had surgery at 11 days old, her husband experienced an employment delay, she was rejected for financing at



Nashelle Jackson

Executive Director
 Vernal Theatre



Then and now: The marquee of the Vernal Theatre as it appeared in the 1940s when Alfred Hitchcock's "Shadow of a Doubt" was showing stands in contrast to the revitalized theater with the cast of the recent production of "Little Women."

every turn and there was a flood of oil from a theater boiler they thought was empty. However, her perseverance got her through and the show did go on.

Productions have included "A Christmas Carol," "Little Women," "The Music Man" and many more. Nightly shows are regularly sold out in the 250-seat theater — and the crowds always want more.

The SBDC is proud to have been part of this endeavor, but it's really Jackson who has shown the community that a young lady with a dream and \$50 in her checking account is far more powerful than wrecking balls and Main Street blight.

The Utah SBDC Network is funded in part through a cooperative agreement with the U.S. Small Business Administration, the Governor's Office of Economic Development and numerous other local public organizations. SBDC locations are hosted by Utah State University, Davis Applied Technology College, Weber State University, Salt Lake Community College, Utah Valley University and Dixie State University.

FOR WHEN YOU KNOW IT'S TIME TO GROW

Zions Bank is for you.

Idaho's #1 SBA lender

GUARANTEE FEE **WAIVED**
on all loans under \$125,000*

To apply for a Zions Bank SBA loan,
visit zionsbank.com/sba
or your local Zions Bank today.

ZIONS BANK

WE HAVEN'T FORGOTTEN
WHO KEEPS US IN BUSINESS®

*Loans subject to credit approval. Terms and conditions apply.

A division of ZB, N.A. Member FDIC  Equal Housing Lender NMLS# 467014