SUCCESS

ELEVATING SMALL BUSINESSES IN UTAH 2025



AMERICA'S SBDC UTAH

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AMERICA'S SBDC UTAH

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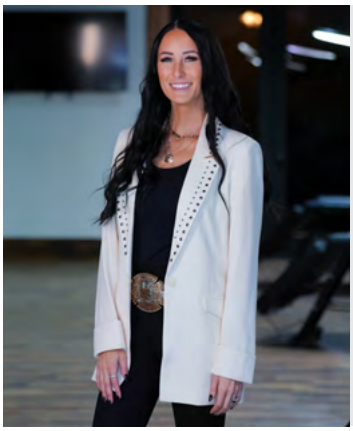
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DIRECTOR'S MESSAGE

As we reflect on the past year, I am proud of the significant progress the Utah Small Business Development Center has made in strengthening our organization and expanding our impact. Throughout the year, Utah SBDC continued to play a vital role in contributing to Utah's economy by helping entrepreneurs start, grow, and sustain successful businesses, generating a strong return on investment of $4.59 for every $1 spent on operating the program.

One of our most notable achievements was earning national accreditation, a milestone that affirms the quality, consistency, and effectiveness of our services statewide. This recognition is a testament to the dedication of our staff and partners who work every day to support Utah's entrepreneurs and small businesses.

To better align our resources and enhance service delivery, we also completed the consolidation of the Ogden Regional Center with the Kaysville Regional Center. This strategic move allows us to operate more efficiently while maintaining strong support for clients in Northern Utah. In addition, we were pleased to welcome a new regional director in St. George, strengthening our leadership presence in Southern Utah and positioning us to better serve the growing business community in that region.

Throughout the year, Utah SBDC continued to play a vital role in contributing to Utah's economy by helping entrepreneurs start, grow, and sustain successful businesses. Looking ahead, we remain deeply committed to improving our operational efficiencies and expanding our reach through innovation. Initiatives such as the Entrepreneur Academy and the thoughtful integration of AI tools are helping us scale our expertise, streamline processes, and deliver even greater value to our clients. Together, these efforts ensure that Utah SBDC remains a forward-looking, high-impact organization dedicated to supporting economic growth across the state.

"One of our most notable achievements was earning national accreditation, a milestone that affirms the quality, consistency, and effectiveness of our services statewide."

Michael C. Finnerty
Utah Small Business Development Center
State Director

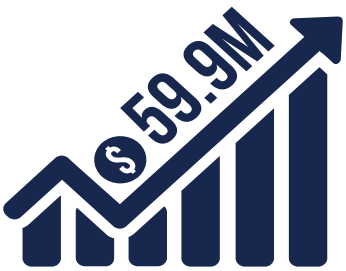


Utah SBDC Data, 2025

TAX REVENUE



REVENUE



COUNSELING HOURS

11,554

BUSINESS STARTS



352

CAPITAL INFUSION

$95,900,000

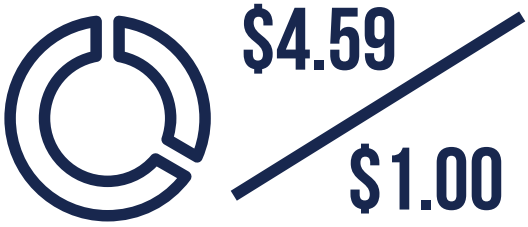
JOBS CREATED



CLIENTS SERVED



BENEFIT TO COST RATIO



Entrepreneur Academy

TOTAL ECOUNSELING HOURS:

4,371

Màstra Brings Authentic Italian Flavor to Utah County

When Jonathan Cagnacci moved to Utah County in 2015, he quickly noticed something was missing – authentic Italian food.

"Every time I wanted to eat out, I never knew where to go," Cagnacci said. "I often ended up driving 30 minutes to Salt Lake and spending too much. I thought, 'people here deserve better!'"

That thought turned into action. Drawing on his Italian roots and a lifelong passion for food, Cagnacci opened Màstra Italian Bakery and Bistro in American Fork with a goal to bring genuine Italian cuisine made from scratch to Utah County at a fair price.

At Màstra, everything is made fresh daily using a blend of high-quality local ingredients and authentic Italian products. The bread, pasta, sauces, and desserts all come from recipes passed down in Cagnacci's family.

"Our guests experience real Italian food made with the same care and respect I would give when cooking for my own family," he said.

Cagnacci said one of his greatest rewards is seeing customers' faces light up when they taste something that reminds them of Italy.

"Cooking for someone is a big responsibility," he said. "When I see that spark of amazement, it makes all the sacrifices worth it."

Cagnacci found a trusted partner in the SBDC with his mentor, Jim Herrin.

"I'll never forget, years ago, arriving as an immigrant speaking broken English," he said. "Jim patiently listened, piecing together my words and believing in me when many others might have grown impatient. That moment of truly being heard in a new country was incredibly impactful, and it's one of the main reasons I continue to turn to the SBDC for guidance. Doing business in a foreign country with different rules and no reference points can be overwhelming, but the SBDC has been amazing. They've helped us plan strategically, secure funding, and grow to the point that we can open a second location."

For those dreaming of starting their own business, Cagnacci says to have a clear vision and commit fully.

"Work hard, stay consistent, and focus on improving your customers' lives, not just making money," he said. "Embed your values into everything you do, and success will follow."

















mastraorders.com

BUSINESS ASSISTED BY THE SBDC AT:

Salt Lake Community College

Mástra is located at 476 N. 900 W. American Fork, Utah.

Elevating Bread One Sandwich at a Time

Matthew Stong believes people often place more emphasis on what's inside a sandwich than the quality of the bread, and that most store-bought loaves don't measure up. He said that gap in quality is what inspired the creation of Stong's Sandwich Bread.

"Nothing on the market fit what I wanted in an ideal sandwich bread," Stong said. "I also hated going to the store every week for fresh, preservative-free bread, so we created a weekly delivery subscription."

Stong's Sandwich Bread offers uniquely crafted loaves designed specifically for sandwiches, along with signature sauces and fresh-bread delivery service. His goal is simple: to help customers enjoy sandwiches in a way they haven't before.

"Bread is often the overlooked part of a sandwich, and I want to change that," he said.

Launching the business brought challenges—from learning to market himself on social media to navigating the hiring process. But support from the SBDC helped Stong strengthen his business foundation. His counselor, Mike Young, provided guidance on menu development for the food truck and helped Stong expand his professional network.

"Having someone outside the business to bounce ideas off really helps me understand what customers are seeing," Stong said. "It has helped me make sure I'm sending the right message to my audience."

Today, Stong's Sandwich Bread is gaining attention for its quality, convenience, and handcrafted flavor. And for Stong, the most rewarding part is seeing how customers respond.

"I love seeing smiles when people truly are enjoying their meal," he said.







stongsbread.com

BUSINESS ASSISTED BY THE SBDC AT:

Extension
UtahStateUniversity

Stong's Sandwich Bread is located at 1023 W. 800 N. #112, Logan, Utah.

MOAB

Coyote's Historic Visitors Center Meets Modern Times

More than 50 years ago, travelers arriving in Moab could pull off the road at a modest visitor center to find water, maps, restrooms, and a friendly welcome before heading into the desert. Over time, that prominent site sat vacant, an unusual sight in a town built around adventure. John Early saw both the loss—and the opportunity.

Early on, owner of Coyote's (Moab Mercantile LLC), recognized a gap in Moab's visitor experience. While the area is world-famous for its landscapes, finding convenient, uncrowded grab-and-go food or a relaxed place to regroup often meant battling downtown traffic and limited parking.

"It shouldn't feel like an errand just to fuel up for a great day," Early said.

Coyote's was created to revive the spirit of the original visitor center for modern times. Located at Moab's original gateway, the business serves as a welcoming way station—offering coffee, ice cream, ready-made food, and essential supplies on a spacious, natural property with easy roadside access. Rather than just selling products, Coyote's is designed to give people time, ease, and enjoyment.

The impact has been immediate. Visitors can start earlier, recharge comfortably, and avoid the congestion of downtown. Locals and travelers alike now have a dependable hub—part rest stop, part gathering place—where good vibes and thoughtful convenience enhance the already iconic Moab experience. For Early, the most rewarding part is building something tangible and lasting for his family and community.

"It's a real place I can point to and say, 'We built this together,'" he said.

Launching such a complex business came with challenges, especially navigating licensing, construction, and financing in a fixer-upper location. Early credits the SBDC with helping turn intimidating unknowns into manageable steps. Working with SBDC counselors Todd Thompson and others, he received clear information, encouragement, and help securing funding.

"SBDC was truly an ally in my corner," Early said. "Their guidance made all the difference."

Today, Coyote's stands renewed—once again a dependable springboard for adventure, rooted in Moab's past and built for its future.



Utah State University MOAB

moabcoyote.com







Coyote's is located at 805 N. Main St, Moab, Utah..



Turning a Hobby into a Thriving Career

For Dallas Smith, what began as a personal hobby quickly grew into a thriving business. He always enjoyed capturing stories through photos and videos, but he noticed that large companies were turning to expensive firms in Salt Lake City, Las Vegas, and California, while small businesses were left struggling to afford professional marketing content. He saw an opportunity to provide high-quality, affordable services for local businesses, and his passion soon became a career.

Starting out wasn't easy. Smith admits that one of the biggest challenges has been navigating everything he didn't know about running a business. What began as a hobby slowly grew into his primary income, but the path included some trial and error. He had to learn to manage projects, hire employees, and even expand into a studio space – often learning through YouTube videos, ChatGPT, and persistence.

Despite the hurdles, Smith finds deep satisfaction in his work. He loves taking a rough idea from a client and shaping it into a polished final product.

"People don't visualize things the same," he says. "I enjoy gathering their good ideas, refining them, shooting and editing, and delivering a finished project that truly represents their vision."

He says his business really exists to boost other businesses.

"I see success when a restaurant makes more food, or a ski shop attracts more skiers, or a theatre company attracts more patrons," he



says. “Looking at different clients’ websites and social media pages now versus before I started working with them is pretty awesome.”

To others considering starting a business, his advice is simple: just start.

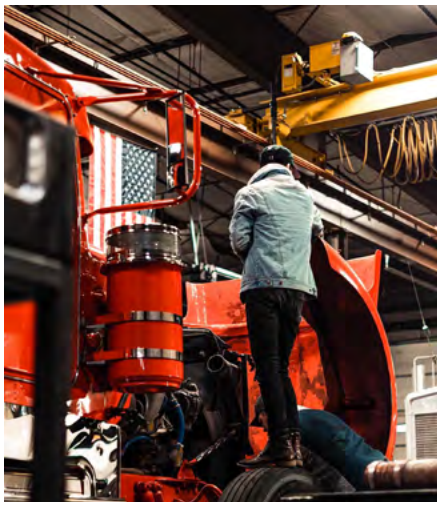
“Find something you would do for free and get good enough at it that you eventually make money from it,” he says. “Don’t wait to have everything figured out. Just do something, learn from it, and do it again.”

Support from the SBDC has been pivotal for Smith. He worked closely with counselor Joni Anderson, who guided him to apply for a county grant. Receiving that funding allowed him to move out of his home office, open a studio, and hire his first employee – milestones he considers among the most significant in his journey.

With passion, perseverance, and trusted guidance, Smith has turned his creative hobby into a career that fulfills him and also helps other businesses thrive.











dallasmith.com

BUSINESS ASSISTED BY THE SBDC AT:

SUU SOUTHERN UTAH UNIVERSITY

Dallas Smith Videography - Photography is located at 611 Aviation Way, Cedar City, Utah.

KAYSVILLE

Empowering Families Through Play-Based Therapy



While working as an occupational therapist in several school districts, Nicholas Sidwell noticed a pattern that concerned him. Many children with developmental challenges received limited therapy at school that was helpful, but it was rarely enough for lasting progress. Some families had no choice beyond school services; others drove 20 to 40 miles to find specialized care that fit their child's needs. Military families near Hill Air Force Base traveled to Ogden or Salt Lake City to access the right support.

"There was a clear gap in accessible, high-quality, family-based therapy," Sidwell said. "Families deserved a place close to home where their children could grow through authentic learning."

He also saw how intimidating typical therapy settings can be: medical buildings, small rooms, and a clinical feel that leaves kids anxious and unsure. Parents faced scheduling systems that spaced sessions weeks apart or rotated therapists, making it hard to build trust.

Those concerns became the foundation for Ability Innovations, a Utah-based clinic offering play-based therapy inspired by the work of Dr. Richard Solomon and Dr. Stanley Greenspan. Sidwell built the program around using play as a child-authentic bridge for development, while involving parents at every step.

"We know that about 60% of a child's therapeutic success comes from parent involvement and what happens at home," Sidwell said. "Families aren't just part of the process—they're essential to it. The other key is rapport. If the child doesn't love being with you and feels forced into tasks you choose, you lose a huge part of your effectiveness."

That philosophy is visible the moment families walk in. Ability Innovations was designed to feel less like a medical office and more like a welcoming family space featuring open gyms, child-centered treatment rooms, superhero-themed décor, and comfortable seating where parents can stay nearby. Supported by therapists who lead with heart, sessions become positive experiences that build confidence and practical skills.

"When children come in feeling nervous and shy, then see our large open gyms and realize the place is made for THEM, their eyes light up like it's Christmas Day," Sidwell said. "The clinic's mission reaches beyond just appointments. We have a podcast, "Therapy Unmasked," plus online resources, trainings, courses, and events."

Sidwell has also started a non-profit organization, The Village Behind the Mask, to empower and support those who are "the village," parents, caregivers, professionals, legislators, and organizations that work with the youth.

Building the business has not been easy. Sidwell has navigated ever-lowering insurance reimbursement rates and the challenge of finding therapists who share his passion. Still, with persistence and guidance from the Utah SBDC, Ability Innovations has continued to grow, including opening a second location.

"The SBDC gave us the tools, mentors, and confidence to grow," Sidwell said. "Meeting with Andrew Willis was always reassuring, and his suggestions and contacts helped us thrive. The SBDC doesn't just help businesses grow—they help people believe in what's possible."











www.abilityinnovations.com/

BUSINESS ASSISTED BY THE SBDC AT:

BUSINESS RESOURCE CENTER
DAVISTECH

Ability Innovations is located at 471 Creekside Way, Kaysville, Utah.

Child-Centered Therapy Practice Creates Space for Kids to Play and Heal

When Carly Schrimpl, founder of Power Within Child Therapists, moved to Utah, one statistic stopped her cold: Utah has more children, per capita, than any other state in the nation, yet there were very few mental health practices devoted exclusively to children. Kids were being squeezed into adult-centered therapy models, despite the fact that childhood is the most formative and vulnerable stage of life. She knew children needed something different, designed specifically for how their brains learn and heal.

Drawing from her experience at a child-only therapy practice in Chicago, Schrimpl set out to build a practice that centered on play, curiosity, and intention. Power Within Child Therapists opened with the model of serving only children. They opened offices in Tooele and Provo, a move some would call risky, but it worked. The practice doesn't look or feel like traditional therapy. Offices are colorful and airy. Toys line the shelves. Goldfish crackers and juice boxes welcome families at the door. On the walls, core values serve as daily reminders of the mission: sacred vow, freedom, being different, perseverance, and curiosity.

"Our values are our guiding light," Schrimpl said. "They show up in how we serve families and how we show up for each other as a team."

At the heart of the practice is play therapy, an approach grounded in research, showing that the brain learns and heals faster through play. Through this model, therapists help children work through challenges while also guiding parents through doubt, shame, and uncertainty.

"The goal isn't perfection, but progress," Schrimpl said. "We want to help children feel better about life's challenges and help parents trust that they are good enough."



Building the business wasn't easy. Progress was slower than hoped, and life delivered personal loss and change early in the journey. But those challenges became part of the mission itself, the belief that adversity can shape growth and that people can emerge stronger on the other side.

Schrimpl did not have any business experience, as grad school focused on therapy rather than building a strong entity that could serve the population she desired. So, she sought help from the SDBC.

"Jess Clifford, from the SBDC, has been my saving grace and voice of reason," Schrimpl said. "He helped me think like an entrepreneur. His guidance, compassion, and willingness to fight for my dreams when I had doubts gave me courage. He encouraged me to stop and look at the success instead of what was going wrong. His coaching has helped Power Within be as successful as it is now!"

powerwithinchildtherapists.com

BUSINESS ASSISTED BY THE SBDC AT:

Tooele Technical College





Power Within Child Therapists is located at 70 S. Main St #143, Tooele, Utah.

Bringing Hope to Horses and Their Owners

As a lifelong horse owner in Vernal, Kylee Anderson saw a need in her community. For many people, horses play an essential role in daily life, yet there were limited options for rehabilitation and conditioning, particularly during the winter months. With a degree in animal sports rehabilitation therapy and background as a veterinary technician, Anderson decided she could fill that gap and make a lasting difference in the equine community.

But starting her business came with challenges, especially balancing time as a mother, wife, and first-time entrepreneur.

"My biggest challenge has been time management and the guilt of missing moments at home while still being disciplined enough to succeed with my business," Anderson says.

But with determination, she has worked to overcome those hurdles and has built a business that now provides critical care for horses across the region.

Anderson's specialized training and her state-of-the-art facility help set her business apart. When she graduated, there were only six people in her class, two of whom were veterinarians from Europe. In addition, her in-ground water treadmill is the only one within 150 miles, giving local horse owners access to advanced therapy options previously unavailable in the area.

For Anderson, the most satisfying part of her work is seeing the relief and joy on her clients' faces when their horses recover from injuries.

"In the equine world, having an injury can be life-threatening and/or career-ending," she says. "I absolutely love the hope, relief, and joy I get to see on the client's face when they see the positive difference in their best friend."

The Utah SBDC played an important role in her journey. With guidance from counselor Mark Holmes, Anderson prepared for a local business pitch, strengthened her financial planning, and confirmed the viability of her idea.

"Mark was the biggest factor in helping me start," she says. "He gave me the knowledge to prepare for the financial burden and move forward with confidence."

With passion, persistence, and trusted guidance, Elite Rehab & Conditioning is helping horses heal and thrive—while giving owners peace of mind.









Elite Rehab & Conditioning

www.facebook.com/profile.php?id=100083106531740

BUSINESS ASSISTED BY THE SBDC AT:

Extension

UtahStateUniversity

Elite Rehab & Conditioning LLC is located at 1080 W. 3000 S., Vernal, Utah.

Wallflower Goods Brings Ideas to Life Through Affordable 3D Printing

When Scottie Kraync and Buskin Allred launched Wallflower Goods LLC, they recognized a major barrier facing many entrepreneurs: the high cost of prototypes and small-scale manufacturing. Traditional 3D printing services often require large orders or come with steep prices, placing innovation out of reach for small businesses and creators.

"We saw a need for affordable prototypes and small-scale 3D printing services," Kraync said. "By operating Wallflower Goods as a home-based business, we were able to cut overhead costs and pass the savings on to our customers."

That commitment to lowering barriers is what makes Wallflower Goods stand out. Rather than relying on large, overseas manufacturers, the company offers custom, small-scale production runs from rural Utah. This approach gives customers flexible, accessible options that fit their specific needs.

"Our goal is simple – to make innovation attainable," she said. "When cost is no longer the obstacle, people get to see their ideas become reality.

For the Wallflower Goods team, the most rewarding part of the business is watching customers react when they receive a finished piece. Many clients arrive with only a concept, and Kraync and her partners help transform those ideas into fully realized 3D products.

Starting the business, however, came with challenges. Kraync noted that navigating licensing, legal requirements, and startup technicalities felt overwhelming at first. Working with the Utah Small Business Development Center helped close those gaps.



SBDC counselor Roger Koyle assisted the company in securing two grants, expanding its customer base, and making industry connections.

"Wallflower Goods would not be where it is today without Roger's mentorship," Kraync said.

Kraync advises new entrepreneurs to tap into community resources.

"There are so many free or affordable services available," she said. "Using them allows you to connect, learn, and support other small businesses along the way."











BUSINESS ASSISTED BY THE SBDC AT:

UtahStateUniversity.
Eastern

Wallflower Goods LLC is located at 685 N. 300 E., Price, Utah.

Kathy's Kwilts and More Helps Stitch Confidence, Skill, and Creativity





In a world of fast fashion and disposable goods, many people want to learn to sew or quilt but don't know where to begin, or they feel worried they won't succeed. Kathy Bruckman, owner of Kathy's Kwilts and More, saw that challenge firsthand during the COVID-19 pandemic, when interest in sewing surged, but quality instruction was hard to find.

With decades of experience and an enthusiasm for teaching, Bruckman launched Kathy's Kwilts and More to help people gain confidence, learn practical skills, and create quality garments and quilts they can be proud of. Her classes focus on hands-on learning, proper measurements, and pattern adjustments so students can make items that fit well and reflect their personal style.

"My goal is for students to feel accomplished," Bruckman said. "I always have them make something for themselves, and when they realize they can make a quilt for a new grandbaby or sew clothes that actually fit, it changes how they see themselves and gives them confidence in what they're capable of."

That impact shows in her students' successes—first quilts completed, garments sewn to fit children, and the confidence to continue creating independently. Bruckman teaches through Snow College Continuing Education, homeschool groups, quilting retreats, and community events, reaching learners of all ages and experience levels. Her work also helps preserve the art of sewing and quilting as valuable, practical life skills.

Like many small businesses, Kathy's Kwilts and More faced early challenges, including limited funding, not having skills in marketing, and difficulty finding teaching space. Support from the SBDC helped bridge those gaps. Bruckman worked with SBDC counselors Tim Chamberlain and Janette Wagner as well as others.

"The SBDC helped me put my best foot forward," Bruckman said. "They gave me tools, confidence, and accountability that made a real difference."

Today, Kathy's Kwilts and More, located in Mt. Pleasant, continues to grow, and she looks forward to helping more people become confident in their sewing creations.





Kathy's Kwilts and More is located at 360 S. 600 E., Mt. Pleasant, Utah.

BUSINESS ASSISTED BY THE SBDC AT:

SNOW COLLEGE

kathyskwilts.com

Lucky 7 Parlour Builds Community and Opportunity

When Breanna Bosshardt opened Lucky 7 Parlour in Salina, Utah, she was starting from scratch — in more ways than one. A single mother in a new town with no established clientele, Bosshardt faced financial strain, a full building renovation to meet health standards, and the challenge of earning trust in a small community where perceptions can be hard to change.

"Most people think of tattoo parlors as off-putting or risky," Bosshardt said. "I wanted to create something different — a place that felt classy, clean, and welcoming to everyone."

That vision became the foundation of Lucky 7 Parlour, a western-inspired studio that serves clients of all ages and offers a wide range of services and professional training. More than a business, Bosshardt set out to create a community cornerstone and a place where people felt like they belonged.

The path forward became clearer with support from the SBDC. Through counseling and financial guidance, Bosshardt gained the tools she needed not only to stabilize her own business, but to create opportunities for others.

Bosshardt provides training courses, and many of her former students have gone on to open successful businesses across the state, extending the impact far beyond Salina. Her business also provides flexible employment that allows team members to balance work with being parents — something Bosshardt intentionally prioritized.



"The thing that keeps me going is my team," Bosshardt said. "Watching them grow, follow their dreams, and know they have a family here at the Parlour — that's everything."

A key part of that growth came through Bosshardt's work with SBDC counselor Janette Wagner.

"Janette goes above and beyond in everything she does," Bosshardt said. "She helped us establish our businesses properly and gave us the tools to be successful. She truly cares, and it shows."

Lucky 7 Parlour stands as an example of how planning, community support, and SBDC guidance can turn a bold idea with early obstacles into a thriving business.







lucky7parlour.glossgenius.com





BUSINESS ASSISTED BY THE SBDC AT:

SNOW COLLEGE

Lucky 7 Parlour is located at 45 E. Main Street, Salina, Utah.

OREM

Aspen Salon Builds Community Through Education and Consistency

ASPEN SALON

When Crystal Mitchell purchased Aspen Salon nearly 14 years ago, the business was struggling and losing money each month. Many would have walked away, but Mitchell saw potential in the salon, the team, and the experience it could offer its clients.

"It was a big risk," Mitchell said. "But I believed in what the salon could become and in the people who were already here."

That belief became the foundation for Aspen Salon's growth. From the beginning, Mitchell focused on creating a mentorship-based culture that emphasized education, teamwork, and long-term development. Experienced stylists would guide newer talent through hands-on training, structure, and ongoing support, creating a collaborative, non-competitive environment that is rare in the beauty industry.

"We're committed to growth for both our team and our guests," Mitchell said. "When stylists feel supported and confident, that translates directly into a better experience for everyone."

Mitchell wanted to create a space where clients always feel comfortable and never judged.

"We want every guest to feel seen, cared for, and confident when they leave," she said. "That consistency means they can trust that no matter when they come in or who they see, they'll receive the same level of quality and care."

Turning Aspen Salon around took effort. By restructuring systems, the business steadily gained momentum. Within three years, the purchase loan was fully paid off, and Aspen became a profitable, thriving salon.

"Watching the team grow has been the most rewarding part," Mitchell said. "Seeing stylists build confidence and long, sustainable careers is the reason I do this."

Support from the SBDC played a key role in that success. Mitchell worked with counselors Ken Fakler and Camille Pendleton, who helped her understand the numbers and plan strategically.

"The SBDC gave me confidence and a sounding board," Mitchell said. "Having someone in your corner who understands small business makes all the difference."









aspensalonutah.com

BUSINESS ASSISTED BY THE SBDC AT:

UTAH VALLEY UNIVERSITY



LEAD SBDC

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Regional Director

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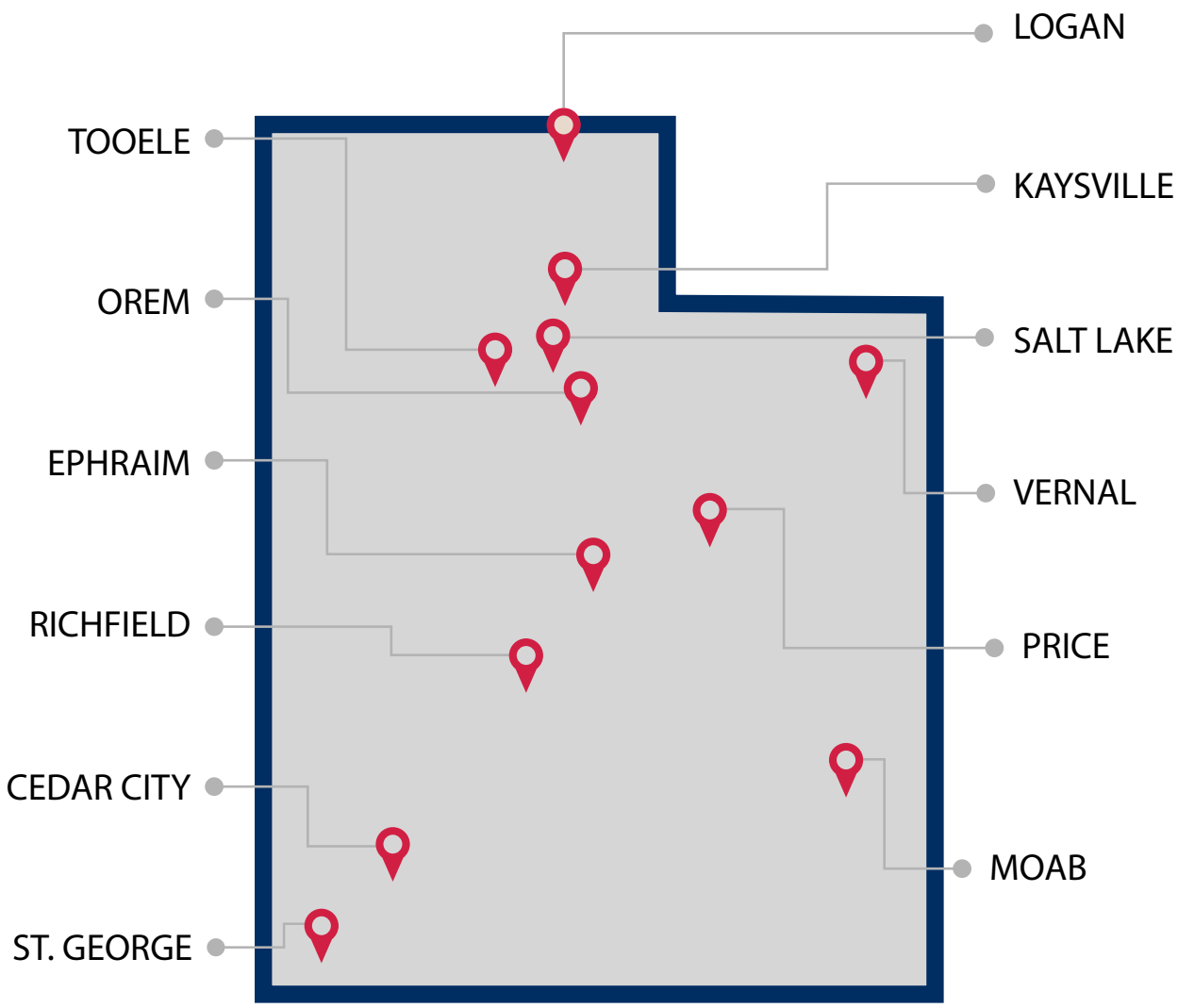
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