

11<sup>th</sup> Annual Best Business Idea Competition  
and Opportunity Quest Competition  
Press Release  
January 27, 2017

The results of the 11<sup>th</sup> Annual Best Business Idea Competition are in, and the winners have been determined! The event was sponsored by the SUU Small Business Development Center and School of Business, Southwest Applied Technology College, USTAR, Cedar City Chamber of Commerce, and Hughes and Associates. Many imaginative and promising business ideas were submitted for judging. Eleven finalists were chosen to present their business idea orally to the panel of judges. Based upon those presentations the winners were chosen.

And the Best Business Idea Competition winners are....

|                       | <u>Prize</u> | <u>Recipient</u>                               | <u>Business Description</u>   |
|-----------------------|--------------|--|---|
| 1 <sup>st</sup> Place | \$5,000      | Jaxon Haderlie & David Whitmore (SUU students) | Cedar Sports, LLC – An outdoor gear and rental shop offering skis, snowboards, winter apparel, rafts, paddle boards, climbing and camping equipment |
| 2 <sup>nd</sup> Place | \$3,000      | Andrew Dana (SUU student)                      | A device that travelers can use to rest while seated (alternative to neck pillows and similar products)   |
| 3 <sup>rd</sup> Place | \$1,000      | Chris Christiansen (SUU student)               | Patent-pending medical device   |
| Honorable Mention     | \$500        | Terral Fox                                     | Unshoes – Launching a new line of moccasin inspired shoes   |
| Honorable Mention     | \$500        | Cassie McMahon & Petrice Rose                  | Refreshment & Co. – non-traditional full service catering company offering unique self-serve food stations  |

And the Zions Bank sponsored Opportunity Quest (student only) Competition winners are....

|                       | <u>Prize</u> | <u>Recipient</u>                               | <u>Business Description</u>   |
|-----------------------|--------------|--|---|
| 1 <sup>st</sup> Place | \$2,000      | Jaxon Haderlie & David Whitmore (SUU Students) | Cedar Sports, LLC – An outdoor gear and rental shop offering skis, snowboards, winter apparel, rafts, paddle boards, climbing and camping equipment |
| 2 <sup>nd</sup> Place | \$1,000      | Andrew Dana (SUU student)                      | A device that travelers can use to rest while seated (alternative to neck pillows and similar products)   |
| 3 <sup>rd</sup> Place | \$750        | Chris Christiansen (SUU Student)               | Patent-pending medical device   |

As can be seen, the winners' ideas covered a wide range of business possibilities. All represent very practical and innovative business ideas, with very bright prospects for the future. Many of the winning ideas were submitted by SUU students.

The mutual purpose of each of the sponsors of this competition is to support the development of small businesses in the Tri-County area (Iron, Beaver and Garfield Counties), and to promote healthy economic development with more jobs and an increased tax revenue base. With the integration of community resources and the talent of our own successful entrepreneurs, we can help more and more small companies get started and successfully grow.

The mission of the SUU Small Business Development Center (SBDC) is to strengthen Utah's economic fabric and quality of life by facilitating the success and prosperity of small business endeavors. The SBDC is located within the SUU Business Resource Center (BRC), which opened its doors in April of 2009 as a "one-stop-shop" business resource center and incubator to provide necessary support and counseling services for smaller businesses. The SUU Business Resource Center and partners is located at 510 West 800 South in Cedar City. The SBDC and BRC provide counseling and support services, as well as help with financing alternatives (including micro loan programs), business partnering facilitation, marketing, legal and human resource services.

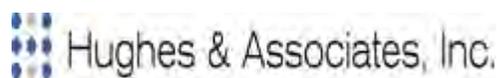
Craig Isom, Executive Director of the SUU Business Resource Center and Small Business Development Center said, "It is very rewarding to see the response to the competition challenge. There's lots of talent in our community and many untapped ideas and opportunities. We're happy to see so many great ideas and to have the level of interest we have in this kind of event. What's most rewarding is seeing so many different resources come together (university, public and private) for a very important and common cause. We extend our thanks to all who participated. Now we just have to keep the ball rolling and support the launch of some new, successful businesses, and build upon this start to increased community partnership."

Photographs included on the next page.

### Sponsored by:



The SUU SBDC is funded in part through a cooperative agreement with the U.S. Small Business Administration.



## Best Business Idea Competition Prize Winners



From left to right: SUU Dean Carl Templin, Terral Fox, Petrice Rose, Andrew Dana, David Whitmore, Jaxon Haderlie, Craig Isom – SBDC Director. \*Not pictured: Chris Christiansen, Cassie McMahon. Photo credit: Sylvia Isom

## Opportunity Quest Competition Prize Winners



From left to right: SUU Dean Carl Templin, Andrew Dana, David Whitmore, Jaxon Haderlie, Craig Isom – SBDC Director. \*Not pictured: Chris Christiansen. Photo credit: Sylvia Isom