

You might need a photobooth for your daughter's wedding reception. Maybe you need to satisfy your sweet tooth. Or maybe you just need time to relax at a bed and breakfast. Today, more than 27 million small businesses operating within the U.S. are meeting a multitude of market needs. We caught up with Hankamer alumni who are involved with small businesses, which impact a variety of industries from food, hospitality, consulting, event services and recreation, to providing sustainable solutions for people in other countries.

SMALL BIZ BEARS

BY KRISTIN TODD STIRES

"MS. HOSPITALITY"

about your business: We have a 155-acre guest ranch with 10 cabins. Each cabin is private, secluded and offers a hot tub and fully furnished kitchen. Guests can enjoy activities like horseback riding, swimming, hiking, archery and animal watching. We host weddings, corporate events and chuck wagon dinners, too.

inspiration: We had always dreamed of running our own business and being our own boss. The hospitality industry seemed like a natural fit for us, as we love to travel and enjoy customer service. Plus, we thought it would be a great career as we raise our four children.

how you got started: We were living in Colorado in 2004 and began searching for ranches in Texas (I was missing the good ol' Lonestar state). We found this ranch for sale as an existing business with five cabins and decided to take the plunge! It has taken seven years to build and grow the ranch into what it is today—it's been a blessing. We love sharing our ranch with guests!

biggest challenge: Balancing our professional life and our family life. Since we live (and work) on the property, it's hard to separate the two. Keeping God the center of our lives (just like the wheel from Baylor's Welcome Week) helps us accomplish that!

best moment: Being recognized two years in a row by BedandBreakfast.com as an industry leader. Also, all of the glowing reviews that our guests post give us a real sense of accomplishment and peace.

words of wisdom: Going into debt is NOT a prerequisite for owning your own business. If you are creative and resourceful, you can accomplish your goals without the burden of debt.



www.baylor.edu/bbr/niedziela

OWNER, THE HIDEAWAY RANCH
AND RETREAT, BLUFF DALE, TX



"THE FOODIE"

about your business: I own an American bakery café. We make all of our own breads, pastries and desserts. It is important to me that our food is handmade as much as possible. All of our soups, salad dressings, chicken salad and pasta sauces are made from scratch.

inspiration: I love to entertain with food. Throwing dinner parties is my favorite form of entertainment. A restaurant seemed to be a natural extension of that.

how you got started: I was given an opportunity to purchase an existing restaurant eight years ago.

biggest challenge: The restaurant business is tough—there is a steep learning curve. Not only learning how to run a kitchen, but also managing finances and employees all at the same time is tricky.

best moment: Having someone tell me they brought their family in to celebrate their birthday because The Olive Branch was their favorite restaurant!

favorite menu item: My favorite menu item right now is the spinach pasta salad. It combines all of my favorite things!

community collaborations: I feel strongly about being able to give back to the community that supports me. I'm part of the 254 Project, which is a group of local businesses that donate a portion of proceeds from a product or service to the 254 Foundation. The foundation provides grant funds, promotes projects and supports local nonprofit organizations that work to alleviate poverty. Through the foundation, I am able to directly impact the issue of poverty in Waco.

words of wisdom: Don't be afraid to ask for help.

what's next: Triple Treat Thursdays! We will be offering a ticketed evening event on the third Thursday of every month: Food, Fun and Friends. We will be advertising these events through our social media sites, Facebook and Twitter. Our first event will be dinner and a movie!

Lemon-Olive Vinaigrette

½ cup white wine vinegar

¼ cup fresh lemon juice

1 clove fresh garlic

5-6 pitted calamata olives

¼ cup olive juice or brine

1 oz feta cheese

Fresh pepper, Pinch of salt
(to taste)

Directions:

Place all ingredients into a blender and process until it is blended. (One serving of this dressing has approximately 40 calories!). Toss in some dark red campari tomatoes, quartered artichoke hearts and, of course, olives and feta over a bed of baby spinach and you have a perfect background for a beautiful, healthy, grilled tuna steak.

Or turn it into a pasta salad! Add tri-colored corkscrew pasta, feta, olives, artichokes, tomatoes, or anything from the "olive bar." You can even toss in pulled rotisserie chicken or salad shrimp to make it a light main course for a summer get-together.



OWNER, THE OLIVE BRANCH, WACO, TX



www.baylor.edu/bbr/stewart



"THE SWEET STRATEGIST"

about your business: The Candy Factory was started in 1974 in Columbia, Mo., and my parents purchased it in 1986. We are one of the few old-fashioned candy makers in the Midwest and specialize in making mouth-watering chocolate delights for families that stop in our 2,000 square-foot retail shop, and also in customizing larger gifts for corporate clientele.

how you got started: I started working as a taste tester at The Candy Factory when I was 5. As I grew older, I completed illustrious jobs such as: hauling out the trash and recycling, stemming strawberries, breaking up the 50-pound boxes of chocolate, shoveling the snow off the sidewalks, and pretty much any job that nobody else wanted to do.

family ties: When I chose to attend Baylor, I did not have my sights set on rejoining The Candy Factory. However, in 2005, my parents received some offers for the business, and found themselves too attached to sell it. So my wife Amy (Benedetto) Atkinson (Baylor BS '03) and I decided to join the business in August 2005. Amy manages the retail operations and human resources; I manage candy production and sales; my dad, Sam, manages accounting; and my mom, Donna, manages advertising and giftware purchasing.

favorite candy at the shop: Chocolate Covered Potato Chips; Forbidden Fruit Artisan Chocolate, which is a truffle with a 50 percent dark chocolate shell and a 63 percent dark chocolate ganache flavored with extracts of blueberry, raspberry, cranberry and pomegranate; and Pink Grapefruit Jelly Beans.

best moment: Developing a special gift box of high-end chocolates for a University of Missouri event. This led me to develop our Artisan Chocolates; 12 flavors from scratch. I enjoy being creative and coming up with new products.

words of wisdom: Don't pay people to do jobs that you can do yourself. Be very selective on the people you hire, because they represent you when you are not around to represent yourself.



www.baylor.edu/bbr/atkinson

Kevin H



PROCEEDS FROM THE PURCHASE OF
3 PANGEA WATER BOTTLES WILL PROVIDE
ENOUGH WATER TO FILL A MEDIUM-SIZE
SWIMMING POOL. THIS AMOUNT WOULD
BE ENOUGH TO SUSTAIN ONE PERSON
FOR 12 YEARS.



FOUNDER, **PANGEA BOTTLES**, LUFKIN, TX

"THE DIFFERENCE MAKER"

about your business: Pangea Bottles makes and sells eco-friendly, BPA free, stainless steel water bottles. For each bottle that is sold, Pangea gives a person in need clean water for four years by drilling water wells in developing countries.

inspiration: I started Pangea Bottles because I wanted to make a difference in people's lives without relying on charitable donations. Social entrepreneurship was just beginning to take root across the country, and I had heard that around one billion people did not have access to clean water, so I wanted to find a way to help.

how you got started: While I was getting my MBA at Baylor, I decided that there wasn't any reason why I couldn't start my own business before graduating. After setting up the website, contacting manufacturers and partnering with Living Water International (a nonprofit), we started shipping bottles from the living room in my apartment.

best moment: Receiving that first email that said someone had purchased a bottle online. It was only about \$20, but it felt like it was much more than that. It was the first time I thought this idea could really work.

tackling social problems: Social entrepreneurship is something that I am very passionate about. I believe that as consumers become more aware of companies like Pangea Bottles or TOMS Shoes, whose products have a social mission tied to them, other companies and entrepreneurs will begin to consider social responsibility as not just an option for business, but as a requirement.

words of wisdom: For college students: don't wait until you graduate to start a business. Find something that you are passionate about, make it happen and give it a mission. The barriers to starting your own business have never been lower.



www.baylor.edu/bbr/henry





PHOTOS

Take Your Photo

FEATURING

6

Different Poses

in



B&W

Color

"THE
MEMORY
MAKER"

BBA
'74

OWNER, TEXAS PHOTOBOOTH
COMPANY, FLOWER MOUND, TX

Location courtesy of: Chapelle des Fleurs

about your business: Texas Photobooth Company was started in the fall of 2005 in Flower Mound, Texas. We provide the finest photobooths in the world for events such as wedding receptions, sweet 16 parties, school events, etc.

We are also partnering with major corporations to enhance their marketing and branding programs.

inspiration: In 2005, after 11 years of marketing photobooths to major enclosed malls and amusement parks, I was ready to get away from the extensive travel involved. While the photobooth rental business had been viable nationally since the mid-'90s, it was really starting to boom in Texas around this time. In 2004, the Houston Bridal Extravaganza had listed "Professionally Operated Photobooths" as one of the top new trends in wedding entertainment.

how you got started: Our business began with a small fleet of "Classic" chemical photobooths. These antique machines were very difficult to operate due to their size and the complexities involved in working with the photographic chemicals. We were

ecstatic when we finally jumped into the digital world with the "Model 12" photobooth, which provides the experience of the vintage photobooths of the 1950s with today's cutting-edge technology.

most memorable booked events: A few years ago we provided eight photobooths for a Southwest Airlines Event in one of their hangars at Love Field at an event to honor their founder, Herb Kelleher. There were around 10,000 employees in attendance, and we had long lines of people waiting all night. This year we had one of our photobooths at the Super Bowl Media Center in downtown Dallas, courtesy of SiriusXM Radio. We took photos of many of the celebrities and athletes in attendance and had a great time as well!

favorite photobooth pose: Kissy Face! I love it when there is smooching involved!

words of wisdom: Keep focused and work smart!



www.baylor.edu/bbr/gulley

"THE CHANGE AGENT"

about your business: Both businesses that I am involved with are focused on helping clients maximize their potential. World Class Coaches is a personal and professional coaching company that provides programs and services designed to enhance performance in a series of critical business and life skills areas. Clarum Group is a management consulting firm that helps organizations and organizational leaders achieve operational excellence, become resilient and adapt to an ever-changing world.

how you got started: A former co-worker who knew my skill set and a little bit about my personal vision, approached me (and a few others) with the idea of starting Clarum Group. If I hadn't been through Baylor's Executive MBA program, I don't think I would have even seen the possibilities. My work with Clarum Group has been preparing me for the even more challenging role that I have been transitioning to with World Class Coaches.

inspiration: We saw a chance to be able to do the work we enjoy and to make a difference. I love the idea of using my skills to help clients in multiple

industries and I love the idea of having holistic involvement in business activities. And although the work can get hard, I love having the flexibility to balance work and personal time.

best moment: When the leaders and organizations you are coaching and partnering with tell you that you have helped them see their roles differently; they see how they can serve their employees and accomplish so much more. Also, I love the fact that as we teach, we learn.

words of wisdom: Set goals, be persistent and stay focused. If it is truly in your heart to start or be part of a new small business, pursue it. Be prepared for the time and work it will take you to build that business. Prepare as best as you can ahead of time (financially, mentally, etc.) for trying periods, so that they don't discourage you and you can still stay focused on your goal.



www.baylor.edu/bbr/turnquest

KAREN TURNQUEST

MBA
'07

NATIONAL BUSINESS DEVELOPMENT
REPRESENTATIVE, **WORLD CLASS COACHES**
STRATEGIST AND FOUNDING CONSULTANT,
CLARUM GROUP, AUSTIN, TX



"THE THRILL SEEKER"

about your business:

DFW Adventure Park, Inc. (DFWAP) is an "Extreme Theme Park," with 170 acres of pure heart-pounding, adrenaline-packed fun. Started in 1993 as a paintball field, it has grown to be the largest paintball park in Texas and has added zip lines, a motorcycle/ATV track and trails, airsoft games and laser combat. It has a family friendly environment catering largely to church youth groups, birthday parties and recreational paintball players. DFWAP also serves as the North Texas location for two of the largest "mud runs" in the country: Warrior Dash and Jail Break.

how you got started: In 1989, a group of about 100 friends got together to play a private, all day game of paintball on some private land. I loved it and was hooked. A few of my friends decided we should start a paintball field as a "fun" business—that was 1993. It kind of got out of hand and turned into a real business somewhere along the way.

inspiration: I love being my own boss. I love being a part of a business that involves the outdoors. I love being part of an entertainment business. People come here to have FUN. Everybody that comes out here to play wants to be here.

biggest challenges:

We have the same challenges all businesses face. Attracting new customers, keeping current customers happy, dealing

with personnel issues, dealing with governmental regulations, taxes and attempting to contain costs are never-ending tasks.

favorite DFWAP activities:

Paintball and riding ATVs.

words of wisdom: Do not forget the Lord Jesus in your busy life. Easy to say, harder to do. No matter how good a ship's captain you think you are, there is a storm out there that you won't be able to navigate on your own. Don't forget your family along the way. In the end they are infinitely more valuable than any amount of wealth you can manage to accumulate.



www.baylor.edu/bbr/lipscomb



