

GOOD N USEFUL SUPPLY

HOSTED BY

Cedar City SBDC
Southern Utah University



OWNER

Nathaniel LeBaron
Melissa LeBaron

NATURE OF BUSINESS

Sales and Marketing of the All-Tie Anchor Post and other Good N Useful supplies

CITY

Cedar City

COUNTY

Iron

PHONE

435-414-0245

WEBSITE

www.goodnuseful.com

BUSINESS STRUCTURE

Manufacturing

DATE FOUNDED

January 2013

EMPLOYEES

4

SBDC BUSINESS ADVISOR

Craig Isom
Joni Anderson



Nathaniel and Melissa LeBaron knew they had a great innovation, but they needed some direction and assistance towards commercialization. The LeBaron's first visited Craig Isom and Joni Anderson from the Cedar City Small Business Development Center (SBDC) in November of 2012. Since then, they have had an ongoing counseling relationship with the SBDC.

The LeBaron's product was created out of need, as most inventions are! An innovative new tool that people have never seen before, and is very helpful in simplifying tasks. They developed the "All-Tie Anchor Post" to tie their horses and goats so they could graze on their property but still be contained. Because

"We have worked closely with the SBDC in developing and expanding our business. They helped us with market research information as well as providing valuable advice and business training".

- Melissa LeBaron

the design of the hammers feature free spinning swivel, any animal (including dogs) tied to the post is able to circle around it and is less likely to get wrapped up in the rope. It is also very portable and easy to install or remove.

Secret to Success

"Turning a bright idea into a successful business, and having all the support from the people around us"

- Melissa & Nathaniel LeBaron

In their initial meeting with the SBDC, Craig Isom suggested to modify the animal anchor post so that could also be used to anchor a boat to the shore as well to attach to a winch when stuck in the mud, to secure tents, and for many other uses. Nathaniel and Melissa now sell both sport and animal versions of their Anchor Post in several different sizes. They also have a brand new product called the "Splitz-All", a wood splitter with a slide hammer mechanism derived from the Anchor Post that utilizes upper body strength and helps to prevent the back strain and contortion, common problems when splitting wood with a regular axe.

The LeBaron's entered their All-Tie Anchor Post into the Annual Best Business Idea Competition sponsored by the Cedar City SBDC and won the first place prize. They also applied for and received a USTAR Go to Market Grant to help fund the development of their point of sale display units. Perry Thomson, USTAR Southern Utah Associate Director said, "Nathaniel LeBaron is a true innovator. He and Melissa have successfully taken a product that they created for their own personal use and modified it to meet the demands of the general public. They continue to improve upon their initial designs to further innovate and create."

Melissa and Nathaniel have participated in small business training events sponsored by the SBDC, and continue to utilize their resources available as demand of their products development.