Taylor and Martin have a passion for animals, so in 2007 they created a line of couture pet furnishings called Unleashed Life. The product is now distributed worldwide to finer boutique retailers, catalog companies such as Frontgate and is often featured in magazines such as Traditional Home and Coastal Living.

Although Taylor and Martin credit their incredible staff for their success, the pair acknowledges that outside professional advice is frequently needed to keep them moving in the right direction. In 2010, the group participated in the SMART (Strategic Management Assessment Tool) Process offered by SBTDC and Missouri State. “The process gave us a tremendous amount of knowledge but more importantly it caused us to look at ourselves and evaluate how we operate in all areas”, says J. Martin. “Our management team is now focused on working in more efficient ways to decrease work load and increase profitability.”

According to J. Martin, the company has also benefited by attending several courses offered by the SBTDC including “Measure, Manage and Succeed” and “Predicting Future Cash Needs”.

Their SBTDC consultant, Isabel Eisenhauer says, “J. Nathan and his team are working very strategically to accomplish the businesses long term goals. It’s impressive how they are actually implementing what they’ve learned in the training programs they’ve attended through our center. They are always eager to listen to potential new ideas that could help their business continue and help them improve operations.”

Upcoming Training Events:

Building the Ultimate Business Plan
September 15 & 16, 2010
6:00 p.m. to 9:00 p.m.
Understand Financial Statements
September 28, 2010
9:00 a.m. to 12:00 p.m.
Understand Financial Statements WORKSHOP
September 28, 2010
2:00 p.m. to 5:00 p.m.
How to Control Cash Flow
October 5, 2010
9:00 a.m. to 12:00 p.m.
Predicting Future Cash Needs
October 12, 2010
9:00 a.m. to 12:00 p.m.

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MSU SBTDC
FY2010, from Oct. 1 thru July 31, 2010:
• We’ve served 152 businesses!
• Over $3.7 million in increased sales!
• Over $6 million in approved loans and investments!
• Assisted in retaining 177 jobs and in creating 28 new jobs!
• Assisted in creating 8 new businesses!
• Offered 55 educational training seminars to 430 total training attendees!