



**Southeast Idaho**

# A returning client calls on the SBDC for assistance purchasing a business

**2017**

## **Snake River Travel Plaza**

Lori Cox  
Jace Katseanes  
Blackfoot, Idaho  
Started: 2017



*“[The SBDC] stuck with us through the whole process.”*

After other buyers backed out of purchasing the Snake River Travel Plaza, Jace Katseanes stepped in to organize a purchase with Lori Cox as the manager and accountant. Having worked with the Southeast Idaho SBDC Office before, Lori knew who to call to facilitate the purchase. “The purchase process was long and sometimes frustrating, but the SBDC helped us prepare financials and a business plan,” said Lori. That hard work resulted in a \$3.15M SBA loan.

Jace and Lori turned the plaza around with their MMM Philosophy: a focus on money, management and marketing. This turnaround earned Lori a nomination for Woman Student Entrepreneur of the Year at Idaho State University. She won the award and received a \$500 prize from US Bank at the 2018 Women’s Business Symposium.

Lori and Jace have not only been successful clients; they’ve also given back to the small business community. They have helped other SBDC clients who are contemplating convenience store and service station businesses build accurate projections and make informed decisions.



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BUSINESS SUCCESS**