



Eastern Idaho

# Dancing towards success

2019



## Eagle Rock Dance Studio

Carrie McCarty  
Idaho Falls, Idaho  
Started: 2004

[eaglerockdance.com](http://eaglerockdance.com)



*“The SBDC helped define the mission and vision for the business as well as set and attain both short and long term goals.”*

In 2004, Carrie McCarty left her job at a dance studio to branch out and start her own studio. In addition to teaching technically correct and positive dance education, Carrie instills core values in her students. She focuses on teaching them responsibility, discipline and teamwork outside of the studio by participating in community service projects with her students.

Carrie started to experience the challenge of constant growth, studio changes and the need to hire more instructors. During this expansion phase of the business, she inquired about a space for rent at the Idaho Innovation Center and was introduced to the Idaho SBDC. Carrie took every class offered at the SBDC to learn how to create more effective sales, marketing techniques, and human resources policies and procedures.

In the fall of 2019, along with her 23 dance instructors, Carrie moved into the dance studio she designed and built. Carrie encourages others to expand their passion beyond their craft and learn the business skills to become a successful entrepreneur.

