

# Discovering Opportunities

## Rejuvv' Spa

**O**pportunities present themselves as consumer demand changes.

After ten years in the day spa business, Tracie Gordon began noticing a pattern of change - patterns of opportunity that kept presenting themselves to her small business. Several times a day she would hear clients say, "I wish I could change that/do something about that" - often referring to skin conditions that would require more than her current day spa offered. After listening to clients and noticing the same needs, Tracie began investigating the process of transforming her day spa into a medical spa and an opportunity to help people on a different level.

To make the transformation she recognized that she needed to restructure the business to find the best modalities for clients seeking services and do it in a way that would continue to grow her already successful business.

In 2013 she reached out to Cowley First, an economic development partner in the Winfield, Kansas area and was referred to Jason Cole, Kansas SBDC consultant at Cowley College in Arkansas City.

Tracie knew that it would take a new business and operations structure to support any changes made to the business. It would take a new plan as well as an expanded team of support to move forward.

It was challenging to find market information and predict revenues on a business model (medical spa) that are typically not found in a smaller rural market like Winfield, Kansas. But together Tracie and Jason with the added assistance of Ross Jordan, Kansas SBDC consultant at WSU, pulled together market potential projections that were both comfortable and attainable for Tracie's needs. The team worked on a plan based on solid cash flow projections with several strategies to retain and grow both revenue and profits consistently over time.

In 2013, Tracie expanded her business under the newly renamed Rejuvv Spa. With a solid plan in place Tracie was able to obtain the financing she needed to expand her operations through an e-community loan.

She's doubled her square footage and remodeled her facility to reflect the high-quality medical spa experience she now offers at Rejuvv'.

Rejuvv' Spa continues to grow beyond the

original projections that she and her Kansas SBDC team pulled together. The Rejuvv' staff has grown comfortable with their new roles in the medical spa. And clients are now taking advantage of both traditional aesthetic services as well as new medical spa services.

With its growth Rejuvv' has added additional therapists and employees to meet the expanding needs of their clients.



Tracie shared with the Kansas SBDC what she believes is the secret to her success:

"Having a passion for what I do. Having the ability to help people feel better and be more productive. Treating others the way I would want to be treated."

What advice would she give to someone thinking about starting a business today?  
"Do research and make sure you have a team of people smarter than you surrounding you and helping you make important business decisions."

We know that she practices what she shares. Paying attention to her clients, listening, and then developing a new roadmap has helped her seize, and will continue to help her find, new opportunities at Rejuvv' Spa.

**Learn more about Rejuvv' Spa on Facebook or by calling 620-221-4772.**

Assisted by  
Jason Cole, consultant  
Kansas SBDC at WSU in Arkansas City  
Arkansas City, WSU KSBDC outreach | 316.978.3193 |  
wichita.edu/ksbdc | ksbdc@wichita.edu

Represented by  
Senator Pat Roberts  
Senator Jerry Moran  
Federal Congressional District KS-04 Mike Pompeo  
State Representative District KS-079 Ed Trimmer  
State Senate District KS-032 Steve Abrams