

# Celebrating Success

COCC's Business Development Center 383-7290



## **Dana Signs and Decals Customized Sign Service**

**Brent & Judy Grenfell  
2436 SE 1st Street  
Redmond, Oregon 97756  
800-586-DANA  
Full Time Employees: 5**

*Their Motto for Success  
"We're in business to help other  
businesses succeed."*

Dana Signs and Decals produces and customizes different types of signs and decals for local businesses. The theme of the business is customer service—with the goal of enticing customers to come back and never have a reason to look elsewhere.

Husband and wife team Judy and Brent Grenfell bought the business in 2001 and started looking for some help with the financial side of running a small business. When they eventually entered COCC's Small Business Management course, the Grenfells had been considering getting a loan to construct a new building. Their SBDC business adviser helped them to weigh their options. In addition, the coursework they completed was applied specifically to analyzing their business.

"We decided to wait, and we were glad we did," says Judy. "With a better track record, we were able to get better loan terms." The business moved to its new building—double the square footage of their former location—last May.

Brent and Judy have been married 22 years. Judy has a Masters degree in Special Education and Brent is a real estate broker with his building license. "We purchased this business from someone else who was ready to move on, and we were looking for something different." Their philosophy is to give back to the community: schools, churches and organizations who need help.

## **Partnership with the SBDC**

"We took the two-year business course and it was fantastic. We had owned the business for a while so at least we had a slate to learn upon, rather than being completely green. The course covered many different subjects we hadn't looked closely at, especially accounting. It helped remind us to look at our balance sheets, profit and loss, and income statements every month, as well as receivables.

Our advisor came to our business each month, showing us what to look for, so once the program was over we could continue on our own. It's a phenomenal program, the cost was very reasonable and we were fortunate to be a part of it."



*With help from the Small Business Administration and the Oregon Economic & Community Development Department, the Business Development Center offers advising and workshops to new and existing businesses.*