



SAM M.
WALTON
COLLEGE of BUSINESS

Client Success Story

Arkansas Small Business Development Center
University of Arkansas, Fayetteville



Arkansas Small Business Development Center

University of Arkansas, Fayetteville
Sam M. Walton College of Business
140 Reynolds Center
Fayetteville, AR 72701-1201

(479) 575-4022

www.sbdc.waltoncollege.uark.edu

The University of Arkansas, Fayetteville SBDC is funded in part through a cooperative agreement with the U.S. Small Business Administration through a partnership with the University of Arkansas at Little Rock and the University of Arkansas Sam M. Walton College of Business. The University of Arkansas, Fayetteville is committed to the policy of providing equal opportunity for all persons and does not discriminate in employment, admissions, programs, or any other educational functions and services on the basis of sex, age, disability, race, national origin, color or religion.

Rockwood Jewelry Company began at Kim Hodous' kitchen table as a bonding activity for her and her two teenage daughters. During Hodous' first year of business, she faced lots of challenges. For three years, she was the only employee of Rockwood Jewelry Company,



Rockwood Jewelry Company
Kim Hodous

and she found herself fulfilling many different roles. "I was responsible for jewelry design, ordering the product, deliveries, and answering the phone," says Hodous. "I was surprised about all the things that were involved and having to wear so many different hats." During Rockwood Jewelry's first year of business, the company had earned \$4,000 in sales. "I had given myself one more season and then I was calling it quits because the company just wasn't profitable enough," says Hodous.

Shortly after, Hodous received a phone call from a new customer in Rochester, New York. This customer had purchased one of Hodous' jewelry pieces online, and was interested in selling it as a fundraiser. That conversation would transform Rockwood Jewelry Company from a home-based business at Hodous' kitchen table to a national company with clients all over the U.S. and even some in Canada. She joined the Association of Fund-Raising Distributors and Suppliers (AFRDS) and now has hundreds of distributors and suppliers that use her products for fundraising activities.

Hodous was initially referred to the SBDC by a friend and fellow business owner. She worked with the SBDC to develop her business plan and loan package for financing. Since then, she has continued to work with the SBDC to track her financial progress, discuss opportunities for growth and internal improvement, and for training for her employees.

Rockwood Jewelry Company has grown tremendously since its humble beginnings in 2001. The company now has four full-time employees and one part-time employee. Rockwood Jewelry has increased their sales to more than 175 times their first year. The company is now branching into other markets such as Christian bookstores and has aspirations to place its products in specialized boutiques as well.