
Discovering Opportunities

Opportunities present themselves as consumer demand changes.

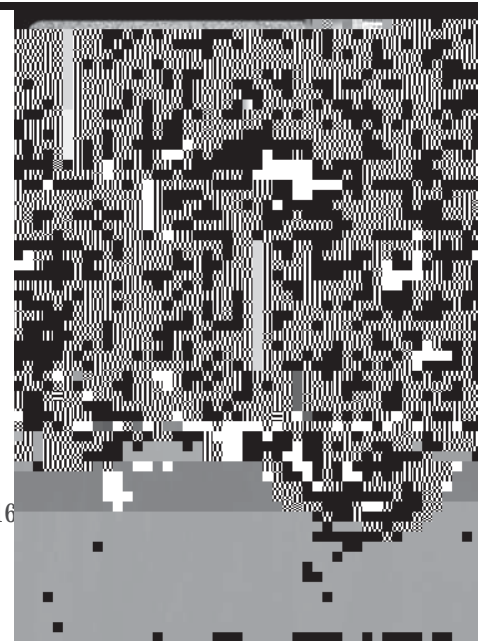
After ten years in the day spa business, Tracie Gordon began noticing a pattern of change - patterns of opportunity that kept presenting themselves to her small business. Several times a day she would hear clients say, "I wish I could change that/ do something about that" - often referring to skin conditions 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



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



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