

# RESOURCE GUIDE *for* SMALL BUSINESS

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**Making the Most  
of SBA's Resource  
Partner Network**  
page 36

PAGE  
4 Counseling

PAGE  
11 Capital

PAGE  
24 Contracting

**SBA**

# Katrina Boldry of Bold Lead Designs



They say that “Necessity is the mother of invention.” This is certainly the case for Katrina Boldry of Bold Lead Designs. When the multipurpose leash she used for the guide dog she had raised broke after 17 years, she could find no quality product to replace it. So, Boldry decided to buy the tools needed to handcraft a leash of her own. Realizing her skill could help others, she established Bold Lead Designs in 2008.

While Boldry knew she had unique skills to make her product, she wanted to better understand all the facets of owning and managing a woman-owned-business. So, she completed a 13-week business success

course through Colorado’s Women’s Business Center, known as Mi Casa Resource Center.

Boldry says, “Mi Casa has been an invaluable resource. As a solo entrepreneur, I would never have gotten the business off the ground so successfully without the guidance of the wonderful counselors at Mi Casa... They have been there for me every time I have a technical question about business licenses, taxes, even how to start a email campaign. They have a rich network of other professionals and services to recommend as well.”

Methodically targeting the market of 20,000 service dog owners nationwide, she began by selling to family and friends. Then she moved up to craft and pet shows. Eventually, she moved her business online, where she now sells internationally to several countries including: Canada; the United Kingdom; France; Spain; Norway; Denmark; Czechoslovakia; China; Japan; Australia; New Zealand; and Croatia.

Boldry made a profit her first year in business, and sales have essentially doubled each year since.

A one-person operation no longer, the company now has full and part-time workers, and the new working space she just moved into is already filling to capacity.

## **Bold Lead Designs**

**Aurora, CO 80012**

**303-856-3012**

**[www.boldleaddesigns.com](http://www.boldleaddesigns.com)**