## **Trade talk**

# Foreign trade loan program topic of event

Considering expanding your business into foreign markets? Need the cash to make it happen?

Learn about Small Business Administration's International Trade Loan programs at the International Trade & Exporting Seminar set for 9 to 11 a.m. Sept. 22, at the SBA Training center, 2828 N. Central Ave., Ste. 800, Phoenix.

Experts from the U.S. Commercial Trade Service will be on hand to discuss access to capital to support international trade. They'll address what technical assistance and trade counseling is available.

There is no charge to attend this event other than parking, but registration is required.

For more: Call James Pipper at 602-745-7230 or email james.pipper@sba.gov.



Kuske



UNLEASHING
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INSIDE YOU

#### **Lessons learned**

What was the most surprising thing to happen to you when you started your business?

"As a female divorce attorney, I was in more demand than my male business partner."

Sandra J. Fromm PC Attorney at Law Fromm, Smith and Gadow Family Law Practice



"Business growth didn't happen overnight like I had anticipated."

Julie Silver Founder and owner Healthy Glow LLC



### Startup

# Friends start TipsyDevil.com to offer nightlife deals

hree friends who enjoy dining out and experiencing the Valley's nightlife have launched a business called TipsyDevil.com.

Co-founders Michael Berk, Phil Herbert and Zane Kane quietly launched the company's website on Aug. 18 and hope to build an audience for the site. The idea was born because the trio love to experience new restaurants and clubs and were looking for a service they found didn't exist.

With a tagline of "Drink, Party, Save," the website offers discounts and specials at restaurants and clubs across the Valley through a daily e-blast to those who sign up. The trio keep a percentage of the specials purchased through the site.

The men hope to add clients to the site who can help build the business and gain exposure for their eateries. They also want to add consumers who want to dine out and save money at the same time.

The trio continue to work full-time in various industries, including insurance and security, and are self-financing the venture.

Berk said TipsyDevil.com focuses on food and fun, unlike other service- or



**TipsyDevil** founders, from left, Phil Herbert, Zane Kane and Michael Berk launched the website to offer discounts and specials on Valley dining and nightlife.

PROVIDED BY TIPSYDEVIL.COM

travel-oriented offerings that many on a limited budget can't afford.

"A lot of times there are these deals like discounted waxing services. But why not have something that offers things for people that want to go out?" he said.

The goal is to expand TipsyDevil. com's presence through ground-level

marketing and use their knowledge of the Valley's nightlife and word of mouth to build business.

"We are currently seeking seed funding. ... We have a lot of plans for this in the future," Berk said.

— Lynn Ducey



#### 2.0 minutes with...

Robert Kuske Co-founder and medical director Arizona Breast Cancer Specialists

Arizona Breast Cancer Specialists in Scottsdale is dedicated exclusively to treating women fighting breast cancer with radiation.

What is one of your business goals for the next
12 months? To complete the important
national clinical trial comparing five
days of partial breast radiation to six
weeks of whole breast radiation. We
hope to complete the trial, the largest
of its kind in 25 years, in December
2012 with 4,300 patients across
North America. Our team is the No.
1 contributor to this study, which will
have a worldwide impact.

What is a significant goal you've achieved in the past 12 months? Leading the 2011 American Society of Clinical Oncology Breast Cancer Symposium in San Francisco, Sept. 8-10. I am the first Arizona doctor ever to head it up.

How have you changed your business strategy to reflect current economic conditions? We've worked hard to continue to take care of all women with breast cancer — not just those who happen to have good insurance. As such, we've taken time to research and earn grants that allow us to treat women of low income or need.

What resources did you use to help develop your business and marketing plans? It was truly a team effort. I focused on the creative and big-picture ideas, while my partner researched business books and business planning around the clock and put pen to paper to make it happen.

How do you market your business? Certainly the two biggest additional factors are word of mouth and referrals, which is one of the reasons one-third of my patients are from out of state or country.

What is the biggest challenge you've overcome in growing your business? We test any of our investments in technology with one simple question: "Would I like

my mom treated on this medical equipment?" As you can imagine, this line of thinking is not always best for the bottom line. Therefore, our challenge continues to be meeting our debt load by effectively taking care of more and more women.

What advice do you have for entrepreneurs just starting out? Determine whether you are a dreamer or a doer. Once you determine where your strength lies, you can get help in other areas.

**Did you ever want to call it quits?** I will never call it quits, nor have I ever even thought of it. I wake up each morning feeling privileged to do what I do.

**Do you have an exit strategy or a succession plan for when you retire?** I think I will work well into my 70s. If I ever need a rest, though, my respite is Sedona.

What do you know now that you wish you had known when you started your business? The impact starting a business has on one's personal life — both the good and had

What's the best piece of business advice you ever received? Do the right thing. Always do what is medically best for your patients, and everything else will fall into place.