

# Diablo Burger—Flagstaff, AZ

When **Diablo Burger** owner **Derrick Widmark** serves up Flagstaff's best burger, it's with a taste of local ranch history and a heaping helping of support for community businesses.

Diablo Burger burgers are made from 100% local, open range-raised antibiotic and hormone-free beef that is raised on the two Diablo Trust ranches, the Flying M and the Bar T Bar. Both ranches have been in operation in northern Arizona since the late 1800's. The Diablo Trust was started in 1993 by their owners to promote healthy ranchlands, environmental protection and wildlife management.

Diablo Burger was started by first-time business owner Widmark in 2009 in line with the goals of the Diablo Trust. "Diablo Burger was developed with the clear mission of supporting local, family-owned farms and ranches and to help enhance that connection between the community and the healthy, productive working landscapes of the West through gastronomy," Widmark said.

"That's just a fancy word for cheeseburger," he added.

Widmark felt strongly that Flagstaff was ideally-suited to support a 'local food-based burger joint'. Most of the produce used at Diablo Burger is also from local farms. Ingredients that are not available locally are purchased from family-owned Western producers whenever possible.

Widmark credits **Annette Zinky** and the **Coconino Community College Small Business Development Center** with playing an instrumental role in Diablo Burger's development. "Annette asked all the tough questions and made us work diligently to develop a business plan that was robust, that prepared us to make inevitable adjustments and that created a solid foundation for us to start this business — in what turned out to be a very challenging economic climate."

Diablo Burger was voted 2009 and 2010 'Best Burger in Flagstaff' by Arizona Daily Sun readers and



Diablo Burger owner Derrick Widmark

named 'Best Burger in Arizona' by USA Today. Diablo Burger has also been featured in the *Arizona Republic*, *Mountain Living* magazine and other publications for its outstanding food and business practices.

Widmark enjoys the interactions that a truly community-based business offers. "Diablo Burger benefits from the unusually high enthusiasm level of our customers, which affects our employees, our investors and the entire energy around this business in a very positive way. That makes a big difference once you get past the 'honeymoon phase' of opening your doors for business."

Diablo Burger's success has reinforced two very important life lessons for Widmark. "You cannot please everyone, so don't even bother trying," he noted. "In that spirit, we have a small menu and we try to do a handful of things as well as they can be done."

"The second lesson is this: If you work on behalf of something that is bigger than your own success, your chances of success are actually higher than if you're just looking out for yourself."

## FAST FACTS

### Diablo Burger

Type of Business:  
Restaurant

Owner:  
Derrick Widmark

Address:  
120 N Leroux St # 112  
Flagstaff, AZ 86001

Phone:  
(928) 774-3274

Website:  
[www.diabloburger.com](http://www.diabloburger.com)

Business Began: 2009

Employees at Startup: 15

Employees in 2010: 15

First Year Revenue: \$480,000

Revenue in 2010: \$573,000

Startup Capital: \$150,000  
Source of Initial Capital: Private  
Investment

SBDC Counselor:  
Annette Zinky  
Coconino Community College  
SBDC  
(928) 526-7653

## Coconino Community College SBDC



Coconino Community College Campus

The **Coconino Community College SBDC** is located in Flagstaff, has a satellite location in Page and partners in a satellite office in Sedona with the Yavapai College SBDC. The Coconino Community College team served 248 counseling clients and 214 training clients in 2010.



(Seated left to right): Annette Zinky, Center Director;  
Mark McKendry, Business Analyst.  
(Standing left to right): Jim Hunter, Business Analyst;  
Emmy Burrue, Administrative Assistant



Dr. Leah Bornstein  
President  
Coconino  
Community  
College

