

## FAST FACTS

### ICE, Inc.

Type of Business:  
Professional Services

Owners:  
Edward Molina; Melvin Albert;  
David Olson; Danny Avant

Address:  
500 E. Fry Blvd, Suite M-14,  
Sierra Vista, AZ 85635

Phone:  
(520) 458-4321

Website:  
www.iceinc-ps.com

Business Began: 2007

Employees at Startup: 2

Employees in 2010: 70

First Year Revenue: \$693,306

Revenue in 2010: \$8,676,440

Startup Capital: \$200,000  
Source of Initial Capital: Owner  
Investments

SBDC Counselor:  
Mark Schmitt  
Cochise College SBDC  
(800) 966-7943, ext 5478

# Intelligence Communications & Engineering, Inc. — Sierra Vista, AZ



ICE Owners (left to right): Danny Avant, Dave Olson, Mel Albert, Edward Molina

**Edward Molina** and his partners **Danny Avant**, **Dave Olson** and **Mel Albert** included the 2008 Presidential Election in the business plan for their new Sierra Vista business, **ICE, Inc.** (which stands for Intelligence, Communications and Engineering services).

"We could see the handwriting on the wall and we figured that there would be reduced military spending," Molina explained, "but we also knew that the Department of Defense needs better intelligence and communications, even during a down-sizing."

All four partners were retired Army Veterans who knew the Sierra Vista area as the home of Fort Huachuca. "We knew the customer base and the mission," Molina said. They founded ICE, Inc. in 2007.

The company's first break came when they obtained two small sub-contracts. Two contracts grew to four and

ICE began to establish a presence as a quality service provider.

The group sought finance and accounting assistance from the **Cochise College Small Business Development Center** early in their lifecycle. "Our business received cogent advice, counsel and training from the SBDC," Molina said. "They helped us create our original accounting system."

The partners take pride in owning a business that provides jobs in the community. "All four of us are Veterans with a lot of experience in intelligence and communications," Molina said. "We all still have a strong sense of mission accomplishment and supporting the military is big for us. We have a strong bond with them and we know how to provide support to what they do."

The company's core values are Integrity, Commitment and Excellence (also ICE) which, the four owners stress, "form the basis of all of our operations".

Today, ICE has 70 employees, offices in Sierra Vista, Augusta, GA and Omaha, NE and a client list that includes the Departments of Defense, Justice and Homeland Security. ICE also has a commercial division that provides IT services to small and mid-size businesses in Sierra Vista and Bisbee.

"Danny, Dave, Mel and I knew not to put all of our eggs in one basket because of the economy," said Molina, emphasizing that building their business was a true team effort that drew on the talents that all four men had to offer.

Their advice for aspiring entrepreneurs? "You have to prepare a good business plan, have a good business strategy and really identify your market," Molina said on behalf of the partners.

## Cochise College SBDC



Cochise College Campus



Program Assistant Rachel Norton and Center Director Mark Schmitt

The **Cochise College SBDC** is located in Sierra Vista. Center Director Mark Schmitt and his team served 396 counseling clients and 387 training clients in 2010. They can be reached at (800) 966-7943, ext. 5478

**AZSBDC**network  
SMALL BUSINESS DEVELOPMENT CENTERS  
COCHISE COLLEGE SBDC

**COCHISE COLLEGE**



J. D. Rottweiler, Ph.D.  
President  
Cochise College