

FAST FACTS

Infamous Network

Type of Business:
Wholesale

Owners:
Jeff Daverman

Address:
515 West Hillside Ave.
Prescott, AZ 86301

Phone:
(928) 533-5353

Websites:
info@customstickermaker.com
www.neverbetter.com
www.customstickermakers.com

Business Began: 1996

Employees at Startup: 2

Employees in 2009/2010: 3-4

First Year Revenue: \$25,000

Revenue in 2009/2010:
\$230/345,000

Startup Capital: \$60,000

Source of Initial Capital: Invest-
ment by Former Partner

SBDC Counselor:
Fred Kennedy
Yavapai College SBDC
(928) 776-2008

Infamous Network — Prescott, AZ



Infamous Network Owner Jeff Daverman and his wife Beth Rossi

Artist and **Infamous Network** owner **Jeff Daverman's** relationship with the **Yavapai College SBDC** ultimately taught him the art of business.

Infamous Network was founded in 1996, when Prescott artists Daverman and John Vander Pol came up with an idea to 'put positive inspiration out into the world' through a line of bumper stickers produced using manual silkscreen techniques. They developed a full line of sticker shapes and sizes, created their own in-store displays and put together package deals for a network of natural food stores, bookstores and New Age shops across the country. That network connection led to some early success, according to Daverman.

The company struggled as Vander Pol left the company in 2000 and the manual silkscreening process proved too time-consuming.

"We were at the point where we were going out of business because the process we were using became unsustainable," Daverman said. Vander Pol returned in 2005. In 2007, the company added a large format

digital printer and cutter. "It transformed our business," Daverman said.

Daverman worked with **Yavapai College SBDC Business Analyst Fred Kennedy** beginning in 2004 and at different stages of his company's evolution. How to acquire the digital printer was one of the issues they discussed. Over the years, Kennedy and Daverman delved into finances, strategic planning, e-commerce, marketing, accounting, pricing, inventory management and tax issues.

"I had a bunch of questions and no answers," Daverman said. "I needed someone to give me an honest and objective appraisal of where we were, and Fred has done that for me since I first met him. He's been an amazing and fundamental resource to our success."

Infamous Network expanded to offer custom printing services when it rolled out its new equipment in 2007. Personnel additions followed, which enabled Daverman to let go of his 'do it all' mentality, following Vander Pol's final departure.

"Letting go allowed me to focus on the bigger vision, to smooth out the rough places, to refine the business and to get better at what we do," said Daverman, who credits his wife, **Beth Rossi**, for her support and contributions over the years.

A website expansion will help build online sales to a growing customer base. The business has come full circle, according to Daverman.

"The most rewarding part of owning this business is being able to wake up every day and be able to put out ideas in the world that encourage positivity," he said. "I'm an artist who became a business owner, and now we're finally back in a position to get back to our origins."

"Perseverance trumps everything," he added. "As long as you don't quit, you're always still in the game."

Yavapai College SBDC



Yavapai College SBDC

The **Yavapai College SBDC** is located in Prescott, with satellite locations in Camp Verde, Clarkdale (Cottonwood) and Sedona. Center Director Rick Marcum and his team served 259 counseling clients and 388 training clients in 2010. They can be reached at (928) 776-2008.



*Rick Marcum
Center Director*



*Fred Kennedy
Senior Business
Analyst*



*Mary Ward
Office Manager*



*Dr. James Horton
President
Yavapai College*

