

# Restor-To-Nu—Tucson, AZ

For **Pete Trinque**, taking control of his future required a major makeover for both his career and his new business.

A 20-year veteran of the mutual fund industry, Trinque was managing two Wall Street operations and living in Washington D.C., near the Pentagon, on September 11, 2001. He lost four friends in the terrorist attacks on the World Trade Center that day. Like many Americans, it gave him a new perspective.

"I thought to myself that I can either keep analyzing businesses or run one," he remembered. "Let me see if I can run one."

Trinque had worked in the upholstery business in Tucson in the early 1980's and he and his wife, Dianne, returned there to begin looking for business ideas. "We looked at franchises, startups and existing businesses, and then we found a retired Air Force Colonel who was selling his upholstery business," he said. "He had done a nice job of building a core business."

The couple purchased **Restor-To-Nu** in 2004, moved it to a larger facility, purchased new equipment and tools to expand the service offering and a new truck and other equipment that enhanced productivity.

"I was naïve enough to think that running a business was only about running the business," he said. Trinque knew enough to seek outside advice and he credits **Microbusiness Advancement Center SBDC Center Director Tom Shambo** and **Business Analyst Bob Fick** for playing key roles in Restor-To-Nu's success.

"We use them as a quasi board of directors and we meet every year for a two-day strategy meeting," Trinque said. "It helps us refocus. We've learned how to make our business work — the whole spectrum of it. They brought the level of expertise that was required to drive this business to the next level."

"Tom urged us to look outside the box and to consider



*Pete and Dianne Trinque of Restor-To-Nu*

opportunities that we would have otherwise missed or passed on," he added. "He taught us the value of customer service and retention, how to increase productivity and how to network for new vendors and suppliers."

Trinque credits Fick with teaching him the importance of working on the bottom line, instead of just growing the top. "Because of his help, we have seen our bottom line grow over the past three years even though the top line has suffered from the economy."

Restor-To-Nu has grown to become Tucson's largest upholstery, refinishing and furniture repair company. "We've been involved in two Extreme Makeover projects — one in Tucson, the other in Gilbert," Trinque noted. "We're proud of our work with non-profit agencies throughout our community."

He has this to offer to aspiring business owners: "Bring passion to it," he advises. "It will fuel your energy to be successful."

"The business plan is mission critical," added Trinque. "You may think you have a plan, but what the SBDC did for us with that planning process was essential. It made our business that much more viable."

## FAST FACTS

### Restor-To-Nu

Type of Business:  
Furniture Refurbishing

Owners:  
Pete and Dianne Trinque

Address:  
4011 E. Columbia Street, #121,  
Tucson, AZ 85714

Phone:  
(520) 747-7401

Website:  
[www.restor-to-nu.com](http://www.restor-to-nu.com)

Business Began:  
Purchased 2004

Employees at Startup: 10

Employees in 2010: 8

First Year Revenue: \$444,787

Revenue in 2010: \$495,985

Startup Capital: \$285,000

Source of Initial Capital: Owner  
Investment and Bank Loan

SBDC Counselors:  
Tom Shambo and Bob Fick  
Microbusiness Advancement  
Center SBDC  
(520) 620-1241