

IDAHO BUSINESS LEADS

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CORPORATION FILINGS

Listed are the most recent filings with the Idaho Secretary of State. The filings are a prerequisite for doing business in Idaho. Listings include: name of corporation, address, type of business, value of business (if available), first name on board of directors (B of D), file number.

STATE OF IDAHO

MILLENKAMP CATTLE INC, 471 N 300 W, Jerome, ID 83338, Timothy Stover, initial incorporator, C174211
 SCOTT E PLEW CPA PA, PO Box 5399, Twin Falls, ID 83303, Scott Plew, initial incorporator, C174169
 FFC LTD, 130 9th Ave. N, Buhl, ID 83316, Steve Bonar, initial incorporator, C174180
 SUNSATIONS OF POCATELLO INC, 2058 Overland Ave., Burley, ID 83318, Garald Price, initial incorporator, C174205
 ARTIST'S MARKET INC, 408 S 4th, Hailey, ID 83333, Alissa McGonigal, initial incorporator, C174195
 GRAVES CONSTRUCTION INC, PO Box 1692, Hailey, ID 83333, Meghan Record, initial incorporator, C174219
 PRINCIPAL RECRUITING GROUP INC, PO Box 5989, Ketchum, ID 83340, Chad Pringle, initial incorporator, C174220
 BONSAI INC, PO Box 563, Rupert, ID 83350, Bonnie Jacobson, initial incorporator, C174187
 ADVANCED AUTOMATION INC, PO Box 565, Wendell, ID 83355, Donald VanKleeck, initial incorporator, C174173
 LUPTON PETROLEUM PRODUCTS INC, 280 S Holmes, Idaho Falls, ID 83401, Steven Parry, initial incorporator, C174225
 CUTTING EDGE PROPERTY MANAGEMENT INC, 614 Douglas Ave., Idaho Falls, ID 83401, Bradley Whitehead, initial incorporator, C174257
 TETON KENNELS INC, 1947 E 65th N, Idaho Falls, ID 83401, Brian Rowlan, initial incorporator, C174259
 E & J SONS DISTRIBUTING INC, 476 W 18th St., Idaho Falls, ID 83402, Josh Snyder, initial incorporator, C174215
 SARAH M HADERLIE CPA PA, 1000 Riverwalk Dr. Ste. 100, Idaho Falls, ID 83402, Sarah Haderlie, initial incorporator, C174223
 MICROH2O INC, 510 E 17th St. Ste. 446, Idaho Falls, ID 83404, Michael Rohe, initial incorporator, C174158
 JM CONTRACTING INC, 4484 S McCowin, Idaho Falls, ID 83406, Joseph McMurtrey, initial incorporator, C174166
 MORGAN MORGAN INC, 2144 S Eagles Homestead, Ammon, ID 83406, Justin Morgan, initial incorporator, C174234
 WFG INC, 3014 Madeline Ct., Ammon, ID 83406, Trevor Walker, initial incorporator, C174261
 LINDSEY VENTURES INC, 984 E Butter Rd., Menan, ID 83434, Brian Boyle, initial incorporator, C174186
 VERLE SKIDMORE POST NO. 8893 VETERANS OF FOREIGN WARS OF THE UNITED STATES INC, 1248 E 1500 N, Terreton, ID 83435, Jay Simmons, initial incorporator, C174179
 ALPHA SOD INC, 368 E 3rd S, Rexburg, ID 83440,

NOTICE TO READERS
 Public Record information is gathered and published as a convenience to Idaho Business Review readers. Every effort is made to report accurate information. The Idaho Business Review will not be responsible for errors or omissions. No filings will be changed or deleted from publication for any reason.

They started as assistants, now they own a company

Alicia Lopez, Kami Brant launch O2 Marketing

By **Gaye Bunderson**
 IDAHO BUSINESS REVIEW

Alicia Lopez, 32, and Kami Brant, 31, definitely started at the very bottom of their chosen industry and worked their way up. For 12 and 10 years respectively, the women worked for firms in the area from John L. Scott Real Estate to O'Neill Enterprises.

They each began as sales assistants and moved through the ranks to sales agents, onsite sales managers, directors of sales and marketing, and directors of land acquisition and lot sales. Then, almost two months ago, they started their own business, O2 Marketing.

Lopez calls what they do a "dirt-to-done concept." The women perform in-depth market research for developers wishing to build new houses on a specific site.

As a large, bound notebook at the O2 offices in the Farmers & Merchants building at 121 N. Ninth St. in Boise indicates, the research is exceptionally comprehensive.

Some of the information Lopez and Brant gather includes potential buyer profiles, pertinent zoning regulations, and area demographics specific to the designated land.

"We do weeks of research," said Lopez. "We study similar markets in other states, we offer advice on what amenities are lacking and what's needed."

"Basically," she said, "we want to recommend to our clients the highest and best



BUNDERSON/IBR
 Alicia Lopez, left, and Kami Brant are managing members and co-owners of O2 Marketing. The women collect data useful to new home builders.

NEW BUSINESS
of the week

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use for the property, and what they need to do to get the highest return on their dollar."

After the houses are built, the women hire sales agents to stay onsite to sell the homes to buyers. "We match the agents to the buyer profile [in that area]," said Brant. "The agents are experts in that community."

The women stress the information they offer is customized and flexible, not a one-size-fits-all concept. "We adjust our program to meet the needs of our clients," said Lopez.

Lopez said their research became increasingly necessary as the housing market cooled. "The 'build it and they

will come' mentality is declining," she said. "It's becoming harder to sell houses; educated decisions are needed now."

The women used a combination of personal funds and a bank loan to get O2 up and running. They wrote their own extensive business plan and profit and loss statement. "The bank was impressed," they said. "We received the highest first-time loan the bank (Idaho Banking Company) has ever given."

But Brant and Lopez consulted with other professionals, including accountants, lawyers, and bankers, in setting up the business. "We didn't want to make a mistake," said Brant. "We're looking at 'growing smart.' We don't want to implode."

"We can't be everything to everybody, and we know that," said Lopez. "We want to be a top notch firm to a select, manageable group of clients."