



**Louisiana Small Business Development Center at  
Southeastern Louisiana University**  
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Serving Livingston, St. Helena, St. Tammany, Tangipahoa, Washington Parishes

## North Cypress Fitness Studio Hammond, Louisiana



Olaf Ross and Richard Henry, co-owners of  
North Cypress Fitness Studio, Hammond

### Economic Impact

- 31 jobs created
- 350% increase in memberships
- \$5 million expansion with a second location opening in 2008
- 40 jobs anticipated with expansion

Olaf Ross has been a client with the Louisiana Small Business Development Center at Southeastern Louisiana University for over ten years. He first came to the LSBDC in 1997 for help in opening his first fitness studio, North Cypress Fitness Studio, in Hammond. The award-winning studio employs 31 workers. LSBDC consultants assisted Ross in creating a business and financial plan and a marketing plan. LSBDC also offered him business training. With LSBDC assistance, the business has taken off, growing from 400 members to 1400 members.

Ross returned to the LSBDC at SLU for technical assistance when he wanted to build a second location: a five million dollar fitness club and resort. When the facility opens in 2008, it will create another 40 jobs. The LSBDC consultants assisted with the business plan and financial projections for the expansion. LSBDC consultants also helped Ross with a loan package, which eventually lead to a SBA 504 loan.

### LSBDC at SLU Services Given to Client

- Developed business plans
- Helped prepare financial statements and cost analysis
- Provided marketing research
- Helped prepare a loan package which secured a SBA 504 loan
- Training on QuickBooks Pro



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