

# sbdc

I D A H O

Small Business  
Development Center  
direction. solutions. impact.



## JEDCO, LLC

Jon and Donna Bratton  
Jerome, Idaho

AFTER A COMBINED 40 YEARS in the trucking industry, Jon and Donna Bratton made the decision to become trucking business owners. In preparing to start their business, JEDCO LLC, Jon and Donna accessed the services of the Twin Falls office of the Idaho Small Business Development Center (SBDC).

Donna attended the SBDC's Business Boot Camp, the Women's Business & Career Conference, and the Safety and Business Fest. Donna also participated in bookkeeping and tax counseling sessions. The SBDC office also provided valuable assistance in the creation of a JEDCO employee handbook.

**I want to understand the “why” as much as the “how,” because in order to learn I need to know the rationale behind the process.**

The SBDC worked with Jon and Donna to utilize their insight into dispatching, scheduling, bookkeeping, mechanics and driving to guide each of their business decisions.

The Brattons set short term and long term goals for their business. They found ways to increase sales and, most importantly, to keep their trucks on the road. The Brattons are lifelong learners, consistently searching for ways to sharpen their skills. As Donna often explains to SBDC staff, “I want to understand the ‘why’ as much as the ‘how,’ because in order to learn I need to know the rationale behind the process.”

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