

## **STARTING UP NEW BUSINESSES**

Brad Tiarks grew up in the Treynor neighborhood and graduated from ISU in Landscape Architecture. Tiarks said that he found work with the Earl May company and worked for them ten years. But, he was transferred to nine different stores during this period. On the tenth transfer request he balked at another move since he was married and starting to raise a family. So, Tiarks changed direction and with the support of his family and he started his own business in 2002, Bradley's Floral and Gifts, now located on Valley View Drive in eastern Council Bluffs. Tiarks explained how this business has led to two additional complementary businesses-- Bradley Design Exteriors for landscaping services and Precision Grounds Maintenance for mowing and snow removal services. Tiarks noted that he hasn't found the necessity to advertise much as he gets most work from referrals. Tiarks noted that starting up a business was a profound learning experience beyond university studies.