Although Chris Clark and Guy Stone have a combined 33 years of experience in oil well logging and perforating, until a few years ago, they didn't even know each other. They first met in spring 2009, when Chris left Halliburton to go to work for J-W Wireline Company, where Guy was already employed. To hear Chris tell it, they didn't particularly like each other at first either. That changed pretty quickly, though, and Chris and Guy started talking about partnering up and starting their own cased-hole wireline company.

Armed with a preliminary start-up budget and income statement, and plenty of entrepreneurial spirit, Chris and Guy contacted the Del Mar College Small Business Development Center in April 2010 for help structuring a business plan and financing proposal. SBDC business advisor Michael North assisted them in preparing a detailed business plan with cash flow projections and financial statements.

After the business plan and financials were completed, Chris and Guy successfully consummated the sale of a 30% equity interest in their company to a group of private investors. Chris and Guy then approached Mutual of Omaha for a loan and were approved. According to Chris and Guy, "We want to thank the Del Mar College SBDC and Mike North. We started with an idea to form a company. With our idea and raw data, Mike helped us form a business plan and pointed us in the right direction. During the first month he helped guide us through all the up’s and down’s of starting a new business. Mike prepared our business plan which lead to our getting equity partners and a lender. We started C&S Wireline Services, LLC, in February 2011. We owe a great deal of gratitude to Mike North and the Del Mar College SBDC; with his help it made the pressure of starting a business a whole lot easier. We couldn’t have done this without him. Thanks a bunch.”

Through hard work and perseverance, Chris and Guy achieved their dreams of starting their own cased-hole wireline company, and C&S Wireline Services, LLC, which is located at 6825 Leopard Street, is open for business. For quality, professional cased-hole logging, perforating and pipe recovery services, call C&S Wireline Services at (361) 289-8443.

**SBDC Advisor Spotlight**

North started with the SBDC in January 2001, and works with a variety of startups and existing businesses to enhance management and productivity and improve the bottom line. With six years of experience as a commercial loan officer, he’s adept at writing business plans and loan proposals. He received a BA from The University of Texas at Austin in 1972, and worked the next 14 years in the oil and gas industry as a Certified Petroleum Landman. In addition to energy and banking, he has successful management experience in South Texas farm and ranch operations.

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