



Andy and Chad Baker are lucky: their appearance and incredible work ethics are identical. The Baker twins currently operate a manufacturing and distribution business in Bloomington, Indiana, Indoor Signs, LLC, with unique products predominately for the restaurant and bar industries. The Bakers primarily sell their products direct to consumers via trade shows, but they also sell through a small yet growing number of distributors. The Baker Twins have focused their sales efforts in the U.S. with customers in almost every state, but they have a growing number of clients overseas. They currently have customers in El Salvador, Ireland, Puerto Rico, Mexico, Hawaii and Russia.

Their company offers a small, yet growing number of products. Their two main products are a unique edge lit sign and a beverage dispenser called The Drink Tower. The Baker Twins are towards the very end of having their own Drink Tower made in China. After hiring a patent attorney, they were able to make the necessary changes to replicate the product. An SBA loan has been approved and sample parts have already been received from their source in China.

Over the years, South Central Indiana SBDC Director Brian Kleber, has provided assistance in many ways ranging from obtaining SBA financing to introductions to local successful entrepreneurs for mentoring. The Baker twins have attended the SBDC's BEST Training Series with a focus on the "Role of the CEO" and "Employee and Management Philosophies."

The business has grown from \$20,000 in sales in 2000 to over \$500,000 in 2004. As well, in 2004 the Baker twins were awarded the Small Business Administration's "Young Entrepreneur of the Year" award.



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