

to a confused world," says Dell.

Sustainability is often a meaningless or misunderstood word for people who are not avid environmentalists. "If you apply the strict definition of sustainable, of nothing needing to be brought in or nothing ever going away, that's pretty hard to do," says Dell. "The word sustainable is shorthand for trying to do better, using fewer resources, and even generating some foods from your yard."

Currently, Dell and Goodnick are filming a four-episode series on the Firescape Garden, a 1.7-acre demonstration garden located at 2411 Stanwood Drive directly across from Fire Station No. 7. "We've stripped it (the garden) down to zero and filmed the whole process of rebuilding it, including demolition, design and how to manage your garden for firescape safety," Dell says. "The last episode will show what worked and what didn't."

The entrepreneurial spirit is nothing new for Goodnick and Dell. A landscaping career began for Dell after a youthful stint as a television repairman and contractor. For Goodnick, it happened after a not-as-successful-as-hoped-for drumming career with a band. Even though his band opened for The Doors and went on the road with the Jackson 5 (ask Goodnick about his purple velvet bell bottoms), it was Goodnick's love for bonsai, and the inspiration from his then-girlfriend and now-wife, Lin, that eventually inspired him to go back to school. "Lin convinced me that at age 32 I was not too old to go to Cal Poly-San Luis Obispo and get my degree in landscape architecture."

Goodnick's mother influenced him in a different way. "Some of us achieve greatness because of our upbringing and some of us in spite of it," he says. "When I lived in San Fernando Valley (originally, Goodnick was from New York), my folks had a large jade plant right outside of the picture window looking out over our backyard. My mom didn't like the flowers it produced from October to November, so she would go buy the cheapest fake-looking flowers and wrap it around the stems: three tulips, a couple of sunflowers and a couple of roses. I would ask her, 'Mom, what are you doing?' And, she would say, 'It's colorful.' I thank my mom for the inspiration."

And inspiration is what happens while listening to the Garden Wise Guys impart their helpful tips on creating a water-wise garden. To catch the Garden Wise Guys, tune in on Sundays at 9 p.m. to CITY-TV, Channel 18.

To glimpse Billy Goodnick in his former musician's life, you can see him play with his band, King Bee, at various locations through town. The band's web site is [www.kingbeesb.com](http://www.kingbeesb.com). And for more information regarding Owen Dell's award-winning landscape designs and his workshops and classes, visit [owendell.com](http://owendell.com).

## WOMEN'S ECONOMIC VENTURES (WEV) ENTREPRENEUR SPOTLIGHT

COMPANY NAME: **Market Ready Rx™**

PRINCIPALS: Martha Townsend

TYPE OF PRODUCT OR SERVICE: Marketing services for early stage medical diagnostic companies.

DATE ESTABLISHED: 2006

NUMBER OF EMPLOYEES: 1 subcontractor

ADDRESS: 334 East Padre Street, SB 93105

TELEPHONE: 805.563.2446

EMAIL: [Martha@marketreadyrx.com](mailto:Martha@marketreadyrx.com)

WEBSITE: [marketreadyrx.com](http://marketreadyrx.com)

WHAT PROMPTED YOU TO GO INTO BUSINESS FOR YOURSELF? I was in a corporate marketing position traveling around the world with little time left for family and my community.

WHAT HAS BEEN YOUR BIGGEST BUSINESS CHALLENGE? I have grown very fast and my clients frequently utilize me as part of their management team. It is challenging to be available when all clients require my time at the same time.



Jen Santos at Anthology

WHAT HAS BEEN YOUR BIGGEST BUSINESS SUCCESS? My in depth market analysis and positive client relationships have been the most successful part of my business. Of course, this has led to more growth which has been very gratifying.

WHO IS YOUR IDEAL CUSTOMER? My ideal customer has a medical diagnostic test system that needs marketing.

WHAT HAS BEEN THE BIGGEST SURPRISE ABOUT OWNING A BUSINESS? Honestly, the biggest surprise has been the growth I experienced in my first year. I didn't in my wildest dreams expect to secure this much business and it has been so exciting!

HOW DO YOU JUGGLE ALL THE PIECES OF YOUR LIFE TO MAKE IT ALL COME TOGETHER? I have learned to stay extremely organized and have weekly calendars with goals for each of my clients. My personal and community volunteer life also are treated like clients so I don't forget what's important.

WHAT ADVICE DO YOU OFFER OTHER WOMEN WHO MIGHT WANT TO START THEIR OWN COMPANY? Go for it. Not only do you grow your business but you grow personally. Feel the fear but do it anyway!

HOW DID WEV HELP YOU TO ACHIEVE YOUR GOAL OR DREAM? More than they will ever know! WEV gave me the initial courage and support that I needed to believe I could do this. The Self-Employment Training class was also immensely valuable in organizing the foundation for my business and creating a business plan. Finally, the Business Woman of the Year award truly was an honor I will cherish always—who would have thought?!

In recognition of Community West Bank, a WEV 2007 Corporate Partner

