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ONLINE AND IN SYNC WITH THE FITNESS RAGE **A WEEKLY UPDATE ON THE PLANS AND PROMISES MADE BY LOCAL BUSINESSES**

Name: Rick Stollmeyer

Job: President and chief executive officer of **MINDBODY Online**

What he said then: When **MINDBODY Online** founder Rick Stollmeyer last spoke to the Tribune a year ago, he had developed a successful business niche that combines the power of the Web with the personal service industry. Founded in 2001, the company was selling an estimated \$1.2 million in accounting and **online**-scheduling software packages each year to 1,600 yoga, wellness, fitness and healing arts practitioners in 27 countries. "The most interesting development of our age is that everything we want can be shopped and purchased **online**," the software entrepreneur said. "Personal services are no exception. ...We recognized the potential to break into a growing niche market that hasn't attracted a lot of corporate attention."

What he says now: Business is booming, he said. Annual sales revenues have doubled to \$2.5 million, and Stollmeyer's added nine full-time positions. **MINDBODY Online** now serves more than 2,000 businesses in 31 countries -- and is adding 90 to 100 more clients each month.

"We are the recognized industry leader for Yoga and Pilates, and we are rapidly gaining similar recognition in over a dozen different personal service markets," Stollmeyer said. Recent local clients include the San Luis Obispo's YMCA, music instructor SLOHand Music, and Spa Central Coast in Atascadero.

"We've demonstrated that we have the right solution for the right time, both for local and global markets," he said. What is fantastic for me is that the Internet is democratic, and allows the little guys to compete. We don't have to have our headquarters locked in to a certain geographical area to be successful, and that means we can stay in San Luis Obispo."

To accommodate his rapid growth, Stollmeyer is moving the business from a 3,100-square-foot office on South Higuera Street to twice the space in the just-completed NTK Commercial building at Tank Farm Road and Broad Street in San Luis Obispo. "We will be the anchor tenant for a high-tech center there," Stollmeyer said.

Looking ahead, Stollmeyer wants to integrate and expand systems into hotels and resorts. He also plans to set up **online** appointment software for the panoply of boutique, independent hair-salon businesses. "There are 400,000 hair salons in this country, and we're a perfect match to their needs," Stollmeyer said. "They don't know it yet, but they will."

-- Melanie Cleveland

- Rick Stollmeyer