

Meet Christine Hanks, the Associate Director of the Ephraim Small Business Development Center (SBDC), but don't let her title fool you—she's more like a business superhero! With her vibrant personality and infectious enthusiasm, and caring spirit, Christine brings a whole lot of fun to the world of rural entrepreneurship.

As a business consultant extraordinaire and a master of business training, Christine can turn a struggling small business into a thriving success story. She's the go-to person at the Snow College SBDC office, where she works her magic in Central Utah. She regularly trains in social media and leadership, but the highlight of her work is Women in Business. She provides monthly informative training in several rural counties connecting women business owners with needed relationships and resources. She also directs an annual Women in Business conference attended by over 100 business owners and growing every year. But that's not all—she's also the Custom Fit Director, providing essential training for businesses in a six-county area. She's like a professional multitasker, effortlessly juggling all her roles with finesse.

Originally hailing from American Fork, Utah, Christine is a true local legend. She graduated from American Fork High School and later pursued her passions at Snow College, where she earned an AS in Social Work and a Certificate in Marketing. Not one to stop there, she went on to achieve her Bachelor's in Social Work from Utah State University, showcasing her dedication to lifelong learning.

Before joining the SBDC full-time, Christine dabbled in various fields, including HR, business, and of course, the SBDC Departments at Snow College. She's a walking encyclopedia of HR understanding, business knowledge, and social media/marketing expertise. Teaching and counseling come naturally to her, thanks to her diverse professional background. In fact, Christine is no stranger to entrepreneurship herself. With over 25 years of business ownership experience, she's seen it all. She even managed a Dental Office in Springville, Utah, where she handled everything from payroll to performance reviews and raises. Talk about a true business maven!

Beyond her impressive professional achievements, Christine is a proud family person. She and her husband have an incredible brood of 10 children and 14 grandchildren, with more on the way. Family time is her ultimate joy, whether they're riding snowmobiles or boating together. And when she's not busy saving the business world, you can find Christine whipping up delicious meals, burying her nose in a captivating book, or simply basking in the warm rays of the sun.

Christine's dedication to her job and the people around her is truly remarkable. In recognition of her outstanding efforts, she was recently awarded Employee of the Semester at Snow College. With her infectious energy, expertise, and love for people, Christine is the go-to person for all things business—and a ray of sunshine wherever she goes!