

SBA Success Story: Rocken Paintball



William Graham, President

In 2003, paintball enthusiasts Judy Wessels and Kenny Docken opened their paintball store Rocken Paintball. The store carries a large supply of paintball markers and accessories for all the popular markers. Additionally, Judy and Kenny strive to provide the very best in customer service and support to anyone interested in the sport and work hard to promote the fair and safe sport of paintball at all times.

Both Judy and Kenny have played for several teams over the years. Judy Wessels, known as “Judge” Judy, is certified on the Intimidator and the Dye/Proto series of markers. Kenny Docken, known as “Rocken” Docken, has also played for many teams, and has worked in the industry for over ten years and is factory certified on the Autococker, Angel, Intimidator, Spyder, Tippmann, PMI series and the Dye/Proto series of markers.

Prior to starting the business, Judy attended a business start-up workshop at the Small Business Development Center – North County (SBDC-NC). In addition, the SBDC-NC counselors worked with Wessels to formulate a business plan, conduct an industry analysis, and educated her on financial projections and understanding costs. Wessels also plans on taking a SCORE workshop on marketing in the very near future.

What advice does Judy Wessels offer for other new business owners? She recommends that new business owners create a business plan and get as much education on business ownership as possible. Future plans for Rocken Paintball include expansion of the business and possibly opening a paintball field or shooting range.

To find out more about the SBDC – NC visit their website at www.sandiegosmallbiz.com. The SBDC program is partially funded by the U.S. Small Business Administration. Visit the SBA’s San Diego District Office website at www.sba.gov/ca/sandiego or call (619) 557-7250 to find out how SBA can assist your business.