



U.S. Small Business Administration

Idaho Falls Mermaid Tail Business Owners Named 2017 SBA Idaho Small Business Persons of the Year

Owners Steve and Eric Browning of Fin Fun Take Top Honors, Finalists for 2017 SBA National Small Business Persons of the Year, Celebration to Recognize Winners May 5, 2017

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BOISE, Idaho – The U.S. Small Business Administration (SBA) 2017 Idaho Small Business Persons of the Year are Eric Browning, CEO and Steve Browning, chief financial officer of Fin Fun in Idaho Falls, Idaho. Founded in 2010, Fin Fun creates swimmable mermaid tails and swim accessories for children and adults.

Fin Fun started as a creative family project that quickly attracted international attention. Company sales have increased from an average of 200 mermaid tails per month in 2011 to more than 500,000 mermaid tails per year in 2016.

In 2015, Fin Fun moved to a 10,000-square foot space acquired with an SBA CDC/504 loan. Fin Fun currently sells a patented monofin, swimmable mermaid tails, swimwear, animal blankets and other products.

“The Small Business Person of the Year Award is an opportunity to recognize the impact small business owners have on our local economy,” SBA Boise Acting District Director Shannon Madsen said. “Fin Fun has created more than 75 full-time and part-time jobs for the Idaho Falls area. I am honored to celebrate these dedicated, hard-working small business owners who are using innovation and creativity to make a difference in Idaho.”

The SBA Small Business Person of the Year Award – part of National Small Business Week in May – recognizes small business owners who demonstrate staying power and substantiated history as an established business with at least three years of business operation. Winners must also show growth in net worth and business expansion, increase in jobs and sales, innovativeness of products or services, response to adversity, and contributions to community-oriented projects.

“Steve and I are honored to be recognized by the U.S. Small Business Administration as Idaho’s Small Business Persons of the Year,” Eric Browning said. “We are grateful for our company’s rapid revenue growth and ongoing success, which now includes customers in over 180 countries worldwide. It makes our family proud to offer mermaid tails, blankets and other mermaid lifestyle products.”

In 2012, Eric and Steve Browning joined forces with their parents to become owners and managers of Fin Fun Mermaid. Eric’s focus is in strategic growth and marketing while Steve manages financial operations.

Eric and Steve are passionate about giving back to children’s causes and Fin Fun has given a percentage of profits to more than 18 charitable organizations annually for the past five years.

Small Business Person of the Year winners from 50 states, the District of Columbia, Puerto Rico, and Guam will converge in Washington, D.C. in May, when one of them will be selected as the National Small Business Person of the Year during the SBA celebration of National Small Business Week April 30-May 6, 2017.

A celebration honoring the SBA Idaho Small Business Persons of the Year will be May 5 in Idaho Falls, Idaho.

Each year since 1963, the President has issued a proclamation calling for the celebration of National Small Business Week. The SBA recognizes outstanding small business owners for their personal successes and contributions to our nation.

For more information about National Small Business Week, visit www.sba.gov/nsbw.

About the SBA Boise District Office:

The SBA Boise District serves the 34 southern most counties of Idaho and the 6 eastern most counties in Oregon with a location in Boise, Idaho. SBA Boise District staff provide resources and services in three areas referred to as “the three C’s” – counseling, capital and contracting. Visit www.sba.gov/id for more information including resource partners, lenders, workshops, success stories and other resources to help business start, grow and succeed.

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