

Phoenix Business Journal - July 28, 2008

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Friday, July 25, 2008

## Couple finds Just Roughin' It a full-time adventure

Phoenix Business Journal - by [Linda Obele](#) Phoenix Business Journal

Ray Hendricks has enjoyed hiking and backpacking since he was a youngster exploring the mountains of upstate New York.

But the idea of turning his weekend pastime into a full-time business didn't occur to him until years later. It came to him while he was pursuing his MBA at Arizona State University and working as a corporate trainer for a major auto insurance company.

"I was taking a couple entrepreneurship classes, and the thought of starting a company was really appealing," recalled Hendricks.

He and his wife, Debbie, decided to try their hands at a business capitalizing on their love of Arizona and their experience exploring the state's backcountry. Debbie is an Arizona native who also works as a physical trainer. She has been hiking and backpacking since her teens.

In September 2006, they launched Just Roughin' It Adventure Co. as a part-time business, reasoning that if it took off, Hendricks would quit his insurance job. By August 2007, he was ready to commit to the tour outfit, which specializes in hiking and backpacking excursions to the Grand Canyon and other scenic locations.

Hendricks said the lessons he learned while studying for his MBA came in handy, especially when it came to determining feasibility and thinking strategically. "It definitely taught me you don't want to go about things haphazardly," he said.

For more: [www.justroughinit.com](http://www.justroughinit.com).

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