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AZSBDC network
Small Business Development Centers

Small Business Success Starts Here

A to Z

Arizona's Small Business Resource

November 2011 Vol 2. No. 6

Coming Events

Dec. 8 - Arizona Veterans Small Business Conference, FREE event for Veterans and Active Military in Tucson. Learn contract bidding, teaming basics. Register at (520) 620-1241. Read details HERE.

Network Has Strong Statewide Impact ...

AZSBDC Network Economic Impact Through 10/30/11:

Clients Served
Counseling 2,464
Training 2,037

Events Held 246

Jobs Created or Retained 945

Business Starts 157

Capital Formation
$27.277 million

Sales Increase
$49.270 million

Contracts Obtained

Front and Center

By AZSBDC State Director
Janice C. Washington, CPA

Breaking News!

AZSBDC Chosen To Run Statewide Procurement Technical Assistance Center

The **AZSBDC Network** has been selected by the **U.S. Department of Defense** to operate Arizona's only statewide **Procurement Technical Assistance Center (PTAC)** network. The **Arizona PTAC** (AZ PTAC) will operate in parallel with the **AZSBDC**, which will provide specialized counseling, training and other professional assistance to help small businesses successfully compete for contracting or subcontracting opportunities with federal, state, and local government entities.

AZ PTAC will be linked to the nationwide PTAC network (Learn more HERE). It will be the first non-Native PTAC operation in Arizona for many years.

The program will be headquartered in offices at **Glendale Community College** in Glendale, with satellite offices located at **Mesa Community College** in Mesa, **Business Development Finance Corporation** in Tucson, and **Arizona Western College** in Yuma.

Now the Network's efforts are focused on bringing together a team of qualified procurement professionals to staff the program and on determining how to move forward as efficiently as possible. The need for these types of services is very real in Arizona.

The **AZSBDC** had many allies in its effort to bring a statewide PTAC operation to Arizona, including the **City of Glendale**, **Glendale Community College**, **Maricopa Community Colleges Center for Workforce Development**, **City of Glendale Economic Development** and research firm **VisionEcon**. Special recognition also goes to **Maricopa Community Colleges SBDC Director Mark Engle**, **Microbusiness Advancement**

Commcl/Private	$6.6 million
Federal Prime	$62.44 million
Federal Sub	$3.91 million
State Sub	$2.98 million
Local Prime	$1.46 million

Center Spotlight:
Central Arizona College SBDC

Creating, Not Waiting, For Growth ...

Casa Grande is becoming a magnet for foreign investment and international trade and the **Central Arizona College (CAC) SBDC** is helping to make it happen.

By the fall of 2012, the investors behind **PhoenixMart** expect to open the first phase of a 1.5 million square foot facility in Casa Grande which they are calling 'the largest and most comprehensive sourcing center in the Americas'. The first tenant, hotel outfitter **yAkool**, will occupy 500,000 square feet in the center. The project is currently in front of the Casa Grande Planning Commission.

PhoenixMart will be an international distribution center and 'year-round product convention center' that will provide space for nearly 800 different companies distributing 500,000 separate products, according to **CAC SBDC Director Jim Rhodes**. "There are only two other facilities like this in the world," he said. "Now there will be three: one in Dubai, one in China and one in Casa Grande."

Center Director Jim Rhodes

The project, which is designed to support small and medium-sized businesses by connecting them both in person and online with buyers and sellers worldwide, will be 'the rebirth of small business', noted Rhodes.

PhoenixMart is funded primarily by foreign investors, many of them Chinese, who are utilizing U.S. foreign

Center SBDC Director Tom Shambo and **Arizona Western College SBDC Director Randy Nelson** for their efforts in support of this program's success and for securing satellite space in their service areas.

This is a truly historical occasion for the **AZSBDC** and a boon for small businesses through Arizona. Watch for more details to be coming soon!

Network Receives Funds To Support Arizona Incubator Development ...

The **Arizona Small Business Development Center Network (AZSBDC)** has received $200,000 in supplemental funding from the **U.S. Small Business Administration (SBA)** to offer small business training and technical assistance in partnership with technology incubators in Arizona.

This funding will allow us to provide assistance to startup and early-stage technology entrepreneurs throughout Arizona. It will also provide our Network with a tremendous opportunity to enhance our partnerships with existing incubators in the Phoenix metropolitan, Tucson and Flagstaff areas.

The **AZSBDC** will initially work with established technology incubators, including the **Innovations Incubator** in Chandler, the **University of Arizona Center for Innovation in Tucson** and the **Northern Arizona Center for Entrepreneurship and Technology** in Flagstaff; with a new incubator being built by **Gateway Community College** in Phoenix; and a virtual incubator developed by **Rio Salado College** in Tempe.

The Phoenix, Tucson and Flagstaff markets typically represent 95% of Arizona's startup and early stage technology companies.

The **AZSBDC** will leverage expertise and services provided by its Centers that serve these areas (the **Maricopa Community Colleges SBDC** in Phoenix, the **Microbusiness Advancement Center SBDC** in Tucson and the **Coconino Community College SBDC** in Flagstaff) with the relationships that our Network enjoys with higher education, government and corporate partners to provide critically-needed supplemental services to existing and developing incubators. Subject matter experts will guide incubator tenants through the process of defining, marketing, financing and successfully commercializing their products or services. We're very excited about the project.

The **AZSBDC** will also build on a model technology curriculum that it is creating through its work with the City of Chandler's **Innovations Incubator**. The **TechEDge curriculum** -- which made its debut last month -- could be expanded to a statewide audience as early as next year.

Good News Comes in Three's: The **AZSBDC Network** has also been notified that it has received funding from the **U.S. Small Business Administration (SBA)** for a third year of its successful Clean Technology initiative.

The video of **Success Award winners and supporters** talking about the value of SBDC services is getting a lot of attention online.
You can watch the updated video online HERE.

The **Friends of Small Business Advisory B**oard is celebrating its 15th anniversary this year. The **AZSBDC Network** will host a reception honoring these tireless advocates of Arizona small businesses on the evening of **November 30** at Tempe Center for the Arts. Current and former members are expected to attend.

We are pleased to announce that **Janice Barham** has been named **Associate State Director -Performance and Operations** for the **AZSBDC Network**. Janice has served as our Network's Technology Coordinator for two years and has brought great efficiency to our data collection and reporting functions. Please join us in congratulating (and thanking) Janice!

We are a Network of great talent and expertise. Making those resources accessible to our clients -- and to the communities that

investment programs such as EB-5 and investing from $500,000 to $30 million each to participate in the project. Casa Grande's location offers good access to regional, national and international markets. The area's high unemployment rate and low median income also met Federal program requirements.

The project is expected to create 2,500 to 3,000 jobs within 24 months, including professional, technical, managerial, construction and service jobs - all of them permanent.

Phoenix Mart, Casa Grande, AZ

The **CAC SBDC** is helping small businesses prepare to provide support services in what will be a booming new trade area. "We have identified more than 150 businesses that could go around **PhoenixMart** and support it," said Rhodes. SBDC Business Analysts have completed training in international business to better counsel the wide range of companies that are expecting to come to the area in search of new opportunities.

Learn more about PhoenixMart HERE

Watch the PhoenixMart video HERE

The SBDC team has a lot of expertise to offer to the project. Led by Rhodes, who joined the Center in 2002 as a Business Analyst and became Center Director in 2007, the team also includes **Business Analyst Dan Schaffer**, who spends several months in China each year; **Business Analyst Jack Malpass**, a corporate training expert; **Business Analyst Bill Borders**, a process and quality assessment consultant and expert; **Business Analyst Larry Gamell**, an expert in minority business development and community healthcare; **Business Analyst Tom Baxter**, a retired finance executive from McDonnell Douglas; and **Program Assistant Lorrie Pena**, who keeps all of the people, programs and clients on track.

Rhodes also serves as a Director on the Board of **ECCCorp** and the **USNC IEQB** (International Electrical Quality Board), they do business in -- is an important part of our mission. Read this month's feature on **Jim Rhodes, Center Director** of the **Central Arizona College SBDC** and his team, who are leveraging their diversified experience in international business and finance with projects facilitated by the federal EB-5 program to help create new jobs in central Arizona.

Janice Barham

Arizona State Star Linda Koenes was in good company when she was honored at the **ASBDC National Conference** in San Diego in September. Koenes is a Business Analyst at the **Maricopa Community Colleges SBDC** and a two-time State Star winner who holds awards from two different networks. She joined the **Maricopa SBDC** in 2009 after five years of service with the **Washington State Small Business Development Network**, where she was named Washington State Star in 2006.

Shown, left to right: ASBDC President Charles 'Tee' Rowe; Constant Contact Director of Regional Development Annie Powell; State Star Linda Koenes; AZSBDC State Director Janice Washington; SBA Associate Deputy Administrator - Office of Entrepreneurial Development Michael Chodos.

Congratulations to Maricopa SBDC Diversity Coordinator Lisha Garcia, who was honored as a Business in Excellence Award Winner by the United Latino Business Coalition on October 1. Lisha was recognized for her service to the minority community as Government Advocate of the Year.

The **AZSBDC Network** is a front-line, immediate response program for facilitating small business growth, job creation, capital creation and economic recovery throughout Arizona. We are fully accredited by the **Association of Small Business Development Centers** (ASBDC) and committed to high quality service and continuous improvement in everything that we do. The value of **AZSBDC** programs and services far exceeds their cost, which makes SBDC program delivery -- in both Arizona and around the country -- cost efficient *and* effective. Read the Summary of the AZSBDC Network's 2010 Economic Impact HERE.

which is headquartered in Switzlerland. Led by Borders, the SBDC team is rewriting the training manual for QC 080000, which assures reduction of hazardous substances in manufactured consumer goods.

Learn more about the Central Arizona College SBDC HERE

Our Partners

The AZSBDC is an Accredited Member of the ASBDC

And Our Valued Host Institutions:

Arizona Western College

Central Arizona College

Coconino Community College

Cochise College

Eastern Arizona College

Gila Community College

Maricopa Community Colleges

Microbusiness Advancement Center

Mohave Community College

Northland Pioneer College

Yavapai Community College

Subscribe to the AZSBDC Blog!

The **AZSBDC**'s blog, **A To Z Notes**, provides news on upcoming Network events, programs and services, small business trends and success stories and SBA program information. It's also a great way to learn about new Clean Tech Initiative, Veterans Assistance and Procurement programs and events. **Read and subscribe to A To Z Notes HERE. It's free *and* informative!**

Network To Host FREE Veterans Small Business Event

The **AZSBDC Network** and the **Microbusiness Advancement Center SBDC** will host a **Veterans Small Business Conference** from 7:30 a.m. to 4 p.m. on December 8 at the University of Arizona's Memorial Union Center in Tucson. This FREE, one-day event will teach contract bidding basics, including how to find and leverage bidding and teaming opportunities.

Featured speakers will include **Dr. Thomas Boyce** on Leadership; keynote speaker **Edward Molina, President of Intelligence, Communications and Engineering (ICE), Inc.**, a successful Veteran-owned government contractor, and **Sandy Di Cosala**, President of Summit

Contract Management.

REGISTER EARLY, seats may be limited!
Details HERE or call (520) 620-1241.

Technology Programs

TechEDge Program Takes Off

The **AZSBDC Network's** new **TechEDge program** kicked off in October at Chandler's **Innovations Incubator**.

The 10-week **TechEDge** program introduces entrepreneurs to tools to assess their readiness for launch, offers real-time access to resources and assists in uncovering successful pathways to commercialization. Subject matter experts teach modules on key topicsl. **AZSBDC** business analysts work with participating clients throughout the program.

The **TechEDge program** was featured in a recent issue of the **Arizona Commerce Authority's** *Arizona Innovation Connection* e-newsletter.

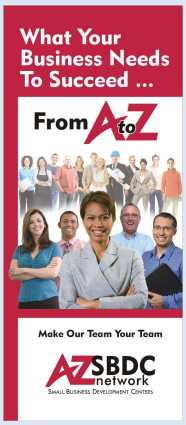
Learn more about the ACA Office of Innovation & Technology HERE.

The **AZSBDC Network** has developed a **Venture Readiness Level (VRL) Checklist** to assist inroadmap planning for technology commercialization. Network counselors will use this tool when working with technology clients.

Be sure to read the AZSBDC Network Blog, which features updates on Clean Tech programs ... SBIR/STTR guidelines ... upcoming Network events and more!

Your Statewide Small Business Resource

We Have What It Takes To Succeed ... From A to Z!



We're Arizona's largest and most accessible source of assistance for small business, with 27 locations throughout the state served by professional business counselors, analysts and technology specialists. Each is dedicated to providing education and support to new and expanding businesses.

The **AZSBDC** works with entrepreneurs in all industries and in all stages of business development. We work with the **SBA** and our host institutions and partners to promote entrepreneurship, economic sustainability and growth across Arizona. Make our team your team and let's work together to build a stronger Arizona economy!

Request an AZSBDC Network Brochure HERE

Visit the AZSBDC Website Here

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This email was sent to lori.martinek@domail.maricopa.edu by lori.martinek@domail.maricopa.edu | Update Profile/Email Address | Instant removal with SafeUnsubscribe™ | Privacy Policy.

Arizona SBDC Network | 20 Locations Statewide | State Office (480) 731-8720 | Tempe | AZ | 85281