



Arizona Small Business Success Starts Here

2012 Success Awards

Helping Small Businesses Succeed Throughout Arizona



Measurable Impact, Statewide Success

The **Arizona Small Business Development Center (AZSBDC) Network** is proud to have played a role in the success of the 2012 Success Award winners. Their impressive accomplishments demonstrate the initiative, creativity and tenacity of the Arizona small business community, and of our state economy as a whole. Arizona has always been known as a great place to start and grow a business. This year's winners have proven that a true commitment to success can overcome even the most challenging economy.



Janice C. Washington, CPA
State Director

The **AZSBDC** has much to be proud of. During 2011, we received funding for important new initiatives, realized strong gains in key programs, and increased our visibility among potential clients, stakeholders and partners. Our Network now has 28 locations across Arizona, including 11 Service Centers and 17 satellite or meeting site locations. Our reach has never been broader; our accessibility never greater.

Businesses that we worked with created and retained more than 1,600 jobs, increased sales by more than \$85 million and obtained new capital totaling more than \$45 million. (See Economic Impact on page 5 for details.) We helped many of our clients succeed against great odds and despite struggling global and national economies.

We made great strides with special Network initiatives, including our Clean Technology, Veterans Assistance and Jobs Initiative programs; developed new programs that focus on making International Trade an accessible strategy for Arizona's small business

community; and laid the groundwork for a new Network initiative that will provide key support services to Technology Incubators across Arizona. (See pages 20-21 for Network Initiative details.) All of these initiatives will continue in 2012.

The **AZSBDC** was also chosen by the U.S. Department of Defense to serve as the program administrator for Arizona's new statewide **Procurement Technical Assistance Center** (PTAC) network, which will be headquartered at Glendale Community College and also have service locations in Mesa, Tucson and Yuma. It is the first non-Native PTAC operation in Arizona for many years. **AZPTAC** will provide much-needed assistance to business owners who want to take advantage of government certification and contracting opportunities. This is a significant step forward for our Network and for small business owners throughout Arizona.

We greatly value the commitment and contribution of our partners. In November, our Network applauded current, former and founding members of the Friends of Small Business Advisory Board at a 15th anniversary reception at Tempe Center for the Arts. Their support and advice has proven invaluable since 1996.

The **AZSBDC** has worked very hard to meet the growing need for our services during the economic downturn. Our Network has many success stories to be proud of. This report features 12 of them.

The U.S. Small Business Administration (SBA) recently released a report entitled: *The SBDC Program: An Indispensable Partner in America's Economic Development*. This report clearly outlines the positive impact that SBDC programs have on state and local economies, and their success in facilitating client access to SBA programs, services and capital. You can read the full report on our website, at www.azsbdc.net.

The **AZSBDC** is a front-line, immediate response, high-impact program that facilitates small business growth, job and capital creation and economic recovery throughout Arizona. Every member of our Network is honored to be part of a necessary, value-adding program which plays such an important role in the Arizona economy. Thank you for being part of our success story.

Janice C. Washington, CPA
State Director

Our team is comprised of professional, highly skilled and committed individuals who are well-trained, passionate about the contributions that they make to client success, and dedicated to the success and continuous improvement of the AZSBDC Network.

The State Office Team



Janice Barham
Associate State Director
Programs & Operations



Danay Bell
Administrative Assistant



Lori Martinek
Network Marketing
Programs



Arizona Small Business
Development Center Network
State Office
Tempe, AZ

(480) 731-8720

Website:
www.azsbdc.net

Janice C. Washington, CPA
State Director

Janice Barham
Associate State Director-
Programs & Operations

Lori Martinek
Network Marketing Programs

Danay Bell
Administrative Assistant

Hosted By:
The statewide AZSBDC Network
is honored to be hosted by the
Maricopa County Community
Colleges District.



The AZSBDC Network is funded
in part through a cooperative
agreement with the U.S. Small
Business Administration.
All opinions, conclusions or
recommendations expressed are
those of the author(s) and do not
necessarily reflect the views of
the SBA.



Our Centers and Their Hosts

AZSBDC Network and Maricopa SBDC

Maricopa County Community Colleges District, Tempe

Arizona Western College SBDC

Arizona Western College, Yuma

Coconino Community College SBDC

Coconino Community College, Flagstaff

Cochise College SBDC

Cochise College, Sierra Vista

Central Arizona College SBDC

Central Arizona College, Casa Grande

Eastern Arizona College SBDC

Eastern Arizona College, Thatcher

Gila Community College SBDC

Gila Community College, Payson

MAC SBDC

Microbusiness Advancement Center, Tucson

Mohave Community College SBDC

Mohave Community College, Kingman

Northland Pioneer College SBDC

Northland Pioneer College, Show Low

Yavapai College SBDC

Yavapai College, Prescott

www.azsbdc.net



Who We Are, What We Do

Arizona's Statewide Network for Small Business Assistance

Who We Are

The **AZSBDC** is Arizona's largest and most accessible statewide source of assistance for small businesses in every stage of development. Our Network has 28 locations across Arizona, including 11 regional Centers and 17 satellite and meeting site locations staffed by 52 team members. The **AZSBDC** is an innovative partnership between the state's community college districts, the Microbusiness Advancement Center in Tucson and the U.S. Small Business Administration (SBA) and we have been opening doors to opportunity in Arizona since 1988.

We are fully accredited by the Association of Small Business Development Centers (ASBDC), a national system that connects 63 SBDC networks across the country and provides standards for certification and program delivery. We are very proud of our accreditation, which is unique to Small Business Development Centers.

What We Do

The **AZSBDC Network** provides one-on-one confidential evaluation and guidance by knowledgeable counselors with real-life business ownership and management experience. Our Centers provide valuable workshops, conferences and training programs that deliver important information and help cultivate necessary skillsets. The results of our efforts are measured in actual economic impact, documented by our Network and by each of our Centers, and reported to the SBA as our primary program sponsor, and to the ASBDC, as our accreditation compliance partner.

Independent research shows that businesses which utilize SBDC services grow faster, have lower failure rates and have a greater probability of long-term success. In Arizona, that has proven to be true on a regular basis.

Friends of Small Business Advisory Board

Arizona Friends of Small Business (Friends) is a statewide board of recognized business leaders that advises the **AZSBDC Network**. Founded in 1996, Friends works with the **AZSBDC** to increase the scope and effectiveness of the assistance that it provides to current and prospective business owners. The Board celebrated its 15th anniversary in 2011.

Current Board members include: Joe Dean, Chairman (Dean Enterprises); Donna Davis (DIR Group, Inc.); Clara Engel (retired banking and community development professional); Yolanda Kizer (Casa Fenix Enterprises); John Adam Kowalski (CEO, Pivot Productions, Inc.); Tracy Markie (President, Engenuity Systems); Sally Odette (Senior Economic Development Consultant, APS); Richard Quiroz (Co-Owner, Perma-Finish, Inc.); and Joy Staveley (President and COO, Canyoners, Inc.).

Friends Advocates include Robert Blaney, District Director, SBA; Dr. Maria Harper-Marinick, Executive Vice Chancellor and Provost, Maricopa County Community Colleges; and Janice Washington, CPA, State Director, AZSBDC Network.

U.S. Small Business Administration (SBA)

The **AZSBDC** is funded through a cooperative agreement with the SBA. Our Network undergoes regular program and operational reviews and is thankful for the guidance, participation and support of SBA Arizona District Director Robert Blaney, Deputy District Director Shivani Dubey and the entire SBA Region IX team.

Partners

The **AZSBDC Network** is fortunate to enjoy beneficial partnerships with agencies, organizations, associations and public and private entities that impact every area of small business development, education, training, funding and growth — both in Arizona and across the U.S. Please visit our website at www.azsbdc.net to see our evolving list of partners.

Arizona Small Business Development Center Network

2011 Economic Impact At-A-Glance

We're helping to rebuild the Arizona economy, one business at a time



Clients Served	
Counseled	3,128
Attended Training	3,976
Jobs Created	1,364
Jobs Retained	283
Business Starts	268
Capital Formation	\$45,036,346
Increased Sales	\$85,108,425
Contracts Awarded	\$90,244,975
SBA Loans Value	\$9,323,980 *

* included in capital formation

The AZSBDC brings assistance to every level of the economy.

We serve a broad range of constituents, including women, minorities and Veterans:

- ▶ 46.6 % of our **business counseling** clients were women;
- ▶ 21.4 % were minorities; and
- ▶ 18 % were Veterans.
- ▶ 59% of our **training** clients were women;
- ▶ 20% were minorities; and
- ▶ 9% were Veterans.

Summarizing AZSBDC Network Performance in 2011:



- Our small business clients increased their collective sales by more than \$85 million. On the average, every dollar spent on the AZSBDC Network helped an Arizona small business client to increase his or her sales by \$19.34;
- More than \$45 million in loans and other capitalization was secured by our clients. On the average, every dollar spent on the AZSBDC Network helped an Arizona small business client to access \$10.23 in new capital;
- An impressive 1,647 Arizona jobs were created or retained by our clients. That's an average of six jobs created or retained every work day of last year with the help of AZSBDC programs and services;
- More than 3,100 small businesses sought one-on-one counseling from the AZSBDC;
- Nearly 4,000 attendees participated in AZSBDC workshops or events;
- And 268 businesses were started by AZSBDC clients.

Summary: The **Arizona SBDC Network** is a successful program that uses funds wisely and has a positive, statewide impact that reaches throughout the community. Demand is increasing, our role is expanding and we are making the most of our resources. Our continued ability to help Arizona small businesses start, survive and succeed will be assured with continued funding and program support.

Learn more at www.azsbdc.net

FAST FACTS

Best Finishing, Inc.

Type of Business:
Industrial Distribution and
Application Engineering

Owner:
Christine M. Schlesinger

Address:
7670 E. Broadway, Suite 203
Tucson, AZ 85710

Phone:
(520) 546-7763

Website:
www.bestfinishing.com

Business Began: 2000

Employees at Startup: 1

Employees in 2011: 5

First Year Revenue: \$35,000

Revenue in 2011: \$1,800,000

Startup Capital: \$500
Source of Initial Capital: Owner
Investment

SBDC Counselor:
Robert Fick
Microbusiness Advancement
Center SBDC
(520) 620-1241



Best Finishing, Inc.—Tucson, AZ

Master Award Winner and **Best Finishing, Inc.** company owner **Christine Schlesinger** knows that the one true product that she has to offer is the passion that she puts into her business. That, and an extraordinary focus on providing solution-focused customer service.

A 30-year veteran of the metal finishing industry, Schlesinger founded Best Finishing, Inc. (BFI) in 2000 when she realized that the metal finishing industry had been structured to present customers with a single solution from each distributor. Her in-depth knowledge of polishing processes and years of hands-on experience gave her an extraordinary understanding of what types of products would give the best quality and efficiency results for customers.

"I saw a real opportunity to serve customers better by creating a business model that was based on offering a customer the best possible solution for his or her needs and not just a product," she noted. "When I founded BFI, it took the country by storm because we specifically said that we would not represent any one supplier exclusively. We wanted to offer our customers a myriad of solutions from manufacturers around the world."

It was a radical approach at the time and Schlesinger faced an uphill battle getting suppliers to sell to her, once they learned that her company would also carry their competitors. "The greatest challenge that I faced in starting this business was getting the suppliers to cooperate and to focus on providing the best solution for our customers," she said. "I had to sell them on us, as a credible distributor. It's usually the other way around."

Competing distributors soon followed BFI's lead, but the company maintained its competitive edge. "Even though other companies now also include offerings from multiple suppliers, we provide a world class level of service and application expertise that keeps us competitive and sets us above the crowd," she explained. Customers regularly post testimonials on the company's website (www.bestfinishing.com) remarking how BFI "really helped our bottom line" and how the service that they received "made us feel like we are their only customer".

"Superior customer care is what we sell," Schlesinger stressed. "It's who we are and it's what drives our business."

Schlesinger met **Microbusiness Advancement Center (MAC) SBDC Business Analyst Bob Fick** at a 2004 SBDC-sponsored workshop on 'Understanding Your Financials'. Schlesinger was impressed by how much experience her instructor had

with successful startups. She knew that she wanted to 'learn more' and became an SBDC client.

Over the years, Bob Fick has helped Schlesinger better understand her company's finances, takes BFI through an annual strategic planning cycle, and has provided leadership and CEO mentoring as needed. **Former MAC SBDC Center Director Tom Shambo** counseled Schlesinger on employee accountability issues and hiring criteria. The MAC SBDC team also provided guidance to help

the company to build its brand by updating its website, brochures and business cards. All of these modifications have played a valuable role in helping to create and emphasize the value-added strategy, which BFI has pursued.

Schlesinger took a Profit Mastery workshop at the SBDC in 2009 that sharpened her skills on how to address the financial health of her business. "We have since redirected our focus to calculating and using financial ratios to

assess the overall health and stability of our company, using the models and tools that Bob developed for BFI," she noted.

"In 2009, Bob developed a financial planning model which helped us optimally price and win a \$1 million contract," she noted. "Assistance like this has really helped BFI recover from the industry downturn." (The company has a number of clients that are tied to the struggling automotive industry).

"The SBDC team was a major contributor to turning this company's performance around from a position of dwindling sales to the growth that it has enjoyed over the past three years," she explained.

BFI was Schlesinger's first business venture. Her advice to other would-be business owners? "Don't do it alone," she stressed. "Reach out to resources like the SBDC, which has an incredible talent pool and experience base from which to draw. The SBDC team is clearly dedicated to helping startups and existing businesses reach their goals, as well as to contribute to the growth of the economy."

"I liken it to a football team, for the direction that they give us," she said. "I call them my coaches. They help me to get to first downs and sometimes even touchdowns."

In celebrating the close relationship that our company has had with the SBDC, Bob remarked at a recent holiday party that BFI had been a client for seven years and '125 visits' (each Center tracks client sessions). "Later that same evening, an associate asked me if there was anything that I would do differently to get to my next level of growth faster. I told her, without hesitation: Meet with the SBDC another 125 times!"



Christine M. Schlesinger

Gutierrez Canales Engineering — Yuma, AZ

Marisol Canales and **Stacy Gutierrez** knew one thing for sure when they set out to open their own engineering firm in 2002: they would need a competitive edge in order to succeed in the traditionally male-driven engineering and government contracting sectors.

The business partners worked together at a larger firm before deciding to strike out on their own. "We knew that we wanted to get into government contracting and offer a diverse range of services," Canales said. "We also knew that becoming an SBA 8(a) firm would make it easier to compete in a very competitive market."

Canales and Gutierrez met with **Arizona Western College SBDC Center Director Randy Nelson** early in the process to get help with 8(a) certification and to learn more about the financial side of their new business. "Randy really helped us get off to a good start," said Canales. "A lot of people who want to start a business have no idea what to do or what the first step should be. The SBDC makes you aware of the process and then helps you work through it."

Knowing what to do and making it happen can be two very different things. "The greatest challenge we faced was breaking into the engineering, military and procurement markets and gaining respect," said Canales. "We were young, female and I'm Hispanic. That seemed to be three strikes against us from the start."

The women knew that they could prove themselves if given an opportunity. "We met a few key people who took a chance on us, we proved ourselves and that opened a lot of doors for us," she explained. "Getting that initial experience was the biggest hurdle."

Youth proved to be a greater challenge than being female. "People don't want to trust you when you're young and inexperienced," she noted. "Earning their trust is the most important thing that you can do as a new business owner."



Marisol Canales and Stacy Gutierrez

Today, **Gutierrez Canales Engineering, PC (GCE)** employs 27 people and has \$2.3 million in annual sales (2011). The company has become a regional powerhouse in civil and environmental engineering, industrial hygiene and construction paving projects, especially under contracts for military clients including the U.S. Army Corps of Engineers, the U.S. Department of Homeland Security and the U. S. Department of Defense, and at military bases including Yuma Proving Ground.

The biggest reward, the partners agree, has been gaining the respect of their clients and colleagues. Being able to share their story with other younger people is also very rewarding. Canales talks to local high school groups about careers in engineering, where she assures students that they can do whatever they want to do, career-wise. "It's not as impossible as they think it is," she explained.

It's the same kind of encouragement that Canales received when she was a student. "Someone came to my school and talked about engineering. If you can spark that first idea in someone, it can really be life changing."

FAST FACTS

Gutierrez Canales Engineering, PC

Type of Business:
Engineering Consulting

Owners:
Marisol Canales, Stacy Gutierrez

Address:
1851 W. 24th Street
Yuma, AZ 85364

Phone:
(928) 344-8374

Website:
www.gcepc.com

Business Began: 2002

Employees at Startup: 2

Employees in 2011: 27

First Year Revenue: \$15,000

Revenue in 2011: \$2.3 million

Startup Capital: \$1,000
Source of Initial Capital: NA

SBDC Counselor:
Randall Nelson
Arizona Western College SBDC
(928) 317-6151

Arizona Western College SBDC



Arizona Western College SBDC

The **Arizona Western College SBDC** is located in Yuma. Center Director Randall Nelson and his team served 263 counseling clients and 320 training clients in 2011.



*Randall Nelson
Center Director*



*Dr. Glenn Mayle
President
Arizona Western
College*



FAST FACTS

Kool Treats, LLC dba Dairy Queen of Douglas

Type of Business:
Franchise - Soft Serve Treats

Owners:
Donald and Brenda Bartol

Address:
51 W. 5th Street
Douglas, AZ 85607

Phone:
(520) 642-1132

Business Began: 1948, relocated
2011

Employees at Startup: 3

Employees in 2011: 15

Revenue in 2011: \$525,000

Startup Capital: \$1.1 million
Source of Initial Capital: SBA
Loan

SBDC Counselor:
Mark Schmitt
Cochise College SBDC
(520) 515-5478

Kool Treats dba Dairy Queen—Douglas, AZ



Brenda and Donald Bartol

Don Bartol knows a thing or two about owning a successful small business and he'll tell you that there are three keys to success in the food service industry: location, location, location. He also knows the importance of being able to spot a good opportunity — or two.

Since getting married in 1980, Don and his wife, **Brenda**, have 'been through a lot'. The couple operated a small farm (now sold), owned a convenience store (since 1992), a hardware store (sold in 2005) and a cafe/bakery — all in the Douglas area. "We saw how busy the Dairy Queen in Douglas always was and I told Brenda that if the opportunity ever came around, we should buy that place," Don said.

The opportunity did appear in 2007 and the couple got into the 'soft serve treats' business in Douglas as a lease holder with an option to buy the business. During their first year of operation, they purchased a second

Dairy Queen location, in Bisbee. An opportunity soon followed to purchase a lot next to Walmart and near the Douglas Port of Entry from Agua Prieta.

"We decided to exercise our option and worked with the Hanigan family of **Dairy Queen of Southern Arizona LLC** to purchase and build the new location." The new store opened late last year.

Expansion is always a possibility. "We're always on the lookout for new locations and would like to buy an existing store or move into another location if the opportunity comes up," he noted.

Spotting good opportunities is one thing, financing them can be quite another. The Bartols met with **Cochise College SBDC Center Director Mark Schmitt** in 2010 for help in identifying financing options to acquire the business. "Mark has also helped us with marketing and in developing new ways to get more customers into our stores as we grow," Don explained.

"The SBDC is a great resource for anyone who is looking to own a small business," he noted. "We had a lot of experience in business, but we still needed some guidance and we are always looking for fresh, new ideas."

Anyone considering a franchise should be sure to do their homework, he added. "Do a lot of research. Talk to other franchisees. They will help you more than you can imagine and they're not afraid to share information, good and bad. There are good franchise systems and bad ones. Dairy Queen is a good strong system, especially in Arizona, where we get a lot of support from Dairy Queen of Southern Arizona, the territory operator for most of the state."

Success is sweet for the Bartols, who are building a family-owned business for the future. "This is a great soft serve market," he said. "People in Arizona really like their soft serve treats and everything is looking good in our industry."

Cochise College SBDC



Cochise College Campus



Business Analyst Robert Mucci, Center Director Mark Schmitt and Program Assistant Rachel Norton

The **Cochise College SBDC** is located in Sierra Vista and has a satellite location in Douglas. Center Director Mark Schmitt and his team served 449 counseling clients and 738 training clients in 2011.



J. D. Rottweiler, Ph.D.
President
Cochise College

Criollo Latin Kitchen — Flagstaff, AZ

Paul and Laura Moir knew that the hospitality industry had a high failure rate when they decided to open their first restaurant in 2006. They've beaten the odds twice: first with Brix in 2006 and now with **Criollo Latin Kitchen**, the couple's second Success Award-winning business.

"We always wanted to build a sustainably-minded restaurant operation that had more than one location in it," said Moir. It was the economy that drove the timeline for Criollo's debut by offering lowering real estate costs and other opportunities for economies of scale. "We believed that having a second location in Flagstaff that was located in the center of the downtown district with a lower price point would give us better cash flow and a better ability to make it through the recession."

"The idea was that, if we take steps forward at a time when others are pulling back, we will be several steps ahead of everyone else when the economy returns," he explained.

The strategy has paid off. Criollo appeals to a broader audience, is more affordable and more centrally located than the couple's other restaurant, Brix, which also has a philosophy based in local, sustainable foods. "Criollo does a better year-round business and benefits from the downtown foot traffic," Moir noted.

In 2011, Criollo was listed as one of *Arizona Highway's 25 Best Restaurants*. Brix continues to also do well.

"Everyone told us that opening a second restaurant is the most critical and difficult step because it puts pressure on your people and your processes and it did," said Moir. "Things that we thought were solid broke, but that's to be expected. We worked hard to fix them." The 2010 economy was also worse than expected.



Paul Moir

The Moirs began working with the **Coconino Community College SBDC** in 2006, when they were planning Brix. "The SBDC team has helped us with planning, the financial projections, the funding — the whole process," he said. In 2009, the couple took a Profit Mastery course at the Center to gain a better understanding of the financial end of their growing operation. "It really helped me understand the finance end of the business better beyond the day-to-day operations," he noted.

Paul's advice to new business owners? "Do your due diligence and planning up front," he offered. "Consider as many potential challenges as you can so that you can weather them, if they come up."

Potential restaurateurs need to work even harder. "Know what you're getting into and get some good experience first," he cautioned. "So many people think that owning a restaurant will be glamorous. It's not. Laura and I worked in restaurants for 18 years before we opened our first one, so we knew what we were getting into."

"When you make it work, owning a restaurant can be a great business, but you have to know what you're really signing up for."

FAST FACTS

Criollo Latin Kitchen

Type of Business:
Restaurant

Owners:
Paul and Laura Moir

Address:
16 N. San Francisco Street
Flagstaff, AZ 86001

Phone:
(928) 774-0541

Website:
www.criollolatinkitchen.com

Business Began: 2010

Employees at Startup: 30

Employees in 2011: 30

First Year Revenue: \$860,000

Revenue in 2011: \$1,200,000

Startup Capital: \$192,000
Source of Initial Capital: Owner
Investment and Investors

SBDC Counselor:
Jim Hunter
Coconino Community College SBDC
(928) 645-6687

Coconino Community College SBDC



Coconino Community College Campus



Shown, left to right: Business Analyst Mark McKendry, Center Director Kurt Haskell, Business Analyst Jim Hunter

The **Coconino Community College SBDC** is located in Flagstaff and has a satellite location in Page. Center Director Kurt Haskell and his team served 374 counseling clients and 64 training clients in 2011.



Dr. Leah Bornstein
President
Coconino
Community
College



FAST FACTS

Cotton Clouds

Type of Business:
Mail Order Retail and Wholesale

Owner:
Irene R. Schmoller

Address:
5176 S. 14th Avenue
Safford, AZ 85546

Phone:
(928) 428-7000

Website:
www.cottonclouds.com

Business Began: 1978

Employees at Startup: 1

Employees in 2011: 4

2010 Revenue: \$175,000

Revenue in 2011: \$188,000

Startup Capital: NA
Source of Initial Capital: Line of
Credit

SBDC Counselor:
Kevin Peck
Eastern Arizona College SBDC
(928) 428-8590

Cotton Clouds—Safford, AZ



Irene Schmoller

Irene Schmoller never imagined that her 34-year-old mail order business would be a social media success story, but it is.

"Owning your own business is like planning a birthday party," Schmoller likes to say. "You've decorated, baked and invited all of your friends, but you never know if they're all going to come."

Schmoller started **Cotton Clouds** on her dining room table in 1978 after finding that the quality yarns that she needed to weave her own clothing were not available to the general public. "I searched the Yellow Pages, wrote 200 form letters, got five good responses and decided that if I couldn't find these yarns, then other weavers probably couldn't find them either," she explained. She started Cotton Clouds as a mail order business to fill that need.

Today, Cotton Clouds is a thriving online retail and wholesale business (www.cottonclouds.com) with

an award-winning catalog and customers around the globe. The company caters to weavers, knitters, crocheters and spinners, and has expanded its product offering to include specialty yarns, project kits, spinning wheels and looms, books, patterns and DVDs.

Schmoller didn't get there overnight. When the **Eastern Arizona College (EAC) SBDC** opened in 1988 (it was Arizona's first SBDC location), Schmoller became one of its first clients. Over the years, she attended seminars and received help in accounting, catalog production and business operations. It was a social media marketing seminar that was delivered by Constant Contact founder Ron Cates in 2010 that really helped her business take off.

"Something clicked and I knew that I had to pursue that avenue of marketing," she said. Schmoller worked with the EAC SBDC team and an outside consultant to plan an e-marketing campaign that included e-newsletters, a blog, a Facebook page and pay per click advertising. The results were impressive.

"Before social media, we would receive one to two orders a day," she noted. "We now process 10-12 orders a day and each is substantially larger than before. We are reaching more of our market and complaints are down. Social media lets you engage people and build relationships. That's important."

SBDC training classes have also made it possible for Schmoller to network and learn from other small business owners over the years. "Having a small business can be very isolating. SBDC classes are affordable and you get to hear what other business people are doing."

Her best advice to new business owners? "The most important thing isn't customer service, it's customer love. People are not just buying a product, they're buying who you are and how you treat them."

Eastern Arizona College SBDC



Eastern Arizona College Campus

The **Eastern Arizona College SBDC** is located in Thatcher. Center Director Kevin Peck and his team served 141 counseling clients and 382 training clients in 2011.



Kevin Peck, Center Director; Julie Davis, Program Assistant; Charmaine Chidester, Business Analyst



*Mark Bryce
President
Eastern Arizona College*



Sorellas Elite Fashion—Safford, AZ

Three business owners in Graham County have a passion for fashion and they're sharing it with the world.

Sorellas Elite Fashion owners **Rachel Peck**, her sister **Emma McBride** and their mother, **Lynn Lewis** are equal partners in their retail store and clothing manufacturing company, which they opened in downtown Safford (population 9,566) in 2010 — at the height of the economic downturn. "We felt that we had a real niche to fill in our community, even though it was bad economic times," said Peck. "We knew that if we came into the market and presented our offering in a different way, it would be okay."

Sorellas Elite Fashion carries an exciting assortment of trendy women's clothing and accessories. "We really didn't have any cutting edge fashion in this area," she explained. "Women had to drive two hours to either Tucson or Phoenix to find the fashionable clothing that they wanted." Sorellas also has a blog and a Facebook page, where the women educate followers about new fashion trends.

After finding it difficult to source the fashionable but modest women's clothing that they wanted to sell in their store, the Sorellas team decided to design and manufacture their own clothing line, which they named **JunieBlake.com**. "All of the clothes that we were ordering needed to have a cardigan or leggings added to them for modesty," said Peck. "We started our own line because we couldn't find what we wanted to sell and what a lot of other women want to buy."

The line, which is named after Rachel and Emma's young children, will be sold at Sorellas, online (beginning in March) and at boutiques around the country. The company recently moved into a larger facility to warehouse the clothing line and to house its growing retail business.

The partners sought advice from the **Eastern Arizona College (EAC) SBDC** right from the start. "Everyone in the community told us that we had to go talk to



Lynn Lewis, Rachel Peck and Emma McBride

the SBDC before getting started," Peck said. The trio received help with business planning, marketing and social media and they have an ongoing relationship with the EAC SBDC team. "We call them anytime that we have a question and they put on great workshops about social media and other topics," she explained.

The greatest challenge the trio faced was, not surprisingly, getting a loan to open a retail business in the middle of a recession. "We pulled everything and anything that we all had together and we just made it work," she said. "When you're passionate about something, you make it happen."

Working together, as a family, may be the greatest reward of all, Peck added. And there's not as much disagreement as you might expect when a mother and her two daughters enter the fashion business together. "Mom wasn't really a fashionista before, but she saw that passion in Emma and I and she came right along."

Peck's advice to other new business owners? "Make sure that you are doing something that you are passionate about," she stressed. "That makes all of the hard work worth it."

FAST FACTS

Sorellas Elite Fashion

Type of Business:
Retail

Owners:
Lynn Lewis, Rachel Peck, Emma McBride

Address:
526 W. Main Street
Safford, AZ 85546

Phone:
(928) 899-7409

Website:
www.sorellas2010.blogspot.com

Business Began: 2010

Employees at Startup: 3

Employees in 2011: 6

First Year Revenue: \$136,000

Revenue in 2011: \$156,000

Startup Capital: \$40,000
Source of Initial Capital: Owner
Cash and Credit Lines

SBDC Counselor:
Kevin Peck
Eastern Arizona College SBDC
(928) 428-8591



Strong Businesses Start Here

AZSBDCnetwork
SMALL BUSINESS DEVELOPMENT CENTERS

www.azsbd.net

2411 W. 14th Street, Tempe AZ 85281 • (480) 731-8720 • 28 Locations Across Arizona

FAST FACTS

Drug Valet

Type of Business:
Pharmaceutical Distributor

Owner:
Jodi Dovidio

Address:
1505 E. Weber Drive, #103
Tempe, AZ 85281

Phone:
(480) 377-9234

Website:
www.drugvalet.com

Business Began: 2002

Employees at Startup: 3

Employees in 2011: 7

First Year Revenue: \$978,000

Revenue in 2011: \$1,679,000

Startup Capital: \$125,000
Source of Initial Capital: Owner
Investment and SBA Loan

SBDC Counselor:
John Henry Smith
Maricopa Community College
SBDC
(480) 784-0590

Drug Valet—Tempe, AZ



Drug Valet owners Jodi and Dominic Dovidio

Drug Valet owners **Jodi and Dominic Dovidio** didn't plan on filing bankruptcy, but they knew that they needed to have a good plan if their pharmaceutical distributing company was going to make it through tough times.

Drug Valet sells pharmaceuticals and injectibles to physicians, surgeons and non-acute surgery centers. A challenging economy and shortages of key product lines dealt a one-two punch to the company and the Dovidios were forced to consider bankruptcy in 2010. "The drug industry is at a crisis point with the number of drugs that are on backorders," according to Dominic. "FDA requirements and shortages of key ingredients that come from other countries have made some pharmaceuticals unprofitable to produce and manufacturers have discontinued a lot of items."

Some customer markets, like plastic surgery centers, were especially hard hit by the recession. "We have no control over any of these factors," he noted. "We're at the bottom of the process as a distributor."

The couple was forced to file bankruptcy in 2010. "Our bank was also in trouble," Dominic explained. "They couldn't loan money and we lost our credit line. We knew that we had to reorganize."

The Dovidios worked with **Maricopa Community Colleges SBDC Business Analyst John Henry Smith** to develop a plan for reorganization and to develop the necessary financials. "It was pretty impressive," Dominic noted. "The bankruptcy court approved it on the first pass and we have been following the plan ever since."

Smith also helped the Dovidios identify a new lender and develop a loan package.

"The market is still tough and we still struggle, but the plan has allowed us to stay in business and keep most of our employees in place. It's just a matter of time before the economy improves. We want to be prepared so that we can be on the other side of this situation when supplies open again."

The company is also working to diversify its customer base. "We want to spread our sales out so that we are not so dependent on one segment," Dominic said. "Twenty-five percent of our business was plastic surgeons. When they took a hit, we took a hit."

"We didn't even know that the SBDC existed until we got in trouble," Dovidio explained. "The bank never told us about them, even though it is a free service that is available to any small business owner."

His advice to other business owners, whether they are just getting started or struggling to survive? "Find someone who has experience in developing a financial plan not only for the present, but also for the future," he noted. "A sound plan and good reporting tools are fundamental to making good decisions. John Henry taught us that you have to live by the numbers and that's what we do now."

Maricopa Community Colleges SBDC



Maricopa Community Colleges SBDC – Phoenix

The **Maricopa Community Colleges SBDC** is located in Phoenix, with satellite locations in Avondale, Chandler, Glendale, Mesa, Paradise Valley, Scottsdale and Surprise. Center Director Mark Engle and his team served 1,019 counseling clients and 1,302 training clients in 2011.



Mark Engle
Center Director



Claudia Smietana
Operations Coordinator



Dr. Rufus Glasper
Chancellor
Maricopa
Community
Colleges



Dr. Maria
Harper-Marinick
Executive Vice
Chancellor and Provost
Maricopa
Community Colleges



MARICOPA COMMUNITY COLLEGES SBDC



The college of you.

Community Tire Pros & Auto Repair — Phoenix, AZ

Howard Fleischmann, Sr. knows a lot about checks and balances, in business as well as tires.

After retiring from the automotive distribution industry in 1995, Fleischmann helped his grown children finance a tire store that they had purchased. Over the next few years, the family amassed eight stores, including four that Fleischmann bought himself. The expanded family-run operation appeared to be running smoothly and Fleischmann tried retirement once again.

In 2003, the bank called and Fleischmann learned that internal embezzlement at **Community Tire Pros** had cost the company its credit line and placed it in danger. He returned to take over the company's management.

Realizing that he needed to learn a lot more about financial operations, Fleischmann and his son, Howard Jr., joined the AAAME program, where Director Rena Huber introduced him to **Maricopa Community Colleges SBDC Business Analyst Michael D'Hoostelaere**. "I talked to a lot of different people to find out where we could get help," Fleischmann said. "Rena and Michael really put me on the right path."

D'Hoostelaere mentored Fleischmann in finance and he continues to keep him focused with monthly meetings and some assistance from fellow **SBDC Business Analyst Ilene Ringler**. "I tend to see bright, shiny objects and follow them," explained Fleischmann. "Michael and Ilene keep me on track."

Target marketing has also proven to be a successful strategy for the company. "I asked my managers who their favorite customers were and they said women," he



Howard Fleischmann, Sr.

noted. "Women customers don't tell them how to fix the car and, once we do the job well and at a fair price, they keep coming back. The staff also likes working with members of the gay community because, if we treat them with respect and do good work, they will come back and bring their friends."

"Understanding this changed our business dramatically and helped us to make many new friends," Fleischmann said.

"Now everyone knows where we're going and how we're going to get there," he said. "We're setting new standards in our industry and now people are coming to us asking why and how we did something."

"We could have avoided a lot of problems if we had started using outside accounting and financial services early on," he noted. "There have to be financial checks and balances in place."

Kinetic Muscle, Inc. — Tempe, AZ

Jim Koeneman knows what it's like to give — and get — a helping hand.

An engineer with 35 years of medical device technology experience, Koeneman and his son **Edward** founded **Kinetic Muscles, Inc. (KMI)** in 2001, just as the dot.com meltdown was beginning. "We have survived two big recessions," said Jim.

The company develops and sells products that aid in stroke recovery and rehabilitation. Its Hand Mentor was developed with an SBIR grant and approved by the FDA (Federal Drug Administration). "It was boring, so we redesigned it in 2007 to add graphics and video games," Koeneman said. "It keeps people motivated and interested while they're doing repetitive exercises."

The Foot Mentor followed in 2010. "It's like having a personal trainer at the gym," said Koeneman. "And as you get better, the games get more difficult."

Most of KMI's current customers didn't grow up with video games, so the team has kept the graphics pretty basic. The duo has a Department of Defense contract to develop video games to help rehabilitate traumatic brain injury patients. "These are young guys coming back from the war, so those games are different," he noted.

Two trends are driving the company's business: demographics and the rising cost of healthcare. Baby boomers are coming into the stroke risk age and KMI's customer base is growing. At the same time, a lot of healthcare plans are cutting back on therapy benefits. "Stroke patients need a lot of repetition," Koeneman explained. "Patients can do the exercises at home and the device sends the data to a secure server where a therapist can log in. No actual visit is needed."



Edward Koeneman, Jim Koeneman

Koeneman worked with **Maricopa Community College SBDC Technology Coordinator Sanjay Dhole** to build a stronger company. "We raised about \$9 million in contracts and grants, but they don't pay for marketing and other costs. The SBDC helped us focus and prepare our presentation to major investors and we have been able to attract some angel funding to get these things done."

KMI personnel attend events at the Chandler Innovations Incubator, where Dhole provides counseling to technology clients. "The SBDC has a lot of resources and Sanjay is good to bounce ideas off of," he noted.

His advice to other entrepreneurs? "You have to love what you do and like the process," he said. "There aren't a lot of other people around and you're going to do most of it yourself."

FAST FACTS

Community Tire Pros & Auto Repair

Type of Business:
Tire Replacement and
Auto Repair

Owners:
Howard Fleischmann, Sr.

Address:
123 E. Durango Street
Phoenix, AZ 85004

Phone: (602) 569-4930

Website:
www.communitytirepros.com

Business Began: 1991

Employees at Startup: 7

Employees in 2011: 43

First Year Revenue: \$750,000

Revenue in 2011: \$7,110,615

Startup Capital: \$100,000
Source of Initial Capital: Owner
Investment

SBDC Counselor:
Michael D'Hoostelaere
Maricopa Community College
SBDC
(480) 784-0590

FAST FACTS

Kinetic Muscle, Inc.

Type of Business: Medical Devices

Owners:
James Koeneman
Ed Koeneman

Phone: (480) 557-0448

Website: www.kineticmuscles.com

Business Began: 2001

Employees at Startup: 2

Employees in 2011: 10

First Year Revenue: -0-

Revenue in 2011: \$970,000

Startup Capital: Convertible Debt

SBDC Counselor:
Sanjay Dhole
Maricopa Community College
SBDC
(480) 784-0590

FAST FACTS

Sierra Seed Company, LLLP

Type of Business:
Wholesale Agricultural Seed
Distributor

Owners:
Sabrina Hallman

Address:
2329 N. Grand Avenue
Nogales, AZ 85628

Phone:
(520) 281-9420

Website:
www.sierraseedco.com

Business Began: 1989

Employees at Startup: 3

Employees in 2011: 7 in U.S.,
14 in Mexico

First Year Revenue: \$255,549

Revenue in 2011: \$10 million +

Startup Capital: \$28,330
Source of Initial Capital: Private
investment

SBDC Counselor:
Karen Burns/Alex Cooper
Microbusiness Advancement
Center SBDC
(520) 620-1241

Sierra Seed Company, LLLP—Nogales, AZ



The Sierra Seed team—Nogales, Arizona

Sabrina Hallman has learned a lot about how to grow a successful family business.

A former principal at a Tucson school, Hallman took a leave of absence from her job in 2007 to go to Nogales to check on her father, Rod, and the seed company that he had started in 1989. "I heard from people who were concerned about my father's health," she said. Rod was in the early stages of dementia and could no longer run the company.

Hallman made the decision to stay and run **Sierra Seed Company** if COO Carlos Fisher agreed to also stay. He did and Hallman began learning the business through a 'crash course in seeds and seed management' and classes in biotech, agriculture and management. "I didn't know anything about seeds or agriculture," she said, but her background in education helped. "I knew that I could learn it, if I could find the information."

"The seed business is extremely competitive and very international," she said. On a recent visit to Mexico, Hallman met with a contingent of Israeli customers in the back room of a Chinese restaurant. "The next morning we were out with a Greek agronomist who was looking

for tomato seeds in Mexico. There is a lot more money invested in produce than most people realize."

Hallman met former **Microbusiness Advancement Center (MAC) SBDC Business Analyst Alex Cooper** in 2010, after the company's bank was sold and Sierra Seed found itself in need of a new line of credit to carry receivables during the off season. "The seed business is seasonal, but our bills are not," she noted. "Our primary business is in Mexico and most of our receivables and assets are there. Many banks won't touch us because of that."

Cooper, who has since retired from the SBDC, connected Hallman with numerous banking contacts and Chase Bank came through to provide a line of credit that also helped finance a greenhouse expansion to diversify the company's offering. Its new capacity won Sierra Seed recognition from Syngenta International, one of the largest agribusiness companies in the world.

"The contacts that the SBDC shared with us were willing to cross the border and look at our facilities," she explained. "Unless you go and experience the agriculture business in Mexico firsthand, you have no idea how big and profitable it is." In 2011, Sierra Seed's revenues topped \$10 million.

Hallman now works with **MAC SBDC Business Analyst Karen Burns** for help on finance, accounting and other topics. "SBDC workshops are also exceptional. You walk out at the end of the day with new knowledge that you can put to work right away."

Being a female business owner in a male-dominated industry and culture can be challenging, but Hallman keeps her eye on the goal. "The culture of Mexico is very male-oriented," she noted, "and Carlos takes the lead when we are down there. You have to be okay with that, forget about your ego and take a back seat, knowing that it's all for the good of the company."

Microbusiness Advancement Center SBDC



Microbusiness Advancement Center SBDC

The **Microbusiness Advancement Center SBDC** is located in Tucson. Center Director Ellen Kirton and her team served 429 counseling clients and 125 training clients in 2011.



Shown, left to right: Bob Fick, Amanda Holbert, Karen Burns, Center Director Ellen Kirton.



*Debbie Chandler
Executive Director
Microbusiness
Advancement Center*



K-Bar RV Resort (Cedar Properties, LLC)—Show Low, AZ

A successful 30-year career as a financial advisor for two major investment companies allowed **David Mann** to teach his clients the difference between planning for retirement and planning for 'financial independence'. Owning two small businesses of his own 'post-career' is now enabling Mann to demonstrate just how that lesson works.

After an early retirement in 2005, Mann got bored very quickly. "I felt that I still had enough energy and drive to have another chapter in my life in terms of work," he said. Travel and golf were enjoyable, but Mann had also enjoyed working and he wanted to have 'the best of both worlds'. He searched for a new venture.

On a 2006 vacation to Sedona, Mann and his wife, **Suzanne**, purchased an RV park in nearby Camp Verde as an investment. "I had some experience with apartment rentals and the concept of income-producing property appealed to me," he said. With management already in place and Mann found that there wasn't much for him to do for the business on a day-to-day basis.

In search of a more 'hands on' business that he could play a greater role in, Mann purchased the **K-Bar RV Resort** in Show Low in 2008, utilizing short-term seller financing. Open since 1973 and close to fishing, golf and other recreational amenities, K-Bar enjoyed a loyal following and a lot of goodwill in the community. Mann saw an opportunity to increase the park's net operating income by making capital improvements that would enable him to increase rental rates and build occupancy.

Mann remodeled common areas including the park's bathrooms, kitchen and office; added free wi-fi and improved lighting and roadways throughout the property. The strategy worked and K-Bar boasts a steady stream of repeat business. "We're running on good word of mouth and strong Internet visibility," Mann noted. "People are finding us in a variety of ways."



David and Suzanne Mann (left) and the team at K-Bar RV Resort

When the original financing was about to expire, Mann worked with **Northland Pioneer College SBDC Center Director Tracy Mancuso** — a former banker with more than 15 years of commercial underwriting experience — to put together a comprehensive loan application. Mann obtained a 10-year bank loan, which has allowed him to focus on other parts of the business.

"The SBDC is a tremendous resource for anyone who is contemplating a new business," he noted. "Tracy was very patient and diligent, and she really rolled up her sleeves to help. She worked with me to create a quality document that I knew that I could present with confidence."

Mastering retirement can prove to be as great a challenge as owning a business, according to Mann. "I wanted to find a balance where I could be actively involved in a business and work, but still have time for fun," he said. "I don't think of it as retirement, I think of it as achieving financial freedom. Finding the right small business to start or own can be a great way to achieve that goal."

FAST FACTS

K-Bar RV Resort

Type of Business:
RV Park

Owners:
David and Suzanne Mann

Address:
300 N. 16th Avenue
Show Low, AZ 85901

Phone:
(928) 537-2886

Website:
www.kbarrvresort.com

Business Began: 2008

Employees at Startup: 2

Employees in 2011: 5

First Year Revenue: \$260,000

Revenue in 2011: \$310,000

Startup Capital: \$650,000
Source of Initial Capital: Bank loan

SBDC Counselor:
Tracy Mancuso
Northland Pioneer College SBDC
(928) 532-6170

Northland Pioneer SBDC



Left to right: Jennifer Wade, Kellie Monterrosa, Jim Austin, Elizabeth Flake, Center Director Tracy Mancuso



Dr. Jeanne Swarthout
President Northland
Pioneer College



Northland Pioneer College Show Low Campus

The **Northland Pioneer College SBDC** is located in Show Low and has a satellite location in Eagar. Center Director Tracy Mancuso and her team served 127 counseling clients and 337 training clients in 2011.



FAST FACTS

Tender Hearts Senior Care

Type of Business:
Service - Non-Medical Senior Care

Owners:
Charles 'Rick' Judy, Jr. and
Debra Judy

Address:
3170 Stillwater Drive
Prescott, AZ 86305

Phone:
(928) 777-2394

Website:
www.tenderheartsseniorcare.com

Business Began: 2007

Employees at Startup: 3

Employees in 2011: 225

First Year Revenue: \$188,400

Revenue in 2011: \$2,790,000

Startup Capital: \$100,000
Source of Initial Capital: Owner
Investment

SBDC Counselor:
Fred Kennedy
Yavapai College SBDC
(928) 771-4819

Tender Hearts Senior Care—Prescott, AZ



Debra Judy and Rick Judy

Charles 'Rick' Judy knows that you're never too old to learn something new, even if you've been a successful business owner your entire life.

Rick and his wife, **Debra** left successful careers in property management (Rick) and nursing (Debra) in the Los Angeles area to move to Prescott. The move went well, but the couple soon found themselves faced with special needs challenges by their ageing parents. After failing to find the services that they and their parents required, the Judys decided to start a non-medical in-home care business to serve other families who had similar needs.

Tender Hearts Senior Care opened in 2007. According to Rick, the company places mature, caring people into the homes of seniors to assist them with the non-medical challenges of daily living so that they can stay in their own homes as long as possible. "A lot of older people need some help with daily chores like cooking, making the bed, getting to the grocery store or personal care and they don't want to go to an assisted living facility," he explained.

"We come in and do the kind of things for them that allow them to stay in their homes and get the personal attention and assistance that they need, whether it's for just a few hours a week or as a live-in situation," he said. Debra's training as a nurse helps the company assess the degree of help that is needed.

A lifelong businessman, Rick knew that he wanted Tender Hearts to get off to a fast, strong start. "I never went to business school," he noted. "I've been in business my whole life, but it has always been by the seat of my pants. I didn't want to do it that way anymore and I decided to get some help."

Rick met **Yavapai College SBDC Business Analyst Fred Kennedy** when he took a finance and accounting class at the college. Rick's new business was at a point where it needed higher-level attention and Kennedy agreed to help. He assisted Rick with accounting, capital formation and strategic planning, and he now plays a supporting role as Tender Hearts continues to grow.

"I call Fred whenever I have a question or need," Rick said. "His insights and advice are invaluable." The Judys recently acquired a competitor to expand a related company, Tender Hearts Transportation Services, which they started in 2009. Kennedy was called in to discuss refinancing options. "He saved us a lot of money."

Today, Tender Hearts employs 225 people, including office staff and service providers, has offices in Prescott and the Verde Valley, and has furnished services to about 1,500 clients. Sales in 2011 reached \$2.79 million and expansions are planned for Williams, Flagstaff and Payson.

Rick advises all new business owners to take the time to write a detailed business plan. "The more information that you have, the greater the chances are that you will succeed," he said. "Get good advice and learn as much as you can about the industry and your potential competitors."

Yavapai Community College SBDC



Yavapai College SBDC

The **Yavapai College SBDC** is located in Prescott and has satellite and meeting sites in Campe Verde, Cottonwood and Sedona. Center Director Rick Marcum and his team served 233 counseling clients and 203 training clients in 2011.



Rick Marcum
Center Director



Fred Kennedy
Senior Business
Analyst



Mary Ward
Office Manager



Penny Wills
President
Yavapai College



Other Network Centers

Central Arizona College SBDC



Central Arizona College

The **Central Arizona College SBDC** is located in Casa Grande and has a satellite in San Tan Valley. Center Director Jim Rhodes and his team served 138 counseling clients and 119 training clients in 2011.



(Left to right): Jack Malpass, Business Analyst; Lorrie Pena, Program Assistant; Larry Gamell, Business Analyst; Bill Borders, Business Analyst; Jim Rhodes, Center Director; Dan Shaffer, Business Analyst. Not Shown: Business Analyst Tom Baxter.



Dr. Doris Helmich, Ed.D.,
Interim President & CEO

Gila Community College SBDC



Steve Burke
Interim Center
Director



Gila Community College Pueblo Campus



Dr. Steve Cullen
Senior Dean
Gila Community College

The **Gila Community College SBDC** is located in Payson and has meeting sites in Globe and San Carlos. Interim Center Director Steve Burke and his team served 69 counseling clients in 2011.



Other Network Centers

Mohave Community College SBDC



Mohave Community College Campus

The **Mohave Community College SBDC** is located in Kingman. The Center served 129 counseling clients and 119 training clients in 2011.

*Center Director
position currently vacant*



*Dr. Michael Kearns
President
Mohave Community
College*



What Arizona Small Business Needs To Succeed From A to Z



2411 W. 14th Street, Tempe AZ 85281 • (480) 731-8720

28 Locations Across Arizona

Strong Businesses Start Here
www.azsbdc.net



FAST FACTS

Arizona Small Business Development Center Network

2011 Clean Technology Initiative:

Jobs Created:	46
Business Starts:	5
Capital Formation:	\$5 million
Contracts:	\$90.2 million

2011 Veterans Assistance Initiative:

Jobs Created:	6
Sales Increase:	\$116,466
Capital Formation	\$172,000
Counseling Clients	76
Veteran Training Attendees:	613

2011 Jobs Initiative

New Jobs	126
Jobs Retained	9
Sales Increase	\$1.1 million
Capital Formation	\$4.6 million
Business Starts	35
Counseling Clients	274

AZSBDC Network Initiatives

Programs Target Key Market Segments

Clean Technology

The **AZSBDC Network's Clean Tech Initiative** is nearing the end of its second year. Clean Tech sectors will play an important, expanding role in Arizona's economic future. The statewide reach of the **AZSBDC Network** enables it to provide training and information to Clean Tech businesses and ventures that are emerging or evolving to serve new markets in every corner of the state.

During 2011, our Network continued to work with the Innovations Incubator in Chandler, where the new TechEDge curriculum debuted in October. A roadmap research project was completed, providing detailed information on 11 existing and emerging Clean Tech sectors. This data will be very valuable to our Network going forward. We debuted a new Technology Readiness Assessment Tool that will be utilized to identify the commercialization stage for a specific venture and to provide resources for appropriate sources of funding for that stage of development.



Our Network's visibility as a resource for Clean Tech programs has grown considerably, through greater outreach, events including the Coffee and Connections program at Innovations and through the work of the Clean Tech Advisory Board, which meets quarterly throughout the year.

Veterans Assistance

The **AZSBDC Network** entered the second year of a partnership with state networks in Colorado and Kansas that was created to help our state's Veterans and Active Military realize the pride and benefits of successful entrepreneurship. Our website provides a direct link to a Veteran's Business

Registry and dedicated business development resources for Veterans who are working to start or grow a business.



The Network hosted several Veterans events throughout the year and will continue to make education, networking and procurement training and certification key areas of focus during the coming year.

SBA Jobs Initiative

Our Network made considerable progress in achieving our objectives for this program during its first year. Four Centers participate in this initiative, including the Maricopa Community Colleges SBDC; the Arizona Western College SBDC; the Microbusiness Advancement Center (MAC) SBDC; and the Coconino Community College SBDC. During the first year of this initiative, these Centers finalized their staffing needs, began actively working with clients and produced the program's first measurable results. The economic impact includes 126 jobs created by 35 new businesses and 9 total jobs retained through program support. We expect to see an even greater impact as ventures that are now in the planning or early launch stages take root during 2012.

Visit the **AZSBDC website** at www.azsbdc.net to learn more about Network initiatives.

New Initiatives

Government Contracting & Procurement

The **AZSBDC Network** was selected by the U.S. Department of Defense to operate Arizona's new statewide Procurement Technical Assistance Center (PTAC) network. **Arizona PTAC (AZPTAC)** will operate in parallel with the **AZSBDC**.



AZPTAC Procurement Specialists will provide specialized counseling, training, certification information and other services that help small business owners realize the opportunities that exist within the realm of government contracting and procurement. This assistance will include helping business owners identify contracting, subcontracting and teaming opportunities; learn how to prepare

government bids and proposal responses; obtain financing for bids and cash flow; and assist companies which have an interest in pursuing certification and actively marketing to the government.

The **AZPTAC** program is headquartered in offices at Glendale Community College, with satellite offices located at Mesa Community College in Mesa, Business Development Finance Corporation in Tucson, and Arizona Western College in Yuma. Staffing has been finalized and the program is in its early stages of service.



More information on **AZPTAC** services is available at www.azptac.com.

Business and Technology Incubators

The **AZSBDC Network** has received a grant from the SBA to provide support services to business and technology incubators in Arizona. Providing pre-launch and fledgling businesses with counseling and training in key areas has always been a strength of our Network and we will continue to build on the productive partnerships that we already enjoy with incubator facilities including the Innovations Incubator in Chandler, the Northern Arizona Center for Emerging Technologies (NACET) in Flagstaff and the new Center for Entrepreneurial Innovation at Gateway College.

Other Initiatives...

Our Network is devoting increasing attention and resources to providing **International Trade Assistance** to Arizona companies that are interested in exploring exporting and global marketing.



We participated in several significant trade events during 2011, including the first U.S./Mexico International Networking Conference, which was organized by the **Cochise College SBDC** and held in Douglas, AZ. The event was attended by 100 business owners and individuals interested in expanding trade along the U.S./Mexico border, 25 dignitaries from Sonora, Mexico and nearly 30 vendor representatives. Exporting workshops are also becoming increasingly common in our Network, with events held in Tucson and Douglas during 2011.

The **AZSBDC** is also working with the SBA to promote its new **Women-Owned Business Initiative** and certification program, which features a greatly simplified certification process.

Our Network continues to be recognized for its assistance in helping **Minority and Disadvantaged Small Businesses** become certified with government contracting offices at the Federal, state and local levels. Many of our clients have significantly grown their businesses through government contracting and sub-contracting opportunities.

FAST FACTS

AZSBDC Network 2011 Client Demographics:

Distinct Customers: 2,954

Male: 52.6%
Female: 46.6%
N/A: .8%

Race
Asian 2.8%
Black 8.5%
White 78.6%
Native American 3.9%
Pacific .5%
N/A: 6.9%

Hispanic
No 72.3%
Yes 16.4%
N/A: 11.3%

Disability
No 86.9%
Yes 7.7%
N/A: 5.4%

Women-Owned
100% Ownership 24%
51-99% Ownership 6.1%
Less Than 51% Ownership 14.1%

Strong Businesses Start Here!

We're Arizona's Statewide Resource for Small Business Success

Arizona - District Office

1. AZSBDC Network State Office

2411 West 14th Street, Room 114
Tempe, AZ 85281
(480) 731-8720

Administrative Services Only

Counseling services for this location provided through Maricopa SBDC. Call (480) 784-0590 for information and appointment.

Cochise County – Sierra Vista, Douglas

2. Cochise College SBDC

901 North Colombo, Room 717
Sierra Vista, AZ 85635
(520) 515-5478

2a. Cochise College - Satellite

4190 W. Hwy. 80, Bldg 100, Room 106
Douglas, AZ 85607
(520) 515-5478 - By Appointment Only

Coconino County – Flagstaff, Page

3. Coconino Community College SBDC

3000 North 4th Street
Flagstaff, AZ 86004
(928) 526-7653

3a. Coconino Community College Page Campus

475 S. Lake Powell Blvd.
Page, AZ 86040
(928) 645-6687

Gila County – Payson, Globe, San Carlos

4. Gila Community College SBDC

201 Mudsprings Road
Payson, AZ 85547-0359
(928) 468-8039

4a. Gila Pueblo Campus

8274 Six Shooter Canyon
Globe, AZ 85502
(928) 425-8481

4b. San Carlos Campus

Tonto and Mesa Drive
San Carlos, AZ 85550
(877) 224-7232 - By Appointment Only

Graham County – Thatcher

5. Eastern Arizona College SBDC

615 North Stadium Avenue
Thatcher, AZ 85552-0769
(928) 428-8590

Maricopa County – Avondale, Chandler, Glendale, Phoenix, Mesa, North Phoenix, Scottsdale, Surprise

6. Maricopa Community Colleges SBDC

2400 North Central Avenue, Suite 104
Phoenix, AZ 85004
(480) 784-0590

6a. Estrella Mountain Skill Center - Satellite

Estrella Mountain Campus
3000 N. Dysart Road
Avondale, AZ 85392
(480) 784-0590

6b. City of Chandler - Satellite

Innovations Incubator
145 S. 79th Avenue
Chandler, AZ 85226
(480) 784-0590

6c. Glendale Community College - Satellite

Glendale Community College Campus
6670 W. Cactus Road, A-105
Glendale, AZ 85304
(480) 784-0590

6d. Mesa Community College - Satellite

165 Centennial Way, Room 209
Mesa, AZ 85201
(480) 784-0590

6e. Paradise Valley Community College - Satellite

18401 N. 32nd Street, Bldg J - Room 131
Phoenix, AZ 85032
(480) 784-0590

6f. Scottsdale Chamber of Commerce - Satellite

4725 N. Scottsdale Road, Suite 210
Scottsdale, AZ 85251-4498
(480) 784-0590

6g. Rio Salado Community College - Satellite

Lifelong Learning Center
12535 Smokey Drive, Room 1037
Surprise, AZ 85378
(480) 784-0590

Mohave County – Kingman

7. Mohave Community College SBDC

1971 Jagerson Avenue
Kingman, AZ 86409
(928) 757-0894

Navajo and Apache County – Show Low, Eagar

8. Northland Pioneer College SBDC

1001 Deuce of Clubs, Rooms 107-109
Show Low, AZ 85901
(928) 532-6170

8a. Northland Pioneer Springerville & Eagar Campus - Satellite

578 Main Street
Eagar, AZ 85925
(928) 333-1526

Pima County – Tucson

9. Microbusiness Advancement Center SBDC

330 N. Commerce Park Loop, Suite 160
Tucson, AZ 85745
(520) 620-1241

Pinal County – Casa Grande, San Tan Valley

10. Central Arizona College SBDC

540 N. Camino Mercado
Casa Grande, AZ 85222
(520) 494-6610

10a. Central Arizona College - San Tan Center

2474 E. Hunt Hwy., Suite 100
San Tan Valley, AZ 85143-5210
(520) 494-6727

Yavapai County – Prescott, Camp Verde, Cottonwood, Sedona

11. Yavapai College SBDC

240 S. Montezuma Street, Suite 105
Prescott, AZ 86303
(928) 776-2008

11a. Camp Verde Chamber of Commerce - Satellite

385 S. Main St.
Camp Verde, AZ 86322
(928) 776-2008

11b. City of Cottonwood Economic Development Office - Satellite

821 N. Main St.
Cottonwood, AZ 86324
(928) 776-2008

11c. Sedona Chamber of Commerce - Satellite

45 Sunset Dr.
Sedona, AZ 86336
(928) 776-2008

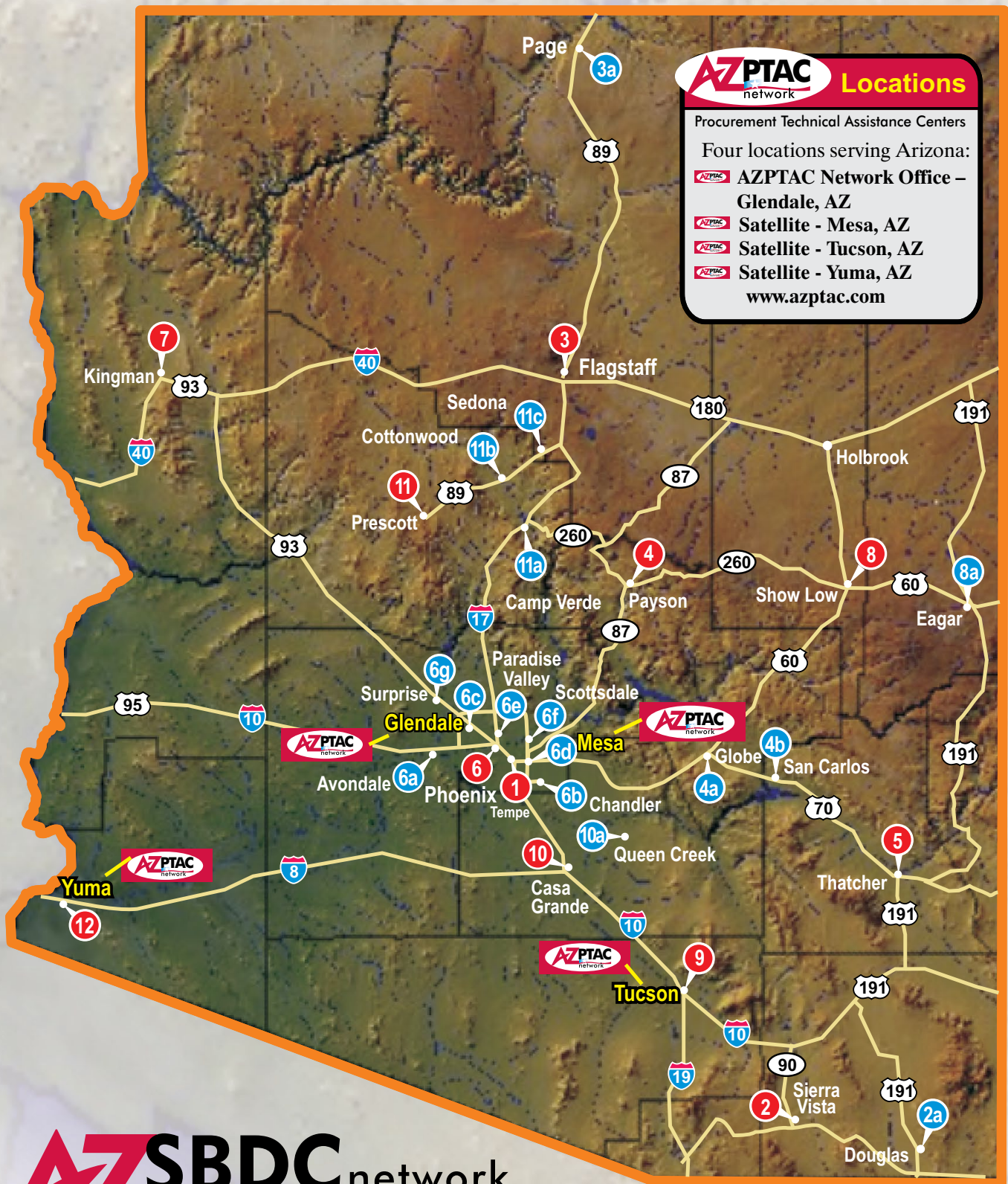
Yuma County – Yuma

12. Arizona Western College SBDC

1351 South Redondo Center Drive, Suite 101
Yuma, AZ 85365
(928) 317-6151

Arizona Procurement Technical Assistance Center Network Office

Glendale Community College, Bldg I-2, Rm 105
6000 W. Olive Ave.
Glendale, AZ 85302
(623) 845-4703



AZSBDCnetwork
SMALL BUSINESS DEVELOPMENT CENTERS

What Arizona Small Business Needs To Succeed
www.azsbdc.net



What Arizona Small Business Needs To Succeed From A to Z

2411 W. 14th Street, Tempe AZ 85281 • (480) 731-8720

28 Locations Across Arizona

Strong Businesses Start Here
www.azsbdc.net

Hosted By:



The college of you.



The AZSBDC is partially funded by a cooperative agreement with the U.S. Small Business Administration (SBA).

SBA funding is not an endorsement of any products, opinions or services.

All SBA-funded programs are extended to the public on a non-discriminatory basis.

Program printing provided by APS.

