

# 2013 *Success Awards* and Network Annual Report



TECHNOLOGY



JOBS INITIATIVE



VETERANS ASSISTANCE



INTERNATIONAL TRADE



BUSINESS AND  
TECHNOLOGY  
INCUBATORS



GOVERNMENT  
CONTRACTING



Arizona  
Small Business  
Success Starts Here



# 2013 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 2013 Success Award winners. Their impressive accomplishments demonstrate the resilience, initiative and resourcefulness of our state's small business community. Arizona remains one of the very best places in the U.S. to start and grow a small business in a wide range of industries. This year's winners represent a variety of business sectors, customer bases and communities. That diversity demonstrates that small business success can be created many ways in Arizona.



Janice C. Washington, CPA  
State Director

The **AZSBDC** also had a very successful year. Our Network is a fully accredited member of the Association of Small Business Development Centers. Maintaining that prestigious status (which is unique to SBDCs) requires a quadrennial accreditation review, which the **AZSBDC** underwent during 2012. The ASBDC Accreditation Committee commended our Network for its exceptional progress and growth since our last review in 2008, and we are proud to announce that the committee has recommended that we retain our status, without conditions. The ASBDC was also impressed with the passion, talent and expertise of our Centers, our State Office and our entire Network team. I am exceptionally proud of our team's performance, during accreditation and throughout the year.

During 2012, we received funding for important initiatives in addition to our Core program and increased our visibility among potential clients, stakeholders and partners. Our Network now has 26 locations across Arizona, including 10 Service Centers and 16 satellite and/or meeting site locations. Our reach has never been stronger. Our Network has never been more visible.

Businesses that we worked with created and retained more than 1,471 jobs, increased sales by nearly \$54.3 million and obtained new capital totaling more than \$38.6 million. (See Economic Impact on page 5 for details.) We helped many of our clients overcome economic challenges and hurdles, and we all grew stronger together.

We devoted resources and brought increasing visibility to important economic sectors, through our Clean Technology, International Trade and Jobs initiatives, and by our increasing work with Arizona's business and technology incubators. Our work on the Veterans Assistance initiative is helping retired and active duty members of the military and their families create bright new futures in Arizona.

The **AZSBDC** is proud of the accomplishments of the **Arizona Procurement Technical Assistance Center (AZPTAC)**, which recently completed its first full year. **AZPTAC** now has six locations across Arizona and operates as a specialty program of the **AZSBDC** Network. Having a program which is dedicated to helping Arizona small business owners realize the potential of government contracting and procurement has proven to be a great asset to our Network, our clients and to the Arizona economy as a whole. We expect **AZPTAC** to expand its reach even further during 2013.

We greatly value the commitment of our partners and stakeholders, who have been a great source of support in our mission. Our Network is celebrating 25 years of success this year, thanks to the contributions of our exceptional support system, which includes our clients and every member of the **AZSBDC** team.

Our ability to accurately report economic impact data is critical to ensuring continued support and funding. A multi-level system of checks and balances ensures that the data that we report is accurate and timely. You can read more about that process in the Understanding Economic Impact feature on page 22.

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



Larisa Greenband  
Technology & MIS  
Programs



Lori Martinek  
Network Marketing  
Programs



Arizona Small Business  
Development Center Network  
State Office  
Tempe, AZ

(480) 731-8720

Website:  
[www.azsbdc.net](http://www.azsbdc.net)

**Janice C. Washington, CPA**  
State Director

**Janice Barham**  
Associate State Director-  
Programs & Operations

**Larisa Greenband**  
Technology & MIS Programs

**Lori Martinek**  
Network Marketing Programs

**Annette Miller**  
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

### 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](http://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 26 locations across Arizona, including 10 Service Centers and 16 satellite and/or meeting site locations staffed by more than 50 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). Our Network has been opening doors to opportunity in Arizona since 1988 and we are celebrating 25 years of facilitating small business success.

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 business 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, which is 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.

Current Board members include: Joe Dean, Chairman (Dean Enterprises); Donna Davis (DIR Group, Inc.); Clara Engel (retired banking and community development professional); Kristine Kassel (Benefits By Design); Yolanda Kizer (Casa Fenix Enterprises); John Adam Kowalski (Pivot Productions, Inc.); Tracy Markie (Engenuity Systems); Rick Murray (Arizona Small Business Association); Sally Odette (APS); Richard Quiroz (Perma-Finish, Inc.); and Joy Staveley (Canyoneers, Inc.).

Friends Advocates include Robert Blaney, District Director, SBA; Dr. Maria Harper-Marinick, Executive Vice Chancellor and Provost, Maricopa County Community Colleges District; 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](http://www.azsbdc.net) to see our evolving list of partners.

# Arizona Small Business Development Center Network

## 2012 Economic Impact At-A-Glance

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

### Summarizing AZSBDC Network Performance in 2012:



- **Our small business clients increased their collective sales by nearly \$54.3 million.** On the average, every dollar spent on the AZSBDC Network helped an Arizona small business client to increase his or her sales by \$11.00;
- **More than \$38.6 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 \$7.59 in new capital;
- **An impressive 1,471 Arizona jobs were created or retained by our clients.** That's an *average of eight 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 5,400 attendees participated in AZSBDC workshops or events;**
- **And 352 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](http://www.azsbdc.net)

<b>Clients Served</b>	<b>3,177</b>
<b>Counseled</b>	<b>5,357</b>
<b>Attended Training</b>	<b>1,047</b>
<b>Jobs Created</b>	<b>424</b>
<b>Jobs Retained</b>	<b>352</b>
<b>Business Starts</b>	<b>\$38,633,248</b>
<b>Capital Formation</b>	<b>\$54,270,908</b>
<b>Increased Sales</b>	<b>\$14,799,686</b>
<b>Contracts Awarded</b>	<b>\$3,698,100 *</b>
<b>SBA Loans Value</b>	

\* 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:

- ▶ 46.8 % of our **business counseling** clients were women;
- ▶ 21.2 % were minorities; and
- ▶ 17.8 % were Veterans.
- ▶ 51 % of our **training** clients were women;
- ▶ 18 % were minorities; and
- ▶ 11 % were Veterans.



## FAST FACTS

### Odle Management Group, LLC

Type of Business: Service

Owners: Lisa S. Odle

Address: 9937 East Bell Road,  
Scottsdale AZ 85260

Phone: (480) 922-1027

Website: [www.odlemanagement.com](http://www.odlemanagement.com)

Business Began: 2004

Employees at Startup: 1

Employees in 2012: 307

First Year Revenues: \$325,000

Revenue in 2012: \$29,336,120

Startup Capital: \$500,000

Source of Initial Capital:  
Personal Financial Assets,  
Arizona Central Credit Union

SBDC Counselor  
Tom Fulcher  
Maricopa SBDC  
(480) 784-0590



Lisa Odle

## Odle Management Group, LLC—Scottsdale, AZ

Master Award winner **Lisa Odle** has built a successful small business by helping others build meaningful careers.

The owner of **Odle Management Group** had more than 20 years of experience managing Job Corps programs in the public and private sector when she decided to start her own company in 2004. Lisa saw an opportunity to capitalize on the large number of small business set-aside contracts that are available in the job training arena.

"We're a government contractor and a workforce development provider that provides youth between the ages of 16 and 24 with federally-funded training, admissions and placement services," she explained. "We provide academic and vocational training for both vocationally-oriented and college-bound students."

Lisa knew that having full eligibility for government contracting would be key to her success in her chosen field. She worked with the **Maricopa SBDC** and the **Arizona District Office of the U.S. Small Business Administration (SBA)** to become an 8(a) certified, Minority Business Enterprise (MBE), Woman-Owned Small Business (WOSB). "A lot of doors open for you when you are certified," Lisa added.

The greatest challenge proved to be overcoming her fears. "I was coming from a large, established organization and I had to face my fear of doing it on my own, without any contracts in hand," she noted.

Lisa worked with the Maricopa SBDC to develop a business plan that identified her best targets. She felt her confidence rise. "It was the same industry that I had been in for decades. I understood the process and could really appreciate the program's dynamic initiatives and performance-based contract environment. Therefore, I felt that I had a head start on the competition."

"I also knew that you have to keep your eye on the prize," she added. "You can't bid on everything. You have to establish annual business targets to make sure that proper human and financial resources are appropriately dedicated to the right efforts."

Today, Odle Management Group oversees contracts for the U. S. Department of Labor, Office of Job Corps. The company operates Job Corps Centers (JCC) in Long Beach, CA (300 students), Whitney M. Young in Simpsonville, KY (400 students), and the New Orleans JCC (225 students).

The company holds Outreach and Admissions/ Career Transition Services (OA/CTS) contracts for the Long Beach JCC and the New

Orleans JCC, and for programs in Arkansas, Michigan, and Nebraska. The company served 3,356 youth through OA contracts and 4,673 through CTS contracts last year.

Odle Management Group also provides career transition services in North Carolina as a subcontractor to Women Empowered Network (WEN), a woman-owned government contracting firm in Georgia.

"You never want to take on more than you can handle," Lisa said. "The Department of Labor will only look at a company for repeat business if they know that your performance is good. You have to prove yourself and you have to perform. Period."

### Maricopa SBDC Business Analyst Tom Fulcher worked

with Lisa on financial analysis and forecasting, effective marketing and business matchmaking for government contracting. He keeps her up to date on new SBA regulations and webinars, and 'applauds my efforts', said Lisa.



Odle Management Group

Odle Management Group was honored as part of the SBA's 100 Initiative in 2011. The program recognizes the top performing small businesses in the U.S. "Winning the SBA Top 100 really helped a lot," Lisa said. "It gave us good visibility."

Lisa's specialty may be helping youth build successful careers, but she also has advice to share with new and aspiring small business owners. "Know your business niche and be responsive to your customers," she advised. "Have a good business plan, know your targets and don't waste your resources and capital going after contracts that don't fit your plan."

"Be realistic by knowing what you have to offer, what you can do and what you should go after. You can only do that if you have a good business plan in hand."



Congratulating a program graduate

# Mariscos Mar Azul—Yuma, AZ

**Mariscos Mar Azul** was always going to be a family owned, family-style restaurant. Owner **Alex Morales** loves to cook and his wife and partner, **Hortencia Rosales** loves to be with people.

"We put our skills together and we work as a team," Hortencia said. "We always believed that if we worked hard and offered the freshest, best-tasting food along with great customer service, we would be successful."

Hortencia and Alex sought help from the **Arizona Western College SBDC** pre-launch to learn how to get their business off to a strong start. "They helped us with advice on financing, bookkeeping, marketing, management and so much more" noted Hortencia. "We opened and have managed to grow our business through both good times and bad."

Mariscos Mar Azul is open daily for lunch and dinner. Tacos, toritos and ceviche are popular menu items. Customers rave about the food and the service on social media sites like Yelp.com and the restaurant is almost always busy.

"It has encouraged us to keep going," said Hortencia. "We started at the bottom and now we're headed to the top doing what we love."

"Having the help and the support of our family has been important to our success," she added. "My son and daughter have worked for us from the start, and Alex's parents have helped us so much. It takes a family – and a team – to be successful."



*Alex Morales, Hortencia Rosales and family*

**AWC SBDC Center Director Randy Nelson** and his team also played a supporting role. "Randy always told me to stay strong and that anything was possible," Hortencia explained. "The SBDC program has helped us so much. It is a great resource for any business owner."

Hortencia and Alex hope to expand the restaurant in 2013. "We want to have more room for our customers to be comfortable and enjoy their food," Hortencia said. "We want it to be the best dining experience not only in Yuma, but in the Southwest."

"This is a business that is all about good food, family and friends. I am very happy to be part of it."

## FAST FACTS

### Mariscos Mar Azul

Type of Business: Retail - Restaurant

Owners: Hortencia Rosales,  
Alex Morales

Address: 1314 S. 4th Avenue, Suite 5,  
Yuma, AZ 85364

Phone: (928) 329-6606

Website: <http://www.facebook.com/mariscosmarazul>

Business Began: 2004

Employees at Startup: 4

Employees in 2012: 28

First Year Revenues: \$20,000

Current Year Revenues (2012):  
\$349,000

Startup Capital: \$80,000

Source of Initial Capital:  
Bank of America

SBDC Counselor  
Randy 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 292 counseling clients and 172 training clients in 2012.



*Randall Nelson  
Center Director*



*Dr. Glenn Mayle  
President  
Arizona Western  
College*



## FAST FACTS

### Papazona Pizza, Inc.

Type of Business: Retail - Franchise

Owners: Michael Chastek, Chester Chastek

Address: 2114 W. Apache Trail,  
Apache Junction, AZ 85120

Phone: (509) 230-2586

Business Began: 2009

Employees at Startup: 9

Employees in 2012: 23

First Year Revenues: \$404,000

Current Year Revenues (2012):  
\$575,000

Startup Capital: \$262,000

Source of Initial Capital: Personal  
Savings, Loans from Relatives

SBDC Counselor  
Daniel Schaffer  
Central Arizona College SBDC  
(520) 494-6610

## Papazona Pizza, Inc.—Apache Junction, AZ

**Michael Chastek** was looking for a post-retirement career that he could really wrap his hands around.

A long-time customer of Papa Murphy's Take 'N' Bake Pizza in Spokane, WA, Michael decided that owning a piece of the booming made-to-order, bake at home pizza business was the ideal choice. "We liked the brand and wanted to be part of it," he noted.

A search produced a failing Papa Murphy's that was for sale in Apache Junction. Chastek made a down payment of \$80,000 and took over the operation of the franchise with his son, Chester, in September of 2009 under the operating name of **Papazona Pizza, Inc.** The Chasteks had six months to come up with the \$170,000 balance on the store purchase or lose their investment.

Financing proved to be very hard to come by in a tough economy and Michael finally went to the **Central Arizona College SBDC** for help in sourcing a business loan. **Business Analyst Dan Schaffer** helped Michael refine his business plan with actual operating data from the store's improved performance. "Money was tight and couldn't find a bank that was lending money," said Michael. Time ran out as the April 1 payment deadline drew near and the Chasteks were forced to finance the balance of the purchase using a combination of personal savings, inheritances and loans from relatives.

The Chasteks worked hard to turn the store around and started shopping for a second location in 2011. A Mesa location proved easier to find than a lender to finance it, despite an 18-month track record of success at the Apache Junction store and excellent personal credit.

The Chasteks decided to invest in themselves once again and obtained a personal loan from a Spokane bank where they had a long-standing relationship. The

second store was incorporated separately and opened in September 2011. Today, both locations are doing well and the family operation is providing jobs to 23 employees.

"Dan did everything that he could to help us," said Michael. "He introduced us to bankers, helped us with our business plan and projections and showed me alternative financing programs. I could always call him with questions and we have an ongoing relationship."

Today, Michael runs one Papa Murphy's location and Chester runs the other. "The franchisor has invested a lot of money in this market and it is really growing," noted Michael. "Our second location is performing at a level that it took our first store four years to get to."

Finding professionals to help with business planning and real estate helped the Chasteks to succeed as small business owners. "The SBDC will explain what you need to know and plan for, and how to get it done," he explained. "Planning is an important ingredient to any business' success."



Michael Chastek

## 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 89 counseling clients and 53 training clients in 2012.



(Left to right): Jim Rhodes, Director; Lorrie Pena, Program Assistant, Dan Schaffer, Business Analyst; Jack Malpass, Business Analyst



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

# Munsey Contract and Development— Sierra Vista, AZ

**Munsey Contract and Development** owners **Norman Munsey** and **Mark Berg** found out that being prepared really does make a difference when it comes to starting a business.

Their Veteran-owned company has recorded nearly \$2 million in revenues since it was founded in January 2012, mostly through government contracting. "You can nail down a lot of jobs and projects quickly if you have everything in place from the start," Norman said.

A former Marine with more than 24 years of construction experience and a proven track record in meeting Army Corps of Engineers specifications, Norman met Mark when he became a project manager for Berg's heating and air conditioning company in 2011. Mark has been in the HVAC industry for 34 years and knew commercial project management, estimating and system design from the inside out.

The duo decided to combine their talents to form a new venture specializing in government construction projects. Mark's sister, **Kathi Johnson**, and their brother, **Richard Berg**, joined the team as behind-the-scenes investors and Munsey Contract and Development was born.

Norman and Mark sought assistance from the **Cochise College SBDC** in formalizing the company's legal structure. The SBDC also helped the partners become certified as a Veteran-Owned Small Business (VOSB), obtain their Central Contractors Registration and become savvy in marketing for government contracting opportunities.

"The SBDC guided us in the right direction and helped us get up and running in the shortest time possible," said Norman.

**Business Analyst Bob Mucci** also introduced Norman and Mark to the staff at the **Arizona Procurement Technical Assistance Center** (AZPTAC). AZPTAC is a



*Norman Munsey, Kathi Johnson and Mark Berg*

specialty program of the AZSBDC Network which helps Arizona small businesses become proficient in government contracting at the federal, state and local levels.

Today, Munsey Contract and Development works throughout Cochise County and has a number of large military structural projects at Fort Huachuca and at Davis Monthan Air Force Base. The company hopes to become 8(a) certified this spring, according to Norman.

"In this business, you have to be on top of your game each and every day," he noted. "The Cochise College SBDC helped us build a vision and now we are working together to expand on it."

The partners hope to expand the company's resume to also include non-military commercial construction projects. "When it slows down on the military side, it tends to pick up on the commercial side and vice versa. We want to have a foothold in both markets," noted Norman.

## FAST FACTS

### Munsey Contract and Development, LLC

Type of Business: General Contractor

Owners: Norman Munsey,  
Mark Berg, Rick Berg,  
Kathi Johnson

Address: 4109 Monsanto Ave.,  
Sierra Vista, AZ 85650

Phone: (520) 378-4227

Business Began: 2012

Employees at Startup: -0-

Employees in 2012: 4 F/T plus 42  
sub-contract employees

First Year Revenues: \$1.7 million

Startup Capital: -0-

Source of Initial Capital:  
Owner Investment

SBDC Counselor  
Robert Mucci  
Cochise College SBDC  
(520) 515-5478

## Cochise College SBDC



*Cochise College Campus*

The **Cochise College SBDC** is located in Sierra Vista and has a satellite location in Douglas. Center Director Mark Schmitt and his team served 497 counseling clients and 1,399 training clients in 2012.

*Front Row: Rachel Norton,  
Program Assistant. Back Row,  
left to right: International  
Trade Specialist Cecilia Rivas  
Schuermann, Center Director  
Mark Schmitt, Business  
Analyst Bob Mucci*



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

## FAST FACTS

### Mother Road Brewing Company

Type of Business:  
Manufacturing, Retail

Owners: Michael Marquess

Address: 327 West Navajo Road,  
Flagstaff, AZ 86001

Phone: (928) 380-3783

Website: [www.motherroadbeer.com](http://www.motherroadbeer.com)

Business Began: 2011

Employees at Startup: 2

Employees in 2012: 7

First Year Revenues: \$223,000

Startup Capital: \$540,000

Source of Initial Capital: Bank Loan,  
Private Investor, Owner Investment

SBDC Counselor  
Jim Hunter  
Coconino Community College SBDC  
(928) 645-6681

## Mother Road Brewing Company—Flagstaff, AZ

**Mother Road Brewing Company** owner **Michael Marquess** built a business from a hobby and now he comes to work with a smile on his face every day.

"We began as home brewers, doing what we loved for friends and family," he explained. Enjoying beer and the creative process, Marquess decided to build his own brewery. "We came up with a name and a product line and met with the **Coconino Community College SBDC** to put together a business plan."

Marquess goes by the title of Chief Beer Officer. His wife, Alissa, serves on the company's board and provides support from the home front. Getting started proved more challenging than expected.

"Our first concern was acquiring the capital required to launch," said Michael. "The loan process was complicated at best, but we were successful in securing funding in a difficult national lending climate."

The building process began, bringing hurdles with building codes and regulatory agencies. "We found ourselves under-capitalized and had to learn how to recruit investors from a pool of relative strangers. I had to be able to go to someone with just an idea and ask them to believe in me. A lot of them said no, but enough of them said yes, and now we have a wonderful group of shareholders."

The SBDC has been a partner with the Mother Road Brewery from the beginning, according to Marquess, who worked with **Business Analyst Jim Hunter** and **Center Director Kurt Haskell** as he prepared



Michael Marquess

to submit his original SBA loan application. "They questioned my guesses and strengthened our data."

They were also on hand when new challenges emerged. "SBDC counselors have actually run businesses. They've been successful. They can give you good, practical advice because they've been in your shoes. Kurt and Jim are an experienced set of eyes and ears that we use to mentor our staff, assist with ideas on cash flow and financial planning, and encourage our marketing efforts."

"It's nice to be able to bounce ideas off of people who know that it can all go to hell the second that you open the doors."

Today, Mother Road Brewing Company has a busy tap room, 90 commercial accounts, a growing list of local and national beer awards and a very bright future. "Craft beer has seen double-digit growth over the past five years," he noted. "Flagstaff is a market where people like local products. They love their beer, and they love good, fresh local beer. We have been experiencing nice, managed growth."

Distribution agreements are helping Mother Road beers expand into new markets. "It is very exciting to be able to walk up to a counter in another town and see my own beer for sale."

"You have to believe in yourself and your idea," he stressed. "It is all of the small businesses, together, that really make the economy go. Some days, that gets forgotten in the headlines."

## Coconino Community College SBDC



Coconino Community College Campus

The **Coconino Community College SBDC** is located in Flagstaff and has a satellite location in Page. Center Director Kurt Haskell and his team served 294 counseling clients and 205 training clients in 2012.



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

**AZ SBDC network**  
SMALL BUSINESS DEVELOPMENT CENTERS  
COCONINO COMMUNITY COLLEGE SBDC



Dr. Leah Bornstein  
President  
Coconino  
Community  
College



# Caboose Frozen Treats—Thatcher, AZ

**Wendy Skinner** wanted **Caboose Frozen Treats** to be a real family business.

The business owner had the family, but no food service experience when she opened for business in 2011. "We have three boys and they needed to earn money to go on missions for our church and to save for their college educations," she noted. "We saw the need for a frozen yogurt shop in town. There was nothing like that in the Gila Valley."

"We had to overcome our fear of starting something new that had not been done before locally," she noted. The Skinners did a lot of research and received a lot of encouragement from the community.

Caboose Frozen Treats also became the only frozen yogurt shop to offer gluten-free, sugar-free and dairy-free options when it opened in a custom-designed caboose-style building that Wendy had built. "Everyone wanted to know what was in the red caboose on the corner," she said. "We opened to great success."

With Wendy, her husband and their three sons as the business' only employees, Caboose Frozen Treats slowly built a small but loyal following which included the students and employees at nearby Eastern Arizona College. Wendy sought the help of the **Eastern Arizona College SBDC** in August of 2011, when she was in search of marketing assistance to sustain the initial grand opening excitement.

"The SBDC really helped us a lot," she noted. "We go to them all of the time now for advice and I wish that I had found them sooner. They are very knowledgeable, helpful and encouraging."

"We owned a different small business 22 years ago and we were trying to do business the same way that we did back then. The SBDC showed us the potential of



*Wendy Skinner and sons.*

social media tools like Facebook, Yelp, FourSquare and Twitter. They have really helped us move forward with our business."

The Skinners now offer family night promotions, frequent customer programs and have a social media strategy that has really increased their visibility in the market. Caboose Frozen Treats has a strong Facebook following and is developing a website.

According to Wendy, the greatest reward has come from watching her children interact with the public and learn customer service skills. "We do want the business to get bigger and realize the full potential that we originally visualized," she said. "It has exceeded our expectations in some areas, and still has potential to realize in others. Mostly importantly, it greatly exceeded the potential that we saw for our family to work together."

## FAST FACTS

### Caboose Frozen Treats

Type of Business: Retail

Owners: Wendy Skinner

Address: 1067 N. High School Avenue,  
Thatcher, AZ 85552

Phone: (928) 651-1832

Website: [www.facebook.com/caboosefrozentreats](http://www.facebook.com/caboosefrozentreats)

Business Began: 2011

Employees at Startup: 2

Employees in 2012: 2

First Year Revenues: \$35,000

Current Year Revenues (2012):  
\$61,000

Startup Capital: \$200,000

Source of Initial Capital:  
Personal Investment and  
Outside Investor

SBDC Counselors  
Charmaine Childester, Kevin Peck  
Eastern Arizona College SBDC  
(928) 428-8591

## 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 133 counseling clients and 306 training clients in 2012.



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



*Mark Bryce  
President  
Eastern Arizona College*

## FAST FACTS

### Cellulars Conexion

Type of Business: Retail

Owners: David Carrizosa

Address: 751 E. Broadway Road,  
Mesa, AZ 85210

Phone: (480) 202-2476

Website:  
<http://www.cellularsconexion.com>

Business Began: 2009

Employees at Startup: 1.5

Employees in 2012: 4 F/T, 5 P/T

First Year Revenues: \$200,000

Current Year Revenues (2012):  
\$817,000

Startup Capital: \$25,000

Source of Initial Capital:  
Personal Loan from Family  
Members

SBDC Counselor  
Kristin Slice  
Maricopa SBDC  
(480) 784-0590

## Cellulars Conexion—Mesa, AZ

**David Carrizosa** took a struggling family business and built it into a growing chain of cellular products stores by offering something that the competition didn't: exceptional customer service.

**Cellulars Conexion** was a single-store Boost Mobile distributor/dealer in Mesa when David's family brought him in to restructure the business. Boost Mobile specializes in low-cost month-by-month cellular plans and David changed the emphasis to focus on in-store customer service. Word spread quickly that Cellulars Conexion would provide technical support to customers, even if they had not purchased their Boost Mobile phone at the Mesa location. Sales, referrals and customer retention all increased and today the store is one of the top producers in Arizona.

"It was supposed to be a short-term project for me, but then we all saw the potential of what the business could be," he said. David didn't have a business education or background, so he went looking for help to take the company to the next step.

David met **Maricopa SBDC Business Analyst Kristin Slice** at a local business class, where he learned about the resources that the SBDC could offer to his expanding business. Kristin helped David develop an aggressive marketing plan that included specific target audience goals, a unique selling proposition and a detailed plan to grow his business. He participated in the Maricopa SBDC Profit Mastery program to gain a better understanding of his company's finances, and worked with **Slice and Business Analyst Cope Norcross** to develop a strategic business plan to guide Cellular Conexion's expansion.



Owner David Carrizosa and Staff

David moved the original store to a more profitable location, opened two new stores and has expanded his product offering. The store doubled its numbers and was featured in the *Phoenix Business Journal* and on the home page of the *HP Life* global website as a successful small business.

"Everything that I have learned from the SBDC and from growing this business can be used in any situation," he noted. "Businesses may be different, but the back-end doesn't change."

The company plans to expand further through the distribution of cell phones and accessories to a broader market. "To expand successfully, you have to have patience, leverage and a

willingness to keep learning as you move forward."

That's also good advice for someone who is just getting started, David said. "Don't try to do it alone. Find out what you need to know and what you don't know, at the start, and then find a way to get the knowledge you need."

"Kristin stuck with me and helped me stay focused and motivated. The Maricopa SBDC is a great resource for any small business owner to have."

Having a strong support network was also important. "I couldn't have done this without the support of my family, my team and all of my amazing mentors and advisors who encouraged me and helped me keep growing to new heights."

## 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. The Maricopa SBDC served 1,162 counseling clients and 1,946 training clients in 2012.



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Dr. Rufus Glasper  
Chancellor  
Maricopa County  
Community  
Colleges District



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



# MarTek—Tempe, Az

**MarTek** owner **Mark James** used his technology and sales expertise to turn a failing manufacturing business into a successful enterprise.

Founded in 1995, MarTek specializes in providing new and refurbished wafer probers to semiconductor manufacturers and testing companies in Asia, Europe and the Americas. "Wafer probers are used to test computer chips before they are installed in computers," explained James, a former Motorola employee who acquired the rights to manufacture, market and sell the products from a company that had filed bankruptcy.

"I saw an opportunity to realize its full potential," he said. The greatest challenge proved to be selling to giants like Intel and Motorola. "We were working out of a garage and didn't have a big inventory of parts, so they didn't want to buy from us." James didn't give up and eventually won some private sector contracts with Motorola.

James became a client of the **Maricopa SBDC** in 1998. Over the years, he worked with the Center on issues related to cash flow and financing. James turned to the SBDC again in 2010, when he wanted to obtain debt financing for an inventory purchase.

"The semiconductor equipment industry is a capital-intensive cyclical industry that is known for booms and busts," he explained. The industry took a big hit during the financial crisis of 2008 and James watched excess MarTek inventory accumulate, while new product development stalled.

**Maricopa SBDC Technology Counselor Sanjay Dhole** helped James streamline MarTek's inventory system and introduced him to the U.S. Commercial Services Export Assistance program. James also learned how to use market research to identify new marketing strategies and began working on website development.



Mark James

Dhole also introduced James to the Arizona Commerce Authority's STEP (State Trade and Expert Promotion) program, which helps small businesses enter new markets or go global for the first time. Today, MarTek is involved in exporting, has 21 employees and is looking to acquire additional product licenses to solidify its market position.

James advises aspiring entrepreneurs to get the help they need, pre-launch. "I came from the school of hard knocks and learned by making mistakes along the way," he noted. "The SBDC has been a great resource for me."

"You think you can jump right in to a new business, but that's not the best way to do it," he added. "Do your homework, find mentors and get the advice that you need, from the start."

## FAST FACTS

### MarTek

Type of Business: Semiconductor Equipment Manufacturing

Owners: Mark James

Address: 112 South Rockford Drive, Tempe AZ 85281

Phone: (480) 947-5757

Website: [www.martekprober.com](http://www.martekprober.com)

Business Began: 1995

Employees at Startup: 5

Employees in 2012: 21

First Year Revenues: \$149,089

Current Year Revenues (2012): \$2,385,173

Startup Capital: \$6,000

Source of Initial Capital: Owner's Equity

SBDC Counselor  
Sanjay Dhole  
Maricopa SBDC  
(480) 784-0590

## The Team at the Maricopa SBDC

Front Row: **Brenda McCaffrey**, Technology Coordinator; **Claudia Smietana**, Operations Coordinator; **Debra Roubik**, Business Analyst;

Second Row: **Kristin Slice**, Business Analyst; **Marni Patterson**, Technology Coordinator; **Nancy Sanders**, Business Analyst; **Alicia Marseille**, Business Analyst; **Virginia 'Jenny' Herschaft**, Business Analyst; **Yvette Estrada**, Program Assistant;

Back Row: **Tom Swann**, Technology Coordinator; **Luis Reynoso**, Business Analyst; **Dale Kater**, Business Analyst; **Jeff Swenson**, Business Analyst; **Mark Engle**, Former Center Director; **David 'Cope' Norcross**, Assistant Center Director; **Michael D'Hoostelaere**, Business Analyst; **Sanjay Dhole**, Technology Coordinator; **Tom Fulcher**, Business Analyst.



## FAST FACTS

### Paideia Academies

Type of Business:

Education - Charter Schools

Owners: Dr. Brian Winsor

Address: 7777 S. 15th Terrace,  
Phoenix, AZ 85042

Phone: (602) 343-3040

Website: [www.paideiaacademies.com](http://www.paideiaacademies.com)

Business Began: 2009, 2012

Employees at Startup: 5

Employees in 2012: 38

First Year Revenues: \$32,000

Current Year Revenues (2012):  
\$350,000

Startup Capital: \$705,000

Source of Initial Capital:

AZ State Grant, Owner Investment

SBDC Counselor

Luis Reynoso

Maricopa SBDC

(480) 784-0590

## Paideia Academies—Phoenix, AZ

**Dr. Brian Winsor** knows that building a successful small business like **Paideia Academies** is both an education and an evolution.

The former educator, principal, professor and consultant first contacted the **Maricopa SBDC** in 2008, when he was forming a company to provide remedial courses for at-risk students and management expertise for charter school administrators in Phoenix. **Business Analyst Luis Reynoso** worked with Winsor to develop a business plan. Three years later, Winsor had grown his business to \$300,000 in sales and developed a plan to create a 'better charter school'. He named it Paideia Academy.

"The Paideia philosophy bridges gaps that exist between a traditional school environment and its curriculum and the learning styles of children from impoverished urban environments," according to Winsor. "These students and their families have unique needs. Paideia Academy focuses on the upbringing of the whole child by preparing students for educational success, career success, informed citizenship and meaningful family life."

Winsor participated in the Maricopa SBDC's NxLevel program and combined the knowledge that he gained with his accumulated business experience to write a business plan for Paideia Academies. The first Paideia school was built from scratch and opened in August

2012. Paideia Academy of South Phoenix serves approximately 400 students in grades K-6 with class sizes of 25 to 30 students per class.

"My SBDC counselor, Luis, was a significant part of our success," said Winsor. "He gave us guidance every step of the way and coached us through the development of our business plan, our marketing plan and our staffing plan. He has been a real sounding board who helps us think through critical issues."

Paideia Academies relies on government funding and private investment to operate. "There is very little out of pocket cost for our families," noted Winsor. "Our private investors believe in us so much that they gave us a no-interest loan to be paid back over a year," he explained. "We will be operating in the black in our preschool and in our academy by the end of the year."

Winsor plans to build a high school (grades 7-12) in the same neighborhood by 2015. "The reaction has been even better than I anticipated," he noted. "The community has really embraced the concept."

As an educator, Winsor knows the value of getting a good education at any age. "I have an education brain, not a business brain. Attending the SBDC's NxLevel class and learning to write an insightful, detailed business plan was the best decision that I made for my business."

*Dr Brian Winsor and students at Paideia Academies of South Phoenix*



**Maricopa Community Colleges SBDC**

# Bottom Line Tax, Accounting & Business Services—Tucson, AZ

**Bottom Line Tax, Accounting & Business Services** owners **Lou and Anna Ciurca** know what it takes to build a business into a successful enterprise. They've done it with their business, and now they're helping their clients plan for similar success.

Lou brought 40 years as a CFO in the for-profit and non-profit sectors and as the former owner of a small tax accounting practice to the table. Anna was also an experienced tax practitioner. After getting married in 2007, the couple began a three-year search to find an existing accounting firm that they could buy and build on.

"We wanted something with an established book of business and a core set of services," explained Lou. "We didn't want to start from scratch. We wanted to hit the ground running." The couple found a firm that had an established seasonal tax business and worked to turn it into a full-year enterprise.

Today, the firm has a loyal tax planning and preparation client base of nearly 1,000 individuals and businesses. Services have been expanded to include a full range of small business services, audit representation, tax planning preparation and debt counseling.

The Ciurcas worked with **Microbusiness Advancement Center (MAC) SBDC Center Director Ellen Kirton** to develop a well thought out business plan, establish a banking relationship, and to successfully negotiate a cost-effective loan package with National Bank of Arizona. Kirton also helped the couple develop an effective marketing strategy that included targeted client services and the creation of a referral network.

"We did a lot of forward planning, networking and working our referrals," said Lou. The firm has added 52 clients since September 2012, and averages four new clients a week — a growth rate that Lou expects will increase even further in the year ahead.

The biggest challenge was finding a business that was a right match for the couple. "We knew what we wanted to accomplish,"



*Lou and Anna Ciurca*

noted Lou. "When the business plan was finished, we knew that we could do this. We worked a long time on the plan and it gave us a very clear understanding of what we needed to do.

"Ellen worked with us to do problem solving and to chart things out," he added. "She really got us thinking about key elements of making a successful enterprise and it was that process that helped us solidify our vision."

The Ciurcas are now working to take client service to an even higher level, by adding bi-lingual representation on the staff and expanded team training. "A lot of entrepreneurs have special skills or an idea, but they don't understand what it takes to really operate a business," Lou said. "You have to have a sound business plan and then surround yourself with a network of people who can provide the counsel that you need to develop your business."

"The SBDC gave us the help that we needed, and now we are helping other business owners succeed with their dreams."

## FAST FACTS

### Bottom Line Tax, Accounting & Business Services, Inc.

Type of Business: Accounting Firm

Owners: Louis A. and Anna Ciurca

Address: 7466 N. La Cholla Blvd.,  
Tucson AZ 85741

Phone: (520) 297-1210

Website: [www.bottomlineaz.com](http://www.bottomlineaz.com)

Business Began: 2012

Employees at Startup: -0-

Employees in 2012: 4

First Year Revenues:  
(Projected 2013) \$375,000

Startup Capital: \$675,000

Source of Initial Capital:  
Owner Investment and SBA Loan

SBDC Counselor  
Ellen Kirton  
Microbusiness Advancement  
Center SBDC  
(520) 620-1241

## 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 293 counseling clients and 511 training clients in 2012.



Back Row: Ellen Kirton, Center Director; Karen Burns, Business Analyst; John Markley, Business Analyst  
Front Row: Cheli Martinez, Administrative Assistant; Rozanna Bejarano, Program Assistant.



*Michael Landy  
Executive Director  
Microbusiness  
Advancement  
Center*

## FAST FACTS

### Delectables Restaurant and Catering

Type of Business:  
Retail - Restaurant/Catering/Bar

Owners: Donna DiFiori

Address: 533 N. 4th Avenue,  
Tucson, AZ 85705

Phone: (520) 884-9289

Website: [www.delectables.com](http://www.delectables.com)

Business Began: 1973

Employees at Startup: 6

Employees in 2012: 23

First Year Revenues: \$270,000

Current Year Revenues (2012):  
\$700,000

Startup Capital: -0-

Source of Initial Capital:  
Zero Cash Down,  
Term Promissory Note

SBDC Counselor  
Karen Burns  
Microbusiness Advancement  
Center SBDC  
(520) 620-1241

## Delectables Restaurant and Catering — Tucson, AZ

**Donna DiFiori** knows an opportunity when she sees one. **Delectables** was a small cafe suffering from business neglect and financial mismanagement when Donna took the reins in 1976. She saw the potential of the business, bought it from the owner, and hurried to learn how to deliver great food and customer service.

Guests liked what they saw and tasted and Delectables undertook an expansion plan. It began by adding a stove and expanding the menu. Catering services followed when customers asked if they could have take-home portions of Delectables' tasty cheeses, meats, breads and pastries. Soup was added to the menu, and then cappuccino.

"We attracted all of the artists in Tucson who never seemed to sleep," she noted. In 1977, Donna purchased a liquor license. She moved the business into a historic building on Tucson's trendy 4th Avenue and reinvented it as a full service restaurant, bar and catering operation. Donna soon purchased the entire building.

Delectables struggled through major challenges in 2011 and 2012, when the front and back entrances to the restaurant were virtually inaccessible due to major construction projects. A five-story apartment complex was being built behind Delectables and the Tucson's Modern Streetcar track lines were about to be laid in front. The challenges were enormous. "We went from 26 to 15 employees and were running at 60% of our normal revenues."

Donna was referred to **Microbusiness Advancement Center (MAC) SBDC Business Analyst Karen Burns**,



Donna DiFiori

who helped her see the inaccessibility of her business as an advantage, instead of a negative event. "Karen encouraged me to seek \$450,000 to renovate Delectables," she explained. "She helped me create a loan package, run the numbers and find contractors to bid the renovation." The project included renovating the kitchen and bar, replacing the HVAC system, new electric panels, flooring, patio roofing and the addition of a new POS (point of sale) system.

"We had already been thinking about the renovation and decided to time it to coincide with the streetcar project," Donna said. "The emotional pressure was huge. You wonder if the business will come back. Karen was very

encouraging and we spoke often."

Today, the business is beautiful, the streets are open again and revenues are trending upward, according to Donna. "We're almost back to where we were before and we are having some huge days."

"It has been quite a journey," she noted, "but all of it improved our ability to serve guests, expedite table turnover and increase revenues. It is very gratifying to see my vision become a reality and I am very pleased with the result."

Business ownership isn't for everyone, she noted. "You have to decide from the start if you are really owner/operator material. Some people don't have the right personality or fortitude. Get a job in the industry and learn the business from the ground up. No one who runs a successful restaurant ever started at the top."

## Microbusiness Advancement Center SBDC



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[www.azsbd.net](http://www.azsbd.net)

# Budget Blinds—Kingman, AZ

Ed and LeeAnn Benton always dreamed of owning their own business. After moving to Arizona in 2006, the couple decided to purchase a **Budget Blinds** franchise, even though they had no experience in the field. Buying a franchise seemed like the best way to get the training and support that they would need to be successful.

"Budget Blinds provided us with all of the training and continuing education that we needed, and we always have a leg up on our competition when it comes to new products and trends," LeeAnn said.

Ed ran the business solo, while LeeAnn held a full-time job elsewhere. He canvassed door to door in the hot Arizona sun and business began to boom. LeeAnn took on the business' office duties while still working outside the home and, before long, both Ed and LeeAnn found themselves working non-stop as their company continued to grow.

The Bentons first sought the help of the **Mohave Community College SBDC** when they were looking to expand their territory into Kingman and Bullhead City. The SBDC team assisted with business and financial planning and helped the couple determine that LeeAnn could leave her outside job and begin working for Budget Blinds full time.

LeeAnn made the leap in May of 2011 and Budget Blinds moved out of the Benton's home and into a retail space on the main road in town. The couple added a showroom and the business continued to grow. A full-time installer and two part-time office assistants have since joined the team. The Mohave SBDC also helped the Bentons consider those decisions.



Ed and LeeAnn Benton

"The support of the SBDC has given us the confidence that we needed to step out of our comfort zone and do something that we hadn't done before," noted LeeAnn. "When I was in school, I never really knew what I wanted to be when I grew up. I was good at a lot of jobs, but I never had a set goal. As soon as I became a full-time business owner, I realized that owning a business was what I was always meant to do."

Budget Blinds will continue to grow, but carefully, she noted. "We want it to be planned out. We have overhead to consider now. We upped our advertising and it's definitely helping to increase the business."

Planning is key to small business success. "Don't jump into it blind. Write a business plan, plan it out and think it all the way through. Planning makes you consider all of the 'what ifs'," she advised.

## FAST FACTS

### Budget Blinds

Type of Business: Window Coverings, Residential and Commercial

Owners: Ed and LeeAnn Benton

Address: 2425 Hualapai Mountain Road, #C, Kingman, AZ 86401

Phone: (928) 757-4142

Website:  
[www.budgetblinds.com/lakehavasu/](http://www.budgetblinds.com/lakehavasu/)

Business Began: May 2006

Employees at Startup: 1

Employees in 2012: 5

First Year Revenues: \$164,000

Current Year Revenues (2012):  
\$480,000

Startup Capital: \$85,000

Source of Initial Capital:  
Owner Investment

SBDC Counselor  
Mark Retersdorf  
Mohave Community College SBDC  
(928) 757-0895

## Mohave Community College SBDC



Mohave Community College Campus

The **Mohave Community College SBDC** is located in Kingman. The Center served 73 counseling clients and 120 training clients in 2012.



Mark Retersdorf  
Center Director



Lisa Card  
Business Analyst



Dr. Michael Kearns  
President  
Mohave Community College

## FAST FACTS

### Loan Prairie, LLC (dba The Hub)

#### Type of Business:

Retail - Pawn, Recreational Sports

Owners: Michael Sattinger,  
Eric Grossman, Robert Fee

Address: 5208 White Mountain Blvd.,  
Lakeside, AZ 85929

Phone: (928) 537-1961

Website: [www.thepawnplace.com](http://www.thepawnplace.com)

Business Began: 2002

Employees at Startup: 2

Employees in 2012: 12 F/T, 6 P/T

First Year Revenues: 125,000

Current Year Revenues (2012):  
\$1,290,019

Startup Capital: \$60,000

Source of Initial Capital:  
Partner Cash Investment

SBDC Counselor  
James Austin  
Northland Pioneer College SBDC  
(928) 532-6170

## Loan Prairie—Lakeside, AZ

**Loan Prairie** owner **Mike Sattinger** knows that small business ownership is not for the faint of heart. "You have to have a management style that takes advantage of opportunities when you see them, and not be scared to jump in when a good opportunity presents itself," he advised.

Sattinger opened The Pawn Place in Show Low in 2010. The business included a pawn shop with a small, but busy retail store, loan and check cashing services and a growing customer base. Sattinger and his partners, **Eric Grossman** and **Robert Fee**, began to talk about expanding the retail operation and adding a state-of-the-art indoor shooting and archery range to target the region's strong sports and recreation market. In 2011, an 8.5 acre commercial parcel with multiple buildings became available. The partners saw the former building supply facility as an opportunity to expand at a time when others were pulling back.

"We had a vision for an indoor recreational facility and retail center that would become a destination for sports enthusiasts from throughout the region," Sattinger said. "The economy wasn't great, but the opportunity was."

Sattinger sought advice from **Northland Pioneer College SBDC Center Director Tracy Mancuso** and **Business Analyst Jim Austin**, who helped the business obtain a \$500,000 tenant improvement loan and a \$200,000 revolving line of credit. A branding strategy was created, and a signing and marketing plan followed. The business was renamed **The Hub**.

The renovation of the property's main 15,000 square foot building began in the summer of 2012. A large retail space was added up front, to showcase the operation's thriving pawn business. A 12-lane indoor shooting range, with a lounge, lockers and a snack bar was built and plans for an indoor archery range began to take shape.



*The team at Loan Prairie*

"We went from 15,000 square feet to 50,000 square feet in a single move," Sattinger noted. "It was a big step." Mancuso and Austin helped Sattinger lock in the commitment with the bank. "It wasn't easy, but the help of the SBDC made it easier."

The Hub opened in early December, in time for the holiday shopping season. Memberships sold quickly and the range has become a popular spot for local law enforcement agencies to train and for range members to learn and practice target sports safely. The business now has 17 employees.

"A down economy is a good time to expand," said Sattinger. "I'm a risk taker and I thought that the opportunity was there. We moved our business from a back street to front and center on a main road with good visibility. It helped us clarify our position in the marketplace."

"It took longer and cost more than we thought that it would, but it also came out much better than we had planned," he noted. "It was the right decision at the right time and the **Northland Pioneer College SBDC** helped us make it happen."

## Northland Pioneer SBDC



### *Northern 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 404 counseling clients and 109 training clients in 2012.



*Tracy Mancuso  
Center Director*



*Dr. Jeanne Swarthout  
President Northland  
Pioneer College*



*Business Analysts Dick  
Ostroski and Rich Chanick,  
Program Assistant Jennifer  
Wade, Business Analyst  
Jim Austin*



# Quality Vans & Specialty Vehicles—Prescott, AZ

The owners of **Quality Vans & Specialty Vehicles** know what it takes to convert an opportunity into a successful business, from the ground up.

**Doug and Vicki Reber** of Prescott are two-time Success Award winners. They won for the first time in 2008, with their former Interstate Batteries distribution business. The couple had worked with the **Yavapai College SBDC** to find, finance and then successfully grow their business. They sold it in 2011 and could have been 'done'.

They decided to look for a new opportunity instead. "You choose to run a business because of the challenge, not just because of the success," said Doug. "We wanted a new challenge."

Doug's brother, **Gary Reber**, an engineer, came on board as a partner and the trio found an opportunity that would allow them to leverage their extensive construction, business and engineering experience into new markets. The Rebers purchased a 40-year-old business, **Quality Vans & Specialty Vehicles**, in 2012 and began working to expand its reach as a converter of vehicles for mobile command and control units.

"We took what we knew about building on a concrete foundation and translated it into building on a steel chassis with wheels," noted Doug. And then they set their sights on the government contracting and export markets.

The Tempe-based company designs and builds medical, municipal, police and emergency-related vehicles that range from mobile health screening to SWAT team command vehicles. "We do a lot of business with government agencies like FEMA for disaster-type vehicles," noted Doug. "There was a steep learning curve to get to this point. We had to learn government contracting quickly."



*Doug Reber, Vicki Reber, Gary Reber*

The Rebers had a long-time relationship with **Business Analyst Fred Kennedy**, who had helped them with their former business. They returned to the SBDC for assistance in obtaining an SBA 7(a) loan, and in expanding their marketing and sales reach.

"This is a much more capital intensive business than our previous one," said Doug. "Fred helped us reconfirm our due diligence and double-checked our numbers. We have worked with him for a long time and he sees our business the same way that we do."

The Rebers are now looking for a product or 'widget' that they can produce on a day to day basis to help even out the peaks and valleys of their specialty business. "We want to continue to grow," he noted. "We have full fabrication welding and cabinet shops and we'd like to develop an item that we can build and sell year-round."

"So far, we're achieving the numbers that we expected to, but everyone wants to do more and that's what we're working toward."

## FAST FACTS

### Quality Vans & Specialty Vehicles

Type of Business: Manufacturing

Owners: Vicki Reber, Doug Reber, Gary Reber

Address: 2430 W. Charteroak Drive,  
Prescott, AZ 86305

Phone: (928) 925-1456

Website: [www.qualityvans.com](http://www.qualityvans.com)

Business Began: Purchased 2012

Employees at Startup: 16

Employees in 2012: 16

Startup Capital: \$1.73 million

Source of Initial Capital: Bank Loan,  
Seller Carry Back, Owner Investment

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

## Yavapai College SBDC



*Yavapai College SBDC*

The **Yavapai College SBDC** is located in Prescott and has satellite and meeting sites in Camp Verde, Cottonwood and Sedona. Center Director Rick Marcum and his team served 227 counseling clients and 239 training clients in 2012.



*Rick Marcum  
Center Director*



*Fred Kennedy  
Senior Business  
Analyst*



*Mary Ward  
Office Manager*



*Penny Wills  
President  
Yavapai College*

## FAST FACTS

### Arizona Small Business Development Center Network

### 2012 Clean Technology Initiative:

Jobs Created:	32
Jobs Retained:	25
Business Starts:	11
Capital Formation:	\$3,287,100

### Jobs Initiative (Project to Date)

New Jobs:	436.5
Jobs Retained:	61.5
Capital Formation:	\$8.77 million
Business Starts:	131
Counseling Clients:	203

# AZSBDC Network Initiatives

## Programs Target Key Market Segments

### Clean Technology

The **AZSBDC Network's Clean Tech Initiative** is nearing the end of its third year. The Clean Tech sector is a bright spot on Arizona's economic horizon. The statewide reach of our Network enables us to provide training and information to Clean Tech businesses and ventures that are evolving in every part of the state. The **AZSBDC** has become a leader in promoting Clean Tech awareness, education and events through the efforts of this dedicated initiative, and through the strong and beneficial partnerships that we have created in this sector.



During 2012, our Network continued to work with the Innovations Science & Technology Incubator in Chandler, where programs including TechEDge, Lunch & Learn and Coffee & Connections all enjoyed strong participation. A dedicated Clean Tech team was created and staffed through the Maricopa SBDC, which enhanced our outreach and visibility in the technology community. The results of our Clean Tech sector research project and the AZSBDC's Technology Readiness Assessment Tool were presented to key stakeholder groups throughout the year. Our efforts continued to benefit from the guidance and support of our Clean Tech Advisory Board, which meets on an on-needed basis throughout the year.

### Veterans Assistance

The **AZSBDC Network** entered the third 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, including Veterans Small Business Conferences in Tucson and Sierra Vista. We will continue to make education, networking and procurement training and certification key areas of focus during the coming year.

### SBA Jobs Initiative

Our Network continued to make progress in achieving our goals for this ARRA-funded initiative, which recently completed its second 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 second year of this initiative, these Centers fine-tuned staffing and program plans and produced the program's first significant results. Three of our Centers will continue to work on this initiative during 2013, and we expect to see additional economic impact.

## Government Contracting & Procurement

The **Arizona Procurement Technical Assistance Center (AZPTAC)** completed its first full year of operation and now has six offices in Arizona. The program is headquartered at Glendale Community College in Glendale, with satellite offices at Mesa Community College in Mesa, Gateway Community College in Phoenix, the Sierra Vista Economic Development Corporation in Sierra Vista, Business Development Finance Corporation in Tucson, and at the Greater Yuma Economic Development Corporation in Yuma.



**AZPTAC** is a specialty program of the AZSBDC Network. It is funded through an operating grant from the U.S. Department of Defense. AZPTAC Procurement Specialists 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. AZPTAC helps

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 learn how to actively market to the government.

**More information on AZPTAC services is available at [www.azptac.com](http://www.azptac.com).**



## Business and Technology Incubators

The **AZSBDC Network** has a special initiatives 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 Science & Technology Incubator in Chandler, the Northern Arizona Center for Entrepreneurship and Technology (NACET) in Flagstaff, the Center for Entrepreneurial Innovation at Gateway College, and the AZ TechCelerator in Surprise.

## International Trade

Our Network has devoted significant resources to providing **International Trade Assistance** to Arizona business owners who are interested in exporting and global marketing. During 2012, the AZSBDC opened a dedicated International Trade office in Douglas, which operates as a satellite of the Cochise College SBDC. More than a dozen AZSBDC Network team members received SBA certification

in International Trade during the past year, far exceeding the goal that had been set for our Network. The AZSBDC can now also claim two of only three NASBITE-certified International Trade professionals at work in Arizona. Both are affiliated with the Cochise College SBDC. Our Network participated in the second annual U.S./Mexico International Networking Conference, which was again organized by the Cochise College SBDC and held in Douglas, AZ. The event was attended by 100 business owners and stakeholders from multiple countries.



## FAST FACTS

### AZSBDC Network 2012 Client Demographics:

Distinct Customers: 3,177

Male: 52.4 %  
Female: 46.8 %  
N/A: 0.8 %

Race  
Asian: 3.5 %  
Black: 9.5 %  
White: 78.8 %  
Native American: 4.3 %  
Pacific: 0.6 %  
N/A: 5.9 %

Hispanic  
No: 74.9 %  
Yes: 17.2 %  
N/A: 7.9 %

Disability  
No: 88.3 %  
Yes: 7.8 %  
N/A: 3.9 %

Women-Owned  
100% Ownership: 24.7 %  
51-99% Ownership: 6.1 %  
Less Than 51% Ownership: 2.9 %

# Arizona Small Business Development Center Network

## Understanding Economic Impact



### How the AZSBDC Measures Its Success



**Our ability to accurately measure and report economic data makes it possible to gauge the true economic impact of the AZSBDC Network and its clients on the Arizona economy. Reliable reporting is also vital to our Network's ability to receive the funding needed to provide free counseling and low or no-cost training to our existing and aspiring small business owners across Arizona.**

The AZSBDC Network measures its impact on factors including job creation and retention, sales increases, capital development and government contracts received. AZSBDC clients sign an agreement for services and are polled on a regular basis to track the impact of AZSBDC services on their companies. Economic impact data is verified and validated through a multi-step process which includes:

- Client counseling sessions are recorded into our web-based Client Management System by the client's AZSBDC Business Analyst, following an established format and criteria;
- When a client reports that they have generated economic impact, he or she also submits a signed Client Growth Assessment Form, which verifies the type of impact created (Jobs Created or Retained, Sales Increase, Capital Formation, New Business Started or Loan Obtained), the amount of the increase and the role of the AZSBDC in facilitating that growth. Reports of high-number, high impact growth may require third party verification, including formal financial statements, loan documents or a Dun & Bradstreet report. Economic impact is not entered into the Client Management System until all verification has been obtained;

- Each Center Director reviews the economic impact recorded by their Business Analysts to verify the accuracy of the data, and to ensure that the counseling services that were provided are appropriate for the amount and type of impact that was recorded. Any inconsistencies are adjusted accordingly;

- The data is submitted to the AZSBDC State Office, where the Associate State Director of Performance and Operations reviews individual files for accuracy, verification and appropriate attribution. Any errors or discrepancies are addressed or removed from the system prior to internal or external reporting;



- All economic impact is reported to the U.S. Small Business Administration (SBA) on a quarterly basis, as part of our program agreement. Our Hosts and other AZSBDC stakeholders and partners also receive full-verified economic impact data on a regular basis. We also track, verify and report on quarterly impact for our Clean Technology, Jobs Initiative, Veterans Outreach and Business & Technology Incubators Assistance programs.

This detailed system of checks and balances ensures that the numbers that we report represent the true value of our beneficial impact on the Arizona state economy. A national initiative is underway to ensure that all SBDC networks follow a similar process to the one outlined above.



The **AZSBDC Network** is a successful program that uses funds wisely and has a positive, statewide impact. Our ability to accurately document the economic benefits of that impact is important to our continued ability to obtain the funding that we need to help Arizona small businesses and their owners start, succeed and grow.

Learn more at [www.azsbdc.net](http://www.azsbdc.net)

## Strong Businesses Start Here

We're Arizona's Statewide  
Resource for Small  
Business Success  
26 locations across Arizona

### 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.

■ Centers ■ Satellite/Meeting Location

### Cochise County - Sierra Vista, Douglas

#### 2. Cochise College SBDC

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

#### 2a. Cochise College - Douglas Satellite

4190 W. Hwy. 80, Room 106  
Douglas, AZ 85607-6190  
(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

### Graham County - Thatcher Gila County - Globe, Payson

#### 4. Eastern Arizona College SBDC

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

#### 4a. Eastern Arizona College - Payson Satellite

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

#### 4b. Eastern Arizona College - Globe Satellite

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

### Maricopa County - Avondale, Chandler, Glendale, Phoenix, Mesa, North Phoenix, Surprise

#### 5. Maricopa Community Colleges SBDC

108 N. 40th Street, South Building  
Phoenix, AZ 85034  
(480) 784-0590

#### 5a. Estrella Mountain Skill Center - Satellite

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

#### 5b. City of Chandler - Satellite

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

### Maricopa County continued

#### 5c. Center for Entrepreneurial Innovation,

#### GateWay Community College - Satellite

275 N. Gateway Drive  
Phoenix, AZ 85034  
(602) 286-8954

#### 5d. Mesa Community College - Satellite

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

#### 5e. Paradise Valley Community College -

#### Satellite

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

#### 5f. Rio Salado Community College -

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

#### 5g. Scottsdale Community College Business

Institute - Satellite  
14350 N. 87th St., #185  
Scottsdale, AZ 85260  
(480) 784-0590

### Mohave County - Kingman

#### 6. Mohave Community College SBDC

1971 Jagerson Avenue  
Kingman, AZ 85209  
(928) 757-0894

### Navajo and Apache County - Show Low

#### 7. Northland Pioneer College SBDC

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

### Pima County - Tucson

#### Santa Cruz County

#### 8. Microbusiness Advancement Center SBDC

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

### Pinal County - Apache Junction,

#### Casa Grande, San Tan Valley

#### 9. Central Arizona College SBDC

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

#### 9a. Central Arizona College -

#### San Tan Center

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

#### 9b. Superstition Mountain Campus

273 Old West Highway  
Apache Junction, AZ 85119  
(520) 494-6610 - By Appointment Only

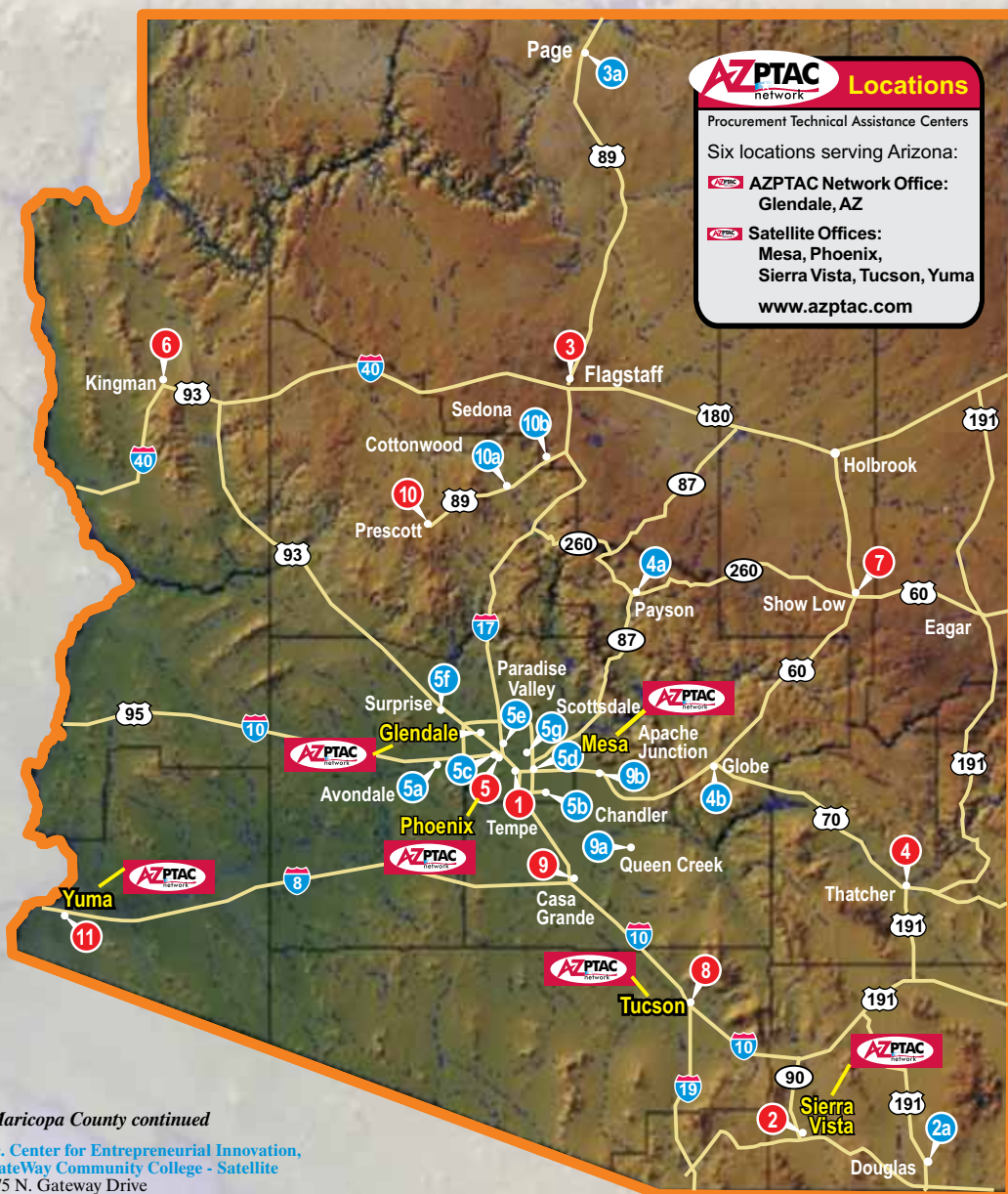
## AZPTAC Locations

Procurement Technical Assistance Centers

Six locations serving Arizona:

**AZPTAC Network Office:**  
Glendale, AZ

**Satellite Offices:**  
Mesa, Phoenix,  
Sierra Vista, Tucson, Yuma  
[www.azptac.com](http://www.azptac.com)



### Yavapai County - Prescott, Cottonwood, Sedona

#### 10. Yavapai College SBDC

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

#### 10a. City of Cottonwood Economic

Development Office  
821 N. Main St.  
Cottonwood, AZ 86324  
(928) 776-2008 - By Appointment Only

#### 10b. Sedona Chamber of Commerce

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

### Yuma County - Yuma

#### 11. Arizona Western College SBDC

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



## What Arizona Small Business Needs To Succeed From A to Z

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

26 Locations Across Arizona

**Strong Businesses Start Here**  
[www.azsbdc.net](http://www.azsbdc.net)



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