



September 2010

Vol 1. No. 6

Coming Events

Sept. 21

2011 SRP Economic Forecast Breakfast, Arizona Biltmore.
[Details HERE.](#)

Sept. 21-24

30th Annual ASBDC National Conference, Grand Hyatt, San Antonio.
[Details HERE.](#)

Sept. 23

Arizona Town Hall Day of Action, 'It's Up to Me AZ'.
[Details HERE.](#)

Sept. 30 - Oct. 14

96th Arizona Town Hall Community Outreach Events, locations statewide, various dates.
[Details HERE.](#)

Oct. 7 - 8

Arizona Veterans Small Business Development Conference. Westin La Paloma Resort, Tucson.
[Details HERE.](#)

Oct. 14-15

2010 Governor's Rural and Regional Development Conference, *Economic Gardening: Cultivating a More Competitive Arizona*. Held at Flagstaff's High Country Conference Center.
[Details HERE.](#)

Front and Center

By AZSBDC State Director

Janice C. Washington, CPA

SBA Supplemental Funding Responds to Growing Small Business Need

For the second time this year, the **Arizona Small Business Development Center Network (AZSBDC)** has received supplemental funding from the **U.S. Small Business Administration (SBA)** to help meet the growing demand for SBDC programs across Arizona. The one-time additions will help our Network deal with the significant increase in client volume and counseling hours that we have experienced during the economic slowdown. It will also provide us with the means to invest in the Network's technology infrastructure to improve the quality of training and workshop delivery to AZSBDC clients statewide.

With the expanded efforts of our Sedona location, the AZSBDC Network now includes 11 SBDC Centers and 12 satellite and other service locations providing impressive statewide reach to small business owners throughout Arizona.

You can download a copy of the current AZSBDC Network Coverage Map [HERE](#) to share with your contacts.

The **AZSBDC** is a front-line, immediate response, high impact program for facilitating small business growth, job creation, capital creation and economic recovery throughout Arizona. The value of these benefits far exceeds the direct cost of providing services, which makes SBDC programs -- in both Arizona and around the country -- cost efficient *and* effective. Learn more about the impressive national impact of SBDC programs [HERE](#).

Nancy Gilbert is the SBA's new **OSBDC (Office of Small Business Development Centers) Program Manager for Region IX**, which

includes the AZSBDC Network. A former economic development grant and incentive program manager for HUD (U.S. Dept. of Housing and Urban Development), Nancy's public sector experience also includes work for the California Public Utilities Commission, the San Francisco Mayor's Office and the U.S. Dept. of Labor's Employment Training Administration. Our Network is excited to have access to her



Year-End Report Shows Continued Growth, Impact

The AZSBDC Network Year-End Report covered the period ending 7/31/10 and included these economic impact highlights:

New Jobs Created: 1,192

Jobs Retained: 604

New Capital Raised:
\$56.1 million



Increased Revenues:
\$61.1 million

New Business Starts: 281

ARC Loans Granted to AZ Small Businesses: 412

AZSBDC Centers across Arizona are working hard to keep up with increasing demand and to increase the small business survival rate. The results of their efforts are shown in job growth and capital investment throughout Arizona.

Northland Pioneer SBDC Helps Fuel Future Industries

Northland Pioneer College (NPC) SBDC may be one of the most aptly named centers in the AZSBDC Network. SBDC



NPC Show Low Campus

team members work with companies that are linked to cutting

diverse urban and rural markets program expertise.

The AZSBDC Network has applied for a statewide **Procurement Technical Assistance Network (PTAC)** grant. PTAC is a national technical assistance program that promotes Federal and other contracting opportunities for small businesses. If successful, the effort would provide statewide access to PTAC services through the AZSBDC Network, with a primary location in Glendale and satellite offices in Mesa, Tucson and Yuma.



The AZSBDC is about to begin a complete redesign of its gateway website at www.azsbdc.net. The project ... which will incorporate enhanced branding, interactive client communications and greater resource access ... is expected to be completed before the end of the year.

The AZSBDC Network is fully accredited by the **Association of Small Business Development Centers (ASBDC)**. We are committed to high quality service and continuous improvement in everything that we do.

AZSBDC To Host Statewide Veterans Conference Oct. 7-8

The AZSBDC Network will host a **Veterans Small Business Development Conference** October 7-8 at the Westin La Paloma Resort hotel in Tucson. The FREE two-day event is open to aspiring, new and existing Veteran small business owners throughout Arizona. It offers three tracks for entrepreneurial development, including Government Contracting, Starting a Business and Business Development Topics, including marketing and financing.



Keynote speakers will focus on Veteran success stories. Author Al Lautenslager will speak on Guerilla Marketing tactics. Vendor booths featuring resource information will round out the conference offering. Details can be found [HERE](#).

Registration is FREE and includes all workshops, continental breakfast and lunch on both days.

The conference is being offered as part of a multi-state Veterans entrepreneurship initiative. The AZSBDC has partnered with the Colorado, Montana and Kansas SBDC state networks as part of a \$100,000 grant to provide information and high quality, cost-effective assistance to Veteran small business owners in our regions. The ongoing Veterans program will include Internet-based consulting, training, social networking and a database resource registry.

Learn more about Veterans Assistance Resources [HERE](#)

edge forestry, energy and other emerging industry initiatives across a region that reaches from the White Mountains of Show Low and Eagar northwest to I-40 and the plateau community of Holbrook.



Tracy Mancuso

The SBDC is located on the college's main campus in Show Low, at the gateway to the downtown district.

SBDC Center Director Tracy Mancuso

and new **Business Analyst Jim Austin** work with clients from an office that is located near the edge of the largest stand of Ponderosa Pines in the world.



Molly Pitts

The SBDC's new satellite office at NPC's Eagar Center is staffed on a part-time basis by

Business Analyst Molly Pitts, who

also serves as the Executive Director of the Northern Arizona Wood Products Association. Pitts worked with SBDC clients to obtain Future Forest and Biomass Utilization grants and contracts.



Suzy Baldwin

Suzy Baldwin is an independent contractor for the SBDC and an American Indian Enterprise counselor who works with small business owners on the Navajo, Hopi and White Mountain

Apache reservations. She works with SBDC clients throughout the Native territories and is based in Window Rock.

Known for its innovative programs, the NPC SBDC is also participating in a pilot program which will create a



Jim Austin

Clean Technology Initiative Is Focused on Arizona's Future

The AZSBDC Network has developed a three-year plan for its new **Clean Technology Program** and the initiative is moving forward at an impressive pace.



The AZSBDC was one of only three SBDC networks in the U.S. to receive a \$142,857 **Energy Efficiency Clean Technology Assistance Program** grant.

The Network is utilizing a six-phase process to assist small businesses involved in clean technology ventures. The process begins with a technology assessment and the development of an action plan and continues through action plan implementation, marketing and the beta testing and actual production of clean tech products and services.

By working with the **Arizona Commerce Authority**, statewide leaders in procurement and research, Arizona's three universities and public-private partners from across the state, the AZSBDC Network expects to build a foundation that will foster the growth of new industries, the creation of new jobs and the development of hundreds of clean tech businesses and products over the next three years.

A study that updates existing research on green and clean technologies is now underway. It will include data on solar, wind, biomass and other renewable energy categories and their emerging presence in Arizona. The AZSBDC plans to host events to share the results in cities including Flagstaff, Tucson, Chandler and Phoenix, and via a webinar that will reach a statewide audience. The Network is partnering with the **Arizona Commerce Authority**, the **AZ Technology Council** and other groups to provide venues for these outreach events.

Learn more about the Clean Tech program and apply [HERE](#)

Learn about Arizona's Research Income Tax Credit [HERE](#).

Success Stories

Our **Sedona satellite location** is now a collaborative venture between two AZSBDC Centers: the **Coconino Community College SBDC** and the **Yavapai College SBDC**. Business training seminars and no-fee one-on-one counseling are now available to startups and existing companies in the Sedona and Verde Valley area. **Yavapai SBDC Center Director Rick Marcum** and **Coconino SBDC Business Analyst Mark McKendry** are available to counsel small business owners at the new location.

The partnership makes sense, according to **Coconino College SBDC Center Director Annette Zinky**. "Sedona is geographically split between Coconino and Yavapai counties, so it's only natural that we would work together to support the business community there," she noted.



Business and Industry Coordinator position that will be shared with the college. The hours and expense of the yet-to-be-hired coordinator will be utilized and shared by the SBDC (for training, webinars and workshops) and NPC (for contract training).

The region is positioned for strong future growth, according to Mancuso. "There has been a 27% increase in retired people moving here and there are increasing opportunities to serve that growing market," she noted. New industries and diversified energy companies also have their eyes on Navajo and Apache counties.

"This region has great natural resources, abundant, high quality water, a four-season climate, a proactive business attitude and incredible landscapes and recreational opportunities that will always be appealing to people from Phoenix and beyond," she noted.

"A lot of good things are happening here and the Northland Pioneer College SBDC is excited to be involved on the front lines."

[Learn more about the Northland Pioneer SBDC HERE.](#)

The satellite office is located on the Sedona campus of Yavapai College. Appointments can be made by contacting the Coconino SBDC at (928) 526-7653 or the Yavapai SBDC at (928) 776-2008.

Learn more about Coconino and Yavapai county SBDC services [HERE](#).

Programs and Initiatives

The AZSBDC is Helping To Spread the Word About the Arizona Town Hall Initiative



The **AZSBDC Network** has partnered with **Arizona Town Hall** to promote and participate in the Community Outreach Programs that are taking place across the state through October 14. The goal? To share information and gain input on the findings of the 96th Arizona Town Hall: *'Building Arizona's Future: Jobs, Innovation and Competitiveness'*.

The Town Hall's focus on improving Arizona's outlook fits well with the AZSBDC Network's commitment to help small businesses successfully start, achieve sustainability and grow. Our host community colleges and Tucson's Microbusiness Advancement Center share our commitment to a stronger Arizona. We have actively promoted the Town Hall program, helped with successful outreach events in Yuma and Mesa and offered our support for upcoming events throughout the state. **AZSBDC State Director Janice Washington** presented at events in Douglas and Surprise and will present in Flagstaff on October 13. **Cochise College SBDC Center Director Mignonne Hollis** presented at the Sierra Vista event earlier this month. (See the Community Outreach calendar [HERE](#).)

The 97th Arizona Town Hall will be held November 7-10 at the Grand Canyon. The topic will be *'Arizona's Government: The Next 100 Years'*.

Our Partners



Meet Friends of Small Business Chairman Joe Dean

Joe Dean is the Chairman of the Friends of Small Business Advisory Council (Friends). A native Arizonan, Joe worked more than 33 years for the phone company before retiring and then accepting an appointment with the Arizona Department of Commerce to start the *Small Business Connection*, Arizona's first small business



assistance program. That 'temporary' assignment lasted 12 years, during which time Joe also served as the state's Small Business Advocate under two governors and as Arizona's Economic Development Director.



The AZSBDC is an Accredited Member of the ASBDC

And Our Valued Host Institutions:

[Arizona Western College](#)

[Central Arizona College](#)

[Coconino Community College](#)

[Cochise College](#)

[Eastern Arizona College](#)

[Gila Community College](#)

[Maricopa Community Colleges](#)

[Microbusiness Advancement Center](#)

[Mohave Community College](#)

[Northland Pioneer College](#)

[Yavapai Community College](#)

Joe's schedule is still a full one. He continues to run a private family investment firm (**Dean Enterprises**) and serves on five prominent boards, including Friends. "It's part of my philosophy of owing this state a great debt for all that I have gained from being a resident here," he explained.

A charter member who has also served multiple terms as the group's chairman, Joe was recruited by **Friends founder Mary Lou Bessette**, who found his extensive experience in government, economic development, SBDCs and small business advocacy to make him a natural 'Friend' of the AZSBDC Network.

Joe remains a tireless advocate for small business in Arizona. "The AZSBDC is the primary backbone for people who are interested in starting and growing a small business and the services that it provides are exemplary," he explained. "The professional counselors (in the Network) are armed with a vast array of knowledge about business, finance, regulations, community resources and entrepreneurship in general."

"These are resources that would be much more difficult to find or might even be beyond the reach of many entrepreneurs if the AZSBDC didn't exist," he noted.

"I absolutely consider it a privilege to have been involved with the AZSBDC Network for nearly 20 years," said Dean. "Their contribution to our state is so very important."

Your Statewide Small Business Resource

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

We're Arizona's largest and most accessible source of assistance for small business, with 23 locations throughout the state staffed by professional business counselors, analysts and technology specialists. Each is dedicated to providing education and support to new and expanding businesses.

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

[Request an AZSBDC Network Brochure HERE](#)



Call 480.371.8870 to obtain the AZSBDC Network Brochure

[Visit the AZSBDC Website Here](#)



[Forward email](#)

✉ [SafeUnsubscribe®](#)

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

Email Marketing by



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