

AZSBDCnetwork
SMALL BUSINESS DEVELOPMENT CENTERS



**Small Business
Success Starts Here**

A to Z

**Arizona's Small
Business Resource**

May 2011

Vol 2. No. 3

Coming Events

May 4

SBA Loan Clinic, held from 9 - 11 a.m., 2828 N. Central, Suite 800, Phoenix on the first Wednesday of each month. Call (602) 745-7200 for info or email arizona@sba.gov

May 5

18th Annual Enterprise Business Awards Luncheon, featuring the SBA Awards for Arizona. 11 a.m., Arizona Biltmore. [Details and reservations HERE.](#)

May 16-22
National Small Business Week, events nationwide. [Learn more HERE.](#)

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AZSBDC Network Brings Assistance To Every Level of the Economy ...

The AZSBDC Network serves a broad range of constituents, including women, minorities and Veterans:

Front and Center



By AZSBDC State Director

Janice C. Washington, CPA

Winners, Winners, Everywhere!

Recognizing Outstanding Performance At Many Levels ...

The **2010 AZSBDC Network Annual Report** debuted at the **Success Awards** last month and is now available online. You can find it in two places: On the [Economic Impact](#) page and in the website's [Media Center](#). The 24-page publication details our Network's strong performance during 2010, introduces you to this year's Success Awards winners and offers a preview of initiatives and programs that we are working to debut in 2011.

The **2011 Success Awards** was a huge success! So many people played a role in making this our best event ever, including our 15 Success Award winning companies, their owners and supporters and the entire **AZSBDC Network** team, who worked with them ... and us ... to put Arizona small business in the spotlight on a bright, sunny day at the Arizona State Capitol ... and throughout the year.

I'd like to thank our featured speaker, **Speaker of the House Kirk Adams**, who shared these thoughts with the audience: "Small businesses are literally the backbone of Arizona's economy. They are the net job creator in our state. If small businesses are not healthy and not doing well, that's the surest indicator that state government -- and the state economy -- is not doing well. The key is to allow entrepreneurs to be able to hire, to train them and to make sure that they have the



Speaker of the House Kirk Adams

We provided service to 3,212 counseling clients during 2010. Of those:

- 46.4% were women;
- 14.6% were minorities;
- 12.5% were Veterans.



We provided Training to 4,209 individuals during 2010. Of those:

- 45% were women;
- 12% were minorities;
- 7% were Veterans.



Independent research suggests that businesses which utilize SBDC services tend to realize greater sales increases and create more jobs than Arizona businesses in general.

(Source: Economic Impact Study of Small Business Development Counseling Activities in Arizona, 2008-2009; James J. Chrisman, Ph.D.)

AZSBDC locations across Arizona are working to increase the small business survival rate. The results of their efforts are demonstrated in job growth and new capital investment throughout our state.



resources that they need to be able to invest in their own businesses."

I'd also like to thank **Arizona Capitol Times publisher Ginger Lamb** for serving as a personable emcee ... and these event sponsors who helped to make it all happen: **Arizona Small Business Association (ASBA), Arizona Public Service (APS), Blue Cross Blue Shield of Arizona, Borrego Springs Bank** and **US Bank**. A separate story on the Success Awards appears later in this issue ...

The **AZSBDC Network** is proud to be associated with winners in two categories of the prestigious **U.S. Small Business Administration (SBA) Awards** for the State of Arizona.

The **Arizona Western College SBDC** has been named *Arizona Small Business Development Center of the Year* for its excellence in providing value to small businesses and advancing program delivery and management through innovation. The AWC team includes **Center Director Randy Nelson, Business Analysts Sandra Hernandez, Alan Pruitt** and **Vanessa Blackburn**.



Randy Nelson

Microbusiness Advancement Center (MAC) Executive Director Debbie Chandler

has been chosen as the *Arizona Women in Business Champion of the Year*. MAC is the host of the **Microbusiness Advancement Center SBDC**



Debbie Chandler

The SBA Awards will be presented as part of the **18th Annual Enterprise Business Awards Luncheon**, which will be held at the Arizona Biltmore on May 5. The **AZSBDC** is also proud to support this popular annual event.

[Reserve your seat HERE.](#)

Members of the hard-working **AZSBDC Network** team took a few minutes to pose with **Maricopa Community Colleges Executive Vice Chancellor and Provost Dr. Maria Harper-Marinick** (center) after the **2011 Success Awards** and capture the afterglow of a great event on film:



Members of the AZSBDC Network Team

Success Award Winner: W. J. Maloney Plumbing Co., Inc.

Kitty Langmade didn't plan on taking over the family plumbing business. It just worked out that way.



Mary Maloney and Kitty Langmade

Langmade's parents, **William (Duke) and Mary Maloney**, started **W.J. Maloney**

Plumbing in 1964 out of the family's home. "I remember blueprints on the kitchen table," recalled Kitty, who worked for the family business from time to time doing accounting and payroll.

Duke passed away in 2006 and Kitty became company president in 2009.

When things started to get lean in the construction industry, she realized that having a certified woman-owned company would be important to getting government work. Kitty took classes at night at the local union hall and became a licensed journeyman plumber and pipefitter in 2009. "That helped us get more business as a disadvantaged business enterprise through the Arizona Department of Transportation," she said.

Maricopa Community Colleges SBDC Business Analyst Linda Koenes helped Langmade navigate the challenges of owning a business during an economic downturn. "Linda introduced me to SBA classes and helped me get on the registry for women-owned businesses," she explained. Koenes also forwards information on business opportunities, workshops and financing programs.

"She's been a huge resource and my go-to person for questions of any kind," Langmade said.

Aspiring business owners should go after their dreams, advises Langmade. "Know that there's help out there like the SBDC. Every business has to start somewhere. Education has always been critical to figuring out what I can do better."

The **AZSBDC Network's Friends of Small Business Advisory Board** will celebrate its 15th anniversary in June. You may have seen its chairman, **Joe Dean of Dean Enterprises**, on the CBS local news on March 22. Joe was interviewed by KPHO at the **2011 Success Awards**.



Joe Dean

Other FOSB board members include: **Mary Lou Bessette** (Bessette & Co.); **Clara Engel** (retired banking professional); **Donna Davis** (Arizona Small Business Association); **Yolanda Kizer** (Casa Fenix Enterprises); **John Adam Kowalski** (Pivot Productions, Inc.); **Tracy Markie** (Engenuity Systems); **Sally Odette** (APS); **Richard Quiroz** (Perma-Finish, Inc.); **Joy Staveley** (Canyoneers, Inc.), and **Robert Stash**, (Armstrong McCall).

FOSB Advocates include **Robert Blaney**, **SBA District Director**; **Dr. Maria Harper-Marinick**, **Executive Vice Chancellor and Provost, Maricopa Community Colleges**; and myself, as State Director of the **AZSBDC Network**.

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

Success Awards Puts the Spotlight on Small Business Achievement



Fifteen of Arizona's brightest small businesses were honored for their achievements at the **2011 Success Awards** in March. More than 300 legislators, stakeholders and well wishers were on hand at the Arizona State Capitol as the **AZSBDC Network** recognized small business excellence and highlighted our Network's impressive 2010 performance.

[Meet the winners and see photos from this year's event HERE.](#)

MCTV (Maricopa Community Colleges Television) was on hand to record video comments from winners, college administrators, legislators and guests. The clips will appear on the **AZSBDC** website soon.

A 16-page special insert appeared in the Arizona Capitol Times newspaper to commemorate the event. The insert featured a two-page center spread of the new **Network Callout Map**. [View the special insert HERE.](#)

[View a statewide map of the 2011 Winners HERE.](#)

A sampling of event photos

[Learn more about the Maricopa Community Colleges SBDC HERE](#)

[Learn more about W. J. Maloney Plumbing HERE.](#)

Our Partners



The AZSBDC is an Accredited Member of the ASBDC

And Our Valued Host Institutions:

[Arizona Western College](#)

[Central Arizona College](#)

[Coconino Community College](#)

[Cochise College](#)

[Eastern Arizona College](#)

[Gila Community College](#)

[Maricopa Community Colleges](#)

[Microbusiness Advancement Center](#)

[Mohave Community College](#)

[Northland Pioneer College](#)

[Yavapai Community College](#)



Dr. Jeanne Swarhout, President, Northland Pioneer College and Dr. Leah Borstein, President, Coconino Community College



Dr. Maria Harper-Marinick, Winner Sharon Hamilton of Sentinel Fence and Maricopa SBDC Diversity Coordinator Lisha Garcia



Yavapai College SBDC Center Director Rick Marcum and Master Award Winner John Stonecipher of Guidance Aviation



2011 Success Award Winners

The 2011 Success Awards were hosted by the **AZSBDC Network** and sponsored in part by:



NxLevel Spanish Graduates Inaugural Class ...

Sixteen business owners graduated from the **Maricopa Community Colleges SBDC's** inaugural NxLevel Spanish program in March. Sponsors for the program -- which presents the powerful NxLevel training and business planning program in Spanish -- included the **AZSBDC Network, City of Phoenix, Chicanos Por La Causa** and **Desert Schools Credit Union.**



Graduates of our NxLevel Spanish program pose with Maricopa SBDC staff members and AZSBDC State Director Janice Washington at the March graduation ceremony.

Participants were so enthusiastic about the program, that the Center has agreed to host monthly follow up sessions. **Maricopa SBDC Diversity Coordinator Lisha Garcia** will continue to work with the group.

Next Up For NxLevel: The first NxLevel program designed specifically for startups is now in progress in the West Valley. The new entrepreneurial version of the acclaimed business training program is being hosted by the **City of Peoria**, April 13 - June 29. This program is also being coordinated by the **Maricopa Community Colleges SBDC**. Learn more about NxLevel for entrepreneurs by calling (480) 784-0590.

First US/Mexico Networking Conference Creates Opportunity ...

The **AZSBDC Network** and the **Cochise College SBDC** were sponsors of the first **U.S./Mexico International Networking Conference**, which was held at the Cochise College campus in Douglas last month. More than 100 people attended the event, which focused on international trade and marketing opportunities.



Trade partners from both sides of the border, translators and more than 25 vendors were on hand for the one-day event. Speakers included representatives from the **U.S. Department of Commerce**, the **Los Angeles office of the Mexican Consulate** and **AZSBDC State Director Janice Washington**, among others.

The day provided plenty of opportunities to meet with government officials, decision makers, international trade specialists and officials from both sides of the border. Follow up meetings are planned with key stakeholders.

Clean Tech Initiative Enters Year Two ...

Our **Coffee and Conversation Clean Tech Networking Events** held at Innovations in Chandler are proving to be popular. Upcoming event dates include July 21 and October 20. Call Sanjay Dhole at (480) 784-0591 for more information.



Last month's **SBIR Phase I Proposal Writing Workshop** held at **ASU Skysong** included participants from across Arizona. A two-day **SBIR Workshop** will be held in Tucson on May 25-26. That event will also offer opportunities to network with prime contractors in fields including Clean Tech, Biotech, Defense and more. Call (520) 620-1241 for information.

An independent research report commissioned by the **AZSBDC Network** on the Clean Tech Industry and its potential for small businesses in Arizona has been delivered by the consultant and is now being reviewed. In Year 2 of our Clean Tech Initiative, we will expand our market research into 11 categories of the Renewable Energy Industry that were identified as part of this first report.

Visit the AZSBDC's dedicated Clean Technology page on our new website [HERE](#).

SBA District News

The SBA's expanded website includes a blog feature which shares news on new SBA programs and initiatives, as they debut. [You can sign up to subscribe to the SBA Blog HERE](#).

The SBA also has a Facebook page, which shares similar news and hosts comments and discussions. [Check out the SBA Facebook page HERE](#).

See what all the excitement is about at www.sba.gov.



SBA District Director Robert Blaney at the 2011 AZSBDC Success Awards

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](#)

What Your
Business Needs
To Succeed ...

From **A** to **Z**



Make Our Team Your Team

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