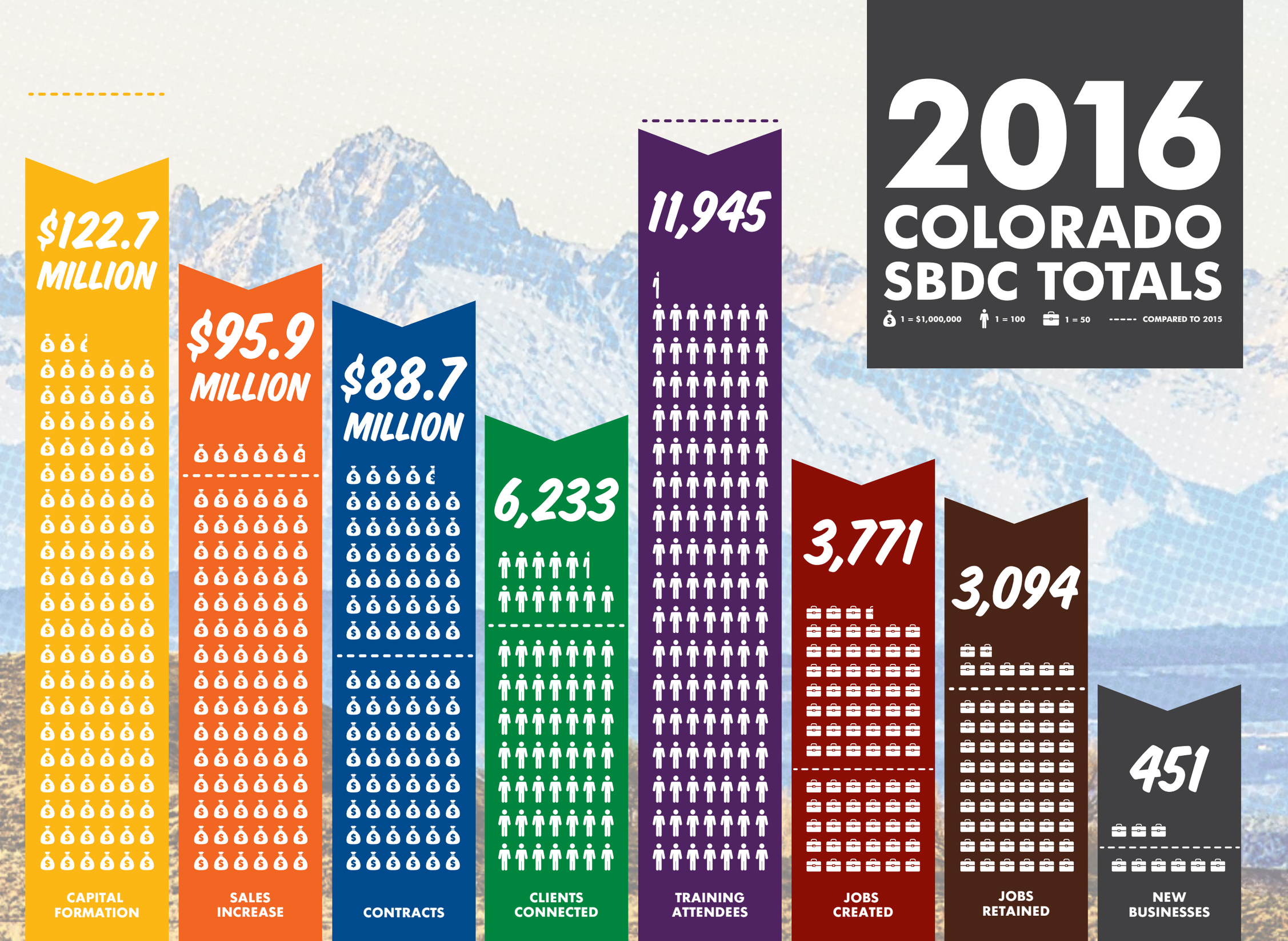
Colorado SBDC
Small Business Development Center Network

'16

ANNUAL REPORT


2016
COLORADO
SBDC TOTALS
1 = $1,000,000
1 = 100
1 = 50
COMPARED TO 2015
$122.7 MILLION
CAPITAL FORMATION
$95.9 MILLION
SALES INCREASE
$88.7 MILLION
CONTRACTS
6,233
CLIENTS CONNECTED
11,945
TRAINING ATTENDEES
3,771
JOBS CREATED
3,094
JOBS RETAINED
451
NEW BUSINESSES

ABOUT THIS REPORT

The Colorado Small Business Development Center Network's 2016 annual report highlights the cooperation among community organizations that support small businesses. Academic institutions, economic development organizations and local governments, as well as corporate partners, all play a part in the success of the SBDC. The participation of these entities is crucial to the support given to businesses around the state.

PARTICIPATION OF THESE ENTITIES IS CRUCIAL TO THE SUPPORT GIVEN TO BUSINESSES AROUND THE STATE.

This report contains success stories of SBDC clients from across the state, as well as financial impact numbers, all organized by center and congressional district.

As a result of its one-on-one consulting and free or low-cost training programs, the Colorado SBDC was able to assist in the generation of $19.58 in capital formation for every federal grant dollar obtained by the state. In addition, $25.95 in capital formation was obtained for every dollar local host organizations and communities contributed.

If you have, or know of, a business that needs assistance, contact your local SBDC to make a free consulting appointment. If you are a public or private community organization that is looking to impact the success of small businesses in Colorado, please contact the Colorado SBDC at (303) 892-3840 or info@coloradosbdc.org.

Colorado SBDC
Small Business Development Center Network

WHAT IS THE COLORADO SBDC?

The Colorado Small Business Development Center (SBDC) Network is dedicated to helping existing and new businesses grow and prosper in Colorado by providing free, confidential consulting and no- or low-cost training programs and workshops. The SBDC strives to be the premier, trusted choice of Colorado businesses for consulting, training and resources.

THE SBDC IS DEDICATED TO HELPING SMALL AND MID-SIZED BUSINESSES THROUGHOUT THE STATE ACHIEVE THEIR GOALS.

The SBDC is dedicated to helping small and mid-sized businesses throughout the state achieve their goals of growth, expansion, innovation, increased productivity, management improvement and overall success. The network combines the resources of federal, state and local organizations with those of the educational system and private sector to meet the specialized and complex needs of the small business community. A team of more than 250 SBDC staff and certified business consultants work in partnership to provide entrepreneurs with crucial information that can mean the difference between success and failure. Those experts assist small businesses in every county throughout Colorado to create and retain jobs, increase sales, secure contracts and infuse capital into the economy.

Colorado SBDC
Small Business Development Center Network

LETTER FROM STEPHANIE COPELAND

On behalf of the State of Colorado and the Colorado Office of Economic Development, I am honored to introduce the Colorado Small Business Development Center (SBDC) Network.

The SBDC Network plays a critical role in developing and sustaining the small business community across our great state. The Colorado SBDC is one of only a handful of programs nationally accredited in technology development. They are continually helping businesses bring new ideas and technologies to market and further escalating Colorado's innovative spirit.

Small businesses are the core of Colorado's economy, with more than 560,000 small businesses employing over one million people. SBDC services continually fuel small business success, which in turn bolsters Colorado's growing economy.

The SBDC provides small business owners with mentorship, training and educational opportunities on all facets of business ownership, including strategic planning, financial literacy, content marketing and so much more. The outcome of these services directly impacts Colorado by infusing capital and creating jobs in the local economy.

The SBDC Network is part of the Colorado Office of Economic Development, an agency that has made the retention and creation of jobs throughout the state its first and highest priority. We are committed to building a business-friendly environment, increasing access to capital and growing our Colorado companies. There were numerous successes in 2016 for the Colorado SBDC Network and Colorado's small business community, and I look forward to witnessing many more to come in 2017.

Sincerely,

Stephanie Copeland
Executive Director, Colorado Office of
Economic Development and International Trade

LETTER FROM KELLY MANNING

The Colorado SBDC Network is a vibrant network of 14 centers strategically positioned throughout the state to ensure that residents of every county have access to small business assistance. The network works diligently to ensure that we are proactive in addressing the needs of the small business community. We are truly the "boots on the ground" when it comes to economic development in the state.

The SBDC is proud to have rolled out several new small business assistance programs in 2016, including:

1. Nationally recognized Small Manufacturing Program (Small Manufacturers AdvantEDGE)
2. Export training and assistance (LEADING EDGE For Global Opportunities)
3. Technology Innovation and Commercialization (SBDC TechSource)
4. Certified Small Business Community Program

2016 was an amazing year for the all businesses that were able to use the tremendous talents that the SBDC consultants have to offer. Our directors and consultants assist clients every day with the preparation or fine-tuning of business plans, financial management, operations assistance, loan applications and marketing initiatives. Now, the SBDC is moving into innovation and integration of technology as well as assisting rural and mountain communities with additional SBDC support.

We appreciate the support of our host organizations, which include higher education institutions, chambers of commerce and economic development organizations; these funding partners and community contributors help to ensure the Colorado SBDC Network's continued success. We are grateful to the volunteers and consultants who work with the SBDC to maintain the highest level of quality of our programs for the entrepreneurs of Colorado.

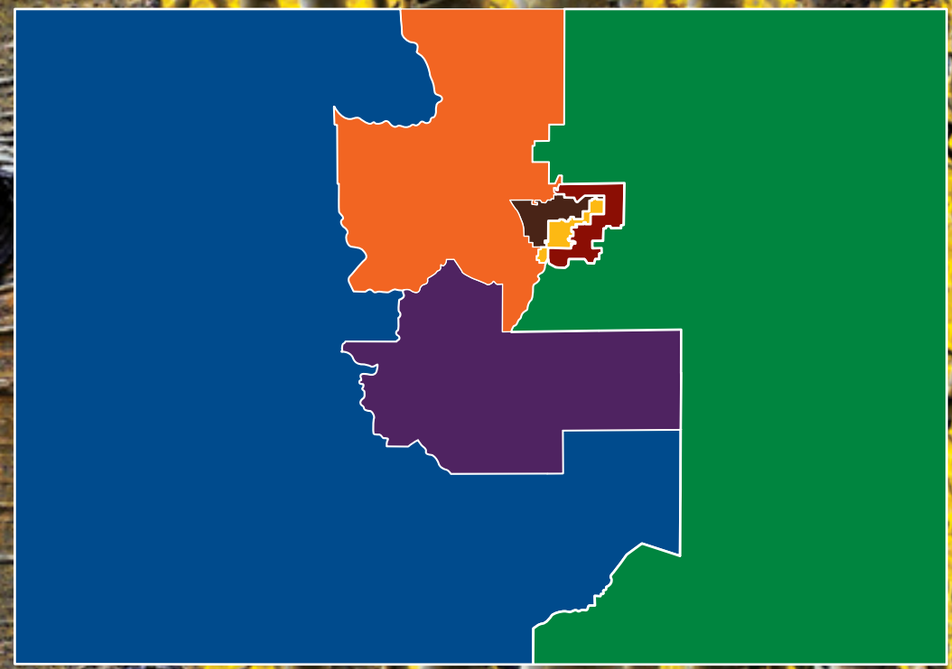
We are proud to publish this update on our productivity and economic impact in 2016. Please enjoy the success stories contained within—your success is Colorado's success.

Sincerely,

Kelly Manning
State Director, Colorado SBDC Network

SBDC PROGRAMS & SERVICES

- FREE AND CONFIDENTIAL ONE-ON-ONE CONSULTING FOR EXISTING AND NEW BUSINESSES ON VIRTUALLY ANY BUSINESS TOPIC
- FREE OR LOW-COST BUSINESS PLANNING WORKSHOPS
- LEADING EDGE™: INTENSIVE STRATEGIC BUSINESS PLANNING PROGRAMS FOR EXISTING AND NEW BUSINESSES
- INTERNATIONAL TRADE ASSISTANCE
- ASSISTANCE WITH LOAN PACKAGING AND ACCESS TO CAPITAL
- SBDC ADVANCED: ECONOMIC GARDENING PROGRAM FOCUSED ON HELPING COMPANIES GROW BY PROVIDING CUSTOM-FIT MARKET RESEARCH AND CORPORATE-LEVEL TOOLS
- GOVERNMENT PROCUREMENT AND CERTIFICATION ASSISTANCE
- NEW BUSINESS FEASIBILITY ANALYSIS
- CONNECT2DOT: CDOT AND THE SBDC'S PROGRAM THAT HELPS BUSINESSES BECOME MORE COMPETITIVE AND SUCCESSFUL IN BIDDING AND CONTRACTING WITH TRANSPORTATION AGENCIES
- SMALL BUSINESS ADVOCACY
- ACCESS TO BUSINESS RESOURCE LIBRARIES WITH CURRENT BUSINESS DATA, DEMOGRAPHICS AND MARKET ANALYSIS
- SMALL MANUFACTURER'S ADVANTEDGE: MANUFACTURER'S EDGE AND THE SBDC PROGRAM PROVIDES COLORADO MANUFACTURERS INTEGRATED SUPPORT ACROSS ALL STAGES OF THE ORGANIZATIONAL LIFE CYCLE



U.S. SENATORS FOR COLORADO	The Honorable Michael Bennet	The Honorable Cory Gardner

THE HONORABLE DIANA DEGETTE

1

DENVER METRO SBDC

BOULDER SBDC
LARIMER SBDC
NORTHWEST COLORADO SBDC
NORTH METRO DENVER SBDC

2

THE HONORABLE JARED POLIS

THE HONORABLE SCOTT TIPTON

3

SOUTHWEST COLORADO SBDC
GRAND JUNCTION SBDC
SOUTHERN COLORADO SBDC
SAN LUIS VALLEY SBDC
WEST CENTRAL SBDC

SOUTHEAST COLORADO SBDC
EAST COLORADO SBDC
AURORA-SOUTH METRO SBDC

4

THE HONORABLE KEN BUCK

THE HONORABLE DOUG LAMBORN

5

PIKES PEAK SBDC

AURORA-SOUTH METRO SBDC
NORTH METRO DENVER SBDC

6

THE HONORABLE MIKE COFFMAN

THE HONORABLE ED PERLMUTTER

7

NORTH METRO DENVER SBDC

Totals					Districts	
Clients Consulted	Training Attendees	Jobs Created	Jobs Retained	Businesses Started		
1,074	3,079	1,434	1,045	41	1	DENVER METRO
1,981	2,822	782	1,071	100	2	BOULDER
						LARIMER
						NORTHWEST COLORADO
						NORTH METRO DENVER
1,411	1,742	491	368	110	3	SOUTHWEST COLORADO
						GRAND JUNCTION
						SOUTHERN COLORADO
						SAN LUIS VALLEY
						WEST CENTRAL
1,182	1,996	840	267	62	4	SOUTHEAST COLORADO
						EAST COLORADO
						AURORA-SOUTH METRO
507	2,266	219	345	138	5	PIKES PEAK
1,023	1,643	516	206	45	6	AURORA-SOUTH METRO
						NORTH METRO DENVER
563	628	126	88	25	7	NORTH METRO DENVER

Districts		Totals		
		Increased Sales	Contracts Obtained	Capital Formation
DENVER METRO	1	$20,524,141	$39,089,011	$10,213,860
BOULDER	2	$38,132,767	$36,223,015	$63,462,236
LARIMER				
NORTHWEST COLORADO				
NORTH METRO DENVER				
SOUTHWEST COLORADO	3	$11,952,538	$2,168,723	$11,402,782
GRAND JUNCTION				
SOUTHERN COLORADO				
SAN LUIS VALLEY				
WEST CENTRAL				
SOUTHEAST COLORADO	4	$18,106,788	$3,106,307	$26,919,663
EAST COLORADO				
AURORA-SOUTH METRO				
PIKES PEAK	5	$7,174,430	$8,082,163	$10,662,427
AURORA-SOUTH METRO	6	$12,070,538	$3,482,865	$17,495,935
NORTH METRO DENVER				
NORTH METRO DENVER	7	$3,318,544	$1,640,950	$9,193,276

COLORADO STATE SENATORS

SENATOR	DIST
The Honorable Jerry Sonnenberg	1
The Honorable Kevin Grantham	2
The Honorable Leroy Garcia	3
The Honorable Mark Scheffel	4
The Honorable Kerry Donovan	5
The Honorable Ellen Roberts	6
The Honorable Ray Scott	7
The Honorable Randy Baumgardner	8
The Honorable Kent Lambert	9
The Honorable Owen Hill	10
The Honorable Michael Merrifield	11
The Honorable Bill Cadman	12
The Honorable John Cooke	13
The Honorable John Kefalas	14
The Honorable Kevin Lundberg	15
The Honorable Tim Neville	16
The Honorable Matt Jones	17
The Honorable Rollie Heath	18
The Honorable Laura Woods	19
The Honorable Cheri Jahn	20
The Honorable Jessie Ulibarri	21
The Honorable Andy Kerr	22
The Honorable Vicki Marble	23
The Honorable Beth Martinez Humenik	24
The Honorable Mary Hodge	25
The Honorable Linda Newell	26
The Honorable Jack Tate	27
The Honorable Nancy Todd	28
The Honorable Morgan Carroll	29
The Honorable Chris Holbert	30
The Honorable Pat Steadman	31
The Honorable Irene Aguilar	32
The Honorable Michael Johnston	33
The Honorable Lucia Guzman	34
The Honorable Larry Crowder	35

COLORADO STATE REPRESENTATIVES

REPRESENTATIVE	DIST
The Honorable Susan Lontine	1
The Honorable Alec Garnett	2
The Honorable Daniel Kagan	3
The Honorable Dan Pabon	4
The Honorable Crisanta Duran	5
The Honorable Lois Court	6
The Honorable Angela Williams	7
The Honorable Elizabeth McCann	8
The Honorable Paul Rosenthal	9
The Honorable Dickey Hullinghorst	10
The Honorable Jonathan Singer	11
The Honorable Mike Foote	12
The Honorable KC Becker	13
The Honorable Dan Nordberg	14
The Honorable Gordon Klingenschmitt	15
The Honorable Janak Joshi	16
The Honorable Catherine Roupe	17
The Honorable Sanford E Lee	18
The Honorable Paul Lundeen	19
The Honorable Terri Carver	20
The Honorable Lois Landgraf	21
The Honorable Justin Everett	22
The Honorable Max Tyler	23
The Honorable Jessie Danielson	24
The Honorable Timothy Leonard	25
The Honorable Diane Mitsch Bush	26
The Honorable Lang Sias	27
The Honorable Brittany Petterson	28
The Honorable Tracy Kraft-Tharp	29
The Honorable JoAnn Windholz	30
The Honorable Joseph Salazar	31
The Honorable Dominick Moreno	32
The Honorable Dianne Primavera	33
The Honorable Steve Lebsock	34
The Honorable Faith Winter	35

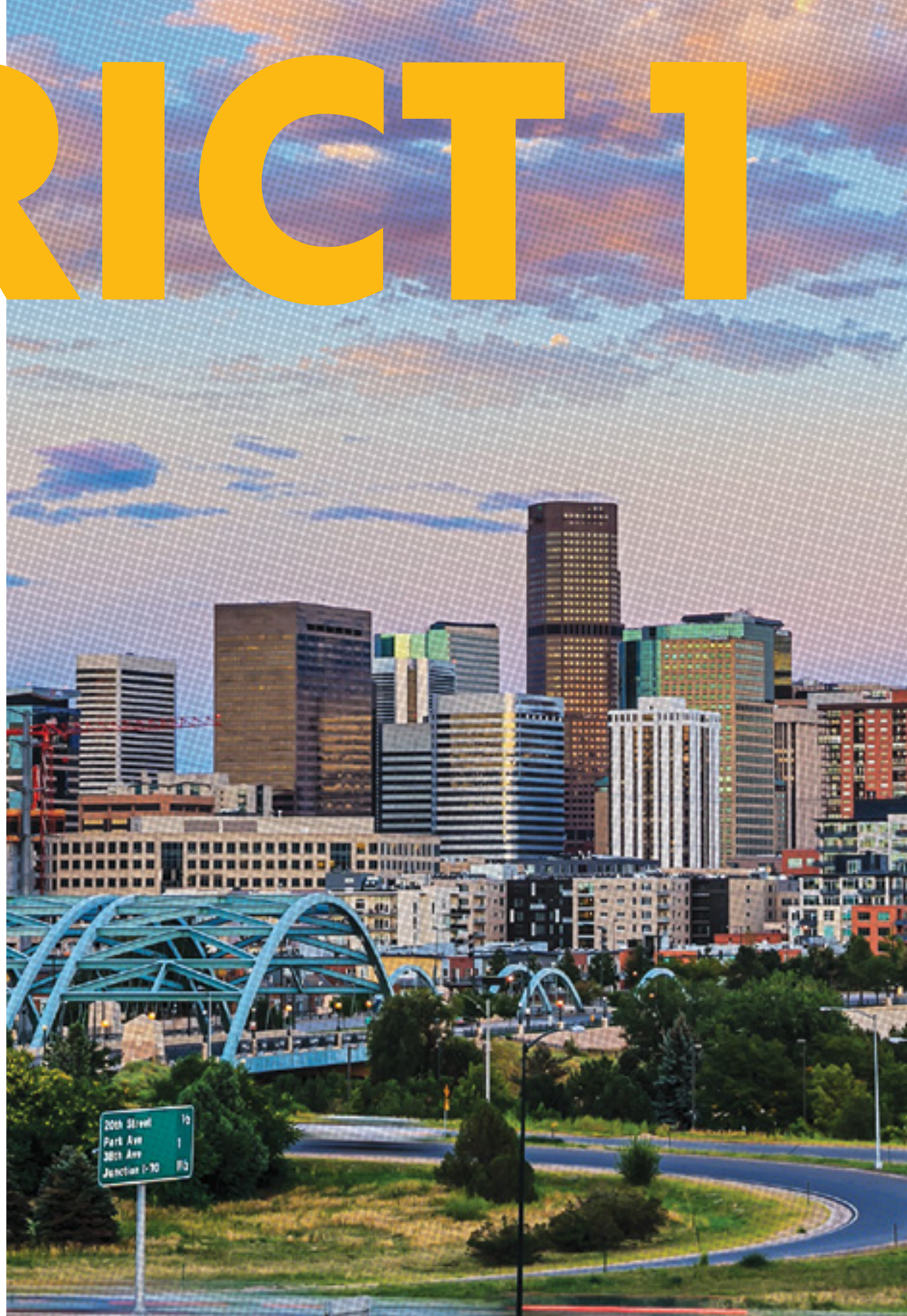
REPRESENTATIVE	DIST
The Honorable Su Ryden	36
The Honorable Cole Wist	37
The Honorable Kathleen Conti	38
The Honorable Polly Lawrence	39
The Honorable John Buckner	40
The Honorable Jovan Melton	41
The Honorable Rhonda Fields	42
The Honorable Kevin Van Winkle	43
The Honorable Kim Ransom	44
The Honorable Patrick Neville	45
The Honorable Daneya Esgar	46
The Honorable Clarice Navarro	47
The Honorable Stephen Humphrey	48
The Honorable Perry Buck	49
The Honorable Dave Young	50
The Honorable Brian DelGrosso	51
The Honorable Joann Ginal	52
The Honorable Jeni James Arndt	53
The Honorable Yeulin Willett	54
The Honorable Dan Thurlow	55
The Honorable Kevin Priola	56
The Honorable Bob Rankin	57
The Honorable Don Coram	58
The Honorable Paul Brown	59
The Honorable James D Wilson	60
The Honorable Millie Hamner	61
The Honorable Edward Vigil	62
The Honorable Lori Saine	63
The Honorable Timothy Dore	64
The Honorable Jon Becker	65

DISTRICT 1

District One is home to the Denver Metro region.

In the 1800s, during the times of the Colorado gold rush, Denver acted as a gateway for individuals who came to Colorado and the Rocky Mountain Region to prosper. Similarly, today, the Denver SBDC acts as a portal for entrepreneurs to begin down the road to success.

Hosted by the Denver Metro Chamber of Commerce, this center leads the way in providing new and innovative services for small business by helping entrepreneurs to start, grow and prosper. The Denver Metro center acts as a catalyst for new programming that is often replicated across the network. This center was awarded the 2012 U.S. Small Business Administration Small Business Development Center of the Year for Excellence and Innovation.



DISTRICT 1	Clients Consulted	Training Attendees	Jobs Created	Jobs Retained	Businesses Started	Increased Sales	Contracts	Capital Formation
Denver Metro SBDC	1,074	3,079	1434	1,045	41	$20,524,141	$39,089,011	$10,213,860

DENVER METRO SBDC

COPPERTOPS

When she was considering starting her own business, Jessica Burke followed the suggestion to "do something you completely love, even in the tiny details." The only thing she felt absolutely certain she loved—tiny details and all—was paper products. Jessica's passion drove her to start Coppertops Paperie, a company that sells personalized paper products, in 2013.

Coppertops prints on responsibly sourced recycled paper using vegetable-based inks and is most widely known for its patent-pending bottle wrap, which emerged from a conversation with a customer regarding a better way to wrap a bottle of wine. Customers can choose from a variety of distinctively designed patterns and papers suiting any occasion.

After launching Coppertops, Jessica enrolled in LEADING EDGE™ for Entrepreneurs at the Denver Metro Small Business Development Center (SBDC) to craft a business plan and long-term vision for her company. She was paired with entrepreneurial mentors, who provided her with valuable advice and expertise to get her business on the path to success.

I MET WITH AN SBDC FINANCIAL CONSULTANT SEVERAL TIMES. HE WAS INVALUABLE IN HELPING ME GET STARTED PUTTING TOGETHER BUSINESS FINANCIALS.

Jessica graduated from the LEADING EDGE™ course—business plan in hand—and was selected to compete in the SBDC's first Trout Tank. Seeking a $100,000 loan, Jessica gave her best pitch to over 30 lenders and investors and was awarded first place at the event. Several months later, Jessica was approved for a line of credit. Coppertops launched a new website, submitted patent applications, expanded its product line and created a more focused brand.

Jessica's passion—coupled with the tools and contacts she gained from the SBDC—led to a 260% increase in sales and enabled Coppertops to continue to expand into over 30 stores in Colorado including Whole Foods in Boulder. Coppertops products can either be found in (or are coming soon to) King Soopers, Specs, Central Market and Rouses. Jessica hopes to grow Coppertops. "We are being considered within several national chains and hopefully will have exciting news to share in the coming months."

DENVER METRO CHAMBER OF COMMERCE

Colorado SBDC
DENVER METRO Small Business Development Center

DISTRICT 2

District Two is home to Boulder, Fort Collins and the I-70 corridor.

Each of these areas boasts unique entrepreneurial communities surrounded by universities and the great natural beauty for which Colorado is famous. Located at the base of the Rocky Mountains, the Boulder and Larimer SBDC provides a variety of services to its constituents, including entrepreneurial classes and specialty programs targeting emerging industries including bioscience and aerospace.

The Northwest Center provides counseling and training to the mountain towns of the 1-70 corridor. Most important, all three centers show their clients that being in business for yourself does not mean being in business by yourself. Through continuous support, these centers enable the ever-expanding range of clients in their communities to grow and flourish.

DISTRICT 2	Clients Consulted	Training Attendees	Jobs Created	Jobs Retained	Businesses Started	Increased Sales	Contracts	Capital Formation
Boulder SBDC	621	1,035	259	463	31	$6,527,448	$33,305,680	$43,934,068
Larimer SBDC	646	1,050	346	502	39	$27,868,480	$1,276,385	$8,409,292
Northwest Colorado SBDC	151	109	51	18	5	$418,295	$-	$1,925,600
North Metro Denver SBDC	563	628	126	126	25	$3,318,544	$1,640,950	$9,193,276

BOULDER SBDC

BLACK SWIFT TECHNOLOGIES

Three PhD students from the University of Colorado learned how to chase storms and collect data using old military equipment, which is relatively complicated to use. They wanted to simplify the process with unmanned aircraft systems, and Boulder-based Black Swift Technologies was born.

Although it is a relatively new company, the team of now seven engineers represents over 30 years of experience in complex unmanned aircraft systems. The company takes pride in its modular aircraft system, which has been approved and used by NASA.

"We were a bunch of engineers who started a company, so there was a lot to be learned on the business side," explained president and CEO Jack Elston. "We got an idea of what we should be looking at, what we weren't looking at and what we missed, to get a better understanding of the business aspect. We also got a good network of people we could talk to."

ELSTON FOUND ABUNDANT VALUE IN THE CONSULTANTS AND PRESENTERS WHO WERE BROUGHT INTO THE BOULDER SMALL BUSINESS DEVELOPMENT CENTER'S TECHNOLOGY VENTURE SERIES.

"We immediately started chatting about the work we'd done and our frustrations of trying to find money to span the gap between the technology development and getting it to market, and we've had a pretty good relationship ever since," remarked Elston.

Since the end of the program, Boulder SBDC has continued the relationship with Black Swift Technologies and has been able to provide consulting on additional business needs that have arisen. Elston's company is working on bettering its marketing plan based on client research they collected while working with the SBDC and consultants. They are also focusing more on business planning and working on allocating more money toward other areas. "We saw that there was a lot more value for us with focusing on retail. It's a little too early to tell if that's the right direction, but we're excited about the potential," concluded Elston.

CITY OF BOULDER

BOULDER CHAMBER

Colorado SBDC
BOULDER Small Business Development Center

LARIMER SBDC

ACE HARDWARE
OF FORT COLLINS

In 2014, Tim and Julie Kenney felt the entrepreneurial call, but they did not necessarily want to start from scratch, so they began looking for a business to purchase. Their focus rested on a recognizable brand and an existing business that had a culture built around service to the customers and community. They learned that Jim and Lisa Clay were considering selling their Ace Hardware store but wanted to sell only to someone who shared their values regarding employees and customers. Tim appreciated this and said, "It's the idea that people are coming to our store for more than an item."

While Tim got support from the Ace Hardware franchise during the purchase, he also turned to the SBDC. A key recommendation from the SBDC consultant was that he simply work in the business for the first few months of the transition.

"We were focused on continuing the path of success of the previous owners and made no changes for the first six months," said Tim. There are approximately 13 full-time employees, most of whom have been with the store between 5 and 13 years.

BY FOLLOWING THE SBDC CONSULTANT'S ADVICE, THE KENNEYS WERE ABLE TO MAKE THE OWNERSHIP TRANSITION WITH 100% EMPLOYEE RETENTION.

The store remains deeply rooted in the community and regularly hosts fundraisers in its parking lot for local high school clubs, sports teams and other groups. They strive to maintain a welcoming attitude and create a fun environment with these events, an element other stores struggle to emulate.

Tim is excited for the future of the store and the possibilities of expansion. As he has come to understand the history and culture of the store, he has faced challenges, but with the support of the Ace Hardware franchise and SBDC consultants, the ownership transition has been a success.

FRONT RANGE COMMUNITY COLLEGE

Colorado SBDC
LARIMER Small Business Development Center

NORTHWEST COLORADO SBDC

JON LAMBERT LLC

Jon Lambert is an award-winning designer from England with nine years of experience executing projects from start to finish and managing the details in between. Having worked at large agencies on both sides of the pond, Jon decided to launch his own endeavor. Although he has named, branded and launched countless businesses for others, starting his own business came with a new set of challenges. "It was a leap of faith to start a business and leave steady, paid employment," noted Jon.

SBDC'S HELP GAVE ME THE CONFIDENCE THAT MY LLC WAS CORRECTLY ESTABLISHED, ALLOWING ME TO FOCUS ON SALES, MARKETING AND WHAT I DO BEST, CREATIVITY.

In just one year, Jon has worked with clients in many different verticals, including Product Design, Food & Beverage, Technologies, Construction & Real Estate, Professional Services and Nonprofit. His services include corporate identity, marketing materials, websites, name development, packaging, sales materials, pitch decks, tagline development, vehicle graphics and art direction.

"My success as a designer is measured by what I can help my clients achieve. By the same standards, I can say that the SBDC service has been invaluable to me."

Colorado SBDC
NORTHWEST COLORADO *Small Business Development Center*

DISTRICT 3

The peaks and valleys of District Three cover the largest geographical territory in Colorado.

Like this diverse territory, the five centers in this district cover a host of specialties that represent the diverse population of businesses in these areas. Experts reflect the needs of our clientele in oil and gas, manufacturing, tourism and the arts, as well as the traditional service industries of small businesses. The SBDC Centers from Grand Junction to Southern Colorado are able to help companies gauge and respond to arising issues to ensure a consistent level of success in the future.

DISTRICT 3	Clients Consulted	Training Attendees	Jobs Created	Jobs Retained	Businesses Started	Increased Sales	Contracts	Capital Formation
Southwest Colorado SBDC	319	675	208	113	51	$3,244,350	$10,100	$4,991,530
Grand Junction SBDC	481	443	77	103	11	$6,270,865	$819,987	$3,164,850
Southern Colorado SBDC	244	596	137	124	29	$1,846,548	$518,636	$2,168,120
San Luis Valley SBDC	105	28	39	15	7	$565,000	$805,000	$687,000
West Central SBDC	262	-	30	13	12	$25,775	$15,000	$390,482

SOUTHWEST COLORADO SBDC

COVENANT DRUG & ALCOHOL TESTING, LLC

Sheila Owens and her son Brandon had worked for a Cortez drug and alcohol testing company that closed its doors with only two months' notice to its employees. So Sheila and Brandon decided to take it over. When they called their clients to notify them that the business was closing, they also had the opportunity to say, "We're opening our own business to provide the same service under a new name." Their former employer closed on March 31, and they opened their new business, Covenant Drug & Alcohol Testing, LLC, on April 1. Sheila laughs, "We were really brave to open on April Fool's Day, but we didn't have a choice!"

Sheila and Brandon had never owned a business and didn't know the first thing about a business plan, so they turned to the SBDC for help. The SBDC consultant worked with them on spreadsheets and documents needed to get a loan through the Region 9 Economic Development Alliance, and he encouraged them to provide more detailed information in sections he knew were important.

"Many times, we would work all day in our existing jobs, and then work all night compiling the information the SBDC consultant told us we needed for the loan. He broke it down into manageable sections. We'd get a few things done; then he'd give us more homework. We were on a very tight deadline due to the Region 9 meeting schedule," Sheila shared.

THE SBDC CONSULTANT WAS AN AMAZING ASSET. WITHOUT HIM, WE WOULDN'T HAVE KNOWN WHERE TO START. HE HELD OUR HANDS THROUGH THE ENTIRE PROCESS.

Sheila can't say enough about how much she appreciated the help from the SBDC consultant. "He was very encouraging and made himself available at all times to keep the process going. He checked in with us afterwards and congratulated us on our success." Today, Sheila and Brandon's company serves the more than 200 clients who transferred over with them, including Department of Transportation clients as well as the more and more non-DOT companies that are choosing to enter into drug and alcohol testing programs.

Fort Lewis College

Colorado SBDC
SOUTHWEST COLORADO Small Business Development Center

GRAND JUNCTION SBDC

LEUALLEN SALES

Kevin Leuallen's grandfather and his father inspired him to become an entrepreneur—between them, they owned various food-delivery routes, a donut store, a mini storage, a miniature golf course, a liquor store and various restaurants in Rifle, Colorado. Although he first worked for a public utility company, Kevin soon realized his passion was to build assets and start new food-related businesses as his father and grandfather had done.

In May 2014, Kevin and his son Brandon purchased a Blue Bunny ice cream distributorship in Grand Junction. They currently run this and other food-distribution businesses out of the Business Incubator Center, where they are able to access the services of the Grand Junction SBDC as they continue to grow. Sales tripled from 2014 to 2015, and the SBDC has been critical in helping them expand.

THE GRAND JUNCTION SBDC IS ABLE TO FIND ANSWERS, ACTING AS A MASTERMIND GROUP OF CONSULTANTS TO HELP THEM LEARN AND GROW.

Kevin and Brandon advise aspiring entrepreneurs to "keep it simple and do a really good job at whatever you do, follow that where it leads you and look for open doors." The SBDC has helped them have a solution mindset, not a problem mindset.

Kevin and Brandon believe that one of the keys to their success is that they genuinely care about the people who work for them and their family. They listen and find ways to actually help them. "If you know what people need," says Brandon, "you can care for them." Leuallen Sales & Service has successfully grown its business by this principle.

THE BUSINESS INCUBATOR CENTER
THE GRAND VALLEY'S CENTER FOR ENTREPRENEURSHIP

Colorado SBDC
GRAND JUNCTION Small Business Development Center

SOUTHERN COLORADO SBDC

AMERICAN WIPING RAGS

American Wiping Rags, Inc. (AWR), based in Pueblo, Colorado, is a small, woman- and minority-owned business that manufactures different types of cotton wiping rags from 100% recycled, clean cotton material that is sorted, cut to size and packaged. All rags are disposable and biodegradable because they are made from cotton, which is a natural material.

Incorporating her dream of operating her own business with her desire to make a difference in the world through recycling, owner Shelley McPherson opened her doors in 2003 to start creating a line of unique and practical products. "I was raised to recycle and decided to start my own business where I could make a difference and keep extra materials out of landfills," shares Shelley.

Shelley will be the first to tell you that starting her own business from scratch was very challenging. Before she set off on her start-up business adventure, she contacted the Southern Colorado SBDC and began working on a business plan. Shelley identified immediately with the importance of the business-planning process and was able to begin working on her business while receiving entrepreneur training through the state-certified SBDC LEADING EDGE™ program.

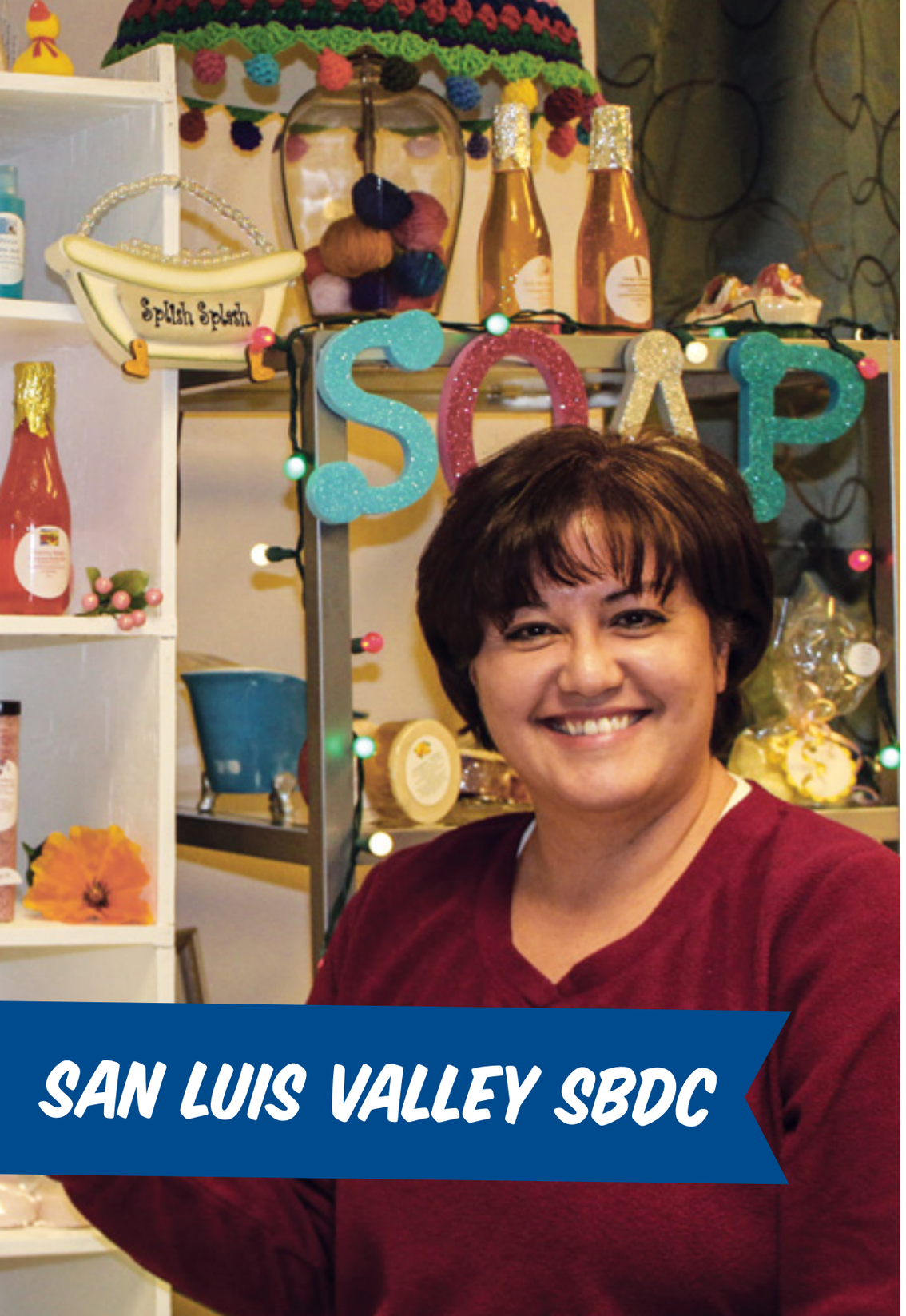
WITH ALL THE CHANGES IN THE ECONOMY AND JUST THE BUSINESS ITSELF, IT'S IMPORTANT FOR ANY ENTREPRENEUR TO CONTINUE TO EDUCATE THEMSELVES AND INCORPORATE NEW INNOVATIVE IDEAS. THE SBDC IS A GREAT RESOURCE TO DO SO.

"After graduating from the SBDC LEADING EDGE™ program, I was able to secure a small business loan with a private community revolving-loan fund, and six months later we opened our doors for business in Southern Colorado."

Having celebrated its 13th anniversary in business in 2016, AWR continues to grow in operations and market, providing the best recycled rags in the industry to individuals, small businesses and large companies all over the United States. Throughout her business venture, Shelley continues to stay motivated and dedicated to serving her customers by receiving ongoing and invaluable business advising, support and encouragement.

Pueblo Community College

Colorado SBDC
SOUTHERN COLORADO Small Business Development Center



SAN LUIS VALLEY SBDC

LEEANN'S HEAVEN SCENT CREATIONS

LeeAnn Cisneros opened LeeAnn's Heaven Scent Creations on November 1, 2013, and since then, she has been known for creating a wide variety of handmade bath and beauty products such as bar soaps, novelty soaps, bubble bath, sugar scrubs, all-natural deodorant, bath salts, bath fizzies, lip products and more.

LeeAnn began offering her handmade creations online in March 2013. Her success led her to seek some assistance at the SBDC, where she was inspired to create a business plan for a retail store to complement her online store.

WITH THE ASSISTANCE OF THE SBDC, I WAS ABLE TO OPEN UP MY LOCAL RETAIL STORE WHILE CONTINUING TO MANAGE MY ONLINE SHOP.

Operating her online store while building a local retail store presented LeeAnn with a formidable challenge in time management. She found that meeting the needs of her walk-in customers meant taking time away from creating and handling her online products.

By setting aside some time each week, she learned to prioritize areas of concern such as handling online orders, responding to emails, creating new products and packaging. She also learned that creating a spreadsheet detailing upcoming tasks and scheduling ensures that she has quality time to meet the needs of her current customers.

In 2016, LeeAnn began using her expertise in selling online to help other local businesses. She became an SBDC consultant, partnering with the SBDC to host a six-week Etsy Craft Entrepreneurship class. Now she can help other local businesses reach markets beyond the 46,000 residents of the San Luis Valley.

While there are many small businesses dedicated to making the world a better place to live, LeeAnn's Heaven Scent Creations does its part to make the world more fragrant and beautiful as well. LeeAnn's tenacity, combined with the knowledge offered by the SBDC, is her recipe for success.

ACEDC

Colorado SBDC
SAN LUIS VALLEY *Small Business Development Center*

WEST CENTRAL SBDC

ELEMENT PET NUTRITION

Having never run her own business before, Marney Zafian knew she would need help and guidance to achieve any success. The challenge of finding someone she could learn from on an ongoing basis and needing this service to be on a minimal budget seemed daunting until she found the SBDC.

The SBDC offered several different business consultants for Marney to utilize. "I was able to use the consulting expertise to become proficient at general bookkeeping and good business practices. My SBDC consultant is well-suited to train and is so skilled that I retained her consulting services as soon as we generated revenue."

THE SBDC CONSULTANT'S CONTRIBUTION TO OUR COMPANY IS EVIDENT TO OUR CORE. THE SBDC HELPED BUILD OUR FOUNDATION AND GUIDE ME TO BECOME A BUSINESSWOMAN.

The SBDC has supported Element Pet Nutrition in other ways, including helping Marney acquire the Manufacturer's Edge grant to renovate space and build out a production facility. This let Marney work with an expert to maximize the space and dial in productivity, efficiency and good manufacturing practices.

"Not only did I learn a great deal from these exercises, but I was also able to produce solid projections on productivity, which led to raising seed funding in my business."

Element Pet Nutrition has benefited greatly from the multiple levels of support offered through the SBDC. "As a small business owner, I recommend reaching out to this organization, as they are a pool of knowledge and unparalleled resources."

Western State Colorado University

Colorado SBDC
WEST CENTRAL Small Business Development Center

DISTRICT 4

District Four spans the Eastern Plains of Colorado, offering a very diverse range of economic activities and opportunities.

From universities to agriculture, this district offers a thriving economy full of small towns and distinct farming communities. District Four maintains several SBDC programs hosted by academic institutions from Greeley and Fort Morgan all the way down to La Junta. Based mainly in agricultural areas, these centers concentrate on working with local community organizations to foster growth in Colorado's rural communities.

DISTRICT 4	Clients Consulted	Training Attendees	Jobs Created	Jobs Retained	Businesses Started	Increased Sales	Contracts	Capital Formation
Southeast Colorado SBDC	87	69	344	31	13	$211,109	$-	$699,150
East Colorado SBDC	635	912	407	118	29	$9,143,685	$1,264,392	$17,917,584
Aurora-South Metro SBDC	460	1,015	390	118	20	$8,751,994	$1,841,915	$8,302,659

SOUTHEAST COLORADO SBDC

SWEET INDULGENT CREATIONS

Having custom-baked for her friends and family for years, Geneva always dreamed of starting her own bakery. She contacted the SBDC, and started her journey to business ownership.

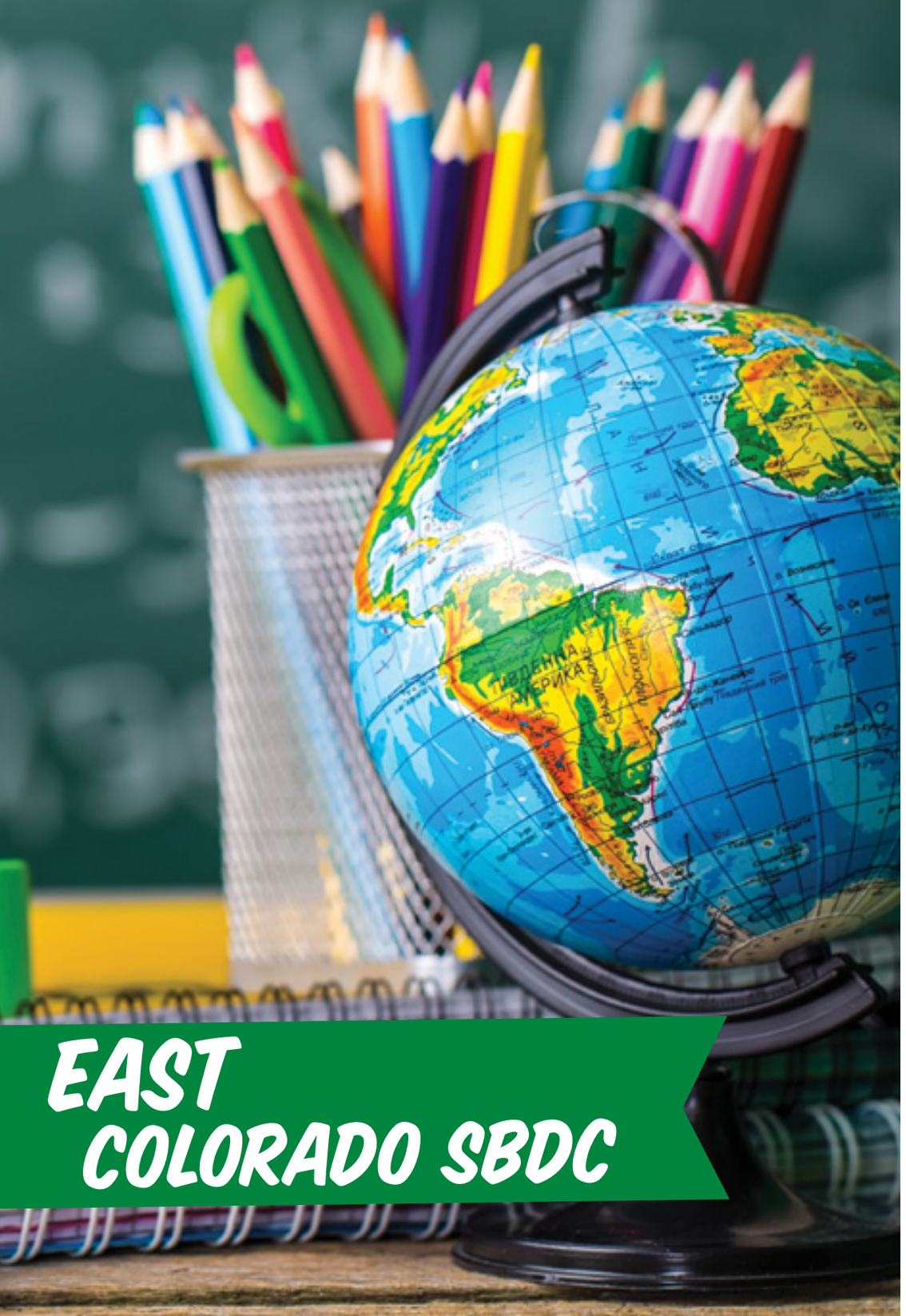
WITH THE ASSISTANCE I RECEIVED FROM THE SOUTHEAST COLORADO SBDC, I WAS NOT ONLY ABLE TO START A NEW CAREER–I WAS ABLE TO FOLLOW MY DREAM OF HAVING MY OWN SMALL BAKERY.

Geneva is very happy with the help she received from SBDC. "I was supported with guidance and direction to become and stay successful. One of the best things I know is that, at any point, I can call the Southeast SBDC or their consultants and get the information I need."

Geneva opened Sweet Indulgent Creations Bakery in Rocky Ford. Her bakery creates custom cakes, cupcakes, cake pops, cake balls and cookies for any event.

Otero Junior College

Colorado SBDC
SOUTHEAST COLORADO *Small Business Development Center*



EAST COLORADO SBDC

ALA CARTE LEARNING SOLUTIONS

Ala Carte Learning Solutions, Inc., a public-benefit corporation, offers a variety of services to the education industry. The primary focus began with revolutionizing the way public and charter schools hired their "hard to fill" special education professional positions. As someone working in the education industry, Dr. Margo Barnhart noticed the demand to find and keep qualified individuals in specific areas because of competition among other industries for the same professionals. The demand on these professionals and the limited budget of school districts made coming up with an alternative solution necessary.

Ala Carte Learning Solutions, Inc., contracts retired individuals who still have their professional licenses and are interested in working part time. This makes it less demanding on the professional and less expensive for the schools. Margo started working with the Small Business Development Center in 2015. She admitted to understanding the education industry very well, but needed some extra assistance with developing a strong business plan.

SINCE WORKING WITH HER SBDC CONSULTANT, MARGO HAS FOUND GREAT VALUE WITH MARKETING ASSISTANCE AND REFERS MANY OF HER COLLEAGUES TO SEEK OUT THE SBDC'S SERVICES.

Since its launch, Ala Carte Learning Solutions, Inc., has been able to expand its line of services to include consulting directly for the Colorado Department of Education as well as conducting feasibility and marketing studies with the Archdiocese of Denver. Margo also hopes to increase the amount of one-on-one instruction that her company can provide to students who are struggling in school and need additional assistance.

The competition for this industry is limited, and very few in Colorado are able to provide contracted employees who assist with specific special education staffing needs. Margo was able to take advantage of a niche in the market and has quickly made herself known as an industry leader. She continues to use the services of the SBDC as she follows through on her plans to market her services to school districts across the state.

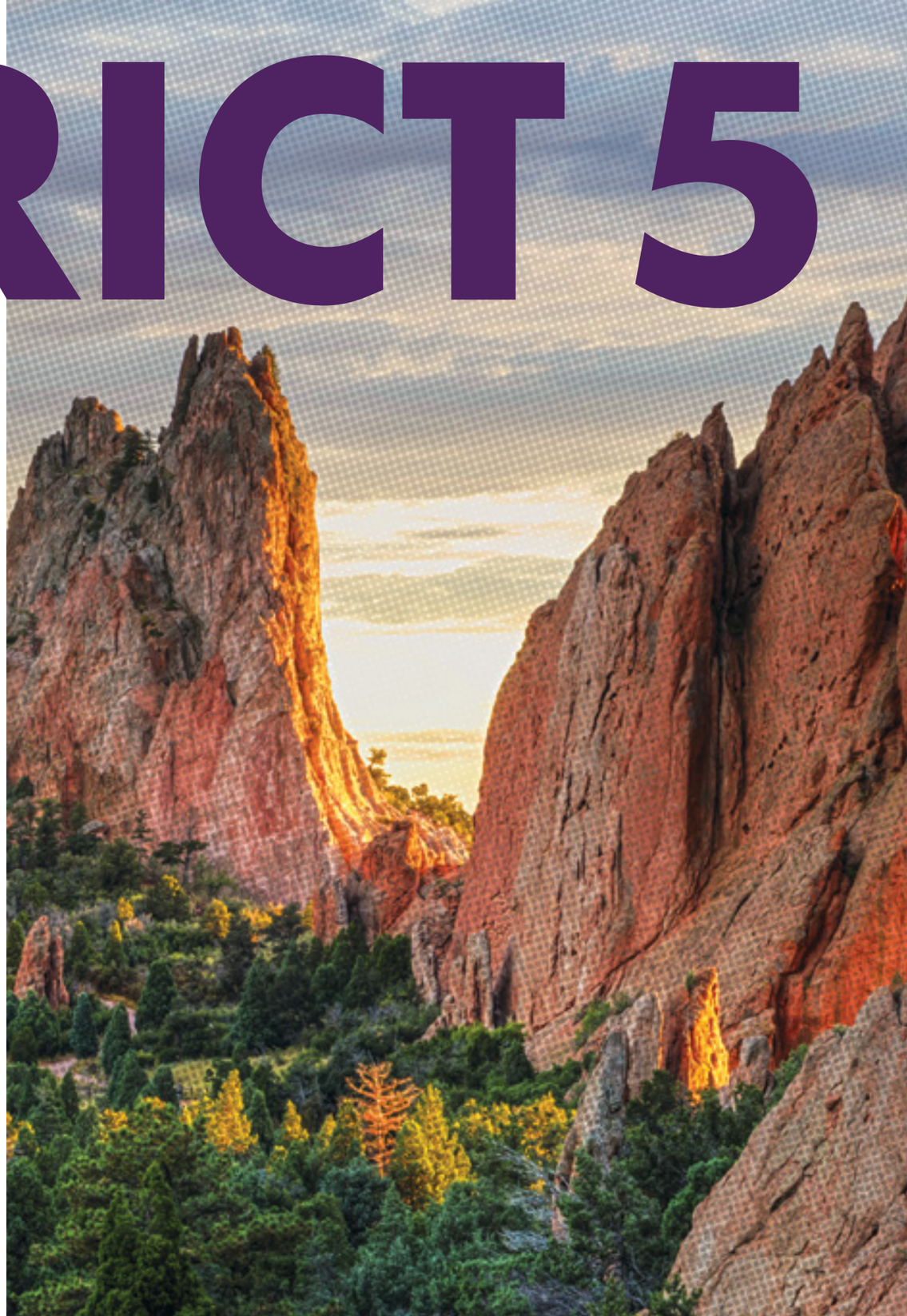
MONFORT COLLEGE of BUSINESS
University of Northern Colorado

Colorado SBDC
EAST COLORADO Small Business Development Center

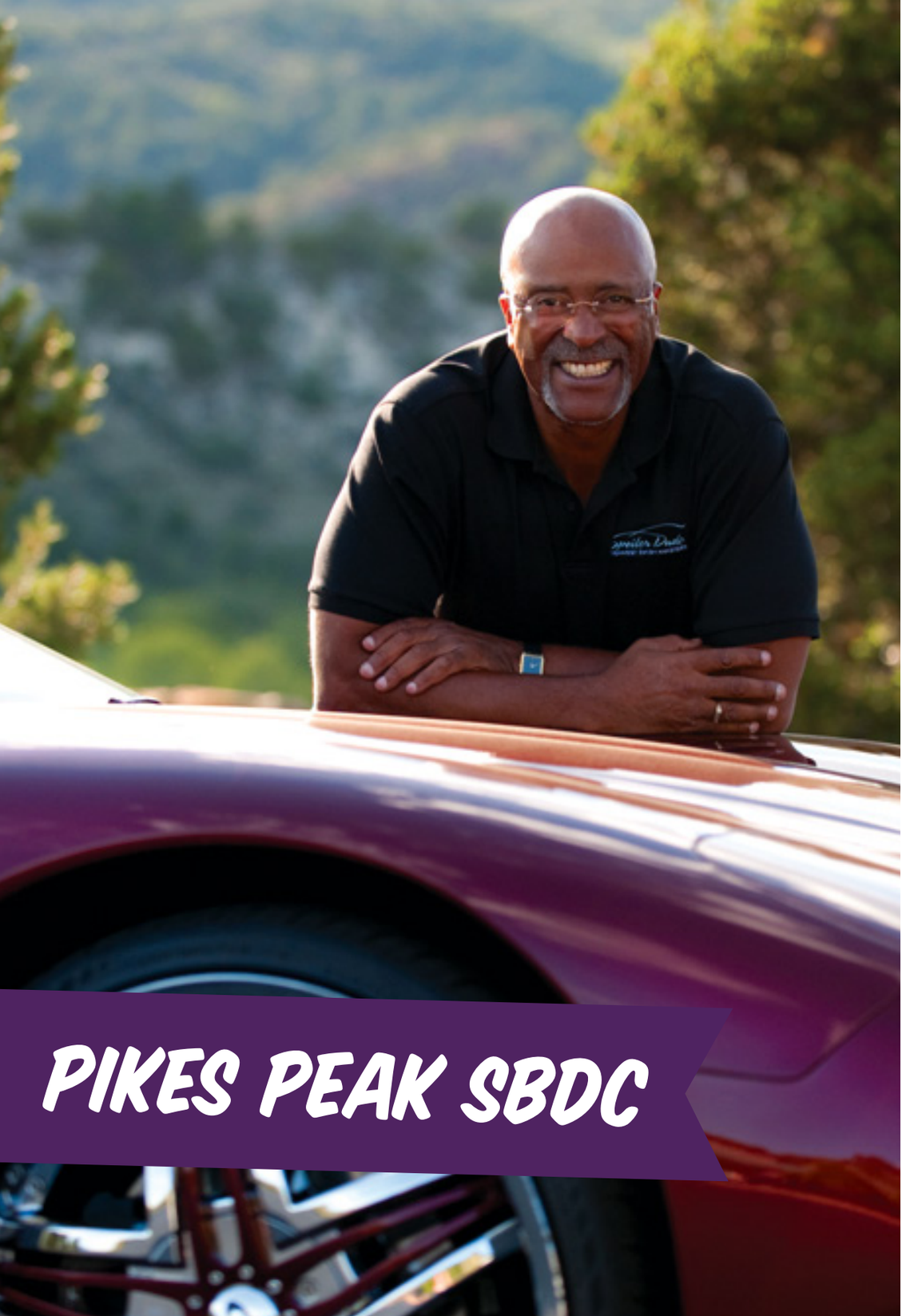
DISTRICT 5

District Five encompasses the Pikes Peak region of the state, including Colorado Springs—the state's second most populated city.

With successful high-tech and tourism industries, Colorado Springs is always home to exciting new business ventures. The SBDC is hosted by El Paso County, with a focus on working with a variety of contracting opportunities. The SBDC acts as a hub for procurement across the state and also offers programming and support for veteran-owned businesses.



DISTRICT 5	Clients Consulted	Training Attendees	Jobs Created	Jobs Retained	Businesses Started	Increased Sales	Contracts	Capital Formation
Pikes Peak SBDC	507	2,266	219	345	138	$7,174,430	$8,082,163	$10,662,427



PIKES PEAK SBDC

SPOILER DUDE

Just call United States Army veteran Paul Hasty the Spoiler Dude of Spoilerdude.com. With a strong love for cars, Paul decided to open up his business with a focus on anticipating customers' wishes and answering their questions before starting work. "Our customer service is the best, and we have the ability to give our customers more than they pay for and infinitely more than they ask for."

Paul had already been successfully installing window tints, car bras and spoilers in the Pikes Peak Region for almost 14 years; he counts his blessings and is thankful for being in business for so many years while contributing to the community. However, with higher goals in mind and a desire to expand his business, Paul reached out to the SBDC and quickly became acquainted with an SBDC Veteran's Business Consultant.

The SBDC consultant recounts, "I remember when Paul came up to me as I was having coffee in our café. Paul has always been cooperative, eager to learn, receptive to suggestions, and in turn, has implemented those suggestions. Paul set goals last year and hit 120% of his target revenues and is expanding this year to commercial and residential clients."

Spoilerdude.com intends to continue with its tremendous growth by not only adding commercial and residential aspects to the business, but also by increasing online sales.

WITH THE HELP OF THE SBDC CONSULTANT, WE HAVE BEEN ABLE TO ATTRACT OUR IDEAL CUSTOMERS, INCREASE OUR REVENUE, HIRE MORE TEAM MEMBERS AND STREAMLINE OUR OPERATION.

Paul hopes that his continued success will impact the community further by offering better job opportunities to local residents.

EL PASO COUNTY
COLORADO

Colorado SBDC
PIKES PEAK *Small Business Development Center*

DISTRICT 6

District Six houses Aurora and the South Metro region, which encompasses Centennial, Greenwood Village, Littleton, Highlands Ranch, Englewood, Lone Tree, Parker and Castle Rock.

The Aurora and South Metro areas are highly populated by a wide variety of businesses in Arapahoe, Douglas, south Jefferson and Adams Counties. From Aurora's expanding veterans, bioscience and creative industry hubs to the Denver Tech Center and renewable energy focus, the area consistently flourishes and presents business opportunities, particularly in the emerging industries of clean-tech, bioscience and the creative arts.

The Aurora-South Metro SBDC is hosted by the innovative City of Aurora. Satellite offices are located in the Innovation Pavilion and the City of Englewood. Known for their marketing prowess, these centers exhibit a tremendous amount of creative programming that supports the wide variety of entrepreneurs and businesses with a focus on growing companies already in existence.

DISTRICT 6	Clients Consulted	Training Attendees	Jobs Created	Jobs Retained	Businesses Started	Increased Sales	Contracts	Capital Formation
Aurora-South Metro SBDC	460	1,015	390	118	20	$8,751,994	$1,841,915	$8,302,659
North Metro Denver SBDC	563	628	126	88	25	$3,318,544	$1,640,950	$9,193,276

AURORA-SOUTH METRO SBDC

VINTAGE THEATRE PRODUCTIONS

Having started 15 years ago in a basement as a touring theatre group for small audiences, Vintage Theatre has grown to currently reaching over 20,000 patrons each production season. "It has been amazing to see the growth," beams founder Craig Bond. Today, Vintage is a part of the Aurora Cultural Arts District (ACAD), along with other theatre and dance companies and art galleries in the northwest Aurora community, and the Vintage Board is laser-focused on further growth.

THE AURORA-SOUTH METRO SBDC HAS ... BEEN OF ASSISTANCE TO VINTAGE THEATRE THROUGH ITS FREE AND ONE-ON-ONE CONSULTING IN THE AREAS OF FINANCE AND MARKETING.

Being a part of the City of Aurora's monthly Arts District Stakeholders meetings along the Colfax Corridor has allowed the Vintage board of directors to become strategic partners in the growth and success of the arts in the area. Vintage received a Northwest Aurora Arts Grant again this year, which gives the board more freedom to expand their reach outside of the most culturally diverse ZIP code in Colorado, 80010, where 100 languages are spoken—just one indicator of the population's mix.

Patrons coming from all areas of the greater metropolitan area quickly get the feeling that they are part of something bigger in the community than one production. As soon as they arrive at the theatre, they find convenient parking, a large welcoming lobby, an outstanding bar with drinks matching the theme of the show on stage, and then are blown away by the quality and diversity of the performances.

The subscription base has doubled in the past three years and is at its highest on record. Vintage has one full-time and eight part-time employees, with over 300 contracts with actors and technicians each year.

Deborah Persoff, president of the Vintage board of directors, sees Vintage as "the hidden gem of Northwest Aurora," and her goal is that it becomes "the crowning jewel!" From a grassroots touring company to an award-winning theatre, Vintage Theatre Productions is a gem attracting much attention in the Aurora-metro theatre community.

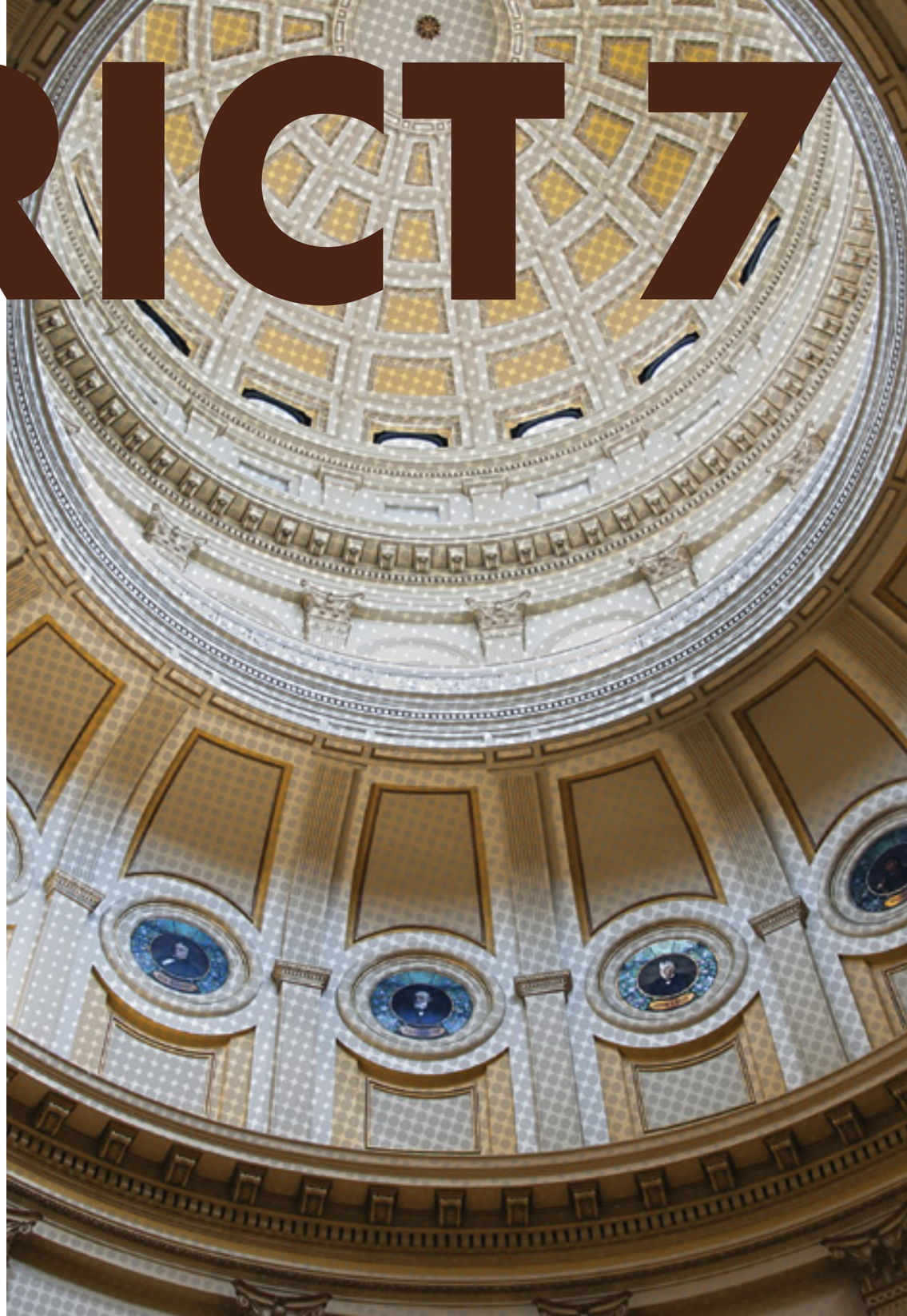
AURORA

Colorado SBDC
AURORA-SOUTH METRO Small Business Development Center

DISTRICT 7

Colorado's newest congressional district wraps around the city of Denver and covers large parts of Adams County.

Westminster's SBDC covers this successful suburban business area and offers advice and counseling to its small business community. The center also collaborates with its neighbors to address the needs of the district's diverse population, taking advantage of its proximity to the Denver Metro SBDC and the Boulder SBDC.



DISTRICT 7	Clients Consulted	Training Attendees	Jobs Created	Jobs Retained	Businesses Started	Increased Sales	Contracts	Capital Formation
North Metro Denver SBDC	563	628	126	88	25	$3,318,544	$1,640,950	$9,193,276

MASS FX MEDIA

Mass FX Media is a small business that delivers big creativity in video production. Shawna and Matt Schultz met in high school, drawn together by their interest in producing videos. After they both completed their bachelor of fine arts degrees in film production, they got full-time jobs making documentaries.

When faced with an opportunity for a documentary project, they decided to take the leap into business ownership and started Mass FX Media. However, they quickly found themselves without much in the bank and only a few projects in the pipeline.

They decided to consult the Small Business Development Center. They had their craft down, but had no idea how to run a business. The one-on-one SBDC counseling started at the beginning, with things like tracking mileage, bookkeeping and taxes. Once in, Shawna was hooked, and she started taking classes on the basics of QuickBooks, opening an office and hiring. Schultz now feels confident about conducting business within all the legal constraints.

THE EXPERIENCE OF WORKING WITH THE SBDC SAVED US. WE WERE READY TO THROW IN THE TOWEL ON OUR BUSINESS.

For the past two years, Mass FX Media has had many large clients, but most notably been a preferred vendor for Facebook, creating "how to" and conference videos. They are also a part of the team working on a documentary project about how climate change is affecting reefs around the world.

Shawna said, "The best feature of this business is the variety of projects we complete, the people we interview and the causes we get to be a part of. The biggest challenge comes down to the fact that we're in a very subjective business, and getting it 'right' for a client can be a hard thing to pin down." She loves her work as an artist and admits, "I can't imagine doing anything else, and having our business allows us to do what we love with people we love for a living. You can't beat that."

FRONT RANGE COMMUNITY COLLEGE

Colorado SBDC
NORTH METRO DENVER *Small Business Development Center*

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Colorado SBDC

Small Business Development Center Network