



The Colorado Small Business Development Center Network (SBDC)

NETWORK ANNUAL REPORT

2010

COLORADO OFFICE OF ECONOMIC DEVELOPMENT
AND INTERNATIONAL TRADE



The Colorado SBDC Network is a partnership between the Small Business Administration and the State of Colorado. The Lead Center is located in the Governor's Office of Economic Development and International Trade. The Lead Center supports 14 Centers around the state that provide free confidential one-on-one counseling and free or low-cost training programs to small businesses across the state. The Colorado SBDC Network has been servicing the Colorado small business community since 1984. In 2010, the CSBDC counseled close to 5,500 companies, helping them to start, grow and prosper. Approximately 12,000 individuals attended training programs conducted by our Centers.

Kelly Manning, State Director

Marie Ryan, Associate State Director

Alex Markovich, Network Program Assistant

Bette Brennan, Business Assistance Specialist





Letter from the State Director

The Colorado SBDC Network is a vibrant network of fourteen Centers strategically positioned throughout the state to ensure that residents of every county have access to small business assistance. We offer free, confidential counseling and free or low-cost training to both existing businesses and aspiring entrepreneurs.

Our Directors and consultants assist clients everyday with the preparation or fine-tuning of business plans, financial management, operations assistance, loan applications and marketing initiatives. SBDC training seminars cover timeless small business issues like cash flow management, as well as new and emerging trends such as the use of social networking sites to market small business.

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 2010. Please enjoy the success stories contained within—your success is Colorado's success.

Sincerely,

A handwritten signature in blue ink, appearing to read "Kelly Manning". The signature is fluid and cursive, written over a light blue rectangular background.

Kelly Manning
State Director, Colorado SBDC Network



PURPOSE

To offer business consulting and training that maximizes the economic potential of Colorado entrepreneurs.

MISSION

To help businesses start, grow and prosper in Colorado.

VISION

To be the #1 statewide business resource for entrepreneurs in Colorado.

SBDC Services

- Free confidential, one-on-one counseling
- New business feasibility analysis
- Assistance with access to capital
- Intensive management training seminars
- Business resource libraries with access to current business data, demographics, technological information, and statistics
- Small business advocacy
- Government procurement, international trade and technology assistance

The SBDCs are dedicated to helping small businesses throughout Colorado achieve their goals of growth, expansion, innovation, increased productivity, management improvement and success. The SBDC network combines the resources of federal, state, and local governments with those of the educational system and private sector to meet the specialized and complex needs of the small business community. Management, financial, and marketing experts work in partnership to provide entrepreneurs with crucial information that can mean the difference between success and failure.



How to use this Report

This report highlights the tremendous cooperation between community organizations that support small business. Academic institutions, economic development organizations, local government as well as our corporate partners all play a part in the success of the SBDC Network. The participation of these entities is crucial to the support given to the businesses in your area.

This report contains success stories of SBDC clients and financial impact numbers, organized by Center and by congressional district. The SBDC Network helps business across the state start, grow and prosper through free confidential counseling.

Through the financial support the business acumen of our clients, the Colorado SBDC was able to generate \$52.91 in capital formation for every federal grant dollar obtained by the state. In addition, \$76.95 in capital formation was obtained for every dollar our local host organizations and communities contributed.

If you have or know a business that needs assistance contact or refer your local SBDC service center to make an appointment. Contact information can be found at the end of this report. Clients can also find their local center or register online for counseling at www.coloradosbdc.org.

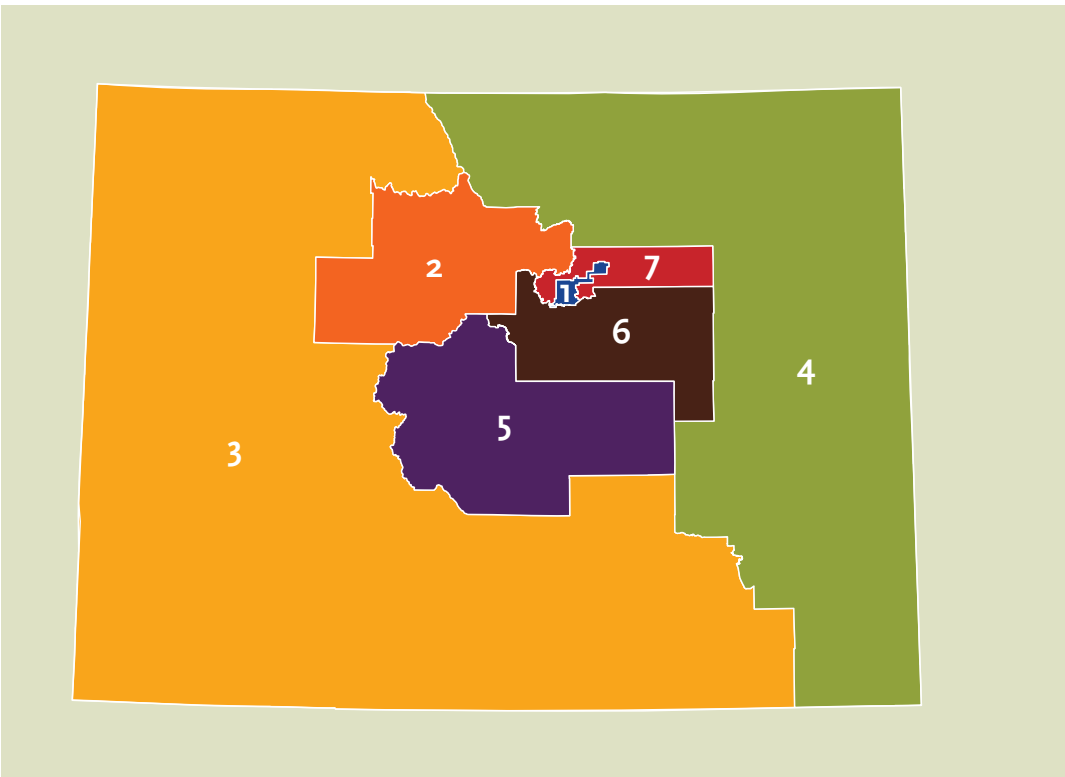
If you are a public or private community organization that is looking to partner with the SBDC Network, please contact the Lead Center Office at 303-892-3840.

The materials in this Annual Report are based upon work partially supported by the U.S. Small Business Administration under Cooperative Agreement Number 0-7620-0012-11. Any opinions, findings, and conclusions or recommendations expressed in this Annual Report are those of the editor and do not necessarily reflect the views of the U.S. Small Business Administration. The support given by the U.S. Business Administration to this activity does not constitute an expressed or implied endorsement of and opinions, products or services mentioned in this Annual Report.

2010 District Totals

District	1	2	3
Counseled Clients	1,086	720	1,622
Training Attendees	3,320	1,816	2,714
Jobs Created	364	235	289
Jobs Retained	1,610	216	260
Started Businesses	147	86	113
Increased Sales	\$30,697,172	\$342,659	\$6,669,668
Contracts	\$32,728,392	\$1,075,000	\$1,915,500
Capital Formation	\$17,895,340	\$7,463,945	\$22,098,595

Colorado District Map



4	5	6	7	TOTALS*
991	524	494	279	5,437
1,780	825	1,251	345	11,916
386	121	312	23	1,707
174	62	160	2	2,482
107	20	41	14	514
\$3,438,960	\$1,025,000	\$11,159,249	\$84,000	\$53,332,708
—	\$180,000	\$1,516,075	\$50,000	\$37,414,967
\$26,052,438	\$4,651,900	\$6,486,557	\$612,100	\$84,648,775

* Although the North Metro SBDC is found in two districts, it has only been counted once in the Network totals.

District	SBDC Center	Federal US Representatives
1	Denver	The Honorable Diana DeGette
2	Boulder	The Honorable Jared Polis
	North Metro	
	Northwest Colorado	
3	Southwest Colorado	The Honorable Scott Tipton
	Grand Junction	
	Southern Colorado	
	San Luis Valley	
4	West Central	The Honorable Cory Gardner
	Larimer County	
	Northeast–East Central Colorado	
5	La Junta	The Honorable Doug Lamborn
6	Colorado Springs	The Honorable Mike Coffman
7	South Metro Denver	The Honorable Ed Perlmutter
Colorado U.S. Senators		
The Honorable Michael Bennet & The Honorable Mark Udall		

Colorado General Assembly (2011)

Colorado Senators	District	Congress. District
The Honorable Irene Aguilar	32	1
The Honorable Bob Bacon	14	4
The Honorable Betty Boyd	21	7
The Honorable Greg Brophy	1	4,6
The Honorable Bill Cadman	10	5
The Honorable Morgan Carroll	29	6
The Honorable Joyce Foster	35	1
The Honorable Angela Giron	3	3
The Honorable Kevin Grantham	2	3,4,5
The Honorable Lucia Guzman	34	1
The Honorable Ted Harvey	30	6
The Honorable Rollie Heath	18	2
The Honorable Mary Hodge	25	7
The Honorable Evie Hudak	19	1
The Honorable Cheri Jahn	20	7
The Honorable Michael Johnston	33	7,8
The Honorable Keith King	12	5
The Honorable Steve King	7	3

Colorado Senators	District	Congress. District
The Honorable Mike Kopp	22	5,6
The Honorable Kent Lambert	9	5
The Honorable Kevin Lundberg	15	4
The Honorable Shawn Mitchell	23	4
The Honorable John Morse	11	5
The Honorable Linda Newell	26	6
The Honorable Jeanne Nicholson	16	2
The Honorable Scott Renfroe	13	4
The Honorable Ellen Roberts	6	3
The Honorable Mark Scheffel	4	2,5
The Honorable Gail Schwartz	5	3,5
The Honorable Brandon Shaffer	17	2
The Honorable Nancy Spence	27	6
The Honorable Pat Steadman	31	1
The Honorable Lois Tochtrop	24	2,7
The Honorable Jean White	8	2,3
The Honorable Suzanne Williams	28	6

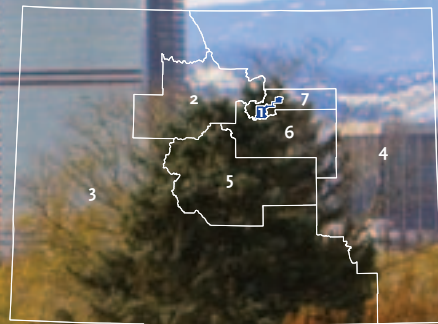
Colorado Representatives	District	Congress. District
The Honorable Cindy Acree	40	6
The Honorable David Balmer	39	6
The Honorable Mark Barker	17	5
The Honorable Randy Baumgardner	57	2,6
The Honorable Jon Becker	63	4,7
The Honorable Don Beezley	33	2
The Honorable Laura Bradford	55	6
The Honorable Paul Brown	59	3
The Honorable Edward Casso	32	2,7
The Honorable Kathleen Conti	38	1,6
The Honorable Don Coram	58	3
The Honorable Lois Court	6	1
The Honorable Brian DeGrosso	51	4
The Honorable Crisanta Duran	5	1
The Honorable Mark Ferrandino	2	1
The Honorable Rhonda Fields	42	7
The Honorable Randy Fischer	53	4
The Honorable Bob Gardner	21	5
The Honorable Deb Gardner	11	3,4
The Honorable Cheri Gerou	25	6
The Honorable Millie Hamner	56	2,5
The Honorable Chris Holbert	44	6
The Honorable Dickey Lee Hullinghorst	10	2
The Honorable Matt Jones	12	2,4
The Honorable Janak Joshi	14	5
The Honorable Daniel Kagan	3	1
The Honorable John Kefalas	52	4
The Honorable Andrew Kerr	26	7
The Honorable James Kerr	28	6
The Honorable Jeanne Labuda	1	1
The Honorable Sanford E. Lee	18	5
The Honorable Claire Levy	13	2,4
The Honorable Larry Liston	16	5

Colorado Representatives	District	Congress. District
The Honorable Marsha Looper	19	5
The Honorable Tom Massey	60	3,5
The Honorable Elizabeth McCann	8	1
The Honorable Wes McKinley	64	3,4
The Honorable Frank McNulty	43	6
The Honorable Joe Miklosi	9	1
The Honorable Carole Murray	45	5,6
The Honorable B.J. Nikkel	49	4
The Honorable Daniel Pabon	4	1
The Honorable Sal Pace	46	3
The Honorable Cherylin Peniston	35	2
The Honorable Kevin Priola	30	7
The Honorable Robert Ramirez	29	2,7
The Honorable Jim Riesberg	50	4
The Honorable Su Ryden	36	7
The Honorable Sue Schafer	24	7
The Honorable Ray Scott	54	3
The Honorable Judy Solano	31	2,7
The Honorable Jerry Sonnenberg	65	4
The Honorable John Soper	34	2
The Honorable Amy Stephens	20	5
The Honorable Ken Summers	22	6,7
The Honorable Spencer Swalm	37	6
The Honorable Keith Swerdfeger	47	3,5
The Honorable Libby Szabo	27	7
The Honorable Nancy Todd	41	1,7
The Honorable Max Tyler	23	7
The Honorable Glenn Vaad	48	2,4
The Honorable Edward Vigil	62	3
The Honorable Mark Waller	15	5
The Honorable Angela Williams	7	1
The Honorable Roger Wilson	61	2,3

District One

Dating back to the 1800s during the times of the Colorado gold rush, Denver has acted as a gateway for individuals who have come 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. This center acts as a catalyst for new programming that is often replicated across the network.

District 1	Denver	Totals
Counseled Clients	1,086	1,086
Training Attendees	3,320	3,320
Jobs Created	364	364
Jobs Retained	1,610	1,610
Started Businesses	147	147
Increased Sales	\$30,697,172	\$30,697,172
Contracts	\$32,728,392	\$32,728,392
Capital Formation	\$17,895,340	\$17,895,340





“The Denver Small Business Development Center counseled me and provided me all the tools I needed to develop a business plan. They helped me get it right the first time.”



At Rocky Mountain Popcorn Company, Business is Popping!

Karen Bradley and her husband, Tim, have managed their majority woman-owned enterprise, Rocky Mountain Popcorn, since January of 2007. Looking for an opportunity to marry Tim's expertise in consumer packaged goods, finance and operations with Karen's background in graphic design, marketing and sales, the couple put together their talent, skills and background to make a successful business.

"We work really well together and we wanted to use both sides of our collective brain," Karen said. "With our experience in brand management, we recognized that—while Rocky Mountain Popcorn was proven in the market—we could brand it as ours."

The entrepreneurial duo researched trends and found that Americans craved healthy snack options. Indeed, there's no corn syrup or anything partially hydrogenated in the company's whole grain popcorn that comes in a variety of sizes and natural flavors—from white cheddar and caramel to jalapeño, red chili, butter and 'naked.'

The Centennial-based company comprises some 16 employees, including 11 at its Boulder plant, and distributes nationally to grocery stores and convenience stores like Albertson's, King Soopers, City Market, Loaf 'N Jug, Circle K and Conoco.

"To be successful, you have to think strategically and be persistent," said Karen. "In part, that means knowing where to turn for guidance, to fill the gaps that fall outside your area of expertise."

One of the counselors at the Denver SBDC, counseled me and provided me with all the tools I needed to develop a business plan—something I'd never done before. About once a month for a year, they helped me get it right the first time."

The Bradley's unwavering focus and strategic thinking is paying off. Last year, Rocky Mountain Popcorn hit \$2.1M in sales.

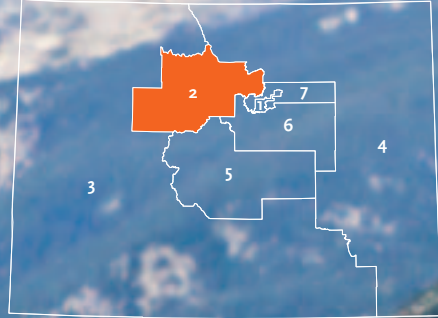
COUNSELED BY
DENVER METRO SBDC
SPONSORED BY
DENVER METRO CHAMBER OF COMMERCE

District 2	Boulder	Northwest	North Metro	Totals
Counseled Clients	327	114	279	720
Training Attendees	1,246	225	345	1,816
Jobs Created	192	20	23	235
Jobs Retained	193	21	2	216
Started Businesses	69	3	14	86
Increased Sales	\$258,659	—	\$84,000	\$342,659
Contracts	\$1,025,000	—	\$50,000	\$1,075,000
Capital Formation	\$6,816,845	\$35,000	\$612,100	\$7,463,945



District Two

The Rocky Mountains and I-70 corridor are home to vibrant businesses which thrive amidst the great natural beauty for which Colorado is famous. Located at the base of the Rocky Mountains, the Boulder SBDC provides a variety of services to its constituents including entrepreneurial classes and one-on-one consulting. The newly re-opened Northwest Center provides counseling and training to the mountain towns of the I-70 corridor. Most importantly, both 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 the mountain communities to grow and flourish.





Cévan International

Cévan International is a small nutritional supplement manufacturing firm in Longmont, CO. The name Cévan is Sanskrit and means “to help willingly.” The name aptly describes the philosophy of the business, and how Jim Goudelock, owner, describes his experience working with the Boulder SBDC.

Founded in 1992, the company manufactures nutritional products including vitamins, minerals, botanical extracts and specialty nutraceutical formulations. Its highly successful market niche is smaller, under-served countries that most supplement sellers overlook. These include Ecuador, Kazakhstan, Moldova, Kuwait, and Russia. Outside of the United States, doctors regularly prescribe nutritional supplements as medical treatments, just as U.S. doctors prescribe pharmaceuticals. Cévan is accomplished at clearing the many hurdles related to registration of the projects as medicaments with local health authorities.

Jim Goudelock was the manager of the international division of a large publicly traded company in 1999 when he had an opportunity to buy his division from its parent company. His strengths were his knowledge of target markets, his relationship with existing customers, and his thorough knowledge of the products and their ingredients.

As all other new business owners know, you need help learning how to develop and manage your own firm. Jim turned to the Boulder SBDC for help in 2006, and has benefitted enormously. Jim calls the SBDC “a treasure” and says that, “it really feels good to know you have the SBDC resources and people to turn to whenever a need arises.” Jim credits the Director of the Boulder SBDC with part of his success. “The Boulder Director’s depth of experience, forward thinking and insight resulted in a huge leap for my business,” he said.

The partnership between Cévan and the Boulder SBDC is a notable example of how government and private business can succeed when they both aspire *to help willingly*.

COUNSELED BY
BOULDER SBDC
SPONSORED BY
BOULDER CHAMBER OF COMMERCE



“The Boulder Director’s depth of experience, forward thinking and insight resulted in a huge leap for my business.”



photos: Marianne M. Ballantine



“The SBDC has helped us grow so we can better serve our clients.”



Imagine That Creative

When Imagine That Creative, Inc. opened its doors for business in August of 2008, they were faced with a variety of economic obstacles that stood in their way of having a successful business. With the help of the NorthWest SBDC they were able to sustain and grow their business in a time of uncertainty.

Imagine That Creative is a business-to-business company offering Web and marketing services to small businesses in the mountain resort areas of central Colorado. It started as a Web company, limited to building websites for small businesses in Summit County.

“One of our clients suggested we contact the Center Director at the Northwest SBDC, and get some help thinking through the growth of our business,” said Marketing Director, Jeff McElhattan. “We moved from simply building websites to providing comprehensive business growth strategies that leveraged Internet and traditional marketing strategies. We still build websites, but we build websites that are integrated into a business’s overall operations.”

Tom Fellner, CEO and Creative Director states, “The SBDC has become a very important part of our business. It provides more than just a one-time counseling session; we use the SBDC to help us process major decisions. The wisdom and experience the SBDC brings to the table has helped us avoid doing some negative things as well as understanding the positive things we need to do. We don’t make major decisions without consulting the SBDC first.”

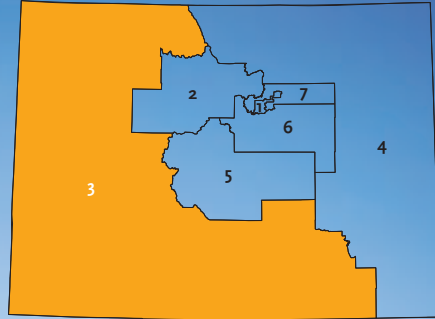
In spite of all the external factors working against a new business startup, Imagine That Creative is doing well. It currently employs two part-time employees and will be adding a fulltime employee in 2011. “We are in the business-growth phase; the SBDC has helped us grow so we can better serve our clients.”

COUNSELED BY
NORTHWEST COLORADO SBDC
SPONSORED BY
COLORADO MOUNTAIN COLLEGE,
SUMMIT CAMPUS



District Three

The peaks and valleys of District Three cover the largest geographical territory in Colorado. Like this diverse territory, our five centers in this district cover a host of specialties that represent the diverse population of business in these areas. Experts reflect the needs of our clientele in oil and gas, manufacturing, tourism, 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	Southwest Colorado	Grand Junction	Southern Colorado	San Luis Valley	West Central	Totals
Counseled Clients	431	623	69	219	280	1,622
Training Attendees	1,017	520	510	452	215	2,714
Jobs Created	71	98	14	54	52	289
Jobs Retained	75	52	22	44	67	260
Started Businesses	28	37	7	26	15	113
Increased Sales	\$67,200	\$5,325,718	\$550,000	\$297,200	\$429,550	\$6,669,668
Contracts	\$116,000	\$1,000,000	\$99,500	—	\$700,000	\$1,915,500
Capital Formation	\$12,841,700	\$3,173,500	\$496,000	\$1,583,995	\$4,003,400	\$22,098,595





“Gabelson credits the assistance she has received through the Leading Edge program and SBDC with ‘learning every aspect of running a business.’”



Ava Sweet Cakes

Who would have thought a rhino could taste so delicious? And it seems like it would take a lot of nerve to bite into scary “Jack Skellington,” but customers of Ava Sweet Cakes are happy to take the yummy risk.

Mande Gabelson, SBDC client and Leading Edge graduate, opened her business in February of 2010 at the Business Incubator Center in Grand Junction, Colorado, and even though her only storefront is on Facebook, she is swamped with orders and routinely has to post “Sold Out!” in her storefront window.

Some of Mande’s marketing has been quite serendipitous. She created a turntable cake for a friend, sent pictures to Panasonic, and shortly thereafter, was notified by Panasonic CEO, Joe Taylor, that the picture was published companywide in the U.S. and Japan. Needless to say, Ava Sweetcakes now has quite a following in Japan, not to mention Italy and Spain.

Perhaps the most popular product of the company is the monthly cupcake sampler. Flavors are geared to seasons and holidays, making it possible for customers to enjoy such flavors as rum raisin, spicy hot chocolate, pumpkin pie, pecan pie and orange cranberry in the month of November, for instance.



Gabelson credits the assistance she has received through the Leading Edge program and the SBDC with “learning every aspect of running a business.” Check out Ava Sweet Cakes’ beautiful storefront display at www.facebook.com/avasweetcakes.

COUNSELED BY
GRAND JUNCTION SBDC
SPONSORED BY
WESTERN COLORADO BUSINESS
DEVELOPMENT CORPORATION

Out with the Old and In with the New

Tumbleweeds Gift Gallery recently opened its doors after replacing a long time antique gallery and is proud to feature unique southwestern gifts and home décor. When walking through the gallery doors, you can't miss the beautiful bronze elk that is inviting you to stop in and browse for one-of-a-kind gifts that include rugs, hats, pottery, candles, mesquite lamps, homemade soaps and much more.

Scott and Jennifer Abbes, originally from Tennessee, decided to move to Colorado and set up their own shop after traveling to Colorado for the past 12 years as tourists. Although, Scott owns an online business and has experience starting a company, the couple turned to the San Luis Valley SBDC for help entering a new market in an unfamiliar community.



With the help of the San Luis Valley SBDC, Scott and Jennifer have felt welcomed into their community and see the huge potential in their location. Fort Garland is the first town travelers come to when entering the San Luis Valley from the East. Jennifer mentioned that shoppers have purchased their jewelry, blankets and wall art, commenting that the quality is like Taos or Santa Fe but the prices are much better. They realized that other stores in the area were not selling these unique home décor items and decided to take a chance selling it. Passing by, it is hard to not stop in the Tumbleweeds Gift Gallery as it possesses charm inside and out and is a must stop on your next visit to Fort Garland.

COUNSELED BY
SAN LUIS VALLEY SBDC
SPONSORED BY
ALAMOSA COUNTY ECONOMIC
DEVELOPMENT

“We contacted the SLV SBDC for guidance. They helped us with finance questions and walked us through the available options. The session with the SBDC was very helpful and we had many questions answered.”





“The SBDC was instrumental in developing a business plan; specifically the Colorado Leading Edge training that provided me the confidence to start my business and inspired my ability to persevere.”



Persevere In Business

“PERSEVERE” is how Rob Leverington summed up his words of advice recently to a room full of current and soon to be entrepreneurs. Rob Leverington with Leverington & Associates, Inc. serves as a guest alumni speaker for the SBDC Leading Edge Program and shares his experiences and resources with participants as a mentor and fellow entrepreneur. Having been in their shoes in 2005 as a Southern Colorado SBDC Leading Edge Program participant himself, Rob knows firsthand the ups and downs of self sufficiency through entrepreneurship.

The idea to start his own engineering business only came after realizing that it was either become unemployed with his existing employer or create his own business for job security. On top of the years of experience he had in the profession, a previous business failure and past military service, Rob made it a priority to pre-plan his new venture into entrepreneurship. “Hard work and perseverance are two equalizers in the marketplace. In the face of them, all challenges will dissolve,” shares Rob. “The SBDC was instrumental in developing a business plan; specifically the Colorado Leading Edge training that provided me the confidence to start my business and inspired my ability to persevere.”

Rob’s business has become one of the key professional consulting firms providing civil and geomatic engineering services and has grown from a start-up home-based office in 2005 to a viable existing business currently located in downtown Pueblo. Leverington & Associates, Inc. continues to gain the reputation and repeat business as a leader in the industry. “We intend to be the dominant engineering firm in Southern Colorado.”

COUNSELED BY
SOUTHERN COLORADO SBDC
SPONSORED BY
PUEBLO COMMUNITY COLLEGE



Fast Signs on the Fast Track to Big Contracts

When Durango-based Fast Signs owner Laurie Sigillito asked SBDC director if he could spare an hour to offer feedback on an upcoming sales presentation, the director had a better idea: Why not have an entire panel of advisors from the Business Advisors Network listen to her pitch?

The Business Advisors Network (BAN) is comprised of 25 business counselors with wide and varied areas of expertise. “I cannot tell you how useful this was,” says Sigillito. “Number one, it was great exposure, and number two, it gave me a chance to really practice in front of a group of people. They were truly helpful: they went through all of my numbers and offered ideas for how I should restructure it. It’s really awesome that we have that resource here, and it’s free.”

After implementing feedback from the BAN panel, she then went into a meeting with the Durango–La Plata Airport Commission with a polished presentation. A month later, the Commission awarded the contract to Fast Signs. Recently, Telluride Airport approached Fast Signs about installing a digital signage network and a possible contract with the St. George, Utah airport is pending.

The BAN presentation was not the first time Sigillito used the resources at the Southwest SBDC. It started with a “Marketing for Smarties” class where she networked with local marketing circles. Then she found out about the NxLevel Entrepreneurial Training classes through the SBDC monthly newsletter.

Through the NxLevel Training, Sigillito learned about the financing resources available through Region 9 Economic Development District of Southwest Colorado, which helped secure the initial funding for Fast Signs when she could not obtain financing through local banks. Sigillito used the NxLevel class to develop her business plan for Fast Signs. “Everything I was learning in class I could immediately apply to my business plan. Having the teachers there to bounce ideas off of was really beneficial.” The business plan was very thorough and Sigillito went on to win “Best Business Plan” among the state’s 14 SBDC’s and was honored at a ceremony in Denver.

COUNSELED BY
SOUTHWEST COLORADO SBDC
SPONSORED BY
FORT LEWIS COLLEGE



“Everything I was learning in class I could immediately apply to my business plan. Having the teachers there to bounce ideas off of was really beneficial.”



“When you have your own business it is so important to have more than just your own perspective. The SBDC helped me see more clearly and my business is better for it.”



For Oscar Marks, A Business Runs Through It ...

With a gleaming smile and some help from the West Central Colorado SBDC, Oscar Marks has created a successful business in Gunnison that's all about fishing. The Gunnison River Fly Shop, located at 300 North Main and on the web at www.gunnisonriverflyshop.com, opened in February, 2010. "We are doing very well, and in the midst of this economy I am very pleased!" shared Oscar. The shop is outfitted with every type of fishing gear imaginable and offers guided float and wading trips. Oscar will also plan a custom fishing itinerary for those seeking an all-inclusive adventure. "We do whatever the customer needs in order to give them the experience they are looking for."

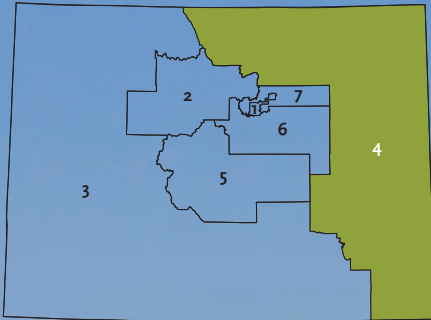
Coming from a retail background, Oscar combined his business experience and positive outlook to create his own company. He knew starting a business would be a big step and would require a lot of planning and technical knowledge. Oscar used the free counseling services from the Small Business Development Center (SBDC), based at Western State College, to help him succeed in these areas. The West Central SBDC helps small businesses open, grow, and thrive using a variety of professional counselors specializing in accounting, marketing, law, finance, management, and sales.

"I worked with my counselor to get help with my marketing plan which meant a lot." Oscar has a strong sales and marketing background but still found the SBDC to be very helpful in launching his business and helping it continue to grow. "When you have your own business it is so important to have more than just your own perspective. The SBDC helped me see more clearly and my business is better because of it."

COUNSELED BY
WEST CENTRAL SBDC
SPONSORED BY
WESTERN STATE COLLEGE



District Four



Home to the Rocky Mountain National Park, District Four offers a very diverse range of economic activities and opportunities. From universities to agriculture, this district offers a highly educated workforce and a thriving economy full of potential. District Four maintains several SBDC programs hosted by academic institutions. Based mainly in agricultural areas, these centers concentrate on working with local community organizations to foster growth in Colorado's rural communities.

District 4	Larimer County	Northeast–East Central	La Junta	Totals
Counseled Clients	441	390	160	991
Training Attendees	1,161	476	143	1,780
Jobs Created	203	111	72	386
Jobs Retained	69	86	19	174
Started Businesses	59	24	24	107
Increased Sales	\$3,275,641	\$140,819	\$22,500	\$3,438,960
Contracts	—	—	—	—
Capital Formation	\$3,988,740	\$15,152,000	\$6,911,698	\$26,052,438



Gonzo's Garage Revs its Engine as it Opens for Business in McClave, CO

The small town of McClave, CO with approximately 400 residents is excited to announce the opening of Gonzo's Garage. With the help of the La Junta SBDC, Ray and Penny Gonzales have opened a full-service gas station offering diesel and unleaded fuel along with an auto parts and hardware store. The business will conduct vehicle service and routine maintenance as well as sell tires and related products. Ray is ASE Certified and highly qualified to offer maintenance and inspection services for vehicles.



The SBDC in La Junta, Colorado, helped Ray and Penny receive business funding from SECED (Southeast Colorado Enterprise Development). This allowed Gonzo's Garage to take over the 60 year old Kasza Brother's business. With the free counseling and training classes offered by the SBDC, Gonzo's plans to expand its business and become a NAPA Car Care Center with two additional part-time employees. The SBDC at Otero Junior College works with future and existing small businesses in Baca, Bent, Crowley, Kiowa, Otero, and Prowers Counties.

COUNSELED BY
LA JUNTA SBDC
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OTERO JUNIOR COLLEGE



“The Small Business Development Center at Otero Junior College helped me formulate a business plan that helped me get the necessary funding to start the business.”



“The Business Planning for Success class and one-on-one counseling made it possible to secure a loan and purchase the business.”



Equine Veterinary Services of Northern Colorado

Stephanie Brault's passion is working with horses. Providing them with the highest quality veterinary care has been her profession since 1988. After more than 10 years of working in academic veterinary medicine at the University of California, Davis and most recently at Colorado State University purchased a private veterinary business in July of this year.

Creating and maintaining relationships with her clients has been Stephanie's biggest success in her business thus far. "I am excited to have my own business and make lasting relationships with clients." Stephanie looks forward to the long-term client involvement that comes with a private equine veterinary practice. Being mobile allows her to see the animals in their natural setting. The horses are more relaxed because they have not been transported.

While Stephanie is an expert in the field of veterinary medicine, she had no business experience prior to purchasing Equine Veterinary Services of Northern Colorado, PC. "I attended the SBDC's classes on business planning and cash flow. Larimer County SBDC Director assisted me with cash flow projections during counseling sessions," Stephanie commented about the SBDC. The Business Planning for Success class and one-on-one counseling made it possible for Stephanie to secure her loan and purchase the business.

When Stephanie was asked what her advice would be for anyone looking to start or purchase a small business she suggested to learn as much as you can about the business as a whole and get opinions from numerous people as well as surrounding yourself with good advisors. In the future, Stephanie looks forward to taking more classes at the Larimer County SBDC to assist her in the day-to-day management of Equine Veterinary Services of Northern Colorado, PC.

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LARIMER COUNTY SBDC
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Sodbuster Inn Bed & Breakfast

Back in August, Derek and Stephanie Boulton purchased the Sodbuster Inn Bed & Breakfast. They decided to purchase the Sodbuster in order to personally invest and jointly manage an entrepreneurial enterprise. The Boulton family has had the privilege to live and work all around the world and now they are able to bring those experiences to Greeley, Colorado.

While working with the Northeast East Central Colorado (NEECCO) SBDC Derek and Stephanie were able to identify a niche market. The Sod Buster Inn is the only premium Bed & Breakfast establishment in the downtown area of Greeley. It has unique and stunning architecture to impress Greeley visitors and focuses on providing a high quality lodging experience while also providing you value for your money. Their customer focus is on the University of Northern Colorado's medical, legal, and other high profile visitors.

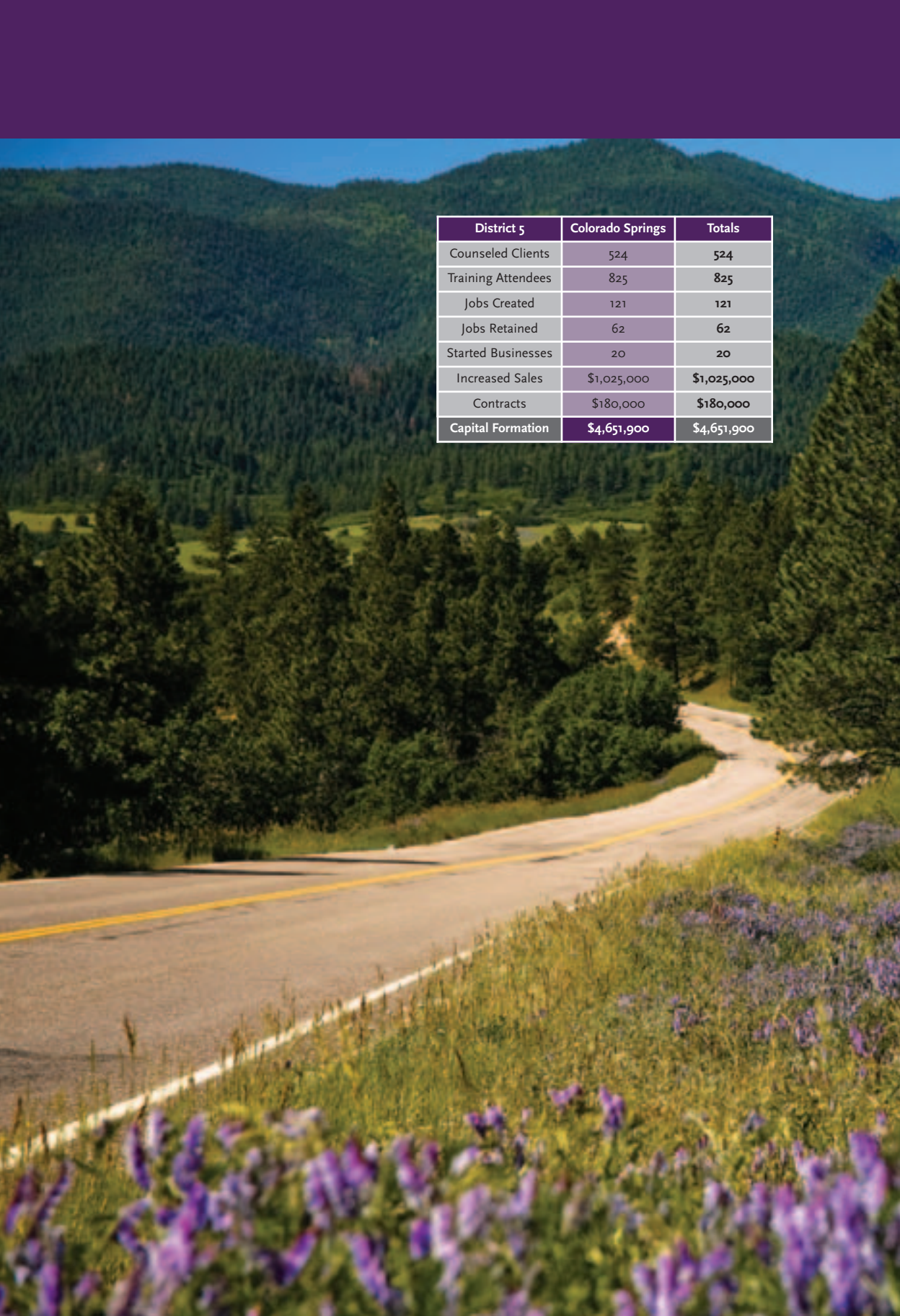
Derek and Stephanie worked with the NEECCO SBDC to make their dream a reality. They stated that "The NEECCO SBDC has been valuable and key to supporting our acquisition valuation, business planning, and introduction to specialist external agencies including legal, banking, accounting, insurance, transportation, etc. As newcomers to private enterprise in both the USA and Colorado the NEECCO SBDC has made our acquisition process both focused and effective." The SBDC assisted the Boulton's in the process of writing a business plan, specializing marketing of The Sodbuster Inn, obtaining necessary funding and networking in the community to get them up and running as quickly as possible. The transformation of a country bed & breakfast to a modern chic bed & breakfast has been a great journey for all of Greeley to enjoy.

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COLORADO SBDC
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“The SBDC helped us obtain the necessary funding to get up and running as quickly as possible.”

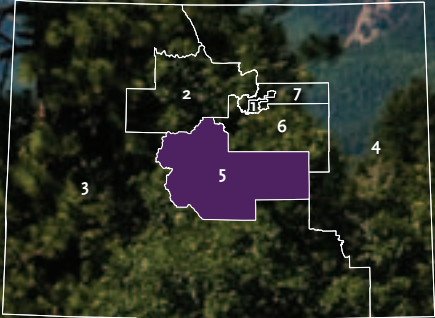




District 5	Colorado Springs	Totals
Counseled Clients	524	524
Training Attendees	825	825
Jobs Created	121	121
Jobs Retained	62	62
Started Businesses	20	20
Increased Sales	\$1,025,000	\$1,025,000
Contracts	\$180,000	\$180,000
Capital Formation	\$4,651,900	\$4,651,900

District Five

Colorado Springs is the state's second most populated city. With successful high tech and tourism industries, Colorado Springs offers exciting business opportunities. The SBDC is hosted by the University of Colorado at Colorado Springs 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.



“We would not have been able to complete the first responder testing exercises at the University of Colorado, Colorado Springs without the SBDC.”





Success Story: Tactical Imaging, LLC

Following the Virginia Tech shooting in April of 2007, Brian Kolb and his father, Garry Kolb, decided to do something about the length of time it took emergency personnel to gain access to site and floor plans at the University. Brian, Garry, and former colleague, Lenny Piazza, embarked on an adventure of research, innovation and creativity to invent a system that would deliver critical information to first responders before arriving at a scene.

After months of investing precious time and personal funds, the Tactical Imaging Navigator System was created. The system pinpoints physical landmarks/zones, possible hazardous material storage, and AED emergency kits within a building using marker tags. A high quality computer assisted drawing (CAD) then plots the marker tags on a floor plan, and the drawings would be accessible to emergency personnel who are in command of a crisis situation.

In 2009, Garry and Lenny contacted the Colorado Springs SBDC for assistance and business plan review. During the one-on-one consulting sessions, the SBDC was able to connect Garry and Lenny to the University of Colorado at Colorado Springs (UCCS) safety and facilities departments. They were able to coordinate and execute testing exercises with the University and local first responders at very little cost. The results from the testing were outstanding, and the Tactical Imaging team received extremely positive feedback from all agencies involved.

“We would not have been able to complete the exercises at UCCS without the SBDC” said Garry.

The next step for Tactical Imaging is to secure funding for the final stages of software to be built. Garry and Lenny are continuing to work with the SBDC for assistance in obtaining funding from angel investors and commercial lenders. Once the software is completed, Garry and his team plan to put their dreams into action by targeting colleges and universities to implement the system.

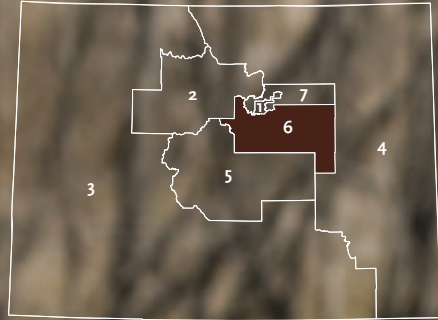
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AT COLORADO SPRINGS**

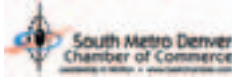
District 6	South Metro Denver	Totals
Counseled Clients	494	494
Training Attendees	1,251	1,251
Jobs Created	312	312
Jobs Retained	160	160
Started Businesses	41	41
Increased Sales	\$11,159,249	\$11,159,249
Contracts	\$1,516,075	\$1,516,075
Capital Formation	\$6,486,557	\$6,486,557



District Six

The South Metro area is highly populated by a wide variety of businesses located in Littleton, Highlands Ranch, Parker and Castle Rock. From Littleton's Tech Center to Castle Rock's Mall the area is consistently flourishing and presenting business opportunities, particularly in the emerging industries of clean-tech, information technology and aerospace. The South Metro Denver SBDC is hosted by the innovative South Metro Chamber of Commerce. Known for their marketing prowess, the South Metro Center exhibits a tremendous amount of marketing programs that support the wide variety of businesses with a focus on growing the new energy economy.





BioVantage Resources: Using Bugs to Clean up Wastewater and the Environment

These bugs are cleaning up. Algae are not new, but what they are doing to clean up wastewater and the environment is. In October, BioVantage Resources was named the Sustainability Award winner in the 2010 Rocky Mountain Cleantech Open. Headed by Sue Kunz, the Golden Company specializes in algae production to treat wastewater—municipal, industrial and agricultural—each with its own unique cocktail of algae. The mission of the Cleantech Open is to find, fund, and foster the big ideas that address today’s most urgent energy, environmental, and economic challenges.

Sue Kunz learned of the Cleantech Open from a fellow speaker at a conference. “This was a great experience,” she said. “It’s been a powerhouse of mentors and free help through the SBDC, volunteers, and resource partners.”

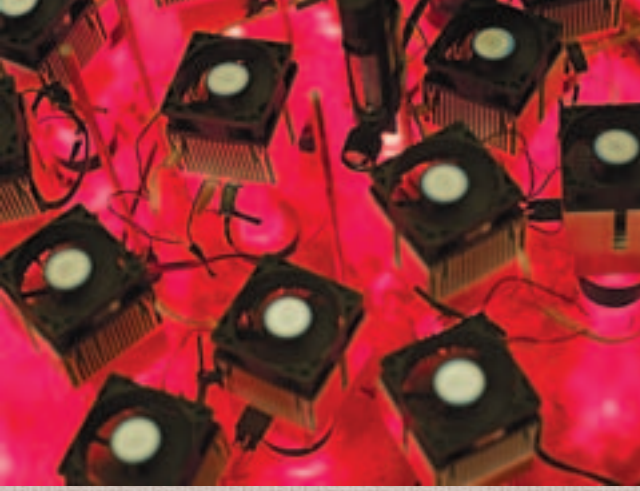
The South Metro Denver SBDC partners with the Cleantech Open to provide four half-day workshops, one-on-one consulting, and feedback on executive summaries, business plans and presentations to venture capitalists and angel investors. The SBDC director and team of nine consultants provided more than 850 hours of consulting with the

Rocky Mountain Cleantech Open semi-finalists. “During the course of the program, BioVantage revenues increased by \$600,000 dollars,” said Marcia McGilley, South Metro Denver SBDC Director.

In 2010, the company was named “Most Likely to Succeed in the Cleantech Category” by The Silicon Valley Association of Startup Entrepreneurs’ Launch: Silicon Valley 2010 competition. Nearly 400 companies applied for six awards. “For a Colorado Company to win that award is a really big honor,” Kunz said.

BioVantage recently demonstrated its product in Greeley and has raised money to continue its growth. Kunz said she expects to see revenue begin to pour in this year and for BioVantage to reach profitability status by 2012.

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SOUTH METRO DENVER SBDC
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SOUTH METRO CHAMBER OF COMMERCE



“This was a great experience ... It’s been a powerhouse of mentors and free help through the SBDC.”

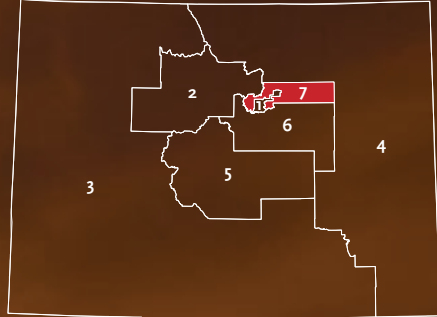




District Seven

Colorado's newest congressional district wraps around the city of Denver and covers large parts of Adams County. The district also includes Aurora which is Colorado's third most populated city. 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 SBDC and the South Metro Denver SBDC.

District 7	North Metro	Totals
Counseled Clients	279	279
Training Attendees	345	345
Jobs Created	23	23
Jobs Retained	2	2
Started Businesses	14	14
Increased Sales	\$84,000	\$84,000
Contracts	\$50,000	\$50,000
Capital Formation	\$612,100	\$612,100



A man in a white polo shirt and grey trousers is captured in the middle of a golf swing on a green mat. He is holding a golf club with both hands. In the background, there is a yellow sand trap on the mat. To the right, a green tray filled with white golf balls is visible, with one ball on the mat in front of it. The scene is set against a plain, light-colored wall.

“Through the SBDC assistance, I was able to justify my market to investors and raise the needed start up funds.”



Hitting a Grass Ceiling

For 25 years, Scott has been involved with golf on a personal and professional level. For the past 11 years, he has worked as a golf professional but wanted to offer golf enthusiasts more than what they were currently being offered.

Scott and Tina's solution was to develop an indoor driving range that would be open to patrons year round. Their business caters to both the competitive and regular golfer while also offering a tailored golf fitness component and video analysis of swing mechanics. After finding the North Metro SBDC, Scott started to work with their Director on how to develop a vision and make their concept a reality.

Over the next few months, Scott developed his business plan and utilized the North Metro SBDC's market research services to define and determine his market. Using the SBDC's geographic information system (GIS) data, Scott and Tina were able to obtain ring studies that showed the demographic and the average household expenditures of potential customers. "The services that the North Metro SBDC provided really made me aware of the area I planned to move into and helped with implementation of my business plan and site selection."

With the help of North Metro SBDC, Driving Force Golf (<http://www.drivingforcegolf.com>) has successfully opened as a 3,500 square foot facility in Broomfield where they offer customized golf instruction, golf fitness consultations, club fitting, hitting bays and offer an online golf academy as well as a Junior Golf Program for kids.

During a recent follow up, Scott said, "I was given access to a lot of tools, information and knowledge, which was huge for us." This access allowed him to justify his market to investors and raise the needed start up funds. Scott and Tina are currently working on executing their marketing plan and continue to utilize the assistance from the North Metro SBDC as they look to incorporate social media into their business.

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Colorado SBDC Counseling, Training Centers & Host Organizations



Boulder Small Business Development Center
Boulder Chamber of Commerce
(303) 422-1475



Colorado Springs Small Business Development Center
University of Colorado at Colorado Springs
(719) 255-3844



Denver Metro Small Business Development Center
Denver Metro Chamber of Commerce
(303) 620-8076



Grand Junction Small Business Development Center
Western Colorado Business Development Corporation
(970) 243-5242



La Junta Small Business Development Center
Otero Junior College
(719) 384-6959



Larimer County Small Business Development Center
Front Range Community College
(970) 498-9295



North Metro Small Business Development Center
Front Range Community College
(303) 460-1032



Northeast–East Central Colorado Small Business
Development Center
**Monfort College of Business at the University of
Northern Colorado**
(970) 352-3661



Northwest Colorado Small Business Development Center
Colorado Mountain College, Summit Campus
(970) 468-5989 x2802



San Luis Valley Small Business Development Center
Alamosa County Economic Development
(719) 589-3682



South Metro Small Business Development Center
South Metro Chamber of Commerce
(303) 795-0142



Southern Colorado Small Business Development Center
Pueblo Community College
(719) 549-3224



Southwest Colorado Small Business Development Center
Fort Lewis College
(970) 247-7009



West Central Small Business Development Center
Western State College
(970) 943-3157

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