

COLORADO OFFICE OF ECONOMIC  
DEVELOPMENT AND INTERNATIONAL TRADE

**THE COLORADO SMALL  
BUSINESS DEVELOPMENT  
CENTER NETWORK (SBDC)**

ANNUAL REPORT

2017





## Letter from the OEDIT Executive Director

On behalf of the State of Colorado and the Colorado Office of Economic Development and International Trade, I would like to introduce you to our Colorado Small Business Development Center Network (SBDC).

Colorado is home to over 570,000 entrepreneurs and small businesses. From ski manufacturers to craft brewery start-ups, small businesses are at the heart of the Colorado economy. The network of SBDCs ensures that every Coloradan who owns a business—or who is considering going into business—has access to free consulting and free or low-cost training in order to succeed.

Our SBDCs can help with writing a business plan, creating financials, cash flow management and marketing assistance. The SBDC network is part of the Colorado Office of Economic Development and International Trade, an agency that has made the retention and creation of jobs throughout the state its first and only priority.

As a part of our Colorado Blueprint strategic plan, we are committed to building a business-friendly environment, increasing access to capital and growing our Colorado companies. I congratulate the Small Business Development Centers for their services to Colorado's small businesses to help us achieve this mission.

Sincerely,

A handwritten signature in blue ink that reads "Kenneth W. Lund". The signature is written in a cursive style.

Ken Lund

Executive Director, Colorado Office of Economic Development and International Trade



## 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 consulting 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 2011. 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 consulting
- New business feasibility analysis
- Assistance with access to capital
- Intensive management training seminars for existing businesses
- Business resource libraries with access to current business data, demographics, economic gardening, ring studies, and statistics
- Small business advocacy
- Government Procurement, international trade and social media 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 organizations 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 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 consulting.

Through the financial support the business acumen of our clients, the Colorado SBDC was able to assist in the generation of \$67.94 in capital formation for every federal grant dollar obtained by the state. In addition, \$80.00 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 consulting at [www.coloradosbdc.org](http://www.coloradosbdc.org).

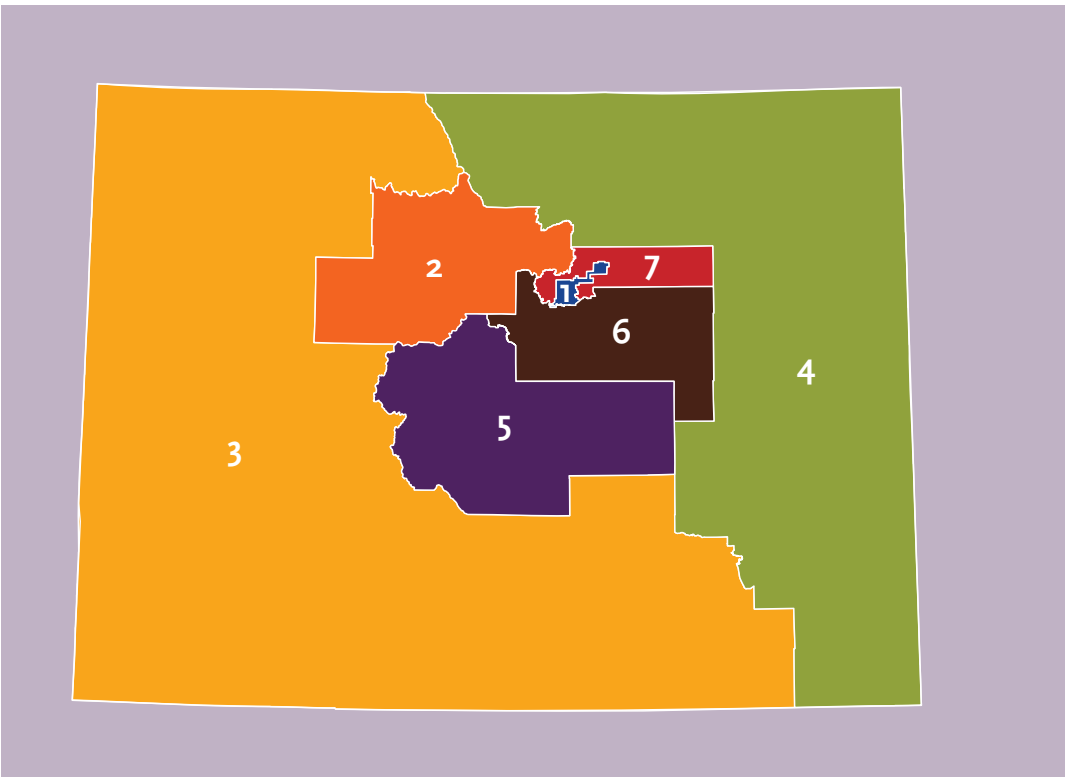
**If you are a public or private community organization** that is looking to partner with the SBDC Network, please contact the Lead Center Office at 303-892-3840.

*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.*

# 2011 District Totals

District	1	2	3
Counseled Clients	1,199	768	1,664
Training Attendees	3,461	2,076	3,162
Jobs Created	446	195	487
Jobs Retained	2,572	261	411
Started Businesses	52	75	119
Increased Sales	\$23,020,734	\$4,849,621	\$3,872,270
Contracts	\$34,647,207	\$462,000	\$3,435,618
Capital Formation	\$16,117,147	\$7,175,800	\$46,752,437

# Colorado District Map



4	5	6	7	TOTALS*
931	517	464	293	5,543
1,342	800	1,072	632	11,914
416	39	184	20	1,767
195	119	139	24	3,697
86	10	44	4	386
\$4,677,033	\$1,366,582	\$9,484,900	\$69,000	\$47,271,140
\$35,000	\$453,683	\$43,736,600	\$27,000	\$82,770,108
\$14,734,285	\$3,107,500	\$17,691,523	\$139,000	\$105,578,692

\* 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
<b>Colorado U.S. Senators</b>		
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 John Becker	63	4,7
The Honorable Don Beezley	33	2
The Honorable Laura Bradford	55	6
The Honorable J. 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 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 Andy Kerr	26	7
The Honorable Jim Kerr	28	6
The Honorable Jeanne Labuda	1	1
The Honorable Sanford Lee	18	5
The Honorable Claire Levy	13	2,4
The Honorable Larry Liston	16	5

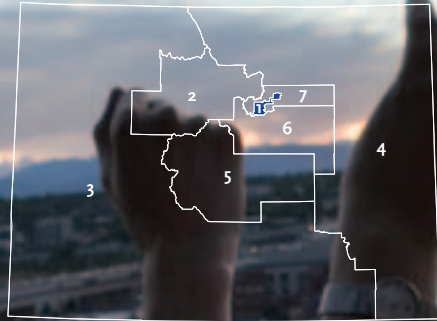
Colorado Representatives	District	Congress. District
The Honorable Marsha Looper	19	5
The Honorable Tom Massey	60	3,5
The Honorable Elizabeth McCann	8	1
The Honorable Wes McKinley	64	3,4
The Honorable Frank McNulty	43	6
The Honorable Joel Miklosi	9	1
The Honorable Carole Murray	45	5,6
The Honorable B.J. Nikkel	49	4
The Honorable Dan 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 James 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	1,199	1,199
Training Attendees	3,461	3,461
Jobs Created	446	446
Jobs Retained	2,572	2,572
Started Businesses	52	52
Increased Sales	\$23,020,734	\$23,020,734
Contracts	\$34,647,207	\$34,647,207
Capital Formation	\$16,117,147	\$16,117,147





**“Building the business wasn’t always easy, there were some blind corners. When we met with the Denver Metro Small Business Development Center, the pieces started to fall in place.”**



## Table Mountain Creative Concrete

After a career in the trucking business, Stan Squires wasn't ready to retire. "He wanted to leave something beautiful behind," said Sheila Squires, Stan's wife and co-owner of Table Mountain Creative Concrete. "He's always been artistic, and he's a wonderful woodworker and welder."

"He came across decorative concrete which, in 2004, was still relatively new in Colorado" said Sheila. "We felt like we were coming in on the ground floor, and we were excited about trying to build a business together."

Today—in addition to Stan as president and CEO, and Sheila as marketing director—Table Mountain Creative Concrete employs six additional individuals. Over the past six years, the gross revenues of this contractor business have progressively grown; and while they once worked out of their home in Golden, they now boast an office and showroom in Wheat Ridge serving both residential and commercial clients.

"Building the business wasn't always easy, there were some blind corners," Sheila admitted. "When we met with the Denver Metro Small Business Development Center, the pieces started to fall in place."

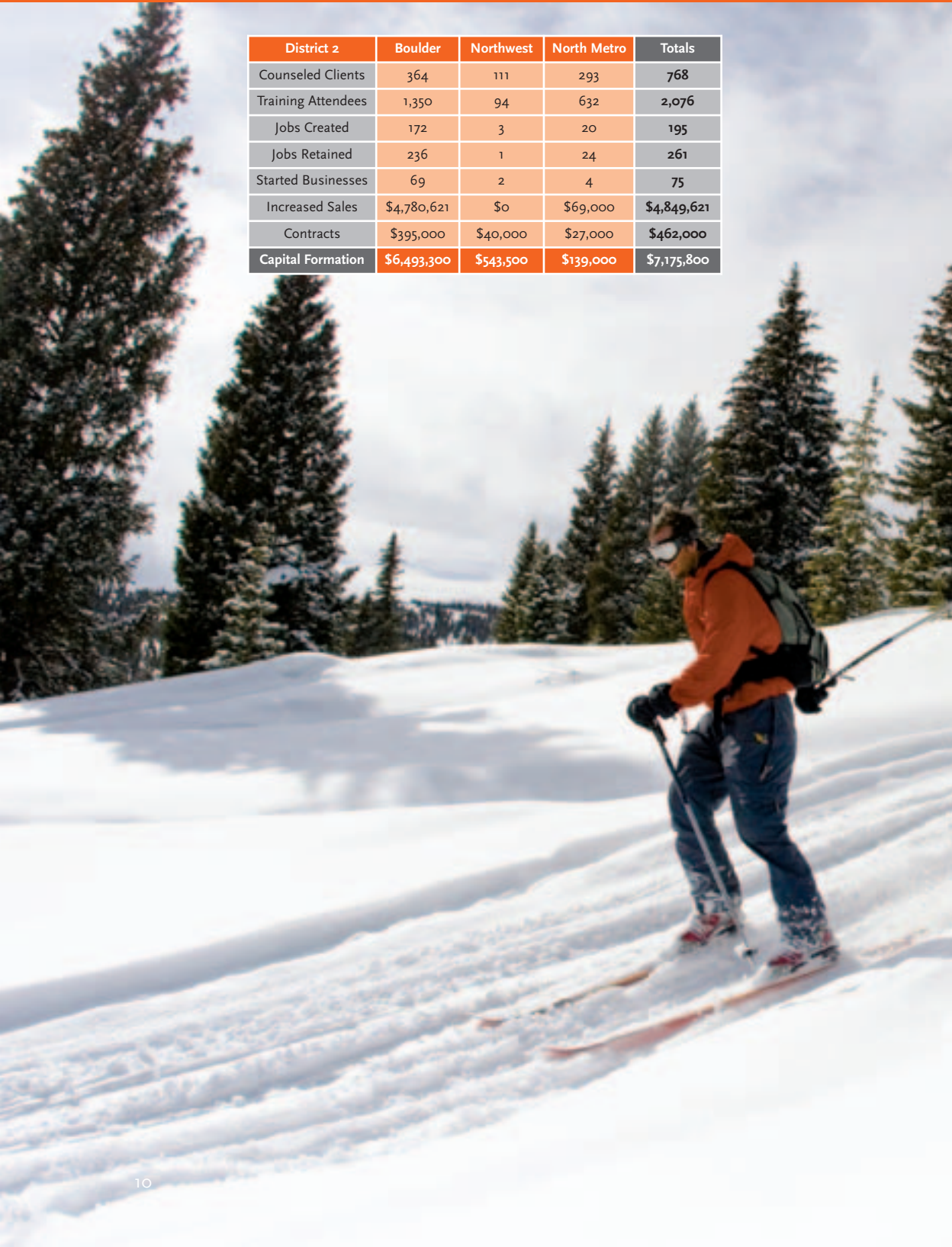
"The SBDC counseled us on every level and helped us understand the importance of surrounding ourselves with the right people to help us grow a smart business and make smart decisions" she added.

"One of the things I love about what we do is that each floor or patio or driveway is one-of-a-kind. When properly maintained, our concrete finishes provide an attractive and durable surface for years and years."

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



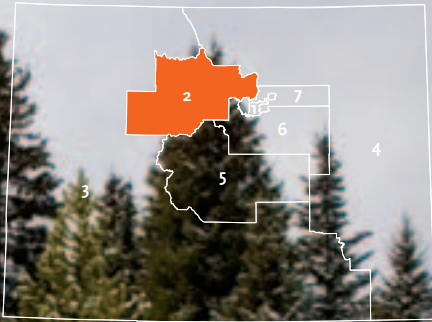
District 2	Boulder	Northwest	North Metro	Totals
Counseled Clients	364	111	293	768
Training Attendees	1,350	94	632	2,076
Jobs Created	172	3	20	195
Jobs Retained	236	1	24	261
Started Businesses	69	2	4	75
Increased Sales	\$4,780,621	\$0	\$69,000	\$4,849,621
Contracts	\$395,000	\$40,000	\$27,000	\$462,000
Capital Formation	\$6,493,300	\$543,500	\$139,000	\$7,175,800



# 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 Northwest Center provides consulting 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.





## District 303 Art of Hair

Diane and Audrey's passion for hair and dream to open their own salon began with their mother, who moved the girls from Leadville to Longmont with aspirations of becoming a hairdresser. "It started with our mother's dream and became our passion," recalls Diane and Audrey.

The Lovato sisters opened District 303 Art of Hair salon in Longmont in February of 2011, after working with a Boulder SBDC consultant for over four months and participating in the Boulder SBDC Business Planning Series. The business plan written by the Lovato sisters with help from the SBDC became "the Bible" to their salon and success. They now say that they wish they knew in the beginning, how important it was to "always stick to the Bible."

Diane and Audrey eventually secured multiple investors to fund the salon and with great success, paid off every investor within the first year of opening. Before finding investors, Diane and Audrey thought the timing was not right and opening the salon wasn't possible, but they say their SBDC consultant encouraged them to stick with their plan and gave them the inspiration they needed to take the leap.

Diane and Audrey would eventually like to open another location to allow other passionate hairdressers to "live, breathe and dream hair." They say that everyone at the salon continues the dream—from clients to receptionist to stylists. Individuals contact the salon for a fresh look to give them confidence: "Confidence can take you anywhere, and the sky is the limit in hair," says Diane and Audrey.

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**BOULDER SBDC**  
SPONSORED BY  
**BOULDER CHAMBER OF COMMERCE**





**“The business plan written by the Lovato sisters with the help of the SBDC became ‘the Bible’ to their salon and success.”**



**“The Leading Edge Course provided the insight my small business venture required. This class has taken me and my ski manufacturing business, Meier Skis, from 0 mph to 60 mph.”**



## Meier Skis

“The whole idea is to keep it as local as possible,” says Matt Cudmore who started Meier Skis in 2009. “We emphasize home-grown, local wood and a product coming right out of Glenwood Springs.”

Matt, who had been making skateboards for several years, began making the skis using primarily Colorado-grown beetle kill pine, working in a one-car garage. As the story goes, he gave up searching for “the next perfect ski” and decided to build them himself. He now uses a variety of wood from around the Roaring Fork Valley and Grand Mesa, including aspen, poplar, maple, pine and Douglas fir.

Matt got set up with the Northwest SBDC and says, “The SBDC offered the Leading Edge Course, and as a start-up, I decided to take this as I hoped it would provide the insight my small business venture would require. Between the course and the mentoring provided by the SBDC, it did just that. This class has taken me and my ski manufacturing business, Meier Skis, from 0 mph to 60 mph.”

In the three years since he started Meier Skis, Matt Cudmore has filled between 30 and 40 orders per year. He said he’s on track to sell about 60 pairs of skis this season, and is targeting upwards of 150 sales in future years.

The majority of Meier Ski sales have been to locals, though some Internet sales have come from Montana, where Cudmore’s sister lives. He’s also sold skis to friends in Idaho.

“We’re still pretty focused on marketing to locals,” he said. “But I’d like to get the name out in California and some other states, maybe next year.”

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

*Success story edited from John Stroud’s article in Post Independent*

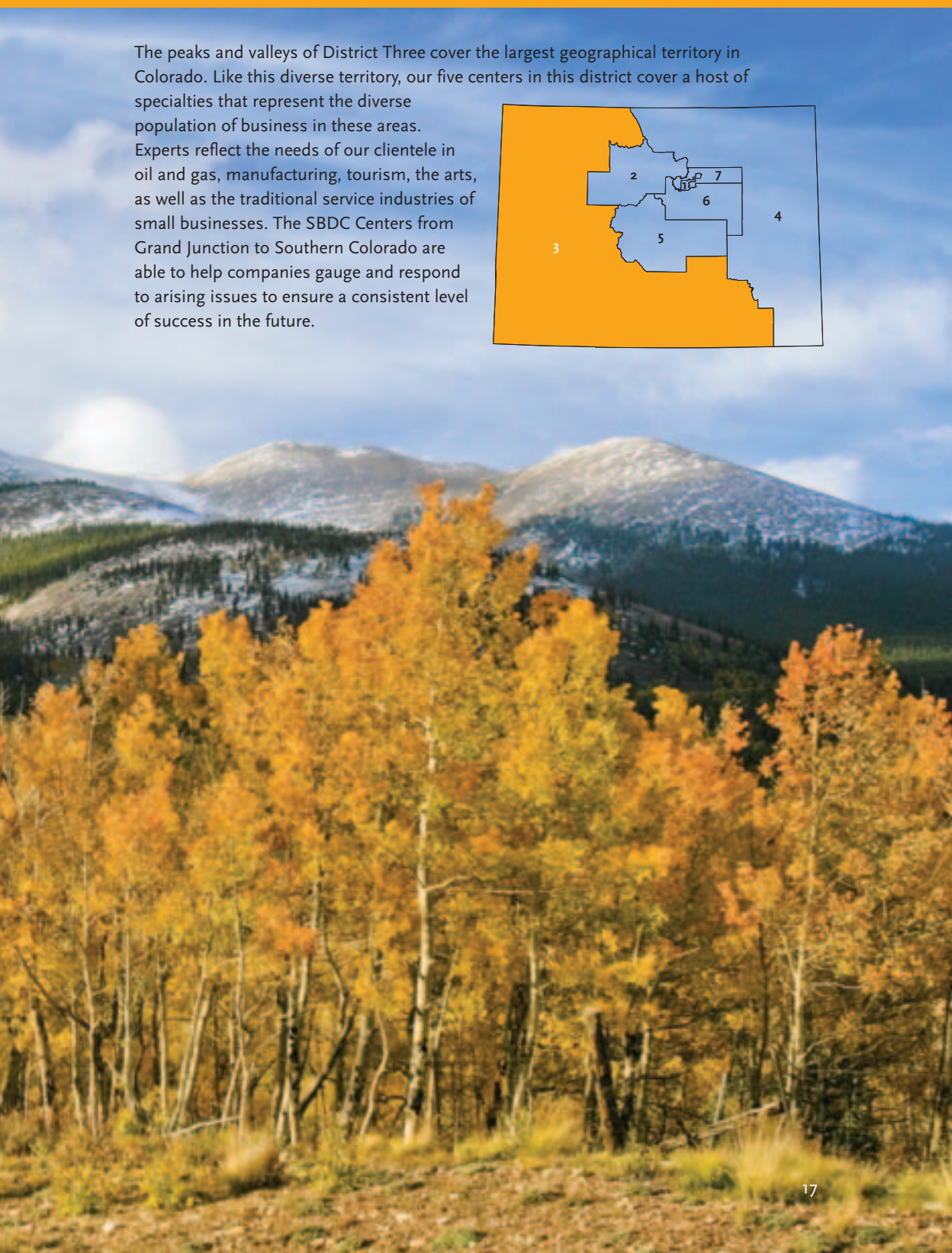
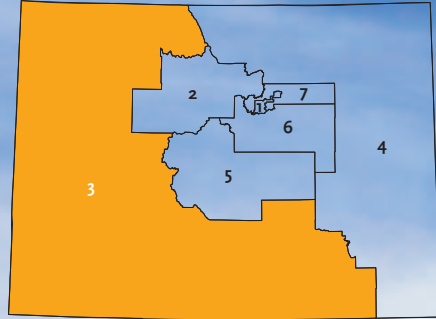


District 3	Southwest Colorado	Grand Junction	Southern Colorado	San Luis Valley	West Central	Totals
Counseled Clients	388	598	92	241	345	1,664
Training Attendees	1,370	519	659	491	123	3,162
Jobs Created	108	77	31	85	186	487
Jobs Retained	74	138	13	27	159	411
Started Businesses	21	34	8	32	24	119
Increased Sales	\$858,596	\$1,496,275	\$34,000	\$85,600	\$1,397,799	\$3,872,270
Contracts	\$250,000	\$2,450,000	\$300,000	\$177,118	\$258,500	\$3,435,618
Capital Formation	\$22,829,000	\$14,678,330	\$362,382	\$1,919,200	\$6,963,525	\$46,752,437



# 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.







“With their classes such as Leading Edge and free consulting, the fine folks at the Grand Junction SBDC have been invaluable in providing a fertile environment for my brilliance to flourish into a most exquisite bouquet of commerce.”



## Delixirs LLC

I've long been enchanted by the Bloody Mary. But respectable ones are as few and far between as a good chicken fried steak. I was painfully perceptive that most national brand Bloody Mary mixes (and many bars) use subpar ingredients to produce a paltry paste barely passing as a Bloody Mary (much like stuffing a child's dolly with sawdust—it's unacceptable). Something had to be done ...

I've been called a gambler, a rambler, an entrepreneur, a raconteur, a bon vivant and an iconoclastic impresario. I've even been called a snake oil salesman—but in my defense, snakes do need to be oiled. But from here forthwith, I am the Bloody Mary Emissary!

After this summer, I'll be presenting bars, restaurants, liquor stores and gift shops with the opportunity of a lifetime: to carry my fine concoctions and creations on their counters and cupboards. And come Christmas time, I'll also be offering a line of corporate gift buckets featuring all my magnificent merchandise and private label food stuff.

Quite simply, my Bloodies are better. My creative conceptions are perpetual zephyrs of flavor. My auspiciously delicious elixirs relieve the pains of desperation and mediocrity. The Bloody Mary is an extremely unique drink. This tomato juice based cocktail is a meal in a glass, not to mention, my non-alcoholic bloody mary mixes are veritably versatile vessels: add vodka to it to make the classic Bloody Mary, tequila for a Bloody Maria and whiskey for a Bloody Molly. And when you add no alcohol? A Bloody Shame.

With their classes such as Leading Edge and free consulting, the fine folks at the Grand Junction SBDC have been invaluable in providing a fertile environment for my brilliance to flourish into a most exquisite bouquet of commerce.

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

*As told by Col. Clifton DeBeQue,  
The Bloody Mary Emissary*



## Lopez Electric

Lopez Electric, LLC is a new business in the San Luis Valley. The owner, Jessie Lopez, graduated from Centauri High School and came back to the Valley after gaining invaluable work experience in California. As a master electrician, he completed the Leading Edge Business seminar, a class sponsored by the Small Business Development Center, and has been steadily growing his clientele.

In California at NAPA Electric, he received safety training such as OSHA and CPR and also developed management skills. As a job foreman, he gained experience in residential, commercial and even industrial situations. He was part of a team that specialized in lighting controls, such as Watt Stopper, Graffic Eyes, and Lutron. He learned about the high end components for dimming controls, incandescent and fluorescent lighting, magnetic and electronic low voltage and LED.

When Jessie got home from California he was eager to start his own company and use the skills he had learned. With the help of the SBDC, Jesse was able to write a business plan and start his business. "Taking the Leading Edge Class enabled me to understand all the pieces that we needed to know to build the business. There is no doubt in my mind that we would not have been successful if we had not taken this course." Now, Jessie is successfully running his business and is here to stay. He enjoys the smaller residential jobs as much as the challenge of the larger commercial work. He also has a niche in wiring homes and commercial buildings for electronic systems such as stereo surround sound or when someone upgrades their TV. He can also do data wiring for networks, telecommunications and has worked in wiring and installing security and fire alarm systems.

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



**“Taking the Leading Edge Class enabled me to understand all the pieces that we needed to know to build the business. There is no doubt in my mind that we would not have been successful if we had not taken this course.”**



**“After graduating from the SBDC Leading Edge Program, I was able to secure a small business loan with a private community revolving loan fund.”**





## American Wiping Rags, Inc.

Shelley will be the first to tell you that starting her own business from scratch was very challenging both mentally and physically. Even with Shelley's past managing experience with a wiping rag business her father started in California, there were still challenges. Incorporating her dream of operating her own business with her desire to make a difference in the world through recycling led her to create a line of unique and practical products she offers for retail sale.

Before Shelley 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 a business plan and was able to begin working on one while receiving entrepreneur training through the state certified SBDC Leading Edge Program.

"After graduating from the SBDC Leading Edge Program, I was able to secure a small business loan with a private community revolving loan fund (EPIC) and six months later we opened our doors for business to Southern Colorado" shares Shelley.

American Wiping Rags, Inc. (AWR), manufactures six different types of disposable cotton wiping rags. The rags are manufactured from 100% recycled, clean cotton material that is sorted, cut to size and packaged. In 2006 the company also began offering a product line of microfiber cleaning cloths, mops and dusters. The durable cloths can handle at least 200 washes and are biodegradable. In 2009, AWR added their latest sorbent line which is a product made of paper, wool and cotton and is designed for containment of oil-based spills and hazardous liquids.

By continuing to participate in SBDC business development offerings, Shelley continues to receive on-going and invaluable business advising, support and encouragement. "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 ideas. The SBDC is a great resource to do so."

COUNSELED BY  
SOUTHERN COLORADO SBDC  
SPONSORED BY  
PUEBLO COMMUNITY COLLEGE



## Southern Ute Cultural Museum

Lynn Brittner, Executive Director, started planning the Southern-Ute Cultural Center and Museum over ten years ago. The Center's opening this past May was her reward for years of dedicatedly holding the vision.

Brittner's relationship with the Southwest Colorado Small Business Development Center started way back at the beginning. She needed help and only had three staff. A grant from the Administration for Native Americans provided funds for her to take Board members to visit other successful and non-successful museums around the country with an emphasis on tribal museums. They had a lot to learn about creating a world class structure inside and out in Ignacio.

The Southwest Colorado SBDC Director had students from a business class at Fort Lewis help with the research she would need to write the business plan. "The SBDC has also been a consistent support and on-going resource. They have introduced me to people who could help with various aspects of the project and found us grant money to update the strategic plan."

Brittner was surprised at how many details have to be considered in creating a museum and exhibits. "We had to consider the exterior design, the interior design, signage, height of the educational plaques, size of the displays, as well as their user friendliness and degree of engagement."

The Cultural Center and Museum features a panoramic cinema, stunning exhibits and interactive display. Priceless artifacts can be viewed as well as beautiful jewelry, baskets and bead work.

In addition to exhibits teaching about the history and culture of the Ute Indians, the museum sponsors cultural events and has a facility available to rent for weddings, parties and staff retreats.

COUNSELED BY  
SOUTHWEST COLORADO SBDC  
SPONSORED BY  
FORT LEWIS COLLEGE

*Written by Malia Durbano—Writing Matters*



**“The SBDC has also been a consistent support and on-going resource.”**





**“The SBDC provided excellent consultants and resources to teach me about cash flow, projections, marketing and public relations—all crucial tools that I needed to grow Bright Beginnings into what we have become today.”**



## Bright Beginnings

A bright beginning is exactly where Amber Gardner's educational facility began and now flourishes as a full-fledged daycare, preschool and soon-to-be private elementary academy. Thanks to some help from the West Central SBDC, the education facility was able to expand and start construction on new facilities.

In two years, Gardener has gone from a small daycare business with herself as the sole employee, to a burgeoning staff of 25 teachers and classroom aides. "This whole project is about investing in the future of our children," says Gardner. "Research shows for every dollar spent in early childhood education, there is a seven-fold return on investment. We are here to help families."

In the business world, the project is considered a huge success. In the education world, not only is it a huge investment in the community's future, but the delight of hundreds of families. All of Gardner's programs are education based and allow enough flexibility to teach to each child's strengths. Her natural gifts as a teacher are on display when she gets 3 and 4-year-olds excited about math and science.

"I believe being an educator is one of the most important and rewarding jobs in the world," Gardner says. "I feel privileged to get to know and make a difference in each little life I meet. I also strongly believe education begins at birth. As such, I view myself and staff as professional educators, not babysitters."

In addition to a strong staff and avid learners, Bright Beginnings and the soon-to-be opened Maslow Academy, have strong family support and a loyal parent committee. Teaming together, parents have held fundraisers to support the purchase of classroom equipment and a new playground.

With Amber's passion for teaching, community support, and business planning and marketing services that were provided through the West Central Small Business Development Center, she has been able to realize her dream and create a successful education facility. "The SBDC provided excellent consultants and resources to teach me about cash flow, projections, marketing and public relations—all crucial tools that I needed to grow Bright Beginnings into what we have become today."

*By Erica Lewis Kennedy, SBDC counselor*

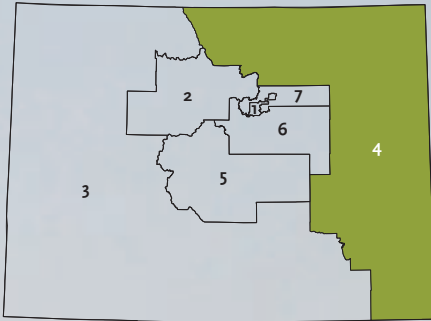
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District 4	Larimer County	Northeast–East Central	La Junta	Totals
Counseled Clients	414	399	118	931
Training Attendees	790	500	52	1,342
Jobs Created	195	177	44	416
Jobs Retained	94	79	22	195
Started Businesses	35	23	28	86
Increased Sales	\$1,718,194	\$2,682,554	\$276,285	\$4,677,033
Contracts	\$35,000	\$0	\$0	\$35,000
Capital Formation	\$3,930,641	\$8,299,694	\$2,503,950	\$14,734,285



# 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.





## Cow Palace

Doug Thrall had a vision for the Cow Palace Inn in Lamar, Colorado, that would take the 102 room, 94,000 square foot hotel and conference center back to its heyday of the 1970s. The hotel had gone into foreclosure, but with a \$1,300,000 loan from a local lender, and owner invested funds of approximately \$750,000, Doug, his wife Leianna, and two additional partners purchased the hotel in August 2011. A complete renovation of the entire complex is in process: from new furniture and flooring to a restoration of the atrium garden, pool, and deck.

Thrall will open an ice cream shop in the complex and has guaranteed that the Cow Palace “will be serving the best steaks and shakes in the State of Colorado.” He estimates that his new venture will create approximately 21 new positions in the area and retain 11 jobs.

Thrall wants everyone to know that the Cow Palace will not only host special events for patrons and convention attendees, he plans to sponsor events in the community that “are near and dear to our hearts.”

Thrall worked with the La Junta SBDC Director in La Junta, Colorado, in 2010 on another project. He contacted the Director again in June 2011 with his new dream. Thrall wrote a very complete and compelling business plan for the proposed purchase and renovations of the Cow Palace. He and the SBDC Director then took the plan to lenders in both La Junta and Lamar in an attempt to negotiate the very best loan terms. Thrall appreciates the services of the SBDC and the willingness of the SBDC to go to the lengths necessary to help ensure that all projects come to a successful conclusion. “The SBDC Director made our life easy on this transaction,” Thrall stated.

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LA JUNTA SBDC  
SPONSORED BY  
OTERO JUNIOR COLLEGE





**“The SBDC Director made our life easy by helping us get a business loan.”**



**“Our counselor really asked the tough questions. If you believe in your idea, he expects you to back it up. That really helped in creating the plan, and it was great preparation for talking to investors.”**



## Pateros Creek Brewery

When Steve Jones of Pateros Creek Brewery began the journey to turn his passion for brewing beer into a business, he may not have predicted just how long that trip might take. He drafted a business plan, and took that to the SBDC. “It really opened my eyes—it was not what it needed to be” Jones notes. “It needed a lot more substance, especially when it came to my financial projections.”

Under the guidance of an SBDC counselor and the business plan writing class, Jones’ plan went from four pages to 24 through several rounds of revisions. “Our counselor really asked the tough questions. If you believe in your idea, he expects you to back it up. That really helped in creating the plan, and it was great preparation for talking to investors. I’m still amazed at how many businesses start without a plan.”

With the business plan complete, a new name in place, and investors on board, the business purchased brewing equipment and leased space from another craft brewer. Initial efforts focused on the basics—creating great beer, selling kegs, building cash flow, and purchasing ingredients for the next batch to be brewed.

Pateros Creek is seeing better than projected financial results, and is now ramping up its brewing volume and selling kegs, growlers and pints of five different brews. They are looking forward to hiring full-time employees next year, expanding, and starting to can their beer. Pateros Creek beers can be found on 12 taps at nine area bars and restaurants, which also draws people to the tasting room.

“We just wanted to create a great place to go, hang out, and drink quality beer, and the SBDC helped us bring our vision to life.”

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FRONT RANGE COMMUNITY COLLEGE

*This Larimer County small business success story comes from SBDC volunteers Brad Shannon, Shannon Marketing Communications, writer; and Coby Hughey, photographer.*

## DVM Systems

DVM Systems, LLC is a Greeley, Colorado based company whose animal health monitoring system offers the ability to unobtrusively measure core body temperature and thus provides a key management tool in the care of ruminant animals (i.e., dairy and beef cows, sheep, goats, buffalo and over two dozen other animals). The cow's temperature is recorded, correlated with key individual cow health data and analyzed by DVM's TempTrack™ algorithms producing daily alerts that provide early warning of mastitis, metritis, pneumonia and other health issues. The temperature information is uploaded daily from each dairy throughout the world to our servers in Greeley, where it is stored, backed up locally and offsite.

Currently, DVM has over 3 million temperature data points and growing—the largest repository of cow temperature data in the world. DVM's product is the world's only wireless, battery free temperature sensing bolus.

DVM systems are operational in dairies in the United States, Canada, United Kingdom, New Zealand and Australia. We are working with potential customers in the Middle East, Russia and China. The company sales distribution network is expanding throughout the world. Currently we have dealers in the U.S., New Zealand, Australia, United Kingdom, Middle East and soon in Russia and China.

“As with any new startup business, sufficient funding and business planning are critical for the long-term viability and success of the company. The Northeast East Central Colorado (NEECCO) SBDC staff has been very helpful in assisting us with marketing, funding opportunities, business contacts and planning. With their guidance we are excited about our future prospects with the hiring of new employees and exporting DVM products around the world.”

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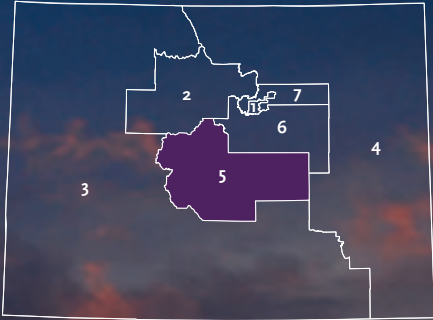
**“The Northeast East Central Colorado (NEECCO) SBDC staff has been very helpful in assisting us with marketing, funding opportunities, business contacts and planning.”**





# 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.



District 5	Colorado Springs	Totals
Counseled Clients	517	517
Training Attendees	800	800
Jobs Created	39	39
Jobs Retained	119	119
Started Businesses	10	10
Increased Sales	\$1,366,582	\$1,366,582
Contracts	\$453,683	\$453,683
Capital Formation	\$3,107,500	\$3,107,500



**“The Colorado Springs SBDC counselors helped clarify my vision, provided resources for a business plan, and hooked me up with people who would do great work at reasonable prices.”**



## Stinky Kid Math

Not many people know that Colorado Springs high school math teacher Todd Matia once struggled with learning math. But through a lot of grace and patience from two of his former math teachers, Todd picked up many of the concepts needed to move on and realized he wanted to influence lives too.

With a degree in Mathematics and an emphasis in secondary education, Todd became teacher at Sand Creek High School in Colorado Springs. While helping train other teachers in the summer he made up a story about a 'stinky kid' living in a house, and how others in the house moved away from him. He used this story to explain algebraic movement and the conceptual context of algebra in a different format. It worked almost instantly! Todd went on to create and submit his own curriculum to his school district.

Todd learned of the SBDC Network and realized he had a business idea of his own. He says, "There are so many questions when starting a business. There is so much groundwork, and so many things to learn. It seems impossible at first. The Colorado Springs SBDC counselors helped clarify my vision, provided resources for a business plan, and hooked me up with people who would do great work at reasonable prices."

In March of 2011, Todd created Stinky Kid Math™ (a DBA of Matia LLC): an online math learning program consisting of tutorials that include animations, interviews with prolific athletes and various professionals, and visual math concepts that bring learning to a new level.

When asked what impressed Todd the most about the Colorado Springs SBDC, Todd stated "Every counselor I saw said 'that's a great idea—you're going to be successful'. Even when I doubted myself, the counselors helped me focus on my vision for my business. They gave me hope. Someone once told me that you should always surround yourself with people that fill in your weaknesses—the SBDC provided people that could do that."

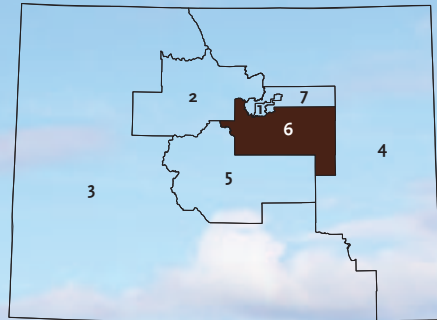
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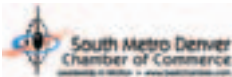
District 6	South Metro Denver	Totals
Counseled Clients	464	464
Training Attendees	1,072	1,072
Jobs Created	184	184
Jobs Retained	139	139
Started Businesses	44	44
Increased Sales	\$9,484,900	<b>\$9,484,900</b>
Contracts	\$43,736,600	<b>\$43,736,600</b>
Capital Formation	<b>\$17,691,523</b>	<b>\$17,691,523</b>



# District Six

The South Metro area is highly populated by a wide variety of businesses located in Littleton, Highlands Ranch, Parker, Aurora and Castle Rock. From the Denver Tech Center to Aurora's expanding renewable energy hub, 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 Denver Chamber of Commerce. Known for their marketing prowess, the South Metro Denver Center exhibits a tremendous amount of marketing programs that support the wide variety of businesses with a focus on growing the new energy economy. This Center was awarded the 2010 U.S. Small Business Administration—Region VIII—Small Business Development Center of the Year for Excellence and Innovation.





# Denver Beer Company

When college buddies Charlie Berger and Patrick Crawford opened the Denver Beer Company this summer, it was the culmination of over two years of hard work and dedication towards making a shared passion a business reality. The men registered for the Colorado Leading Edge: NxLevel™ for Start-Ups course in August 2009 and began developing a business plan to open their own brewery. The class proved to be valuable to them in more ways than one.

“I don’t think we’d be anywhere close to where we are now without the Leading Edge class. It definitely kept us on track with writing the business plan,” says Crawford. “Neither of us had a business background, so we gained all of our business knowledge from the class and one-on-one consulting meetings with the experts at the SBDC.”

They completed the first draft of their business plan that fall, but continued working with the SBDC while tweaking and adding to it over the course of the next year. They raised the \$400,000 in capital they needed (plus more!) in just 8 days, secured their desired location in the heart of Denver and began construction. On opening day in August 2011, they served over 1,200 people and made \$14,000.

“Charlie and Patrick worked very hard on their business plan and have reaped the rewards by opening, and now running, a successful business. They won both local and statewide awards for their in-depth business plan,” said Marcia McGilley, Executive Director of the South Metro Denver SBDC. McGilley went on to say, “Many of the SBDC consultants who worked with these entrepreneurs have visited the beer garden and enjoyed the pretzels and beer immensely.”

With 10 employees on the payroll, 46 different recipes already created, 750 gallons of beer brewed each week, national recognition for their beer garden, an award-winning batch at the Great American Beer Festival in Denver this fall, and having already surpassed their \$350,000 sales goals for the year, the two are now looking to what the future may hold for their company.

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OF COMMERCE

*Written by Danielle Findley—South Metro Denver SBDC*





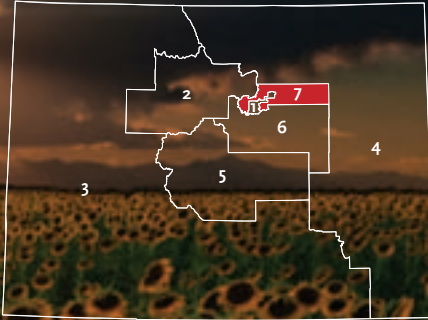
**“Neither of us had a business background, so we gained all of our business knowledge from the class and one-on-one consulting meetings with the experts at the SBDC.”**





# District Seven

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 consulting 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 Boulder SBDC.



District 7	North Metro	Totals
Counseled Clients	293	293
Training Attendees	632	632
Jobs Created	20	20
Jobs Retained	24	24
Started Businesses	4	4
Increased Sales	\$69,000	\$69,000
Contracts	\$27,000	\$27,000
Capital Formation	\$139,000	\$139,000



**“The SBDC has been a true blessing, and as a piece of wisdom we encourage every beginning business to become familiar with their local SBDC.”**





## Fiesta Time Inc.

Fiesta Time Inc. is a family business that started seven years ago in Brighton, Colorado. The Jurado family opened it services with only ten tables and seventy chairs, and since then has grown to be a driving force in the party rental industry. Fiesta Time is now much more than just tables and chairs, offering a whole repertoire of frame tents, pole tents, linens, dance floors, and sound systems.

Having a strong foundation is essential for any obstacle confronted in life, especially in business. For it is that very same foundation that follows you through your business life-time and the Small Business Development Center is exactly that. Since the opening of Fiesta Time Inc. in 2003, the SBDC has been there to walk Fiesta Time through all the paper work of registering the business, sales tax license, legal consulting, and even networking within the community. "The SBDC has been a true blessing, and as a piece of wisdom we encourage every beginning business to become familiar with their local SBDC."

The Jurado family's success can be attributed through their hard work over the years. But if you were to ask them to whom their success is owed, they will simply answer the grace of God. It is their belief in God that has really shaped their great customer service, treating each customer with the respect they are entitled to, and seeing much more than a dollar sign on their forehead.

"Going the extra mile" is more than just a coined phrase used at Fiesta Time Inc. it's an action that every customer receives. Whether it is carrying the party equipment to the customer's backyard, or even cleaning up the next morning. This is something that is scarcely seen by party rental companies.

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# Colorado SBDC Consulting, Training Centers & Host Organizations



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

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

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

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

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

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

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North Metro Small Business Development Center  
**Front Range Community College**  
(303) 404-5340



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

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Northwest Colorado Small Business Development Center  
**Colorado Mountain College, Summit Campus**  
(303) 892-3809

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

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

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

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

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



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Colorado Small Business Development Center Network  
1625 Broadway, Suite 2700  
Denver, CO 80202  
(303) 892-3840