







Small Business Development Center Network









LETTER FROM KEN LUND

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 Centers (SBDC).

Colorado is home to over 550,000 entrepreneurs and small businesses. From coffee shops to industrial manufacturing, 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 Colorado Small Business Development Centers for their services to Colorado's small businesses to help us achieve this mission.

Singerely, Ken Lund

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Executive Director, Colorado Office of Economic Development and International Trade

"WE ARE COMMITTED TO BUILDING A BUSINESS-FRIENDLY ENVIRONMENT"



LETTER FROM KELLY MANNING

The Colorado SBDC Network is a vibrant network of 14 centers strategically positioned throughout the state to ensure that residents of every county have access to small business assistance. 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 including 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 2013. Please enjoy the success stories contained within—your success is Colorado's success.

Sincerely, Kelly Manning



"YOUR SUCCESS IS COLORADO'S SUCCESS" The Colorado Small Business Development Center Network (CSBDC) is dedicated to helping existing and new businesses grow and prosper in Colorado by providing free and confidential consulting and no- or low-cost training programs.

The CSBDC strives to be the premier, trusted choice of Colorado businesses for consulting, training, and resources.

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.

SBDC Services

- Free, confidential, one-on-one consulting for existing and start-up businesses
- Intensive management training seminars for existing businesses
- Business resource libraries with access to current business data, demographics, market analysis and more
- Assistance with access to capital
- New business feasibility analysis
- Small business advocacy
- International trade assistance
- Sovernment procurement and contracting



HOW TO USE THIS REPORT

This report highlights the cooperation between community organizations that support small business. Academic institutions, economic development organizations and local governments, 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 congressional district.

Through the one-on-one consulting and low cost trainings, the Colorado SBDC was able to assist in the generation of **\$43.21** in capital formation for every federal grant dollar obtained by the state. In addition, **\$42.61** in capital formation was obtained for every dollar our local host organizations and communities contributed. **If you have, or know of a business that needs assistance,** contact your local SBDC 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.

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.



Small Business Development Center Network



CLIENTS CONSULTED

BUSINESSES STARTED

JOBS CREATED

JOBS SAVED

OF CAPITAL INFUSION

OF INCREASED SALES

IN CONTRACTS AWARDED

COLORADO DISTRICT MAP



	SBDC Centers	Clients Consulted	Training Attendees	Jobs Created	Jobs Retained	Started Businesses
1	DENVER	1,028	3,035	373	1,087	33
	BOULDER	532	749	185	296	30
2	LARIMER COUNTY	383	1,004	84	45	18
	NORTHWEST COLORADO	243	110	19	25	10
3	SOUTHWEST COLORADO	533	1,025	102	137	56
	GRAND JUNCTION	493	291	141	90	23
3	SOUTHERN COLORADO	141	561	56	79	19
	SAN LUIS VALLEY	223	377	21	14	19
4	LA JUNTA	99	84	61	36	24
4	EAST COLORADO	594	557	211	228	31
5	COLORADO SPRINGS	664	1,752	149	187	9
6	South Metro	665	1,354	160	204	56
7	NORTH METRO	460	895	85	56	23

	SDBC Centers	Increased Sales	Contracts	Capital Formation
1	DENVER	\$13,581,979	\$18,685,840	\$10,534,696
	BOULDER	\$4,706,072	\$1,830,500	\$5,366,950
	LARIMER COUNTY	\$3,764,430	\$72,000	\$1,292,554
2	NORTHWEST COLORADO	\$24,413	\$17,400	\$571,650
	SOUTHWEST COLORADO	\$451,500	\$0	\$3,852,900
	GRAND JUNCTION	\$3,969,997	\$160,000	\$11,834,622
	SOUTHERN COLORADO	\$726,095	\$160,000	\$361,465
3	SAN LUIS VALLEY	\$276,000	\$148,150	\$538,840
	LA JUNTA	\$903,500	\$0	\$5,303,087
4	EAST COLORADO	\$6,230,598	\$60,000	\$9,308,994
5	COLORADO SPRINGS \$578,9		\$370,640	\$5,258,232
6	South Metro	\$6,936,171	\$4,825,991	\$6,790,307
7	NORTH METRO	\$2,740,233	\$4,403,003	\$3,019,000

	SBDC Centers	Federal US Representatives				
1	DENVER	The Honorable Diana DeGette				
	BOULDER					
2	LARIMER COUNTY	The Honorable Jared Polis				
	NORTHWEST COLORADO					
	SOUTHWEST COLORADO					
3	GRAND JUNCTION	The Honorable Scott Tipton				
	SOUTHERN COLORADO					
	SAN LUIS VALLEY					
4	LA JUNTA	The Honorable Cory Gardner				
3	EAST COLORADO					
5	COLORADO SPRINGS	The Honorable Doug Lamborn				
6	SOUTH METRO	The Honorable Mike Coffman				
7	NORTH METRO	The Honorable Ed Perlmutter				



COLORADO STATE SENATORS

SENATOR	DIST	SENATOR	DIST
The Honorable Greg Brophy	1	The Honorable Rachel Zenzinger	19
The Honorable Kevin Grantham	2	The Honorable Cheri Jahn	20
The Honorable George Rivera	3	The Honorable Jessie Ulibarri	21
The Honorable Mark Scheffel	4	The Honorable Andy Kerr	22
The Honorable Gail Schwartz	5	The Honorable Vicki Marble	23
The Honorable Ellen Roberts	6	The Honorable Lois Tochtrop	24
The Honorable Steve King	7	The Honorable Mary Hodge	25
The Honorable Randy Baumgardner	8	The Honorable Linda Newell	26
The Honorable Kent Lambert	9	The Honorable David Balmer	27
The Honorable Owen Hill	10	The Honorable Nancy Todd	28
The Honorable Bernie Herpin	11	The Honorable Morgan Carroll	29
The Honorable Bill Cadman	12	The Honorable Ted Harvey	30
The Honorable Scott Renfroe	13	The Honorable Pat Steadman	31
The Honorable John Kefalas	14	The Honorable Irene Aguilar	32
The Honorable Kevin Lundberg	15	The Honorable Michael Johnston	33
The Honorable Jeanne Nicholson	16	The Honorable Lucia Guzman	34
The Honorable Matt Jones	17	The Honorable Larry Crowder	35
The Honorable Rollie Heath	18		





COLORADO STATE REPRESENTATIVES

REPRESENTATIVE	DIST	REPRESENTATIVE	DIST
The Honorable Jeanne Labuda	1	The Honorable Steve Lebsock	34
The Honorable Mark Ferrandino	2	The Honorable Cherylin Peniston	35
The Honorable Daniel Kagan	3	The Honorable Su Ryden	36
The Honorable Dan Pabon	4	The Honorable Spencer Swalm	37
The Honorable Crisanta Duran	5	The Honorable Kathleen Conti	38
The Honorable Lois Court	6	The Honorable Polly Lawrence	39
The Honorable Angela Williams	7	The Honorable John Buckner	40
The Honorable Elizabeth McCann	8	The Honorable Jovan Melton	41
The Honorable Paul Rosenthal	9	The Honorable Rhonda Fields	42
The Honorable Dickey Hullinghorst	10	The Honorable Frank McNulty	43
The Honorable Jonathan Singer	11	The Honorable Chris Holbert	44
The Honorable Mike Foote	12	The Honorable Carole Murray	45
The Honorable KC Becker	13	The Honorable Leroy Garcia	46
The Honorable Dan Nordberg	14	The Honorable Clarice Navarro	47
The Honorable Mark Waller	15	The Honorable Stephen Humphrey	48
The Honorable Janak Joshi	16	The Honorable Perry Buck	49
The Honorable Thomas Exum	17	The Honorable Dave Young	50
The Honorable Pete Lee	18	The Honorable Brian DelGrosso	51
The Honorable Amy Stephens	19	The Honorable Joann Ginal	52
The Honorable Bob Gardner	20	The Honorable Randy Fischer	53
The Honorable Lois Landgraf	21	The Honorable Jared Wright	54
The Honorable Justin Everett	22	The Honorable Ray Scott	55
The Honorable Max Tyler	23	The Honorable Kevin Priola	56
The Honorable Sue Schafer	24	The Honorable Bob Rankin	57
The Honorable Cheri Gerou	25	The Honorable Don Coram	58
The Honorable Diane Mitsch Bush	26	The Honorable Mike McLachlan	59
The Honorable Libby Szabo	27	The Honorable Roger Wilson	60
The Honorable Brittany Pettersen	28	The Honorable Millie Hamner	61
The Honorable Tracy Kraft-Tharp	29	The Honorable Edward Vigil	62
The Honorable Jenise May	30	The Honorable Lori Saine	63
The Honorable Joseph Salazar	31	The Honorable Timothy Dore	64
The Honorable Dominick Moreno	32	The Honorable Jerry Sonnenberg	65
The Honorable Dianne Primavera	33		



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 the state and the Rocky Mountain region to prosper. Similarly, today, the Denver Metro SBDC acts as a portal for entrepreneurs to embark 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 grow and prosper. The Denver Metro center acts as a catalyst for new programming that is often replicated across the network.



DISTRICT 1

DISTRICT 1	DENVER
Clients Consulted	1,028
Training Attendees	3,035
Jobs Created	373
Jobs Retained	1,087
Started Businesses	33
Increased Sales	\$13,581,979
Contracts	\$18,685,840
Capital Formation	\$10,534,696

WONGWAYVEG WITH THE SBDC SINCE 2011

When Lisa Wong stepped foot into the Denver Metro Small Business Development Center in 2011, her dream of starting a food truck in Denver was just that - a dream.

Wong envisioned herself running a business that would marry her love for vegetarian food with her passion for building community. Two years later, her dream became a reality.

But Wong's dream didn't come to life without hard work. In the fall of 2012, she enrolled in the LEADING EDGE NxLeveL for Creatives program and buckled down to write a business plan for her food truck. Her plan was reviewed by bankers from Wells Fargo and accountants from EKS&H, and Wong was awarded first place in the Denver Metro SBDC's NxLeveL for Creatives business plan competition.

After the NxLeveL course ended, Wong kept on trucking. She continued to visit the SBDC for routine consulting appointments to get assistance in a variety of areas from marketing to business-related legal advice.

"Whether I have new ideas, feel stuck, or need a push in the right direction, the consultants offer knowledgeable advice with genuine concern to better my business. And the fact that all of the consultants have small business ties of their own gives me comfort and confidence in the advice they are giving," said Wong.

"If it wasn't for the SBDC consulting and completing the NxLeveL program, I would have never been given the opportunity to connect with a lender and present my plan," said Wong.

In July of 2013, she sold her first sandwich from her new food truck, WongWayVeg. Providing original vegetarian cuisine, WongWayVeg is proud of its Colorado roots, showcasing a variety of produce from local farmers and vendors. "WongWayVeg brings a healthier, more compassionate alternative to the streets of Denver," said Wong. "I am inspired by building community, educating others and seeing people smile when they eat my food."

WongWayVeg has set up shop at some of the hippest spots in Denver – including Nooch Vegan Market, River North Brewery, the Park Hill Home Tour and Street Fair, and Sunday on the Streets. Wong also showcased her new business at the Denver Metro SBDC's 2013 Main Street Mentors Walk in August, where early-stage entrepreneurs were matched with seasoned business owners. Walkers were inspired by her story and delighted by her healthy breakfast and lunch options.

While Wong is still in her first year of business, she has already developed a private label featuring prepackaged foods and selling in small local markets. She projects steady sales from her food truck and plans to have enough cash flow to expand into a fully functional kitchen

Wong's story shows that a dedicated entrepreneur can accomplish their goals even when there are roadblocks.

"I've had to rework a few things, start up with a fraction of the projected cost and face some industry hurdles. Through everything, I was helped and encouraged by the SBDC. WongWayVeg is proof that you can achieve your dreams by starting with a little, making good connections, and being educated and motivated."

"Whether I have new ideas, feel stuck, or need a push in the right direction, the consultants offer knowledgeable advice with genuine concern to better my business. And the fact that all of the consultants have small business ties of their own gives me comfort and confidence in the advice they are giving."





District Two is home to Boulder, Fort Collins, North Metro Denver and the I-70 mountain corridor. Each of these areas boasts unique entrepreneurial communities surrounded by universities and the great natural beauty for which Colorado is famous. Located at the base of the Rocky Mountains, the Boulder and Larimer County SBDCs provide a variety of services to its constituents, including entrepreneurial classes and specialty programs targeting emerging industries, including bioscience and aerospace. The Northwest Colorado SBDC provides consulting and training to the mountain towns of the 1-70 corridor. Most importantly, all four centers show their clients that being in business for yourself does not mean being in business by yourself. Through continuous support, these centers enable the ever-expanding range of clients in their relative communities to grow and flourish.





DISTRICT 2

DISTRICT 2	BOULDER	LARIMER COUNTY	NORTHWEST COLORADO	NORTH METRO	TOTALS
Clients Consulted	532	383	243	460	1,618
Training Attendees	749	1,004	110	895	2,758
Jobs Created	185	84	19	85	373
Jobs Retained	296	45	25	56	422
Started Businesses	30	18	10	23	81
Increased Sales	\$4,706,072	\$3,764,430	\$24,413	\$2,740,233	\$11,235,148
Contracts	\$1,830,500	\$72,000	\$17,400	\$4,403,003	\$6,322,903
Capital Formation	\$5,366,950	\$1,292,554	\$571,650	\$3,019,000	\$10,250,154

STRATOM INC WITH THE SBDC SINCE 2007

BOULDER

Stratom Inc., founded by Mark Gordon in 2001, is a Boulder-based unmanned robotics engineering and manufacturing firm.

Stratom provides integrated solutions and products to government and commercial clients around the globe. Prior to founding Stratom, Gordon worked in senior management for various high-tech companies. There, he witnessed the volatility of the high-tech industry and its move to outsource many of its products and services to foreign markets. Gordon decided he wanted to build a company for growth and stability. Early on, Stratom focused on consulting, new product development, product launches and product transfer services for clients such as Advanced Energy and the University of Colorado Denver National Veterans' Training Institute. Gordon recalls that it is was through UCD that Stratom was introduced to government contracting opportunities.

Seeing government markets as being less volatile, offering long-term contract opportunities and having greater long run stability, Gordon decided to take the company in a new strategic direction. Around 2007 and 2008, Stratom shifted its focus to robotics and research and development. The company grew by bootstrapping the business, winning research dollars and government contract awards and increasing product sales. Today, Stratom has set itself apart with a strong mix of subject experts and engineers who understand their target customers' needs. They develop products and design services that have an identified need and market. Stratom engineers have a strong background in commercial products and they know how to bring Stratom's products to market.

When asked what factors have been critical to Stratom's growth, Gordon says that the SBDC, his strong advisory board and the Rocky Mountain Association of Unmanned Vehicles Systems (AUVSI) – Rocky Mountain Chapter (where he now serves on the national board) have been instrumental to his company's growth and success.

"As an early stage company, before setting up my advisory board, the SBDC team of consultants was a great sounding board for me," Gordon recounts.

As the company began to grow, Gordon took advantage of SBDC classes on sales and marketing and HR topics such as workman's compensation. He also sent his staff to SBDC classes for training. As a second stage company, Gordon has taken advantage of the Colorado Emerging Ventures (CEV) programming and team of consultants. The CEV team has provided market research and analysis around commercial applications for Stratum's products and services.

In describing his experience over the years with the SBDC, Gordon says, "I have been so impressed with the professionalism and passion of everyone working at the SBDC. They are not only willing to help but they know how to help. There is a vast level of experience that I can tap into to help my business succeed."

It was through networking at CEV workshops and chamber events that he also found his invaluable extended team of professionals and mentors. As a result, Gordon has been a tremendous supporter of, and advocate for, the SBDC. He has been a keynote lunch presenter at the full-day Emerging Ventures event and participated in SBDC workshops, sharing his vast business expertise and advice with other Boulder county businesses.

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BOULDER CHAMBER





1

In Granad





Bicycles, beer, and coffee.

Sounds like a slam-dunk concept for business success, especially in a bike-friendly, beerbrewing, coffee-drinking city like Fort Collins. But for Evan Rau and Susan Dalke, success was a two year journey after opening their business on North College Avenue – Cranknstein.

Rau started thinking about a bike and coffee shop ten years ago as something to do in retirement. He had worked in a bike shop that made a profit but had no "community." He had also worked in a bike shop that had "community" but no profit. With a master's degree in English and a teaching license but no teaching job, Rau started looking for a coffee roaster so he could bring locally roasted highend coffee to bicycling events. So much for waiting for retirement.

Dalke was a wholesale coffee roaster. She supplied the beans. Rau then became a regular at Dalke's weekly coffee "cuppings," or tastings. They began talking about a business concept and brainstorming ideas. Eventually, an offer of a partnership came to fruition.

"I wanted to be a part of it," Dalke said. "I love being a barista, and I was stuck in a warehouse wholesaling beans. I had a small drive-through operation, but why pour latte art and then stick a lid on it?"

"It was time to go after this," Rau said. "I had no business background, so I needed some help. I took some classes at the Larimer County Small Business Development Center to get familiar with business terms. The SBDC was our biggest resource in terms of establishing a foundation." Then the work really began, starting with finding the right space. They decided to fix up their choice – an old auto garage from 1907. The sweat equity included buying a barn in Severance and disassembling it to recover the boards that now grace Cranknstein. They also exposed the brick in the building and painted where necessary, too.

Of course, the name – Cranknstein – took lots of brainstorming, too.

Beer and food service complete the concept. "Beer is a big part of the culture of Fort Collins," Rau said. "We have plenty of customers at all times of the day."

Along the way, more SBDC classes, including marketing and the LEADING EDGE Strategic Planning Series, helped. But for a still-new business with a unique concept, running the business keeps Rau and Dalke going at a frantic pace. Most of the revenue goes back into the business.

Still, there's been time for a personal relationship to blossom. As Rau says, "First, it was a business partnership. Now, it has developed into a life partnership."

Written by Jonh Feeley, Photos Courtesy LifeStorm Creative Media

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Michelle Zinanti officially launched Harvest Pottery in 2011. Harvest Pottery is a distinctive new version of handmade pottery utilizing pumpkin, melons, and squash to make each piece unique. Zinanti explains,

"The Harvest Pottery studio celebrates pumpkin, melon and squash by smoothing clay around their inviting shapes. Each piece has an inviting organic quality that you can enjoy at your table year round. My objective is to make pottery worthy of the harvest - to create organic art that communicates abundance and the patience for ripening."

Zinanti has had several successes since working with the SBDC. She recently opened locations in Aspen and Vail and expanded into approximately 20 outlets around Colorado for her pottery in addition to an online store. Zinanti has been recognized for her work in both Aspen and Sunset magazines.

Zinanti sought out the SBDC for assistance during the ever important growth phase of her business. Through her experience with the SBDC, she has been able to narrow in on her cost of product and more efficiently meet the growing demand.

"The SBDC is a critical piece in the growth of my business. I am grateful for the assistance they have provided along the way and excited for the many new opportunities ahead," said Zinanti.

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The peaks and valleys of **District Three** cover the largest geographical territory in Colorado. Like this diverse territory, the five centers in this district specialize in an array of industries supporting the unique business population in the area. Experts reflect the needs of the clientele in oil and gas, manufacturing, tourism, and the arts, as well as the traditional service industries of small businesses. The SBDC centers from Grand Junction to Southern Colorado are able to help companies gauge and respond to arising issues to ensure a consistent level of success in the future.





DISTRICT 3

DISTRICT 3	SOUTHWEST COLORADO	GRAND JUNCTION	SOUTHERN COLORADO	SAN LUIS VALLEY	WEST CENTRAL	TOTALS
Clients Consulted	533	493	141	223	307	1,697
Training Attendees	1,025	291	561	377	13	2,267
Jobs Created	102	141	56	21	84	404
Jobs Retained	137	90	79	14	46	366
Started Businesses	56	23	19	19	17	134
Increased Sales	\$451,500	\$3,969,997	\$726,095	\$276,000	\$932,960	\$6,356,552
Contracts	\$0	\$160,000	\$160,000	\$148,150	\$1,800,000	\$2,268,150
Capital Formation	\$3,852,900	\$11,834,622	\$361,465	\$538,840	\$3,152,950	\$19,740,777

EDGEWATER TAP & GRILL

WITH THE SBDC SINCE 1998

GRAND JUNCTION

For Jim Jeffryes, brewing beer had always been a source of refuge from his stressful job in technology.

That is, at least, until 1998 when he decided to jump into brewing beer full-time. Although Jeffryes had brewed beer recreationally, he had never done it in the quantities he was going to need to support a brewery. So after purchasing land on 9th and Struthers streets in Grand Junction, he enrolled in beer school and took LEADING EDGE & How to Start a Business. Unfortunately, by the time Jim had finished his education, a major road project was started near the land he purchased that would make it difficult to operate a successful business until it was completed. So along with partners, a location near Mesa State College was secured. It took \$130,000 in infrastructure improvements from the landlord and an additional \$378,000 in capital, but Jeffryes opened the doors to Kannah Creek Brewery Company in October 2005.

In 2011, Kannah Creek Brewing purchased equipment that allowed it to manufacture significantly larger quantities of beer which opened up a new market selling kegs to local restaurants. After only two years, the production reached its maximum capacity. Just in time to handle the growth, the project at 9th and Struthers streets was ready to move forward. SBA financing was in place after a year of working with their local lender and ground was broken in October 2012. After seven months, the newly named Edgewater Tap & Grill opened its doors to the public on May 9, 2013 and was warmly received by the community. Often times, there is not an open seat to be found and there is already discussion about expanding the seating area to the outside patio. In addition to great food, beer on tap, growlers to go, and selling kegs to restaurants, Edgewater has expanded its market to offer six-packs of bottled beer available in liquor stores and on-site.

Jeffryes credits some of his success to working with the SBDC through consulting and the LEADING EDGE program. "The LEADING EDGE course was a real eye-opening experience as the program showed me how complicated running a business could be. Having the proper tools is essential, and the SBDC provided me all the tools I needed to succeed," said Jeffryes.

Jeffryes' advice to people looking to start a business is, "Have a plan and cash to open a business with. It's not a hobby and takes lots of hard work."

"The LEADING EDGE course was a real eye-opening experience as the program showed me how complicated running a business could be. Having the proper tools is essential, and the SBDC provided me all the tools I needed to succeed."







Bringing a homemade, quality honey product to the market

Grampa's Gourmet Honey opens Retail Location in East Alamosa

Brent Edelen is a sixth generation beekeeper and fourth generation domestic beekeeper. He explained how his family ended up in San Luis Valley, saying, "My great grandfather, Edward Haefeli, passed through Ellis Island around the turn of the former century. On his way from Switzerland, he had come to America to seek work and medical help for tuberculosis. He made his way to Illinois, where he had family, but found the high humidity of the area aggravated his tuberculosis. He continued west towards California. While crossing the Rockies he found the high, dry mountain air helped his condition considerably. He eventually settled in the San Luis Valley."

Today, Edelen manages about 500 colonies of bees. They have two brand names for their company — Grampa's Gourmet and Simply Honey — and the business was featured in Cooking Light magazine in August 2012. They strive to produce real varietal honey and educate people. They bring a quality honey product to the market. When asked if there is a difference between locally-produced honey and something commercially produced, Edelen replied, "You have to be careful and understand the source. Sometimes when you buy honey in the store, you do not know exactly what you are getting. I have been in business in Alamosa now for about 10 years, selling honey exclusively through wholesale and at various venues. This year, through acts of fate, we opened a retail location. The store is not just to sell honey, but rather to help educate people. The popularity of bees has exploded, and our goal is to provide a platform where people can come and learn about honey, bees, and most importantly heritage, sustainability, and showcase what makes the San Luis Valley so special."

The SBDC continues to guide Edelen in his new retail venture. "The SBDC has continued to assist me while embarking on this adventure, from sales tax to marketing and much, much more," said Edelen.

"The SBDC has continued to assist me while embarking on this adventure, from sales tax to marketing and much, much more."





SIT MEANS SIT WITH THE SBDC SINCE 2008







Offering Training, doggy daycare, grooming, boarding, and a full service pet spa

Sit Means Sit Dog Training was opened in November 2008 in Pueblo, by Jori E. Pollard, owner and head trainer. Sit Means Sit Dog Training specializes in off-leash training, aggressive dogs and difficult issues. It provides an opportunity for dog owners to develop a great relationship with their dogs and allow them to be good members of their families. The business offers in-home lessons, an indoor training facility, group lessons, and lifetime training. It also has the GO TEAM, a therapy dog team and offers Canine Good Citizen testing.

In December 2012, Pollard and her team expanded the business through the purchase of a facility, opening A Country Canine Resort. A year later, Country Canine Grooming and Pet Spa opened. A Country Canine Resort offers a wide variety of services including boarding, doggy daycare, dog supplies and food. It has a state of the art kennel that has cameras to view your dogs, radiant heated floors, and indoor and outdoor dog runs. It is the only kennel in the city limits of Pueblo that co-mingles the dogs to allow them to play outside in a supervised dog park atmosphere. A Country Canine Grooming and Pet Spa is a full service grooming shop with a self-serve dog wash area. Specializing in Poodles and Labradoodles, the groomers are experts in keeping dogs breed-specific and natural. The pet spa boosts a groomer with more than 25 years of experience, offering full service spa days for your pets. It also offer doggy daycare and spa day packages with multiple dog discounts.

Pollard's journey into small business ownership began when she decided she wanted to offer a service she felt the community was in need of while offering the best service to clients in a homey atmosphere. Pollard felt it was important to allow dog owners to be able to have the best relationships with their dogs and make them be true members of their family. With a commitment to provide outstanding customer service and quality care for their customers (four-legged ones) and families, Pollard and her team want their clients to consider the Canine Resort to be their home away from home.

Pollard is a graduate of the LEADING EDGE Strategic Planning Series, a twelve-week entrepreneurship program that helped her prepare a successful business plan and obtain a small business loan to assist in operations. The program gave Pollard the opportunity to network with other business owners and members of the community to help mentor and assist her in opening her business. She also learned to work well with the state regulatory agencies, local shelters, and other business in Pueblo to enhance services provided.

"I appreciate all of the support I received from the SBDC," said Pollard. "They have encouraged me through the long process of obtaining the property. They were available for consultation and advice. We worked for almost a year to get our building open and it was the most challenging thing I have ever accomplished. I could not have gotten the banking help I needed if I hadn't taken the LEADING EDGE course. I learned so much about our community leaders and other business people through that class. I always look at the courses offered and I feel the SBDC is an asset to our community."

"I appreciate all of the support I received from the SBDC. They have encouraged me through the long process of obtaining the property. I could not have gotten the banking help I needed if I hadn't taken the LEADING EDGE course."

MUNIREVS WITH THE SBDC SINCE 2011 SOUTHWEST CO

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As the finance director for Mountain Village in Telluride, Erin Neer saw gaps in the government accounting system that she thought she could fix.

"Technology in government systems hasn't evolved as quickly as it had in the private sector," she deduced.

Neer believed she could provide these services best from the vantage point of an entrepreneur, so she started her own business, headquartered in Dolores, Colorado. As the previous owner of Anytime Fitness in Durango, Neer was familiar with the Southwest Colorado SBDC.

Her product, MUNIRevs, allows businesses to log in to a secure, self-service portal to renew licenses and to submit their taxes to the municipality where they conduct business. They can log in, report sales and pay taxes in minutes. Her patent-pending software will save government agencies significant time and money in processing. It also makes it easier and more convenient for small business owners.

"If businesses aren't doing it online, it takes days for the municipality to collect the mail, manually key-in the data, and know how much tax money was collected. With our system, they can calculate the tax revenue immediately and know if they have made budget for the month or the quarter," explains Neer.

She chose the name MUNIRevs and the slogan "Capture Every Dollar," because she

realized that the automation and web-based technology of her system creates enhanced revenues for municipalities and reduces their processing costs.

Neer spoke to the Southwest Colorado SBDC director about her business plan and asked for assistance where she needed it.

"As a CPA, I knew I needed help with sales and formulating proposals to towns. I was ready to take the next leap. The SBDC was a huge resource. The consultants have a wide variety of expertise and gave me the confidence to take the next leap."

Those consultants provided expertise on Requests for Proposals (RFPs), securing government bids, sales and marketing, formulating pricing models, technology, and funding.

Since August 2011, the MUNIRevs paperless system has processed over \$8 million in revenue, with the first payments being submitted in December 2011. MUNIRevs recently won a competitive RFP for the City of Englewood, Colorado, and Neer is thrilled that several other communities have indicated they will be coming online in 2013 and 2014 as well.

"The SBDC was a huge resource. The consultants have a wide variety of expertise and gave me the confidence to take the next leap."









Montrose Manor B & B - More than A Bed & Breakfast

Freddie and Tom Hancock took one look at their new home in Montrose and saw something beyond a magnificent house. Their dream was to transform it into a bed and breakfast, plus a base for their not-for-profit animal rescue operation. Familiar with SBDC consulting services in Arizona where they had moved from, the Hancock's contacted the SBDC for assistance in achieving their dream.

Freddie gave the SBDC a tour of the 12,500 square foot home and surrounding acreage, detailing her and her husband's ultimate vision of the property. The SBDC then began assisting Freddie and Tom in implementing their vision. These included specific marketing strategies, promotional venues, strategic growth plans and contacts that she needed to complete the plan. As Freddie and Tom were new to Montrose, the SBDC also suggested many new vendors critical to launching their plan.

"We wouldn't be where we are today without the extensive help and support from our local SBDC office. We are living our dream." said Freddie.

Reviewing their 5-year financial forecast, the SBDC provided instruction so that Freddie could complete her application for a bank loan. The loan was approved and they moved forward and opened.

When it came time for their first magazine ad to be designed, they sought the input of the SBDC for coaching on ad content, photographs and layout. Two different sales brochures were recommended – one for the B & B and one for special events. Needless to say, the Hancock's were thrilled with the ultimate outcome. With their sign hung on the street and their doors officially open, the Montrose Manor B & B has hosted two successful community events and several overnight guests. The non-profit animal rescue is continuing to run full steam ahead.

"We wouldn't be where we are today without the extensive help and support from our local SBDC office. We are living our dream."









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




DISTRICT 4	la junta	EAST COLORADO	SOUTH METRO	TOTALS
Clients Consulted	99	594	665	1,358
Training Attendees	84	557	1,354	1,995
Jobs Created	61	211	160	432
Jobs Retained	36	228	204	468
Started Businesses	24	31	56	111
Increased Sales	\$903,500	\$6,230,598	\$6,936,171	\$14,070,269
Contracts	\$0	\$60,000	\$4,825,991	\$4,885,991
Capital Formation	\$5,303,087	\$9,308,994	\$6,790,307	\$21,402,388

BLUE ROOF HYDRO FARM WITH THE SBDC SINCE 2013

NTLA





Growing up on a family farm where Katie Kopasz's mom, dad, and younger brother all worked together made her realize the value of a "family-oriented" business.

Her parents taught her that the ability to teach kids new skills while working as a family makes a demanding job very rewarding. She came to realize that she desired these qualities for her own business. With both of her daughters in school and her husband, Zach, busy taking care of their cattle and farm east of Eads, Colorado, she felt the desire to start her own business... but what?

Zach told Katie about a used 3,000 square foot greenhouse with hydroponic growing equipment that he heard was for sale. This was something she had no prior experience with, but after growing a large family garden and her farming background, she thought it might be a good fit for her. Katie contacted the La Junta SBDC for business startup consulting and not long after, the family made the decision to purchase the structure and equipment, dismantle it, and move it to their property in Kiowa County.

The "re-construction" process began in early 2013 with Zach as the primary contractor and occasional help from family nearby. Together, Katie and Zach tackled dirt work, pouring concrete, framing, wiring, plumbing, and configuring greenhouse controls – all without

hiring any outside help! As a result of this hard work, Blue Roof Hydro Farm, LLC was born. The farm is a home-based business, including an office and laboratory, just a short walk from their front door.

Katie can control many different environmental elements in the greenhouse such as temperature, humidity and water. The plants grow hydroponically (without soil) and instead receive water containing dissolved nutrients to nourish them through a drip system. The plants are grown in a media called rockwool – a fibrous material originally used as insulation. Katie grows two varieties of tomato; one is a large slicing tomato and the other is a Roma. When in full production, the greenhouse yields 2,000 pounds of produce every 10 days. Katie sells mostly wholesale to local restaurants and grocery stores. She also offers a small amount of cucumbers, peppers, and cherry tomatoes to the locals who stop by.

Katie says, "There is such great value in the SBDC consulting services. It's a great resource for anyone wanting to start a new business or grow their existing business."

"There is such great value in the SBDC consulting services. It's a great resource for anyone wanting to start a new business or grow their existing business."



WITH THE SBDC SINCE 2013

EAST COLORADO

Modesto Ramos and business partners headquartered in Elizabeth, Colorado, have a long history with operating and managing family Mexican food dining establishments in Colorado and other states.

So when the opportunity arose for the Guadalajara Family Mexican Restaurants to expand and secure new locations in Elizabeth and Falcon, Colorado, they were willing and ready to do so.

"The Elizabeth and Falcon communities really needed a new dining experience for locals and tourists alike to enjoy an affordable, authentic and quality Mexican meal," explained Ramos.

Like many small business owners, Ramos needed support and guidance in getting his new business locations up and running. That's where the Northeast East-Central Colorado SBDC came into play. Ramos heard about the center's services and began meeting on a regular basis with the SBDC.

"We're very grateful for the support from the SBDC, for their ongoing guidance as we continue to grow and capitalize on new opportunities," said Ramos. The SBDC worked with Ramos to build a comprehensive business plan, strategic marketing plan and monthly cash flow projections that has increased sales and opened new business opportunities for additional restaurant locations. The SBDC assisted Ramos in his preparation for and meetings with banks, where current "lease purchase options" are being funded for the purchase of the restaurant real estate for an additional location.

Currently, Guadalajara Family Mexican Restaurants operate locations in Aurora, Castle Rock, Elizabeth, Windsor, and Falcon.

The SBDC is providing ongoing assistance to Ramos and the Guadalajara Family Mexican Restaurants by means of economic gardening for new locations within the state. The current plan indicates a growth at the rate of one to two new restaurant locations per year for the next five years. This growth plan will add five to eight new restaurant locations within the state by 2020.

"We're very grateful for the support from the SBDC, for their ongoing guidance as we continue to grow and capitalize on new opportunities."









Colorado Springs is the state's second most populated city. With successful high tech and tourism industries, Colorado Springs is always home to exciting new business ventures. The Colorado Springs SBDC works closely with El Paso County and the University of Colorado Colorado Springs. 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	
Clients Consulted	664	
Training Attendees	1,752	
Jobs Created	149	
Jobs Retained	187	
Started Businesses	9	
Increased Sales	\$578,900	
Contracts	\$370,640	
Capital Formation	\$5,258,232	

ACCINCTUS WITH THE SBDC SINCE 2013

COLORAD SPRINGS

Colorado Springs SBDC Success Story

Brian Siravo thought about starting his own business for a few years. After he was presented with some life challenges, including loss of employment due to company cutbacks, it was the last lever that needed to be pulled to launch him into moving in the right direction.

With 20 years of experience in business continuity and personal preparedness, Siravo wanted to share his passion for these topics with businesses across the country. Siravo started learning about contingency planning, training programs and emergency response as a new lieutenant in the Air Force. He worked for small business, as a consultant to a large federal government agency, and as a contractor and employee to a large international company.

Before opening his business, Siravo visited the Colorado Springs SBDC and received consulting services in a vast array of areas, including how to establish his business, business planning, service delivery, proposal writing, legal issues such as trademarks and copyrights, and many other aspects of starting a new business.

With the assistance of the SBDC, Accinctus opened on July 10, 2013. As any start up, Siravo faced some challenges. In the first six months. Siravo needed to review business management, marketing for name recognition, pricing of services, and help getting businesses to understand the need for his services. Almost 75 percent of businesses in America have no disaster or preparedness plans in place because there is the dangerous assumption that something bad "won't happen to me" or that insurance is all they need. Siravo understood that he needed to educate businesses first on the need and risks they could face before purchasing his services.

Siravo's experience has helped him develop a unique perspective and knowledge base to bring to his clients. Accinctus differentiates

itself from other larger companies as the business is not only IT focused. Accinctus assists small and medium businesses with preparedness plans and employee training. Accinctus does not believe "one size fits all" and tailors its products to a business' culture and requirements to create value. Lastly, Accinctus takes pride in building a long-term partnership with its clients as it truly cares about the long-term strength of its company. When in need, a business can call Siravo to help with any response and recovery processes. In fact, the Accinctus name is Latin for "prepared, ready, well-girded."

Since opening his business, the SBDC's assistance to Siravo has been reversed. The Colorado Springs SBDC's Disaster Relief Program has utilized Siravo's expertise in preparing clients with their business continuity by having him take part in expert panels and requesting his support with the creation of the Colorado Business Disaster Recovery & Continuity Guide.

The survival rate for small and medium sized business is 20-30 percent after a disaster. Siravo's goal is to positively impact the community by reversing this statistic and increase the survival rate to above 80 percent by educating and preparing businesses. Helping the community is at the forefront of the Accinctus goals.

"If it weren't for organizations like the SBDC, SBA, and other community organizations, a new business would not know where to turn for help. Without the assistance of the SBDC, especially the knowledgeable and professional consultants, I would not have learned so much and made so many gains in such a short period of time. The SBDC office is the first place anyone thinking about starting a business in Colorado should go."







The South Metro area is highly populated by a wide variety of businesses located in Littleton, Highlands Ranch, Parker, Aurora and Castle Rock. From Denver's 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 center exhibits a tremendous amount of marketing programs that support the wide variety of businesses with a focus on growing the new energy economy.





DISTRICT 6	SOUTH METRO	NORTH METRO	TOTALS
Clients Consulted	665	460	1,125
Training Attendees	1,354	895	2,249
Jobs Created	160	85	245
Jobs Retained	204	56	260
Started Businesses	56	23	79
Increased Sales	\$6,936,171	\$2,740,233	\$9,676,404
Contracts	\$4,825,991	\$4,403,003	\$9,228,994
Capital Formation	\$6,790,307	\$3,019,000	\$9,809,307







Downsizing a home, moving to an assisted living facility, or selling treasures accumulated over a lifetime is a daunting process few can anticipate.

Compassionate Life Solutions founder Stacey Craig knows firsthand how overwhelming this process can be for the elderly or disabled. When her grandmother downsized her home, the speed of the process left Craig scrambling to sell excess furniture and goods, find new living arrangements, and locate important documents. This process sparked an idea.

"I felt I did my grandmother a disservice," Craig said. "For example, I didn't know I could have done an estate sale to make her more money when we downsized. I also feel that the elderly need protection because they are so eager for help, and there are so many people who try to take advantage of them. I want to be their advocate and protect their needs."

This spark led to the creation of Compassionate Life Solutions, LLC, a business that provides downsizing services, estate tag and eBay sales services. Craig will coordinate with certified Senior Move Managers for relocation, arrange for home cleaning or repair, meet with estate attorneys, coordinate change of address, and other logistical assistance.

When Craig brought her idea to the Aurora SBDC, a satellite office of the South Metro Denver SBDC, she took "every class offered some twice!"

At one of the workshops, an SBDC consultant pulled her aside. "He told me that I had a good model, that I could be successful, and that I should take the LEADING EDGE Strategic Planning Series at the South Metro Denver SBDC to get the business launched," Craig said. According to Craig, the amount of information she received during the 12-week LEADING EDGE Strategic Planning Series was crucial to the success of her business. She discovered community resources, such as the library research centers, and was guided into addressing business issues that she might have otherwise overlooked.

One of the best outcomes of the class has been the connections Craig made. After a presentation by a guest speaker from a law firm, she subsequently hired one of the firm's associates to create her LLC. After the SBDC Lender's Panel, Craig obtained a Colorado Enterprise Fund (CEF) loan for \$3,000 and a new copy of QuickBooks. When a CEF representative arrived to install the program, she introduced Craig to the Cherry Creek Business Network. This connection led to referrals from an elder law attorney and to Craig's first three clients.

Craig has invested over \$50,000 to launch her business and is working with eight diverse clients. One of her clients is a widow in transition who is reconciling his former spouse's doll collection. She is also working with a missionary couple downsizing to prepare for a move to Africa, as well as a couple downsizing from a 10,000 to 3,000 square foot home.

Craig is currently reaching out to assisted living and senior centers and local hospitals, where she has been well-received by healthcare providers. She currently has two employees and hopes to expand. "I know this business is my future," Craig said. "I couldn't have done this without the SBDC."

"I know this business is my future. I couldn't have done this without the SBDC."



Colorado's newest congressional district wraps around the city of Denver and covers large parts of Adams County. The North Metro Denver 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 Metro and Boulder SBDCs.



DISTRICT 7	NORTH METRO	
Clients Consulted	460	
Training Attendees	895	
Jobs Created	85	
Jobs Retained	56	
Started Businesses	23	
Increased Sales	\$2,740,233	
Contracts	\$4,403,003	
Capital Formation	\$3,019,000	

COLORADO SWIM SCHOOL WITH THE SBDC SINCE 2012 Armed with the knowledge that drowning is the leading cause of unintentional injury fatalities for children under the age of four and the second leading cause in children under the age of 15, learning to swim was non-negotiable for Brent and Stephanie Scarbrough's children.

From the time their children were infants, they searched for a swim program that was child-centered, fun and engaging, yet also prepared children to know precisely what to do in the event of an unexpected submersion.

Having worked at the renowned Houston Swim Club throughout high school and college, Brent had high expectations for a swim school. As an elementary school teacher with a master's degree in educational psychology, Stephanie also had high expectations for the caliber of an instructional program. When their children were babies, they enrolled them in the local rec center, but the kids' lips turned blue as the water was too cold for infants, and the curriculum seemed to lack any purpose other than playing in the water. As their children aged, Brent and Stephanie continued to explore rec center programs, semi-private lessons and summer swim clubs, but they could not find a facility in the north metro area that met all of their expectations. They just couldn't find the right fit. Eventually, they shifted their focus from the search for a quality program to the need for a quality program. That is when the idea for Colorado Swim School was born

In the fall of 2012, the Scarbroughs began exploring the north metro area for the perfect location for their swim school, while simultaneously working with their friends at the Houston Swim Club to make their dream of a swim school become a reality. They contacted the North Metro Denver SBDC and connected with an SBDC consultant who was excited about their idea and was supportive and helpful throughout the entire process. Brent and Stephanie encountered many roadblocks along the way and the SBDC was there at every step to offer guidance, suggestions and tools to pave the road to success. The SBDC consultant also helped promote the business by offering marketing strategies as well as connecting Brent and Stephanie with members of the community who helped to keep the ball rolling.

"The SBDC was vital in helping us get our swim school off of the ground. The consultant helped us revise our business plan and secure financing. We are so grateful to have worked with such an amazing group of people," said Brent.

After countless hours of planning and negotiating, they finally broke ground in March 2013 in Broomfield. On August 12, Colorado Swim School opened its doors for swim lessons. Initially, just ten families were enrolled, but in just six short months there are almost 200 families registered and they are continually hiring new employees.

Brent and Stephanie will continue to promote the Colorado Swim School's mission, which is to provide a proven learning process where babies, toddlers, children, and adults can take steps toward mastering comfort in the water, learning to swim, enhancing and refining strokes, and more importantly, becoming safer and more aware in and around bodies of water. They are still in contact with the SBDC consultant who turned their dream into a reality and are also proud to admit that both of their children are now avid swimmers and are interested in trying out for swim teams!

"The SBDC was vital in helping us get our swim school off of the ground. The consultant helped us revise our business plan and secure financing. We are so grateful to have worked with such an amazing group of people."

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COLORADO SBDC CONSULTING, TRAINING CENTERS & HOST ORGANIZATIONS



Lead Center Colorado Office of Economic Development and International Trade (303) 892-3840





Boulder Boulder Chamber of Commerce (303) 422-1475





Colorado Springs University of Colorado Colorado Springs (719) 255-5842





Denver Metro Denver Metro Chamber of Commerce (303) 620-8076





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





La Junta Otero Junior College (719) 384-6959





Larimer County Front Range Community College (970) 498-9295





North Metro Front Range Community College (303) 460-1032



Northeast - East Central Colorado

Monfort College of Business at the University of Northern Colorado (970) 352-3661



Northwest Colorado

Colorado Mountain College, Summit Campus (970) 468-5989



San Luis Valley

Alamosa County Economic Development Corporation (719) 589-3682





South Metro Denver South Metro Denver Chamber of Commerce (303) 795-0142





Southern Colorado

Pueblo Community College (719) 549-3224





Southwest Colorado

Fort Lewis College (970) 247-7009





West Central Western State College (970) 943-3157













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