



2014

SBDC ANNUAL REPORT



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 \$44.22 in capital formation for every federal grant dollar obtained by the state. In addition, \$43.61 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.

SBDC's IMPACT IN CO

Increased Sales in Co.




\$49 MILLION

more than
20
MILLION DOLLARS
in signed
CONTRACTS
x 

now **open**
288 NEW BUSINESSES

1,662 JOBS
CREATED

RAISING
68,762,250
IN CAPITAL
FORMATION **\$**



3,030 JOBS
RETAINED

Training Attendees **11,960**



6,065  CLIENTS
CONNECTED

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
Government procurement and contracting**

WHAT IS THE COLORADO SBDC?

The Colorado Small Business Development Center (SBDC) Network is dedicated to helping existing and new businesses grow and prosper in Colorado by providing free and confidential consulting and no- or low-cost training programs. The SBDC 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.





Letter from Fiona Arnold

On behalf of the State of Colorado and the Colorado Office of Economic Development and International Trade, I am pleased to introduce you to our Colorado Small Business Development Centers (SBDCs).

The vital role small businesses play in the Colorado economy cannot be overstated. Over 25% of employed Coloradans own their own business, and this percentage continues to grow as Colorado repeatedly ranks in the top rung of states with new business start-ups. From food trucks and breweries to engineering and manufacturing firms, small businesses are at the heart of the Colorado economy.

The SBDCs are there to ensure that every Colorado business owner has the resources they need to succeed. The centers assist in all aspects of small business ownership, including creating business plans, forming financial projections, cash flow management, marketing implementation, and strategic growth plans. The success of small business owners and entrepreneurs is their sole concern.

Colorado continues to garner national attention for its high level of entrepreneurial activity. Our high self employment and new business birth rate further exemplify this outstanding entrepreneurial spirit, and our SBDC centers persistently strive to keep this spirit alive and well in Colorado.

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. We are committed to building a business-friendly environment, increasing access to capital, and growing our Colorado companies. I applaud the SBDCs for their services to the small business community as we continue to carry out these objectives.

Sincerely,

Fiona Arnold

**Executive Director, Colorado Office of Economic
Development and International Trade**





Letter from the State Director

The 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 every day 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 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.

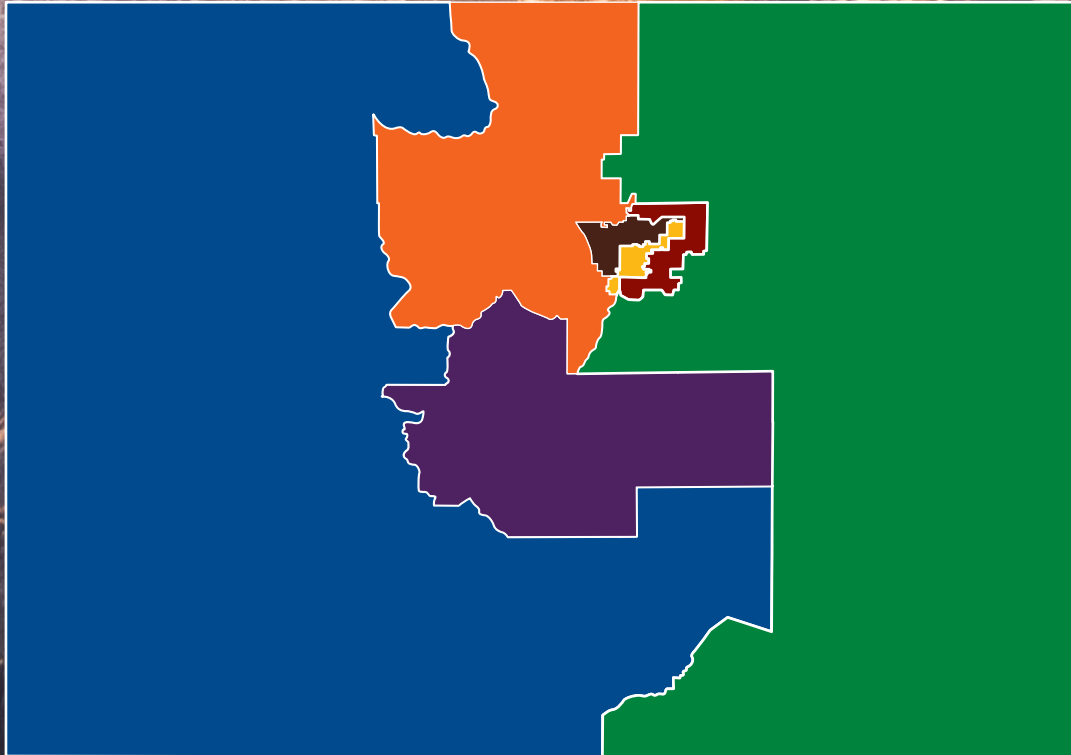
We are proud to publish this update on our productivity and economic impact in 2014. Please enjoy the success stories contained within—your success is Colorado's success.



Sincerely,

Kelly Manning

State Director, SBDC Network



U.S. SENATORS FOR COLORADO

The Honorable Michael Bennet

The Honorable Cory Gardner

	SBDC Centers	Federal US Representatives
1	DENVER	The Honorable Diana DeGette
2	BOULDER	The Honorable Jared Polis
	LARIMER	
	NORTHWEST COLORADO	
	NORTH METRO	
3	SOUTHWEST COLORADO	The Honorable Scott Tipton
	GRAND JUNCTION	
	SOUTHERN COLORADO	
	SAN LUIS VALLEY	
	WEST CENTRAL	
4	SOUTHEAST COLORADO	The Honorable Ken Buck
	EAST COLORADO	
	AURORA - SOUTH METRO	
5	COLORADO SPRINGS	The Honorable Doug Lamborn
6	AURORA - SOUTH METRO	The Honorable Mike Coffman
	NORTH METRO	
7	NORTH METRO	The Honorable Ed Perlmutter

Totals					Districts	
Clients Consulted	Training Attendees	Jobs Created	Jobs Retained	Businesses Started		
1,029	3,419	180	510	47	1	DENVER
1,786	3,138	431	840	79	2	BOULDER
						LARIMER COUNTY
						NORTHWEST COLORADO
						NORTH METRO
1,536	2,060	448	915	94	3	SOUTHWEST COLORADO
						GRAND JUNCTION
						SOUTHERN COLORADO
						SAN LUIS VALLEY
						WEST CENTRAL
1,184	1,963	498	473	59	4	SOUTHEAST COLORADO
						EAST COLORADO
						AURORA - SOUTH METRO
518	1,380	105	292	9	5	COLORADO SPRINGS
926	2,033	253	164	52	6	AURORA - SOUTH METRO
						NORTH METRO
420	604	113	54	25	7	NORTH METRO

Districts		Totals			
		Increased Sales	Contracts Obtained	Capital Formation	
DENVER	1	\$10,401,508	\$7,915,270	\$12,506,655	
BOULDER	2	\$19,653,261	\$5,113,839	\$11,592,011	
					LARIMER
					NORTHWEST COLORADO
					NORTH METRO
SOUTHWEST COLORADO	3	\$10,164,670	\$5,768,575	\$25,587,252	
					GRAND JUNCTION
					SOUTHERN COLORADO
					SAN LUIS VALLEY
					WEST CENTRAL
SOUTHEAST COLORADO	4	\$7,349,842	\$724,103	\$15,440,820	
					EAST COLORADO
					AURORA - SOUTH METRO
COLORADO SPRINGS	5	\$1,588,860	\$554,198	\$3,635,512	
AURORA - SOUTH METRO	6	\$4,839,605	\$2,095,703	\$5,188,126	
					NORTH METRO
NORTH METRO	7	\$4,053,671	\$1,555,900	\$2,634,000	

COLORADO STATE SENATORS

SENATOR	DIST	SENATOR	DIST
The Honorable Jerry Sonnenberg	1	The Honorable Laura Woods	19
The Honorable Kevin Grantham	2	The Honorable Cheri Jahn	20
The Honorable Leroy Garcia	3	The Honorable Jessie Ulibarri	21
The Honorable Mark Scheffel	4	The Honorable Andy Kerr	22
The Honorable Kerry Donovan	5	The Honorable Vicki Marble	23
The Honorable Ellen Roberts	6	The Honorable Beth Humenik Martinez	24
The Honorable Ray Scott	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 Michael Merrifield	11	The Honorable Morgan Carroll	29
The Honorable Bill Cadman	12	The Honorable Chris Holbert	30
The Honorable John Cooke	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 Tim Neville	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 Susan Lontine	1	The Honorable Steve Lebsock	34
The Honorable Alec Garnett	2	The Honorable Faith Winter	35
The Honorable Daniel Kagan	3	The Honorable Su Ryden	36
The Honorable Dan Pabon	4	The Honorable Jack Tate	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 Kevin Van Winkle	43
The Honorable Jonathan Singer	11	The Honorable Kim Ransom	44
The Honorable Mike Foote	12	The Honorable Patrick Neville	45
The Honorable KC Becker	13	The Honorable Daneya Esgar	46
The Honorable Dan Nordberg	14	The Honorable Clarice Navarro	47
The Honorable Gordon Klingenschmitt	15	The Honorable Stephen Humphrey	48
The Honorable Janak Joshi	16	The Honorable Perry Buck	49
The Honorable Catherine Roupe	17	The Honorable Dave Young	50
The Honorable Sanford E Lee	18	The Honorable Brian DelGrosso	51
The Honorable Paul Lundeen	19	The Honorable Joann Ginal	52
The Honorable Terri Carver	20	The Honorable Jeni James Arndt	53
The Honorable Lois Landgraf	21	The Honorable Yeulin Willett	54
The Honorable Justin Everett	22	The Honorable Dan Thurlow	55
The Honorable Max Tyler	23	The Honorable Kevin Priola	56
The Honorable Jessie Danielson	24	The Honorable Bob Rankin	57
The Honorable Jon Keyser	25	The Honorable Don Coram	58
The Honorable Diane Mitsch Bush	26	The Honorable Paul Brown	59
The Honorable Libby Szabo	27	The Honorable James D Wilson	60
The Honorable Brittany Patterson	28	The Honorable Millie Hamner	61
The Honorable Tracy Kraft-Tharp	29	The Honorable Edward Vigil	62
The Honorable JoAnn Windholz	30	The Honorable Lori Saine	63
The Honorable Joseph Salazar	31	The Honorable Timothy Dore	64
The Honorable Dominick Moreno	32	The Honorable Jon Becker	65
The Honorable Dianne Primavera	33		



DISTRICT 1

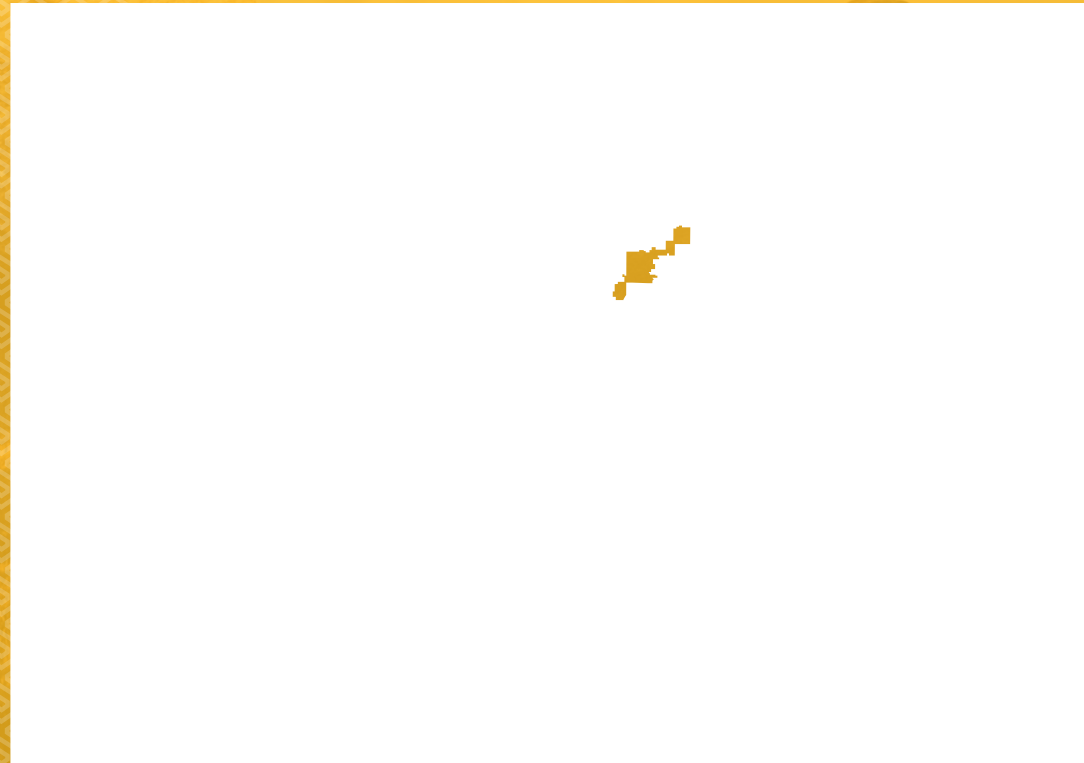
District One is home to the Denver Metro Region.

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 to entrepreneurs by helping them start and grow their businesses.

The Denver Metro SBDC acts as a catalyst for new programming that is often replicated across the network. This center was awarded the 2012 U.S. Small Business Administration Small Business Development Center of the Year for Excellence and Innovation.

DISTRICT 1	DENVER
Clients Consulted	1,029
Training Attendees	3,419
Jobs Created	180
Jobs Retained	510
Businesses Started	47
Increased Sales	\$10,401,508
Contracts	\$7,915,270
Capital Formation	\$12,506,655



I FEEL PROUD
TO SHARE OUR
HARD WORK
AND EFFORTS
WITH MY
CONSULTANT
AND THE
DENVER
METRO SBDC.

WE GOT
RESULTS BY
WORKING
SMARTER, NOT
HARDER.

- LORI J
PHOTOGRAPHY



Entrepreneurs are known for having to perform many different roles. Many struggle with the financial and accounting aspect of their business, while others have a hard time understanding the power of social media.

Lori Johnson, owner of Lori J Photography, she's the first to admit that her nemesis is marketing.

Lori J Photography provides a boutique photography service for Denver weddings, family portraits, and lifestyle headshots for entrepreneurs. The business offers a full product guide for home artwork décor and specialized ordering appointments for families and couples.

Marketing may not be Lori's strong suit, but she is gradually overcoming this struggle.

"Our work with the Denver Metro SBDC consultants has allowed us to focus on our target clients," said Lori. "We have learned so much about our business needs that we didn't know before. In the photography world, there is so much competition, and as artists we are constantly critiquing.

"Working with a consultant has helped us to focus less on critiquing and more on the needs of the client. We have gone from completely despising marketing to enjoying the process of creation and implementation of new marketing plans that our clients love."

Lori's revenues have increased by 280 percent per customer since working with the Denver Metro SBDC.

"The most important thing we have learned is to be consistent with marketing strategies. Sticking with it has allowed us to push beyond barriers and move past our dislike of marketing to find the fun in getting our name out there. As the owner of Lori J Photography, I feel proud to share our hard work and efforts with my consultant and the Denver Metro SBDC. We got results by working smarter, not harder," said Lori.



DISTRICT 2

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

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

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



DISTRICT 2	BOULDER	LARIMER	NORTHWEST COLORADO	NORTH METRO
Clients Consulted	648	544	174	420
Training Attendees	764	753	1,017	604
Jobs Created	177	118	23	113
Jobs Retained	599	185	2	54
Businesses Started	20	22	12	25
Increased Sales	\$10,163,905	\$5,315,144	\$120,541	\$4,053,671
Contracts	\$2,909,800	\$576,172	\$71,967	\$1,555,900
Capital Formation	\$4,967,073	\$3,294,358	\$696,580	\$2,634,000

THE CLASS
GAVE ME
A GOOD
PERSPECTIVE
ON MY
BUSINESS. THE
CONSULTANTS
HELPED
ME WITH
FINANCING,
FORECASTING,
PRICING AND
ACCOUNTING.

- HAPPYTRUNK



Who doesn't love getting fun mail? HappyTrunk LLC is a subscription-based company that delivers monthly "Smiles in a Box" for kids.

Owner Vinnie Bhushan got her inspiration for HappyTrunk as an Odyssey of the Mind coach when her children were in elementary school.

"As a coach at Flagstaff Academy in Longmont, I got a firsthand view of what open-ended activities, questions and projects can produce in kids," said Vinnie.

She got to thinking about a home-delivered activity box targeted at kids ages 3-11. Vinnie launched HappyTrunk in August 2012 with the intent of inspiring creativity and curiosity in children and offering a packaged, convenient solution to busy parents. Her online subscription model provided the cash flows she needed to succeed and grow.

She assembles a team of informal consultants to help her brainstorm ideas for open-ended, gender-neutral crafts and projects. Ideas are then tested by a group of children to ensure they are box worthy. She now employs two part-time moms to assemble her boxes, which are shipped to parents throughout the U.S. Recently, she added a store to the website that sells individual craft boxes for party favors or rainy-day fun. In addition to being featured on the *Today Show* in December 2013, HappyTrunk revenues tripled that year, and more growth is anticipated in the future.

Vinnie sees the Boulder SBDC in partnership with the Longmont Economic Gardening Initiative (LEGI) as being highly instrumental to her success. She met with SBDC consultants before launching, and after her launch she enrolled in the Leading Edge class.

"The class gave me a good perspective on my business. The consultants helped me with financing, forecasting, pricing and accounting. I discovered the amazing breadth of consultants the Boulder SBDC has to offer and was able to network with other businesses," said Vinnie.

Through the LEGI program, Vinnie received market data and analysis that helped her to forecast and develop market strategies. She also took advantage of the LEGI sponsored SBDC classes, including Start-Up Essentials and Social Media Marketing.

"I am so grateful for all the help that I received through the SBDC that I want to find ways to give back," said Vinnie. "We are looking forward to great things for HappyTrunk in the future!"



WE WANTED
PROFESSIONAL
ADVICE.
WE WERE
STARTING
TO GROW.
WE HAD NO
MARKETING
BACKGROUND,
AND THE
BUSINESS
WAS ABOUT
TO TAKE OFF.

- BABETTE'S
FEAST
CATERING
AND BAKERY



What's a CPA working as a health care administrator do for a second career? Follow his passion.

What's a nurse practitioner do in her off hours? Dream up cake creations.

Rudy Burns' passion is to feed people, and his wife Angi has a creative side. While living in Arkansas, Rudy attended the Arkansas Culinary School in Little Rock, where he realized that, in catering, there was the opportunity to follow his passion.

Moving to Fort Collins to follow their dream, they settled on buying an existing business: Babette's Feast Catering and Bakery. (Yes, it's named after the movie.)

The three-year old business focuses on the bakery –custom cakes, catering weddings and lunches, wholesale baking (supplying hotels and independent coffee and tea shops with quiches, croissants and desserts).

A year after taking over the business, they realized that Rudy needed some more advice. As a CPA, he had the finance side of the business down pat. And the cakes, with Angi's assistance, were hitting a creative sweet spot. The business had grown 150 percent, and they had three employees.

"We needed help," Rudy said. "We wanted professional advice. We were starting to grow. We had no marketing background, and the business was about to take off."

"We wanted to make sure we were realistic in our expectations," said Angi.

The Larimer SBDC helped them start down the path by giving them objective advice. They met one-on-one with a business consultant, a marketing consultant and a social media consultant.

Their business plan includes maintaining the fundamentals that have made Babette's successful – things like traditional recipes, natural food flavors and adding a retail cake shop. Custom cakes are their specialty, but they see a niche in Fort Collins for a walk-in store. And they're ready with a name: Daddy Cakes Bakery ("Daddy" would be Rudy).

"So far, it's been a lot of hard work," Angi said. "And we will keep working hard to become as successful as we possibly can be."



THE SBDC'S
HIGH
STANDARD
PUSHED ME
TO INCLUDE
INCREDIBLE
DETAIL IN MY
BUSINESS
PLAN.

- THUNDER
MOUNTAIN
LODGE



Jeffrey Kieper moved to Colorado in 1998 to pursue competitive snowboarding and mountain biking.

Before moving, he traveled the nation working as a raft and snowmobile guide. So when Jeffrey saw the chance to purchase Thunder Mountain Lodge in Cedaredge, CO, he knew it was fate. This was a natural fit and a perfect avenue for sharing his passion for the outdoors with others.

He dug in quickly to learn what it would take to own and operate Thunder Mountain Lodge. Jeffrey immediately began working with a SBDC coach to secure funding for the purchase. He quickly found that he was going to have to think outside of the box to make this purchase happen. Some of the issues he had to overcome included understanding what the US Forest Service required for him to operate his business in a national forest. In addition, he worked through licensing, insurance, management and projections for his future venture. After months of work, Jeffrey was rewarded with close to half a million in financing to launch his new venture!

“It was great having the reputation of the SBDC on my side when negotiating with the National Forest Service, said Jeffery. “The SBDC’s high standard pushed me to include incredible detail in my business plan. They helped me materialize the ideas I had generated over the past two years. I would highly recommend seeking their guidance to any aspiring business owner.”

The lodge is perched high atop the Grand Mesa at 10,000 feet. Boasting over 300 lakes and over 800 square miles of wilderness to explore, there are endless activities for the outdoor enthusiast. The lodge will offer premium snowmobile rentals and guided trips. Offerings include premium snowmobile rentals of canoes, hydro bikes, stand up paddle boards and inflatable kayaks. Jeffrey plans to offer a special events package as well for weddings, reunions and more.

“I am excited for what the future of Thunder Mountain Lodge holds and plan on keeping the SBDC in my arsenal of business tools for years to come.”



DISTRICT 3

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

Like this diverse territory, our five centers in this district cover a host of specialties that represent the diverse population of business in these areas.

Experts reflect the needs of our clientele in oil and gas, manufacturing, tourism, the arts, as well as the traditional service industries of small businesses. The SBDC Centers from Grand Junction to Southern Colorado are able to help companies gauge and respond to arising issues to ensure a consistent level of success in the future.



DISTRICT 3	SOUTHWEST COLORADO	GRAND JUNCTION	SOUTHERN COLORADO	SAN LUIS VALLEY	WEST CENTRAL
Clients Consulted	400	450	198	144	344
Training Attendees	1,005	434	450	171	0
Jobs Created	77	135	120	60	56
Jobs Retained	78	701	86	20	30
Businesses Started	36	18	21	8	11
Increased Sales	\$922,800	\$6,606,768	\$1,030,830	\$310,000	\$1,294,272
Contracts	\$1,900,000	\$0	\$2,190,475	\$1,678,100	\$0
Capital Formation	\$3,618,950	\$13,172,783	\$1,471,214	\$1,493,220	\$5,831,085

THEY SAW
SOME THINGS
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FOR GROWING
THE BUSINESS.

- PINE NEEDLE
MOUNTAINEERING



When Jeremy Dakin and Miles Avenzoar originally started looking at Pine Needle Mountaineering in the fall of 2007 and the spring of 2008, the banks were optimistic and the economy was good. Then everything changed.

They contacted their regions SBDC for advice, and what they learned was a real eye opener.

A consultant for the SBDC primarily helped them look at the historical financials of the business, as well as how to use the business's performance to determine a realistic purchase price. They examined financials for the three previous years and projected the future cash flow to make sure the purchase price was reasonable. They also looked at fixed and variable costs to see what they could change to improve some of their margins. The lengthy process took a few years to complete.

"The SBDC consultant gave us lots of good advice and ideas," said Jeremy.

"We analyzed the profit and loss statements, looked at the balance sheets and ran every ratio on the business. The SBDC saw some things that we could change to tighten up some of the systems, as well as opportunities for growing the business."

The information that Jeremy and Miles gathered with the help of the Southwest Colorado SBDC provided exact numbers on how the business was performing. This data from a respected, objective third party gave them ammunition to negotiate the purchase price and influenced the seller to agree to a realistic price.

"The SBDC helped us structure the deal to make sure it made sense," said Jeremy. "Luckily, the store had lots of history they could look at, but the economy and the weather have a huge influence on the business."

Miles and Jeremy were able to gain an understanding of forecasting and cash flow. Both partners agree that the advice and help they received was a huge help. They are grateful that such an awesome resource exists in the community and look forward to working with the SBDC in the future to hone their marketing and growth strategies.





THE SBDC
GUIDED ME
THROUGH
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THROUGH
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- BUSY BEA
QUILTERS

When Grand Junction's only quilting store closed its doors in 2013, the local quilting community was devastated.

With the closest quilting venue hundreds of miles away, avid quilter Bea Root and longtime quilting buddy Tracy Miller decided that something needed to be done.

They began formulating an idea, and Bea, after being referred to the Grand Junction SBDC by a close friend, signed up for a class the Pumping up the Dream: Starting a Business in Western Colorado. After taking all of the follow-up classes, Bea decided it was time to move forward with her goal of opening a store. It was truly a leap of faith for both women; but their passion for quilting was undeniable.

The two spent months researching, looking at buildings and planning. Once they found the perfect building, they decided to pull the trigger and Busy Bea Quilters opened its doors on September 13, 2014. In the three short months after their opening, they had already established an amazing client base of 1,300 fellow quilters, sewers and crafters. They created a 22-person classroom, one of the largest in the state, and hosted classes, events, workshops and open sewing. They are the only Authorized Brother® Sewing Machine Dealer on the Western Slope.

Bea continues to meet with SBDC staff for Quickbooks® training. Although Tracy runs a thriving practice as an eye doctor, retail business was new to her. Bea, on the other hand, owned a successful catering and baking business in Denver 20 years ago.

The entrepreneurial spirit is in her blood, but as she pointed out, laws change substantially in that amount of time, and the SBDC was integral in making sure that nothing was forgotten.

"The SBDC guided me through all of the necessary steps to take, and because of that, nothing has fallen through the cracks," said Bea.

Bea added that anyone who has the desire to turn their passion into a business should "take all the classes offered through the SBDC and use them as a resource. If you are unsure or have more questions, keep asking!"

BUSINESS
ISSUES ARE
CHANGING
ALL THE TIME,
AND THE SBDC
HELPS CORTEZ
KEEP UP WITH
THEM. WE
VALUE THEIR
SERVICES AND
COULDN'T
DO WITHOUT
THEM.

- CORTEZ
CONSTRUCTION
COMPANY



Pueblo-based Cortez Construction Company has paved its own unique and diverse road.

For more than 36 years, the company has provided construction services to large-scale clients, including the Colorado Department of Corrections, United States Air Force Academy, Federal Aviation Administration, United States Army Corps of Engineers, Fort Carson and a variety of others. The mission of Cortez Construction is to safely, accurately and reliably deliver all projects in an environment that benefits their clients, employees and the communities they serve. By taking their team's collective experience, Cortez Construction has created a systemic, highly efficient approach to keep their construction projects on track and under budget.

"A building is not complete until every door hangs properly, every window opens correctly and everything is built according to plan," said President Carla Barela. "It has to look, feel and smell right. We just won't settle for anything less. I love making blueprints on paper come to life in real buildings that positively impact the community."

In 1982, Cortez Construction completed its first commercial project: the Veteran's Nursing Home in Florence. In 1984, Cortez Construction was accepted in the Small Business Administration's (SBA) 8a Program. Through the assistance of the SBDC Colorado Leading Edge Program and additional SBDC consulting and training programs, Carla continued to build the business and clientele, and Cortez Construction became recognized as one of the premiere construction companies in southern Colorado.

Carla and co-owner Daniel have spent countless hours attending SBDC and other community-offered training programs over the years.

"Cortez Construction has benefitted immensely from the services of the SBDC classes, seminars, individual sessions and workshops. Business issues are changing all the time, and the SBDC helps Cortez keep up with them. We value their services and couldn't do without them," said Carla.

Staying ahead of trends and demand, and growing in the ever-changing market to meet community needs and project expectations, Cortez Construction has sustained a trusted business partnership with clients it work with. In addition to graduating from the SBA 8a Program, Cortez Construction is Hubzone Certified, Economic Disadvantage Business Certified, and Woman-Owned Certified. It was recognized in 1994 as Small Business of the Year, Carla was recognized as the Business Woman of the Year by the U.S. Hispanic Chamber of Commerce in 2002, and the company received the honor of being awarded the Public Works Project Award for Engineering/Construction Management from APWA in 2012. With the help of the SBDC, Cortez Construction will continue to be the one of the premier construction companies in southern Colorado.



WITHIN THE
FIRST TWO
MONTHS
OF 2014, WE
HAD MORE
CONTRACTING
REVENUE THAN
WE HAD THE
WHOLE LAST
FOUR YEARS
COMBINED.

– ESPINOZA
CULTURAL
SERVICES, LLC



Dee Espinoza founded Espinoza Cultural Services, LLC (ECS) in 2010 as a one-person business.

ECS provides cultural and natural resource regulatory compliance services to engineering and environmental firms in addition to local, state and federal agencies, and employs 13 full-time professionals. Being extremely specialized, all of ECS's key staff must meet or exceed the Secretary of the Interior's qualifications for archaeologists and historians.

Dee first sought assistance from the San Luis Valley SBDC in 2011. At the time, she needed help completing her business plan and guidance in government contracting.

"The SBDC provides a wealth of information through consulting and classes," said Dee.

When ECS was a home-based business, Dee would use a small conference room at the SBDC office in Alamosa for many of her business meetings.

"There are a never-ending amount of services and resources to take advantage of within the SBDC office, the SBDC office in Pueblo, and the SBA offices in Denver and San Francisco, are that they are full of great people with a passion for you to succeed."

ECS has obtained several certifications from the SBA, which has helped it to obtain several contracts for the federal government.

These certifications include Economically Small Disadvantaged Woman-Owned Small Business, Minority-Owned Small Business and Historically Underutilized Business Zone. ECS is currently the only small business in the San Luis Valley that is in the SBA's 8(a) Business Development Program.

"Within the first two months of 2014, we had more contracting revenue than we had the whole last four years combined," said Dee.

ECS has recently been awarded work with National Parks Service for compliance related to the Gulf Oil Spill; a four-state, year-long contract with the Forest Service for cultural resource work; and a Tribal Monitoring contract for a water line in South Dakota. ECS is also a team member on two large, multi-year contracts: the Navy (NAVFAQ SW) and the Bureau of Land Management (for southeast New Mexico). The company currently holds eight multi-year contracts, providing stability for long-term growth and assisting in their goal of making a positive economic impact in the La Jara community.



THE
SBDC
IS AN
AMAZING
RESOURCE
FOR
ENTREPRE-
NEURS!
-ROSHAMBO



RoShamBo, a marketing and design shop in Gunnison, Colorado is now celebrating its seventh year in business. Mallory Logan recently took over the business and couldn't be more excited about the future growth potential.

"I started as an intern when I was a graphic design student at Western State University in 2008," Mallory said. "I have loved every minute of being here."

The creative firm was founded by Delaney Keating, who mentored Mallory to eventually take over the business. They have worked for two years in the transition and called on the West Central SBDC located at Western State Colorado University. The SBDC Director and consultants guided Mallory through the steps of acquiring a business including acquiring a loan for the buyout and future financial projections.

"The West Central SBDC Director was so helpful in answering all my questions, and so enthusiastic," said Mallory. "The SBDC is an amazing resource for entrepreneurs!"

A large percentage of RoShamBo's business revenue is comes from outside of Gunnison. The firm won the statewide tourism award for its design of the Lake City Visitor's Guide.

"Mallory is creative and bold in her ideas, with a great level of commitment to customers and the end project," Delaney said.

Mallory will continue to focus on the core business, helping fellow Colorado businesses attract more customers through devising marketing strategies, branding packages, graphic design, website development and digital printing.



WESTERN STATE
COLORADO UNIVERSITY

DISTRICT 4



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

From universities to agriculture, this district offers a thriving economy full of small towns and distinct farming communities.

District Four maintains several SBDC programs hosted by academic institutions from Greeley and Fort Morgan all the way down to a. Based mainly in agricultural areas, these centers concentrate on working with local community organizations to foster growth in Colorado's rural communities.

DISTRICT 4	SOUTHEAST COLORADO	EAST COLORADO	AURORA-SOUTH METRO
Clients Consulted	89	589	506
Training Attendees	17	517	1,429
Jobs Created	29	329	140
Jobs Retained	5	358	110
Businesses Started	16	16	27
Increased Sales	\$0	\$6,563,908	\$785,934
Contracts	\$0	\$184,300	\$539,803
Capital Formation	\$458,494	\$12,428,200	\$2,554,126

WE OPENED
JAK'S JOINT ON
NOVEMBER 1,
2014, WITH
A WEALTH
OF SUPPORT
FROM OUR
COMMUNITY
AND THE SBDC
NETWORK.

- JAK'S JOINT



Sonja and Newman's son, Jacob, and some of his colleagues lost their jobs when their employer closed the company. Jacob was having a difficult time finding employment as a chef.

On a fluke, Jacob said to his mother Sonja, "Why don't we open the old Mrs. T's as a restaurant?" That was the beginning of Jak's Joint.

"A friend had mentioned to me that we could get advice and/or loan information from the Southeast Colorado SBDC located at Otero Junior College. We met with the Southeast Colorado SBDC Director who was invaluable with her extensive knowledge and suggestions, and helped us figure out if our restaurant would be successful in Las Animas.

"We opened Jak's Joint on November 1, 2014, with a wealth of support from our community and the SBDC Network. In addition to being able to continue Jacob's love for cooking, we were able to employ four other people who were also affected by the closure, and were even able to add some new faces to the team."

Jak's Joint offers a diner-style menu consisting of about 30 items, including all-day breakfast, as well as a variety of pizza, sandwiches and burgers. The hiring of trusted employees with previous restaurant experience has contributed largely to the restaurant's success. Future plans include expansion to offer a pizza delivery service.

It has been wonderful to be so blessed to open our family-owned restaurant and employ those who not only lost their jobs, but to create more jobs as well.



THEY
HAVE BEEN
ENGAGED
ALL ALONG
THE WAY,
PROVIDING
VALUABLE
ADVICE AND
ASSISTANCE
IN MAKING
THE PROJECT
A REALITY.

- LIBERTY
FIREARMS
INSTITUTE



With completion expected in the fall of 2015, Liberty Firearms Institute brings a facility uniquely designed and fully equipped to accommodate all firearms training and education in a safe and controlled environment.

This 100,000 square-foot training and retail facility features a 50,000 square-foot, state-of-the-art shooting range. The first of its kind in Colorado, Liberty Firearms Institute will be large enough to accommodate the huge demand for firearms education, hunter safety, self defense and concealed carry at a single location.

It will also serve as a place to enjoy and practice safe, recreational shooting. Being locally owned and operated, this facility will bring employment opportunities for up to 40 industry enthusiasts and provide a community hub for all organizations.

The facility will have 60 lanes spanning 25, 50 and 100 yards, and will be able to accommodate ammunition calibers up to 50 BMG and firearms rentals on site. In addition to the shooting range, there will be an onsite retail store offering firearms, tactical gear, optics, ammunition, archery accessories and shooting accessories.

There will also be on-site gunsmithing, indoor archery lanes, multiple classrooms for all aspects of firearms training and education, a restaurant, coffee shop and locker rooms. The facility is located in the southeast corner of the I-25 and Route 34 interchange in Johnstown, and will be open year round.

The SBDC has been involved in the project since its inception in May 2013. According to John Mason, one of the partners for Liberty Arms Institute, “the SBDC has helped us in multiple aspects of this project.

“They helped us write the business plan, including the financial forecasting. They accompanied us to a number of different bank meetings, provided input and advice on the funding model, and helped with the marketing piece of the groundbreaking.

“They have been engaged all along the way, providing valuable advice and assistance in making the project a reality. We expect a long-term relationship with the East Colorado SBDC moving forward.”

DISTRICT 5

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 is hosted by the University of Colorado at Colorado Springs with a focus on working with a variety of contracting opportunities. The Colorado Springs 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	518
Training Attendees	1,380
Jobs Created	105
Jobs Retained	292
Businesses Started	9
Increased Sales	\$1,588,860
Contracts	\$554,198
Capital Formation	\$3,635,512



I AM NOW
HAPPY TO SAY
MY DREAM
HAS BECOME
A REALITY
THANKS
TO THE
FANTASTIC
STAFF AND
VOLUNTEERS
AT THE
COLORADO
SPRINGS SBDC.

- BUMP ON
THE HEAD, LLC

When Austin Shepard was 10 years old, a thrown baseball changed his life.

Austin was in a coma for two-and-a-half months. When he came out of the coma, he could barely walk, talk or do many of the things he used to do as a young, well-rounded athlete. One baseball changed his life forever.

When Austin turned 17, his principal and psychology teacher asked him to speak to 600 of his peers. After accomplishing this, Austin was inspired by many of his classmates who said his story affected them. Austin's teacher encouraged him to become a motivational and inspirational speaker, which became his dream in 2010.

Today, Austin is the proud owner of Bump on the Head, LLC, where he works as an inspirational speaker for his business You Inspire Me! Speakers Bureau. You Inspire Me! is a platform for people who have overcome challenging or traumatic events in their lives, and who wish to share their story.

Austin attributes much of his success to his Colorado Springs SBDC mentor: "My mentor showed me how to write a business plan and put it into action," said Austin. "My mentor also helped me set a date for my Speakers Bureau Kickoff on October 8, 2014, where I raised over \$2,800. In addition, I began my online Indiegogo® crowd funding campaign and have raised an additional \$1,045 for a total of over \$3,800 towards my goal of \$15,000.

"I am now happy to say my dream has become a reality thanks to the fantastic staff and volunteers at the Colorado Springs."

You Inspire Me! is different than other speakers bureaus in that it is comprised of speakers who have both experience with and a passion for overcoming tragedy in their lives. The average age of speakers is 18 to 30 years old which, by some standards, is quite young for a motivational speaker.

Austin's goal for his company is to create teams of motivational speakers who travel around the world to share stories of encouragement that inspire others to overcome their obstacles.

"We all have a story to tell and we never know who we will impact with this story," said Austin.

DISTRICT 6

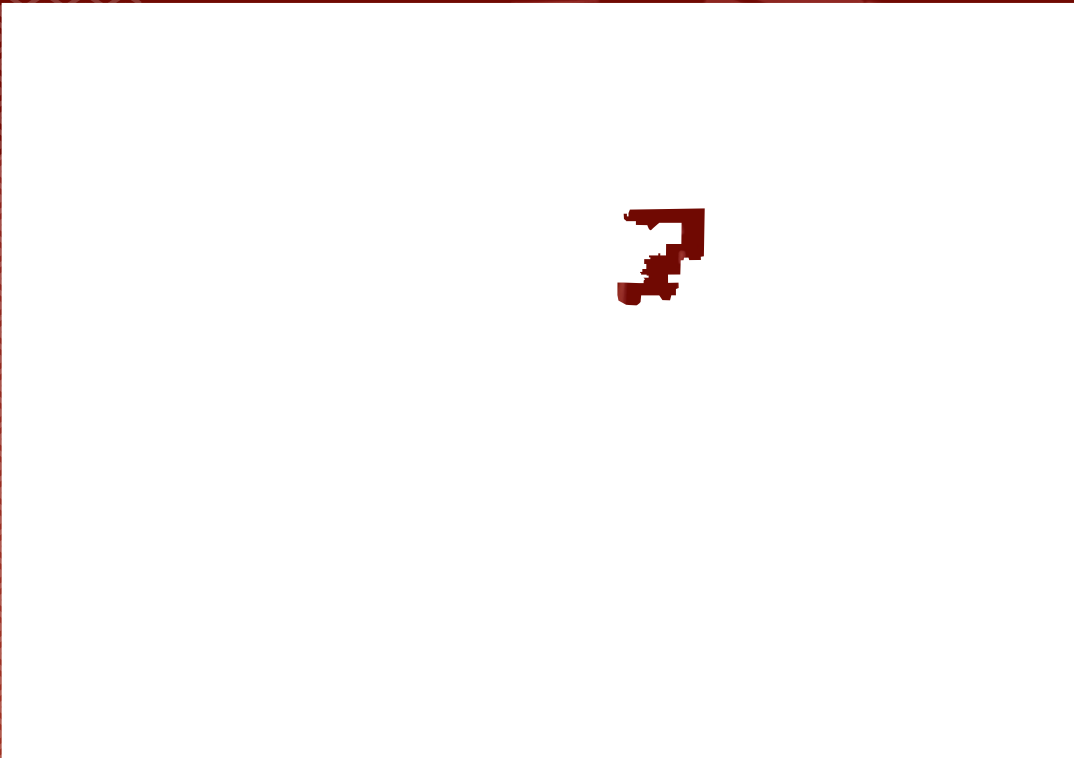
The South Metro and Aurora areas are highly populated by a wide variety of businesses located in Littleton, Highlands Ranch, Lone Tree, Parker, Castle Rock and Aurora.

From Denver's Tech Center and renewable energy focus to Aurora's expanding veteran's, bioscience and creative industry hubs, the area is consistently flourishing and presenting business opportunities, particularly in the emerging industries of clean-tech, bioscience and aerospace.

The South Metro and Aurora SBDCs are hosted by the innovative City of Aurora. The satellite office in Lone Tree is hosted by the City of Lone Tree.

Known for their marketing prowess, these two centers exhibit a tremendous amount of creative programming that support the wide variety of entrepreneurs and businesses with a focus on growing companies already in existence.

DISTRICT 6	AURORA - SOUTH METRO
Clients Consulted	506
Training Attendees	1,429
Jobs Created	140
Jobs Retained	110
Businesses Started	27
Increased Sales	\$785,934
Contracts	\$539,803
Capital Formation	\$2,554,126



BECAUSE OF THE REFERRAL FROM THE SBDC, COLORADO ENTERPRISE FUND WAS EXCITED TO WORK WITH US. IT IS THE CONNECTIONS THAT MAKE IT HAPPEN.

- CRANELLI'S ITALIAN RESTAURANT



When Cranelli's Italian Restaurant opened, the whole family pitched in to help owners Jim and Lasinda Crane make their dreams come true.

Just hours after the ink was dry on the restaurant lease, the couple began updating the décor and the kitchen. Lasinda's father David, a retired electrician, helped build a bar and rework the lighting system, while nephew Mike rerouted the bar's plumbing. Lasinda's niece Lisa helped to write the business plan.

At the restaurant's busy opening on December 26, 2013, Lasinda and her daughter Brittany served as waitresses. Lasinda continues to run the restaurant's operations, and Brittany waitresses three days per week. Jimmy serves as the executive chef, assisted by their son Connor, nephew Merrick, and longtime friend John Sebring, cooking up delicious Italian favorites every day.

"This place was meant to be," said Lasinda. "We wouldn't have been able to do this if we hadn't had our friends and family to help us."

The success story of Cranelli's Italian Restaurant starts years earlier. After years of helping other restaurants flourish, Jim and Lasinda decided that it was time to open their own. When they found themselves overwhelmed by the process of writing a business plan, they turned to the Aurora South Metro SBDC. They arrived at the SBDC in search of business plan assistance, as well as help obtaining a loan.

"Our SBDC consultant walked side-by-side with Cranelli's, investing over 12 hours of consulting in anticipation of their opening," said South Metro Denver SBDC Executive Director. "We are thrilled with their success."

"The SBDC consultants walked us through our business plan and financials, helping us understand every aspect of the business," Lasinda said.

In addition to fine-tuning the plan, the SBDC helped open doors at the Colorado Enterprise Fund, where the Craners ultimately obtained a loan.

"Because of the referral from the SBDC, Colorado Enterprise Fund was excited to work with us. It is the connections that make it happen," said Lasinda.

The SBDC diligently followed up with lenders, which ultimately assisted the couple in finding the right location. The entire process took a great deal of work, but in the end, it was worth it.

One of the factors behind Cranelli's success has been Lasinda's marketing. With her daughter's help, she has utilized Facebook and a weekly e-newsletter to advertise specials. The restaurant currently has eight kitchen employees and is in the process of expanding their staff to include more servers to keep up with the crowds.



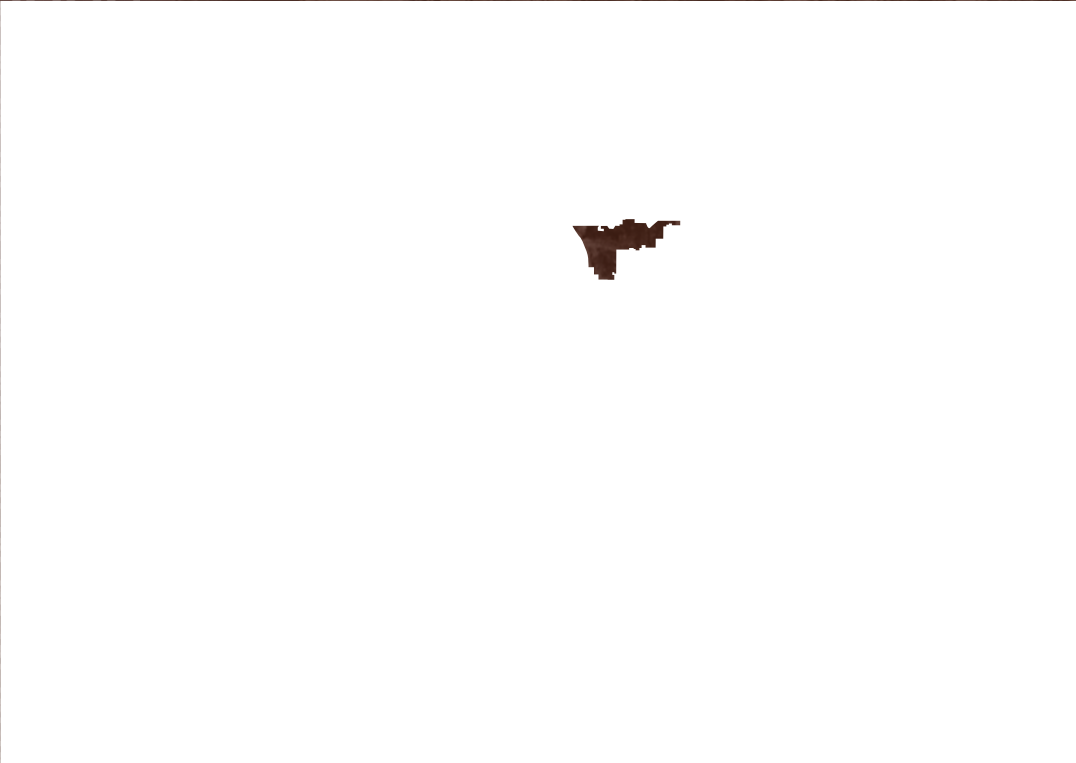
DISTRICT 7

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

Westminster's SBDC covers this successful suburban business area and offers advice and counseling to its small business community.

The center also collaborates with its neighbors to address the needs of the district's diverse population, taking advantage of its proximity to the Denver Metro SBDC and the Boulder SBDC.

DISTRICT 7	NORTH METRO
Clients Consulted	420
Training Attendees	604
Jobs Created	113
Jobs Retained	54
Businesses Started	25
Increased Sales	\$4,053,671
Contracts	\$1,555,900
Capital Formation	\$2,634,000



THEY
HARNESSED
SBDC EVENTS
TO BUILD
THEIR INITIAL
CLIENT BASE
TO BEGIN
GENERATING
THE REVENUE
REQUIRED
TO FUND
CREATIVE
PROJECTS.

- 4TH KIND
ENTERTAINMENT



In the age of YouTube and smartphones, how does a small video production company distinguish itself from anyone who can hold a camera? In the words of 4th Kind Entertainment's owners and founders Curt Donohue and Jason Graisa, the answer is empathy mapping and humor.

4th Kind Entertainment, a Denver area video production company, specializes in customer discovery and incorporating targeted humor into commercials, informational videos and creative shorts with targeted humor. The co-founders got their start thanks to Craigslist in early 2014. Curt was creating websites and screen-captures for training and wanted to up his game by adding live-action video when he stumbled upon a posting by Jason, who was looking for people to collaborate with on video and film projects. The two connected and discovered their partnership was a complementary match. Jason had the technical, screenwriting and creative skills that Curt could harness with his extensive business and project management knowledge.

Curt was already involved with the North Metro Denver SBDC, having taken several classes, including the Leading Edge program, and becoming involved as a consultant before starting 4th Kind Entertainment.

"Developing a business plan can be frustrating," said Curt. "All these trainings put me on the path of, 'What do I need to do next?'"

Curt and Jason got involved with the SBDC from the client side, and took advantage of the invaluable network of mentors and opportunities to network with other businesses as potential clients and collaborators. They harnessed SBDC events to build their initial client base to begin generating the revenue required to fund creative projects.

In the near future, 4th Kind Entertainment is planning to attack the video contest market, and has already seen success after winning a recent TripAdvisor.com contest with their Fargo commercial. After their revenue streams stabilize and they build more experience, the company hopes to take on more creative endeavors, such as short or feature films to explore the creative side of their business. 4th Kind Entertainment's vision for the future focuses on creativity.

"The better we get at the creative stuff, the more we can apply to the commercial stuff," said Jason. "We've done pretty amazing things in a very short period of time."

COLORADO SBDC CONSULTING, TRAINING CENTERS & HOST ORGANIZATIONS



LEAD CENTER

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



BOULDER

City of Boulder and Boulder Chamber of Commerce
(303) 422-1475



COLORADO SPRINGS

El Paso County
(719) 255-5842



DENVER METRO

Denver Metro Chamber of Commerce
(303) 620-8076



GRAND JUNCTION

Western Colorado Business Development Corporation
(970) 243-5242



SOUTHEAST COLORADO

Otero Junior College
(719) 384-6959



LARIMER

Front Range Community College
(970) 498-9295



NORTH METRO

Front Range Community College
(303) 460-1032

COLORADO SBDC CONSULTING, TRAINING CENTERS & HOST ORGANIZATIONS



EAST COLORADO

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



NORTHWEST COLORADO

Northwest Colorado Council of Governments
(970) 468-5989



SAN LUIS VALLEY

Alamosa County Economic Development Corporation
(719) 589-3682



AURORA - SOUTH METRO

City of Aurora
(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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Small Business Development Center Network

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