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Colorado  
**SBDC**

Small Business Development Center Network

ANNUAL REPORT

**2017 COLORADO SBDC TOTALS**

**12,819**

**TRAINING  
ATTENDEES**

**6,420**

**CLIENTS  
CONNECTED**

**\$83M**

**SALES  
INCREASE**

**2,330**

**JOBS  
CREATED**

**\$68M**

**CONTRACTS**

**2,328**

**JOBS  
RETAINED**

**\$85M**

**CAPITAL  
FORMATION**

**266**

**NEW  
BUSINESSES**



# ABOUT THIS REPORT

The Colorado Small Business Development Center Network's 2017 annual report highlights the cooperation among community organizations that support small businesses. Academic institutions, economic development organizations and local governments, as well as corporate partners, all play a part in the success of the SBDC. The participation of these entities is crucial to the support given to businesses around the state.

**The participation of these entities is crucial to the support given to businesses around the state.**

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

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

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



# WHAT IS THE COLORADO SBDC?

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

**The SBDC is dedicated to helping small and mid-size businesses throughout the state achieve their goals.**

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





## LETTER FROM STEPHANIE COPELAND



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

Small businesses are the heart of Colorado's thriving economy. With more than 560,000 Colorado small businesses employing over one million Coloradans, the importance of small businesses cannot be overstated. Small businesses fuel Colorado's continued economic growth and prosperity.

The SBDC Network plays an essential role in developing and sustaining small business growth across the state. Each day, dedicated SBDC staff at 14 full-time centers and 74 satellite offices work alongside Colorado business owners to provide the tools and resources that create and retain jobs, secure government contracts and facilitate needed financing. In 2017, these efforts resulted in 329 new Colorado businesses and more than 4,658 jobs created/retained.

Thanks to the vibrant tech start-ups and small businesses throughout the state, Colorado has become a thriving technology hub. As one of the only nationally accredited technology development programs, Colorado's SBDC provides valuable expertise to help these businesses bring their new ideas and technologies to market while ensuring that entrepreneurs in any industry and in any region of the state can succeed.

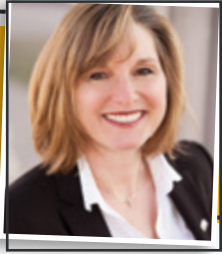
To cultivate Colorado's entrepreneurship ecosystem across all geographies, the SBDC invests in rural Colorado to help small businesses of all regions continue to grow and thrive.

Entrepreneurs are a driving force in Colorado's economy, and the Colorado SBDC Network supports small businesses through all phases of growth. We are excited about the great work the Colorado SBDC Network continues to do for our small business community and look forward to a prosperous year ahead.

Sincerely,

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





## LETTER FROM KELLY MANNING

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

A top focus in 2017 was on rural and mountain community barriers to a successful and sustainable economy. The SBDC received additional funding to support communities affected by the oil/gas slowdown and mine shutdowns.

Continuing to be part of the solution for small disadvantaged communities, the state supported an SBDC-driven program called Certified Small Business Communities. This program, as part of the Colorado Blueprint strategy, supported SBDC services in rural disadvantaged areas that did not have direct services to the small business community. In addition to supporting business consulting and training programs, it also supported co-working spaces that created an entrepreneurial ecosystem.

The SBDC has concentrated on innovation and integration of technology with the growth of the SBDC TechSource program. In 2017, the SBDC created Cyber CYA to support small business owners with much-needed cybersecurity assistance. Colorado Springs, being a hub of innovation for Cyber CYA has taken a cyber leadership role for the state of Colorado.

We continue to assist clients every day with the preparation and fine-tuning of business plans, financial management, operations assistance, loan applications and marketing initiatives. We appreciate the support of our host organizations, which include higher education institutions, chambers of commerce and economic development organizations. Our funding partners and community contributors help 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 Colorado entrepreneurs.

We are proud to publish this update on our productivity and economic impact in 2017. Please enjoy the success stories contained within—your success is Colorado’s success.

Sincerely,

Kelly Manning  
State Director, Colorado SBDC Network



# SBDC PROGRAMS & SERVICES

FREE AND CONFIDENTIAL ONE-ON-ONE CONSULTING FOR EXISTING AND NEW BUSINESSES ON VIRTUALLY ANY BUSINESS TOPIC

FREE OR LOW-COST BUSINESS PLANNING WORKSHOPS

LEADING EDGE™: INTENSIVE STRATEGIC BUSINESS PLANNING PROGRAMS FOR EXISTING AND NEW BUSINESSES

INTERNATIONAL TRADE ASSISTANCE

ASSISTANCE WITH LOAN PACKAGING AND ACCESS TO CAPITAL

SBDC ADVANCED: ECONOMIC GARDENING PROGRAM FOCUSED ON HELPING COMPANIES GROW BY PROVIDING CUSTOM-FIT MARKET RESEARCH AND CORPORATE-LEVEL TOOLS

GOVERNMENT PROCUREMENT AND CERTIFICATION ASSISTANCE

NEW BUSINESS FEASIBILITY ANALYSIS

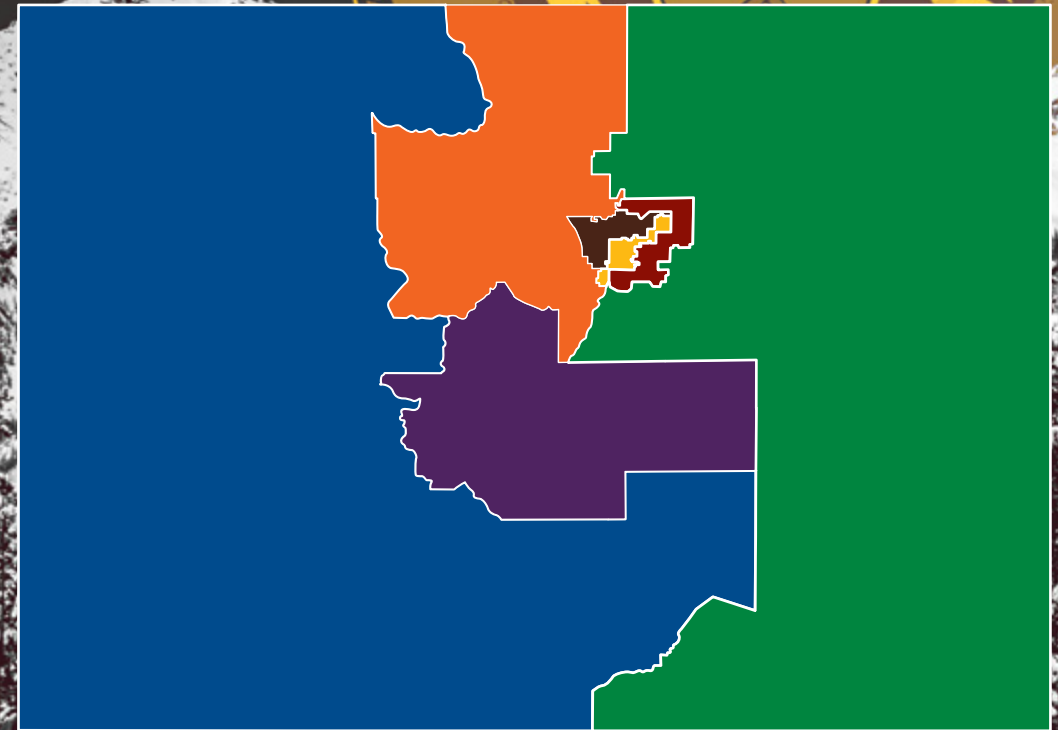
CONNECT2DOT: CDOT AND THE SBDC'S PROGRAM THAT HELPS BUSINESSES BECOME MORE COMPETITIVE AND SUCCESSFUL IN BIDDING AND CONTRACTING WITH TRANSPORTATION AGENCIES

SMALL BUSINESS ADVOCACY

ACCESS TO BUSINESS RESOURCE LIBRARIES WITH CURRENT BUSINESS DATA, DEMOGRAPHICS AND MARKET ANALYSIS

SMALL MANUFACTURER'S ADVANTEDGE: MANUFACTURER'S EDGE AND THE SBDC PROVIDES COLORADO MANUFACTURERS WITH INTEGRATED SUPPORT ACROSS ALL STAGES OF THE ORGANIZATIONAL LIFE CYCLE

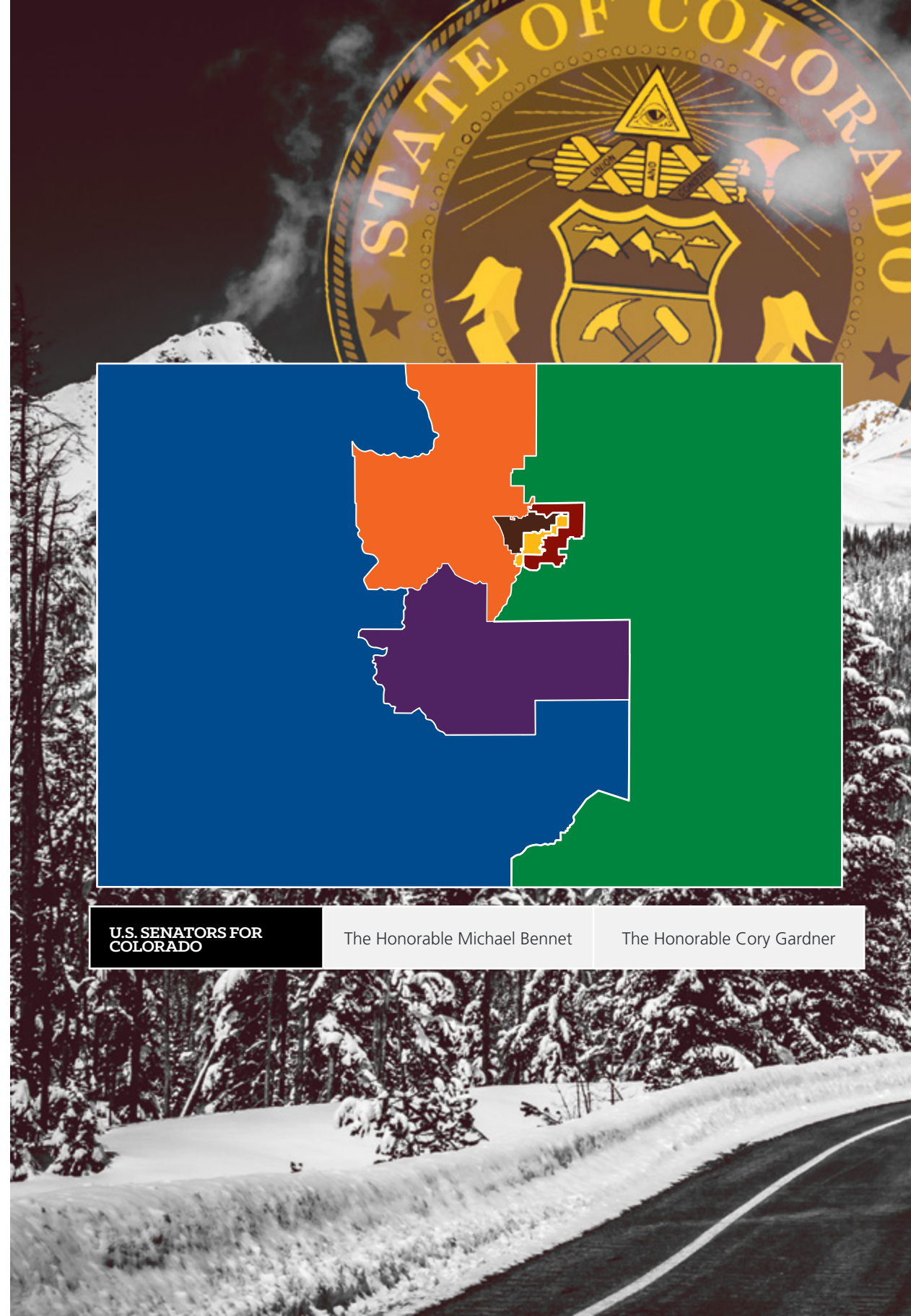
THE SBDC TECHNOLOGY PROGRAM (SBDC TECHSOURCE) IS A MULTI-FACETED PROGRAM MAXIMIZING THE ECONOMIC POTENTIAL OF COLORADO COMPANIES THROUGH DIRECT ASSISTANCE TO TECHNOLOGY VENTURES AS WELL AS ASSISTANCE IN USING NEW TECHNOLOGY AVAILABLE TO BUSINESS OWNERS



U.S. SENATORS FOR  
COLORADO

The Honorable Michael Bennet

The Honorable Cory Gardner





**THE HONORABLE DIANA DeGETTE**

**1**

**DENVER METRO SBDC**

**BOULDER SBDC  
LARIMER SBDC  
NORTHWEST COLORADO SBDC  
NORTH METRO DENVER SBDC**

**2**

**THE HONORABLE JARED POLIS**

**THE HONORABLE SCOTT TIPTON**

**3**

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

**SOUTHEAST COLORADO SBDC  
EAST COLORADO SBDC  
AURORA-SOUTH METRO SBDC**

**4**

**THE HONORABLE KEN BUCK**

**THE HONORABLE DOUG LAMBORN**

**5**

**PIKES PEAK SBDC**

**AURORA-SOUTH METRO SBDC  
NORTH METRO DENVER SBDC**

**6**

**THE HONORABLE MIKE COFFMAN**

**THE HONORABLE ED PERLMUTTER**

**7**

**NORTH METRO DENVER SBDC**

Totals					Districts	
Clients Consulted	Training Attendees	Jobs Created	Jobs Retained	Businesses Started		
1,105	3,300	508	823	46	1	DENVER METRO
2,109	3,081	522	732	90	2	BOULDER
						LARIMER
						NORTHWEST COLORADO
						NORTH METRO DENVER
1,349	2,256	352	376	58	3	SOUTHWEST COLORADO
						GRAND JUNCTION
						SOUTHERN COLORADO
						SAN LUIS VALLEY
						WEST CENTRAL
1,180	2,121	546	223	46	4	SOUTHEAST COLORADO
						EAST COLORADO
						AURORA-SOUTH METRO
550	2,061	403	175	26	5	PIKES PEAK
961	1,953	308	271	39	6	AURORA-SOUTH METRO
						NORTH METRO DENVER
473	875	142	129	24	7	NORTH METRO DENVER

Districts		Totals			
		Increased Sales	Contracts Obtained	Capital Formation	
DENVER METRO	1	\$22,289,813	\$25,547,903	\$14,800,350	
BOULDER	2	\$18,130,352	\$18,513,128	\$27,564,788	
					LARIMER
					NORTHWEST COLORADO
					NORTH METRO DENVER
SOUTHWEST COLORADO	3	\$16,930,334	\$13,422,518	\$8,441,221	
					GRAND JUNCTION
					SOUTHERN COLORADO
					SAN LUIS VALLEY
					WEST CENTRAL
SOUTHEAST COLORADO	4	\$22,617,672	\$6,283,900	\$25,614,256	
					EAST COLORADO
					AURORA-SOUTH METRO
PIKES PEAK	5	\$3,046,144	\$4,080,936	\$8,312,150	
AURORA-SOUTH METRO	6	\$16,339,999	\$4,332,625	\$19,758,068	
					NORTH METRO DENVER
NORTH METRO DENVER	7	\$3,734,500	\$1,996,925	\$8,216,250	



SENATOR	DIST
The Honorable Jerry Sonnenberg	1
The Honorable Kevin Grantham	2
The Honorable Leroy Garcia	3
The Honorable Jim Smallwood	4
The Honorable Kerry Donovan	5
The Honorable Don Coram	6
The Honorable Ray Scott	7
The Honorable Randy Baumgardner	8
The Honorable Kent Lambert	9
The Honorable Owen Hill	10
The Honorable Michael Merrifield	11
The Honorable Bob Gardner	12
The Honorable John Cooke	13
The Honorable John Kefalas	14
The Honorable Kevin Lundberg	15
The Honorable Tim Neville	16
The Honorable Matt Jones	17
The Honorable Stephen Fenberg	18
The Honorable Rachel Zenziger	19
The Honorable Cheri Jahn	20
The Honorable Dominick Moreno	21
The Honorable Andy Kerr	22
The Honorable Vicki Marble	23
The Honorable Beth Martinez Humenik	24
The Honorable Kevin Priola	25
The Honorable Daniel Kagan	26
The Honorable Jack Tate	27
The Honorable Nancy Todd	28
The Honorable Rhonda Fields	29
The Honorable Chris Holbert	30
The Honorable Lois Court	31
The Honorable Irene Aguilar	32
The Honorable Angela Williams	33
The Honorable Lucia Guzman	34
The Honorable Larry Crowder	35

## COLORADO STATE SENATORS

## COLORADO STATE REPRESENTATIVES

REPRESENTATIVE	DIST
The Honorable Susan Lontine	1
The Honorable Alec Garnett	2
The Honorable Jeff Bridges	3
The Honorable Dan Pabon	4
The Honorable Crisanta Duran	5
The Honorable Chris Hansen	6
The Honorable James Coleman	7
The Honorable Leslie Herod	8
The Honorable Paul Rosenthal	9
The Honorable Edie Hooton	10
The Honorable Jonathan Singer	11
The Honorable Mike Foote	12
The Honorable KC Becker	13
The Honorable Dan Nordberg	14
The Honorable Dave Williams	15
The Honorable Larry Liston	16
The Honorable Tony Exum	17
The Honorable Pete Lee	18
The Honorable Paul Lundeen	19
The Honorable Terri Carver	20
The Honorable Lois Landgraf	21
The Honorable Justin Everett	22
The Honorable Chris Kennedy	23
The Honorable Jessie Danielson	24
The Honorable Timothy Leonard	25
The Honorable Dylan Roberts	26
The Honorable Lang Sias	27
The Honorable Brittany Petterson	28
The Honorable Tracy Kraft-Tharp	29
The Honorable Dafna Michaelson Jenet	30
The Honorable Joseph Salazar	31
The Honorable Adrienne Benavidez	32
The Honorable Matt Gray	33
The Honorable Steve Lebsock	34
The Honorable Faith Winter	35

REPRESENTATIVE	DIST
The Honorable Mike Weissman	36
The Honorable Cole Wist	37
The Honorable Susan Beckman	38
The Honorable Polly Lawrence	39
The Honorable John Buckner	40
The Honorable Jovan Melton	41
The Honorable Dominique Jackson	42
The Honorable Kevin Van Winkle	43
The Honorable Kim Ransom	44
The Honorable Patrick Neville	45
The Honorable Daneya Esgar	46
The Honorable Judy Reyher	47
The Honorable Stephen Humphrey	48
The Honorable Perry Buck	49
The Honorable Dave Young	50
The Honorable Hugh McKean	51
The Honorable Joann Ginal	52
The Honorable Jeni James Arndt	53
The Honorable Yeulin Willett	54
The Honorable Dan Thurlow	55
The Honorable Phil Covarrubias	56
The Honorable Bob Rankin	57
The Honorable Marc Catlin	58
The Honorable Barbara McLachlan	59
The Honorable James D Wilson	60
The Honorable Millie Hamner	61
The Honorable Donald Valdez	62
The Honorable Lori Saine	63
The Honorable Kimmi Lewis	64
The Honorable Jon Becker	65

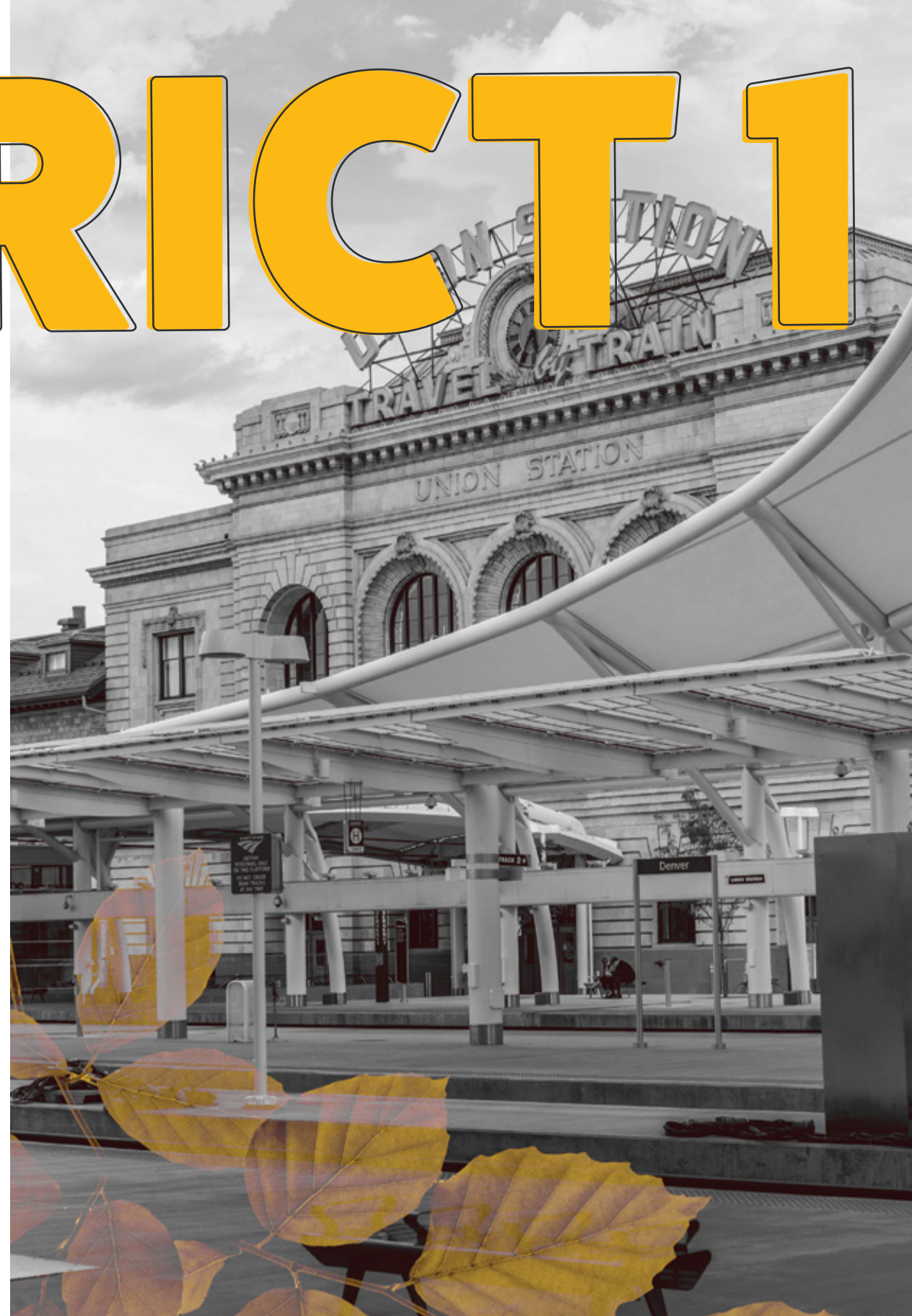


# DISTRICT 1

## District One is home to the Denver Metro region.

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

Hosted by the Denver Metro Chamber of Commerce, this center leads the way in providing new and innovative services for small businesses by helping entrepreneurs to start, grow and prosper. The Denver Metro center acts as a catalyst for new programming that is often replicated across the network. One of the Denver Metro center's more recent creations is the Trout Tank, Pitch Accelerator and Pitch Event program, which enables entrepreneurs to receive the training and exposure needed to perfect their pitch and gain the skills needed to secure funding. The top businesses are awarded the opportunity to pitch to the Colorado investing, lending and business community.



DISTRICT 1	Clients Consulted	Training Attendees	Jobs Created	Jobs Retained	Businesses Started	Increased Sales	Contracts	Capital Formation
Denver Metro SBDC	1,105	3,300	508	823	46	\$22,289,813	\$25,547,903	\$14,800,350



# BRIDGET'S BOTANICALS

Through her study of human health, molecular biology, chemistry and ecology, Bridget Molloy became inspired to start Bridget's Botanicals, a business designed to promote and educate others about the synergy between environmentally sustainable products and natural health products. Bridget's Botanicals offers a glimpse into the benefits that come from integrating botanical medicine with modern scientific research. Some of the products her company offers include Awaken—a cacao bitter, an herbal first aid kit and a creamy healing salve.

Molloy began seeing consultants at the SBDC in 2015 and joined LEADING EDGE™ for Entrepreneurs in spring 2016. "All of the consultants I have been working with for over a year have been amazing," she said. Through LEADING EDGE™, she learned focus—for her to make an impact on people's health and connection to the planet, she had to learn to make her vision into a product. Molloy had to go deep and learn to hone in on and explore one idea, whether it was marketing and creative aspects or financials and logistics.

After she graduated from LEADING EDGE™, Molloy launched three new flavors of herbal cocktail bitters (a liquid extraction of herbs with digestive benefits to flavor cocktails). Molloy entered this product into SBDC's latest Trout Tank Food Frenzy, where she became a finalist. Her company is underway to become a certified B Corporation to "minimize environmental impact, from partnering with local companies to monitoring energy and water usage during product production."

Molloy credits her major successes to the resources found in SBDC's LEADING EDGE™ program.

**I am so thrilled to have been able to work with the SBDC. It has truly been a pivotal partnership in the success of my business thus far!**

In the next year, Molloy looks forward to producing her product in a commercial kitchen, seeing Wild World Bitters at bars and stores around Colorado and working closely with the coral reef and rainforest conservation organizations that part of her proceeds will benefit.

**DENVER  
METRO SBDC**





# DISTRICT 2

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

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

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

DISTRICT 2	Clients Consulted	Training Attendees	Jobs Created	Jobs Retained	Businesses Started	Increased Sales	Contracts	Capital Formation
<b>Boulder SBDC</b>	643	1,194	180	268	24	\$5,027,863	\$13,276,800	\$13,832,652
<b>Larimer SBDC</b>	874	970	176	311	38	\$8,638,362	\$2,829,203	\$5,240,936
<b>Northwest Colorado SBDC</b>	119	42	24	24	4	\$729,627	\$410,200	\$274,950
<b>North Metro Denver SBDC</b>	473	875	142	129	24	\$3,734,500	\$1,996,925	\$8,216,250





# KU CHA HOUSE OF TEA

Originally from China, husband and wife entrepreneurial team Qin Liu and Rong Pan graduated from the Leeds School of Business at Colorado University with the dream of starting their own company. In 2005, they launched their business, drawing on the 5,000-year-old tradition of drinking tea.

In 2007, Qin and Rong changed the company's original name from "The Leaf—All Things Tea" to its now widely recognized, "Ku Cha House of Tea," which translates to "Bitter Tea" in Chinese. Since its inception, Ku Cha has grown tremendously, and, in just over a decade, with the help of a nominal SBA loan of \$2,000, Ku Cha House of Tea has grown from three employees and one location to 23 employees who support a large warehouse and two retail shops.

Ku Cha House of Tea has certainly seen steady growth, but, as with most entrepreneurial endeavors, this success has not come without challenges. Shortly after the company's formation, Qin and Rong discovered the myriad business factors for which they were now responsible. Like most founders, they wanted to see their business succeed, and to do that, they needed to understand inventory management, sales analysis, marketing strategy and tactics, accounting and finance, real estate and much more. As Rong and Qin have discovered, people and organizations like Boulder SBDC can help.

When asked about the biggest takeaway from their work with the SBDC, Qin said,

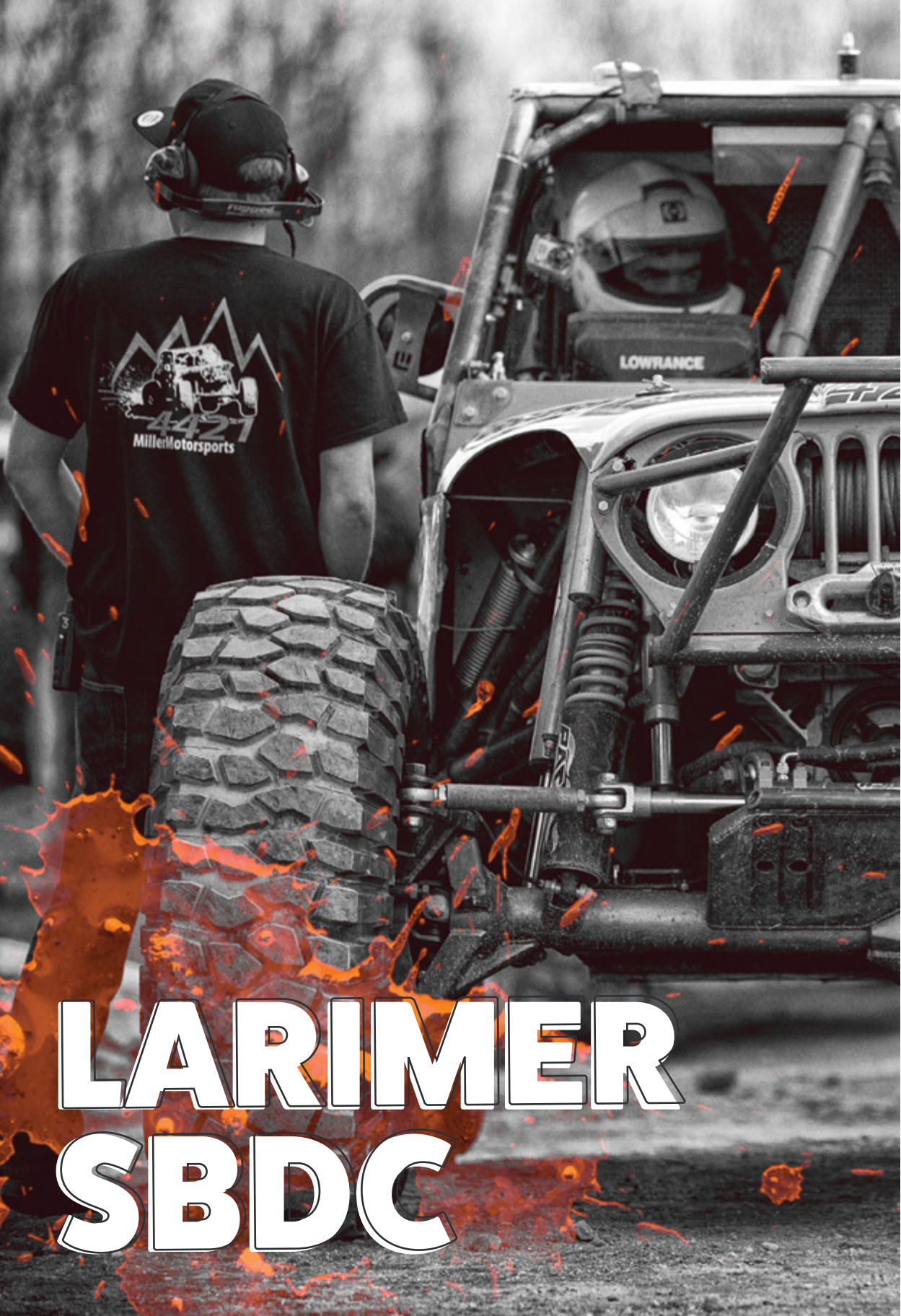
**The SBDC director has been a tremendous source of help to Ku Cha's growth. She has connected us with quite a few very good consultants who assisted with various aspects of business operations. She is an affectionate Ku Cha advocate.**

Even in the midst of expansion, Qin and Rong remain connected to the mission of their business: to bring high-quality, flavorful tea to their community. Boulder SBDC has continued to help Ku Cha House of Tea refine its business and brand, and, as Ku Cha now embarks on their next phase of growth, SBDC consultants are waiting in the wings to assist.



# BOULDER SBDC





# LARIMER SBDC

# SPIDERTRAX

Thom Kingston and his former partner and co-founder, Eddie Casanueva, started Loveland-based Spidertrax Off-Road not in a garage like some startups but in a fully equipped shop at the New Jersey Institute of Technology. "We were manufacturing all of our parts, using the tools of the university to pull it off," said Kingston.

Kingston and Casanueva moved their fledging operation to Colorado in 2001, bringing a few parts on pallets. They are now making products for rock crawling, a motor sport involving driving over tough, rocky terrain. The company, which produces everything in house, develops and manufactures drive trains, axles, hub units and knuckles, all for the front and rear of the off-road vehicle. "When we competed in racing and rock crawling, you couldn't get through a day of rock crawling without something breaking," Kingston said. "It was what happened, because it was so extreme." Kingston, who has a staff of 16, looks for causes of failure to improve his product lines, regularly meeting with top off-road drivers at competitions. He doesn't simply design on paper or use computer-aided design but employs materials, workmanship and engineering and design principles to transform what the machines can do.

To continue expanding his business, Kingston began working with a Loveland Business Development Center/Larimer Small Business Development Center financial specialist in February 2016. Kingston, who had reached a point where he needed to generate more sales to grow his business, wanted to get ideas for improving his budgeting and financing.

"The key thing Thom wanted to focus on was a financial budget because there seemed to be a lot of wasted resources, and forming a budget helps you develop discipline in operations," the SBDC consultant said.

The SBDC consultant helped give Kingston direction to improve his interpretation of the balance sheet and P&L statement financial data so he could make sound business decisions.

**"It played a very key role at the exact right time,"  
Kingston said. "They have been absolutely phenomenal  
in taking the business to the next step."**





# STEADFAST COMMUNICATION, LLC

After years of seeing and experiencing the disconnect between people attempting to communicate, Karen F. Barbee began to explore and study how to make the use of words—this tool used every day—solid, sound and effective. After spending years honing the skill and mastery of communication, Barbee built a business, Steadfast Communication, LLC, around the knowledge that words build up or break down the quality of life and relationships, both professional and personal, as well as people's relationships with themselves.

Barbee states,

**"Starting a business was unknown territory and, quite honestly, scary. One of the wisest steps I took was to contact SBDC and sit down with their consultant."**

The SBDC consultant walked Barbee through the process of starting a small business, explaining both the immediate steps and those that would need to be taken in the future.

"The SBDC consultant's level of expertise was a tremendous support. The likelihood of my business even getting off the ground without the support offered by the SBDC's consultant is slim. I credit this organization with both giving me the courage and the knowledge to take that giant step in becoming a small business owner. The SBDC consultant has continued to be available when I have questions, and his input is always spot on. I am now in year four of owning Steadfast Communication, LLC, and am delighted with its success! Sometimes I have to pinch myself because this dream has come true."

Barbee works with couples, businesses, schools and individuals who want to improve their skill levels in communication and who want to improve their quality of connection, relationship and productivity.

**NORTHWEST  
COLORADO SBDC**





# DISTRICT 3



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

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

DISTRICT 3	Clients Consulted	Training Attendees	Jobs Created	Jobs Retained	Businesses Started	Increased Sales	Contracts	Capital Formation
<b>Southwest Colorado SBDC</b>	268	1,075	66	37	13	\$5,174,920	\$6,094,400	\$2,336,500
<b>Grand Junction SBDC</b>	465	464	118	118	17	\$9,411,606	\$1,636,110	\$2,719,650
<b>Southern Colorado SBDC</b>	230	424	128	209	15	\$2,309,808	\$3,092,008	\$2,140,571
<b>San Luis Valley SBDC</b>	108	141	37	4	10	\$33,000	\$2,600,000	\$1,020,000
<b>West Central SBDC</b>	278	152	3	8	3	\$1,000	\$0	\$224,500





# SOUTHWEST COLORADO SBDC

## WILDEDGE BREWING COLLECTIVE

Tucker Robinson once worked as an archaeologist who brewed his own beer at home in his spare time. His affinity for making quality microbrews eventually led Robinson to pursue craft brewing as a profession. In 2013, he wrote an initial business plan with the goal of opening his own microbrewery in Cortez, Colorado.

Robinson attended a Start Your Business workshop, hosted by the SBDC. The workshop introduced entrepreneurs to professionals who discussed topics regarding business planning, finance, legal structure and business registration. Tucker was impressed with the workshop's content. He learned that the SBDC offered additional services to startups. He called the SBDC office and asked to meet with someone to review his business plan. The SBDC advisors were impressed with the business plan—and the beer. Robinson met with them three times over the course of six months, learning a financial system that allows an entrepreneur to project costs over a long-term period and offers structure through entering, accessing and reading financial data effectively. Through this assistance, Tucker was able to find and lease a location and embark on seven months' worth of renovations to bring it up to par.

WildEdge Brewing Collective brewed its first batch of beer in February 2017. The grand opening was April 12, and WildEdge has warmly received locals and tourists ever since. Robinson presently has one full-time employee. "I have been humbled by how excited people have been to my creation. I try to work with community groups, nonprofits and the Montezuma land conservancy. I made a special beer for them, and profits from it go straight to them. Great beer builds great community!" Robinson recommends that entrepreneurs use the SBDC.

**I was impressed with how much time the SBDC advisers spent with me. They offered great advice, and their level of attention was exceptional. I know people with their own businesses who could benefit just by calling SBDC. Setting up my meetings took days, not weeks.**





# GLIDEWARE

In 2012, Dave and Jenny Hall sketched up an idea on their kitchen counter to solve a storage problem they had for a new set of cookware. They came up with a track- and hook-based system to vertically hang pots and pans in a kitchen cabinet and started Glideware, which later won a "Best of KBIS" award at the Kitchen and Bath Industry Show in 2014. That same year, the Halls were working out of their home and sought help from the Grand Junction Small Business Development Center initially for more storage space and bookkeeping needs; then they applied and were accepted into The Business Incubator Center's program (host of the Grand Junction SBDC) as tenants. There, the Halls had continual support from the Grand Junction SBDC. They met with several coaches and volunteers to help gain more knowledge in distribution, manufacturing, financing and marketing strategies. They also worked closely with the GJ Makerspace, another program offered by The Business Incubator Center, to design and produce prototypes to add to their product offerings.

Glideware continued to grow and expand, introducing seven new products by 2016, including organizers for pantries, outdoor kitchens, closets and the Not-So-Lazy Susan. Glideware collaborated with another SBDC and Incubator client, Timeless Millworks, to prototype and initially produce the Not-So-Lazy Susan.

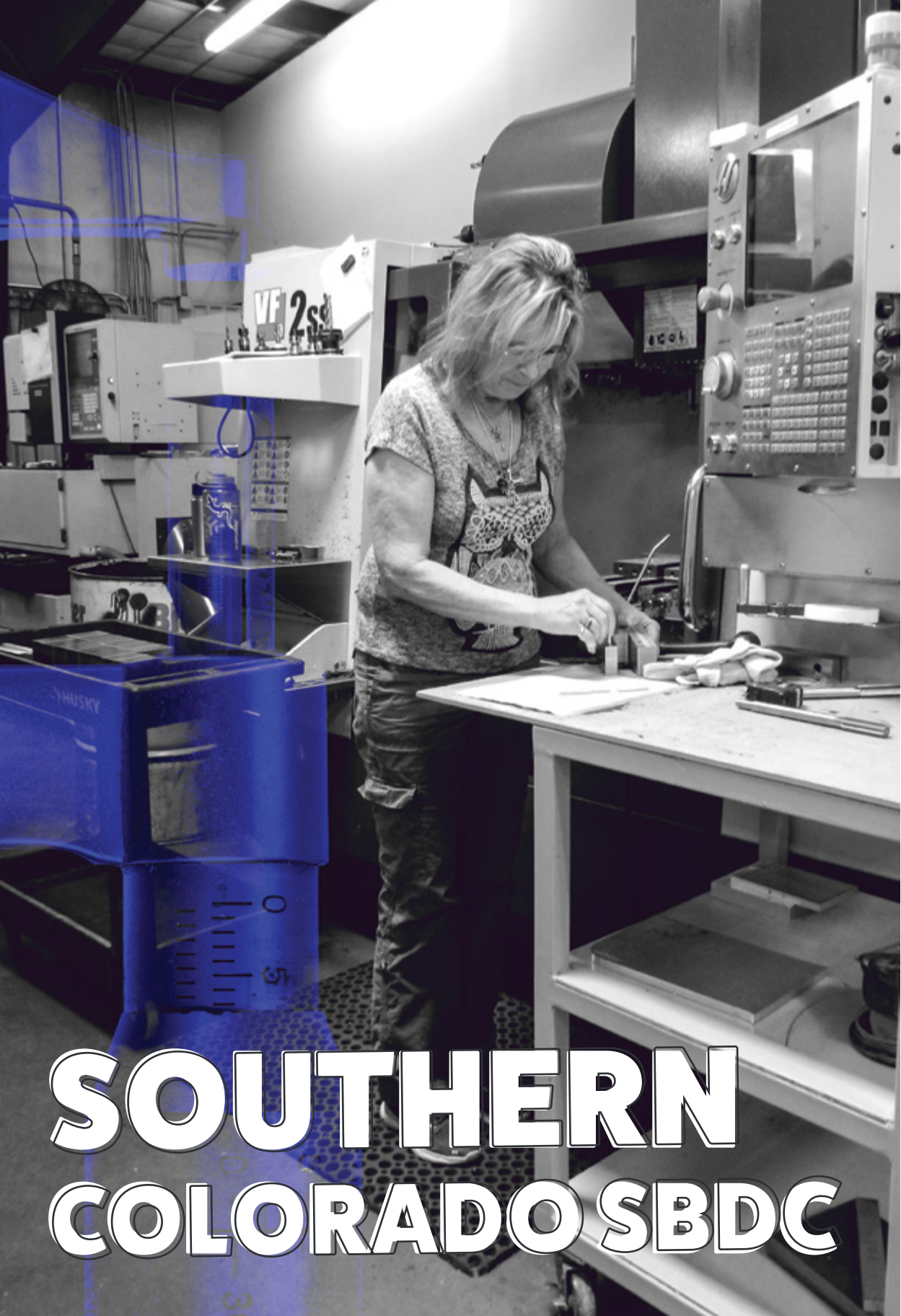
As the business started to get more traction and develop new products, they were noticed by big-name cabinetry companies. The Halls sold Glideware to Rev-A-Shelf, a leader in the home storage and organization industry, in the summer of 2017. Dave was brought on as a short-term consultant with Rev-A-Shelf as part of the deal. The SBDC was instrumental for the couple to learn the tools they needed to be successful business owners.

**The Grand Junction SBDC was a great resource for us as we grew our business. The GJ Makerspace was particularly beneficial and saved a lot of money by allowing us to prototype and test our new products substantially cheaper than the traditional methods.**

# GRAND JUNCTION SBDC







# PREMAC PRECISION MACHINING CORP

Premac Precision Machining Corp (PREMAC) is a long-established manufacturing company that has been serving clients nationwide since the early 1990s. In 1995, current owner Peggy Shoun met the original owners and began helping the business with their books and shipping needs. Shoun, who has overseen the day-to-day business operations and management for PREMAC for over 21 years, purchased the business in 2017 and continues to grow it to a premier, nationally known company specializing in prototypes, tools and dies, breadboard, pre-production and low-volume production.

As a female entrepreneur in a male-dominated industry, Shoun has had her challenges and has handled them with grace and expertise that comes only with experience and passion. Quality customer service and project satisfaction are important to PREMAC and are a driver for Shoun's passion for continuous quality improvement to meet and exceed the needs of the company's customers. One of PREMAC's biggest accomplishments has been its success in diversifying its clientele and maintaining that diversity through the years.

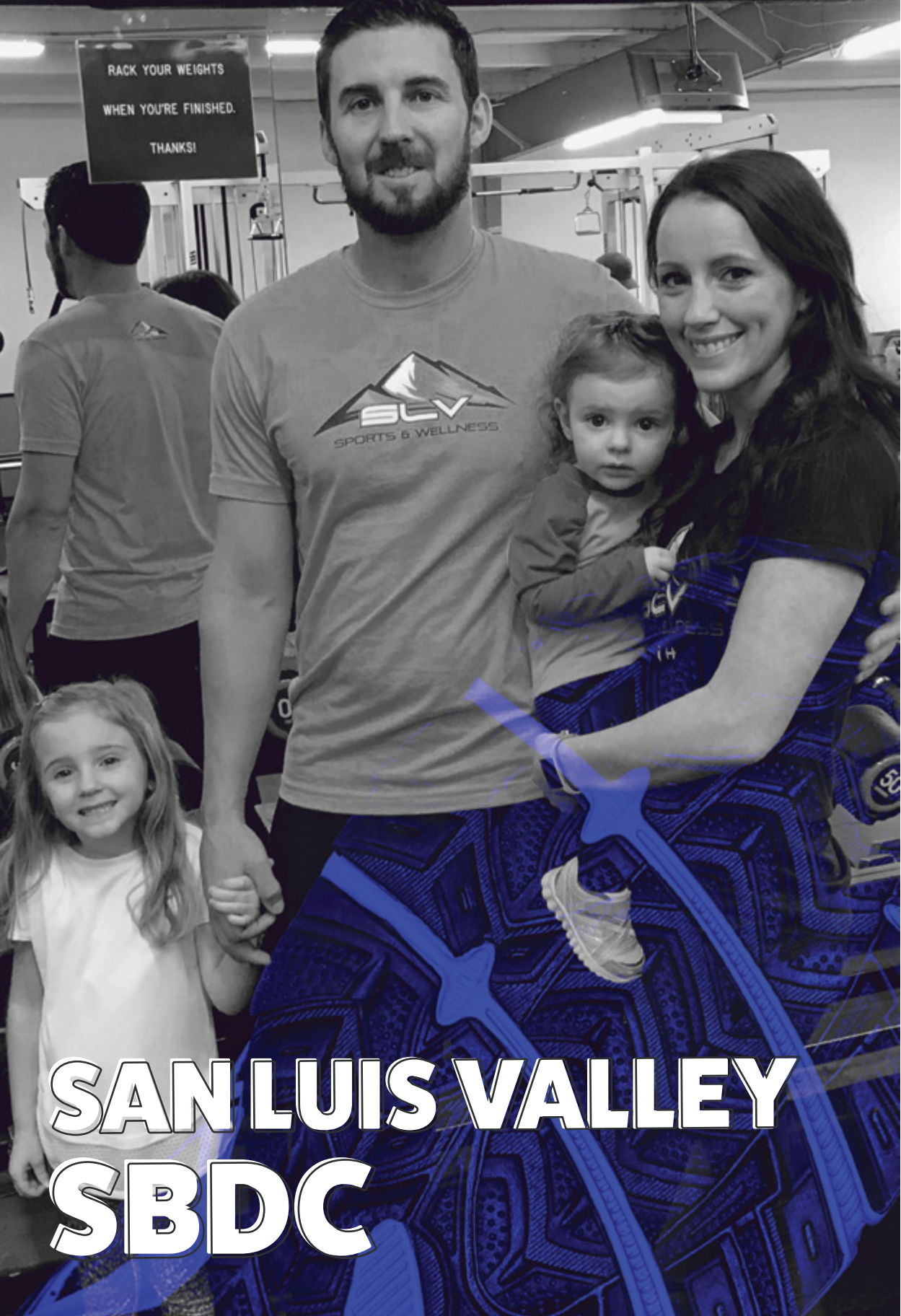
The company's goals for the future include continuing to expand its diverse customer base to also include government contracting. PREMAC's established relationship with purchasing agents and industry referrals continues to be a strength for the company, but when it comes time for strategic planning for growth and expansion, PREMAC has implemented the expertise of local business development resources, including the SBDC, to help guide the efforts. "The SBDC program and their consulting expertise have been a vital resource for the business over the years in expansion initiatives and most recently guiding [me] through the buy-sell process from beginning to completion, including making a lender referral that I was grateful for," shared Shoun.

**The SBDC has been extremely helpful, knowledgeable and are always just a phone call away. From financing assistance to now government contracting guidance, I appreciate the services the SBDC provides.**

**SOUTHERN  
COLORADO SBDC**







# SLV SPORTS & WELLNESS

Justin and Brittany Johnson grew up in New Mexico, playing in the outdoors and becoming committed to healthy living. They formed the belief that humans are meant to move and that physical activity and good diets keep our bodies working as finely tuned machines. Justin and Brittany had a dream to move to Colorado when they could find the right opportunity to own an athletic club. That dream became reality when they purchased San Luis Valley Health and Wellness, an existing club in need of many repairs, from fixing a leaky roof to updating 30-year-old equipment. Their vision also included high-tech bikes and treadmills that allow members to “go places” via virtual reality screens in front of them. Ultimately the upgrades would help members create good gym habits while maintaining a regular routine in a busy world. Success in owning a gym would also require changing the gym’s business practices to meet the needs of existing and new members.

The San Luis Valley SBDC helped Justin and Brittany in several ways even before they purchased the club. The SBDC, according to Justin, “helped give us a feel for the business environment in Alamosa. We wanted to know how well we would be supported by other business members in the community and also get a better feel for the demographics here. After purchasing the club,

**they helped us find the right contacts for all the information we needed, whether locally or around the state, to set up our gym properly with business licenses and a Federal ID number.**

One critical thing they helped us do was to get a social media intern from Adams State, which worked out well for setting up our Twitter Page and Facebook. Our cost was minimal for our return.”

As they look to the future, Justin and Brittany plan to sponsor external activities such as mud runs, hikes and bike tours. Their overall goal is to become involved in outdoor activities around the valley and not just be an indoor club.

**SAN LUIS VALLEY  
SBDC**







# SHADESCAPES

ShadeScapes partners with international manufacturers to distribute architectural-grade umbrellas, cabanas and modern outdoor furniture. The company was founded by Jo Moniak Edmondson in Paonia in 2002 and is now headquartered in downtown Hotchkiss. When Edmondson launched ShadeScapes, luxury outdoor products were found only in designer showrooms. In contrast, Edmondson employed a web-based approach and pricing strategy to generate sales across multiple channels—design professionals, businesses, dealers and homeowners.

ShadeScapes was an early adopter of online marketing/SEO and continues to use digital means to efficiently drive customer acquisition. The company is unique in mining customer data to drive sales and marketing strategy.

The West Central SBDC office is playing a pivotal role in helping ShadeScapes continue to innovate, plan strategically and achieve greater profitability. In early 2017, the SBDC nominated ShadeScapes for Colorado Companies to Watch, an awards program honoring second-stage companies headquartered in Colorado. Both the application process and being recognized as a top-tier company accelerated the re-evaluation and refresh of the ShadeScapes business model.

In addition, ShadeScapes was able to tap in to the SBDC consultant network and access key resources with international importing, pricing and strategic planning expertise. These resources have been invaluable in working with the executive team in helping craft a strategic plan and then in addressing the plan priorities such as refining pricing and shipping models, implementing “Just in Time” warehousing to reduce inventory expenses, improving dealer and ecommerce partner profitability, better educating customers to reduce damage claims, exploring innovative ways to reduce inventory and formalizing manufacturer relationships.

**After 15 years in business, ShadeScapes was ripe for an influx of expertise and a more strategic way to build the business. With the SBDC’s support, they are confidently moving forward.**

**WEST CENTRAL  
SBDC**



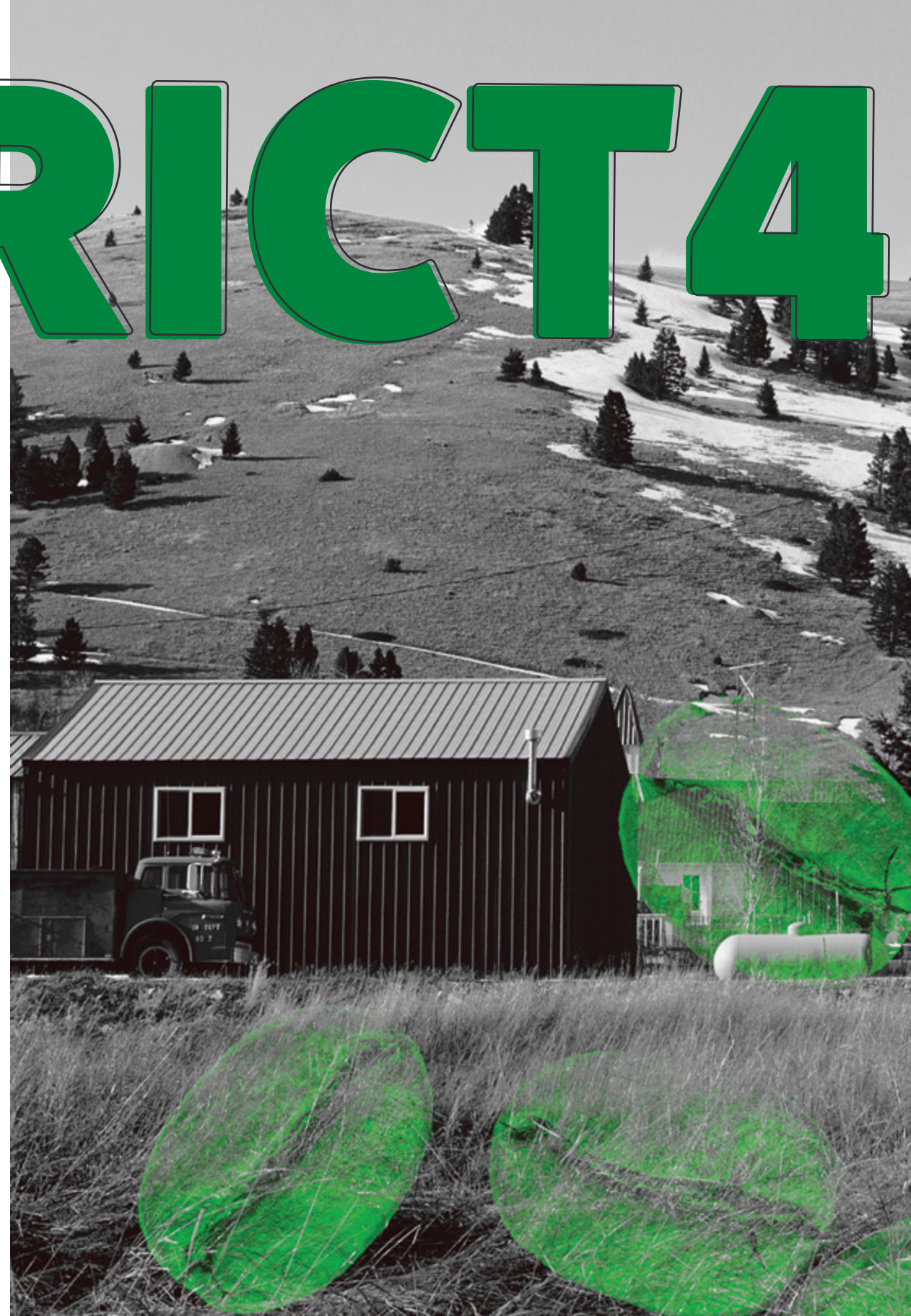


# DISTRICT 4

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

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

DISTRICT 4	Clients Consulted	Training Attendees	Jobs Created	Jobs Retained	Businesses Started	Increased Sales	Contracts	Capital Formation
<b>Southeast Colorado SBDC</b>	70	59	62	20	11	\$48,500	\$3,200	\$1,485,336
<b>East Colorado SBDC</b>	622	1,292	318	61	20	\$9,963,673	\$3,945,000	\$12,587,102
<b>Aurora-South Metro SBDC</b>	488	770	166	142	15	\$12,605,499	\$2,335,700	\$11,541,818





# BROKEN ARROW ARCHERY

When Bob O'Berne was five, his father taught him how to shoot a long bow. When he was old enough, he harvested the mighty wapiti (elk) and eventually traveled around, seeking out different animals with his bow, until he settled in Colorado.

O'Berne has always had a desire to own his own shop but did not have the time or opportunity. However, his belief is that "You will never rise to the top by working for someone else." In addition to wanting to open his own shop, O'Berne also wanted to help people.

O'Berne came to the Southeast SBDC to get assistance with his business plan and startup questions. He left with the direction he needed to get his business off the ground. In May 2016, O'Berne's dream came true, and he opened Broken Arrow Archery in La Junta. Broken Arrow Archery is a retail store and full-service shop with over 50 years of experience, helping customers take their shooting skills to the next level.

**"If you never set a goal, you'll never achieve it," O'Berne explained, "and you can achieve it with the SBDC at your side."**

# SOUTHEAST COLORADO SBDC





# AUNT HELEN'S COFFEE HOUSE

Aunt Helen's Coffee House is a unique, quick service restaurant that serves specialized coffee, tea and an array of breakfast and lunch options. Owners Aimee and Bob Hutson continue to grow their business by providing high-quality products, creating unique and healthy dining options, delivering an unmatched level of customer service and giving back to the community.

Aimee was a director in the childcare service industry for most of her career, and she understands the importance of customer service, employee management and workplace culture. Bob has worked in the food service industry for 26 years, experience he leveraged in the design and operations of Aunt Helen's Coffee House. The concept was inspired by their Aunt Helen, who recently celebrated her 104th birthday. Her personality will continue to live on in the business for many years to come.

In October 2016, the Hutsons started working with the East Colorado SBDC to develop a business plan, research funding options and receive counseling on business opportunities in Greeley.

**Working with the SBDC kept them on track with deadlines and scheduled meetings.**

Both Aimee and Bob were working full-time jobs at the time, and the deadlines kept all projects and tasks easily attainable and focused. The SBDC also provided them with the opportunity to meet with industry experts who helped guide them throughout the process.

Aunt Helen's Coffee House opened in March 2017 and has been a flourishing asset and a gathering place to the community. The Hutsons have a strong passion to give back, so, each month, they partner with local charities to create marketing promotions and provide fundraising opportunities. Their community-first business model allows customers and charitable organizations to work together to improve the community.

The model has proven to be successful for the Hutsons. After seven months of operations, they were able to meet their financial goals. Currently, they are serving over 150 guests per day, and the word is quickly spreading around town. Aunt Helen's Coffee House has been successful at truly supporting the community.

**EAST COLORADO  
SBDC**

**MONFORT**  
COLLEGE of BUSINESS  
University of Northern Colorado

**Colorado**  
**SBDC**  
EAST COLORADO Small Business Development Center



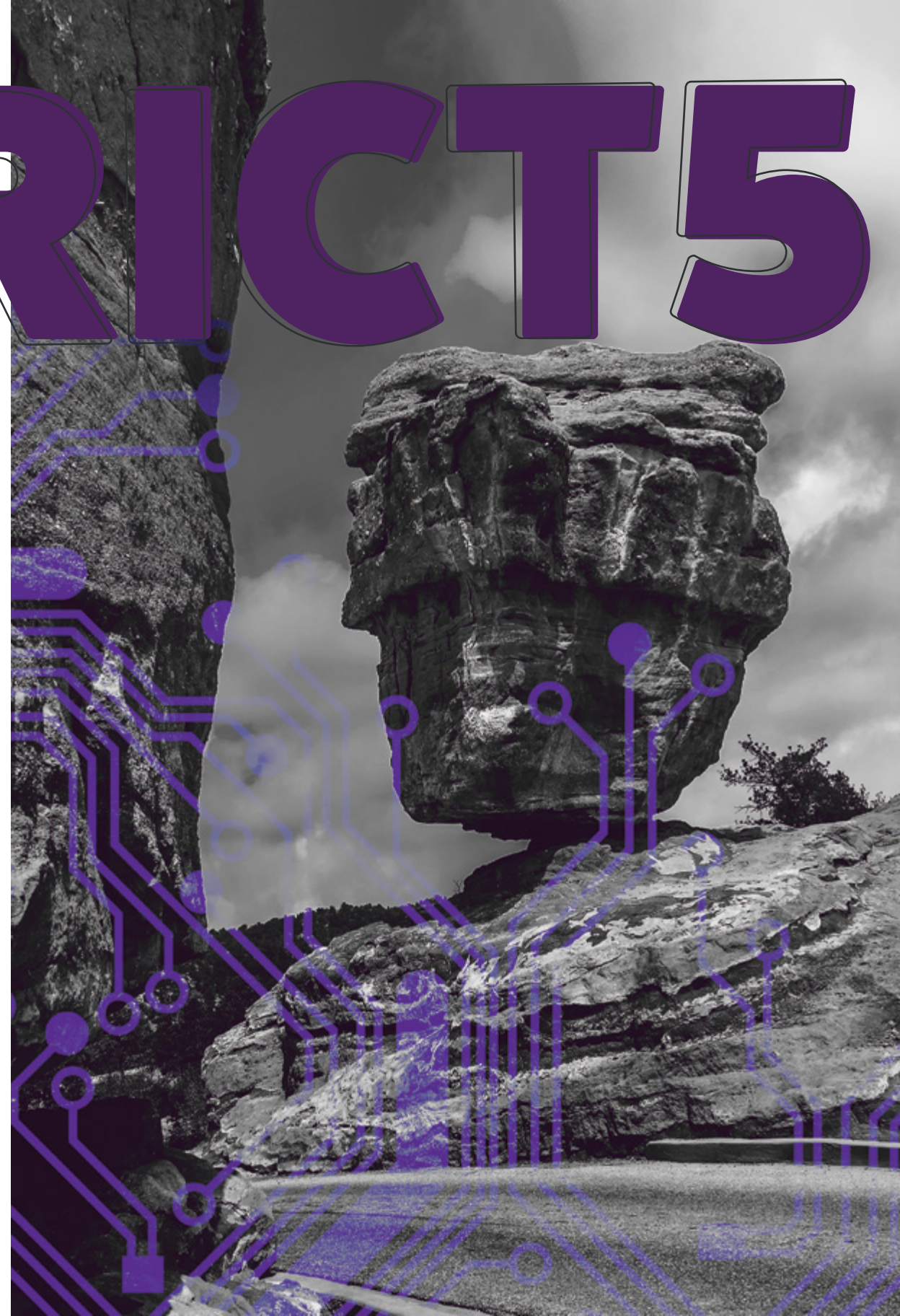
# DISTRICTS 5

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

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

The Pikes Peak SBDC is also the hub of the statewide SBDC cybersecurity program: SBDC TechSource Cyber CYA (Cover Your Assets). The program is built to assist small and medium-size businesses by focusing on cybersecurity-related topics for businesses at any stage in their growth cycle. Assistance in this program includes cloud computing, security measures using social media and securing technology to meet compliance standards in government contracting.

DISTRICT 5	Clients Consulted	Training Attendees	Jobs Created	Jobs Retained	Businesses Started	Increased Sales	Contracts	Capital Formation
Pikes Peak SBDC	550	2,061	403	175	26	\$3,046,144	\$4,080,936	\$8,312,150





# CORVUS

Coryn and Eric Mann set out with a mission to bring a unique approach to the cybersecurity field. Corvus offers cybersecurity and subcontract management services, with a tailored approach for customers that gives the best value on services, based on organizational need and associated requirements. They take pride in putting the customers' needs and wants first, and not surprisingly, this approach has proven successful.

The Manns believe they can use their experience and skillsets to help other small businesses. Between the two of them, they have over 30 years of combined experience in cybersecurity and subcontract management services. Through one-on-one consulting, training through the LEADING EDGE™ strategic planning series and networking at the Pikes Peak SBDC, they knew their idea was a viable one. The SBDC helped solidify their business offerings and implementation strategy and provided a link to valuable networking opportunities.

**The SBDC has been a phenomenal resource, as we have learned what we needed to do to start and build our business to where we are today. If there was one takeaway from all this, it would have to be to utilize the SBDC in your area.**

With all great business starts come initial challenges. The Manns' initial challenges were having to understand how to operate a business, how to make contacts and how to get their first customer. Through hard work, they were able to land their first contract, which put them on the right road to success.

# PIKES PEAK SBDC





# DISTRICT 6

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

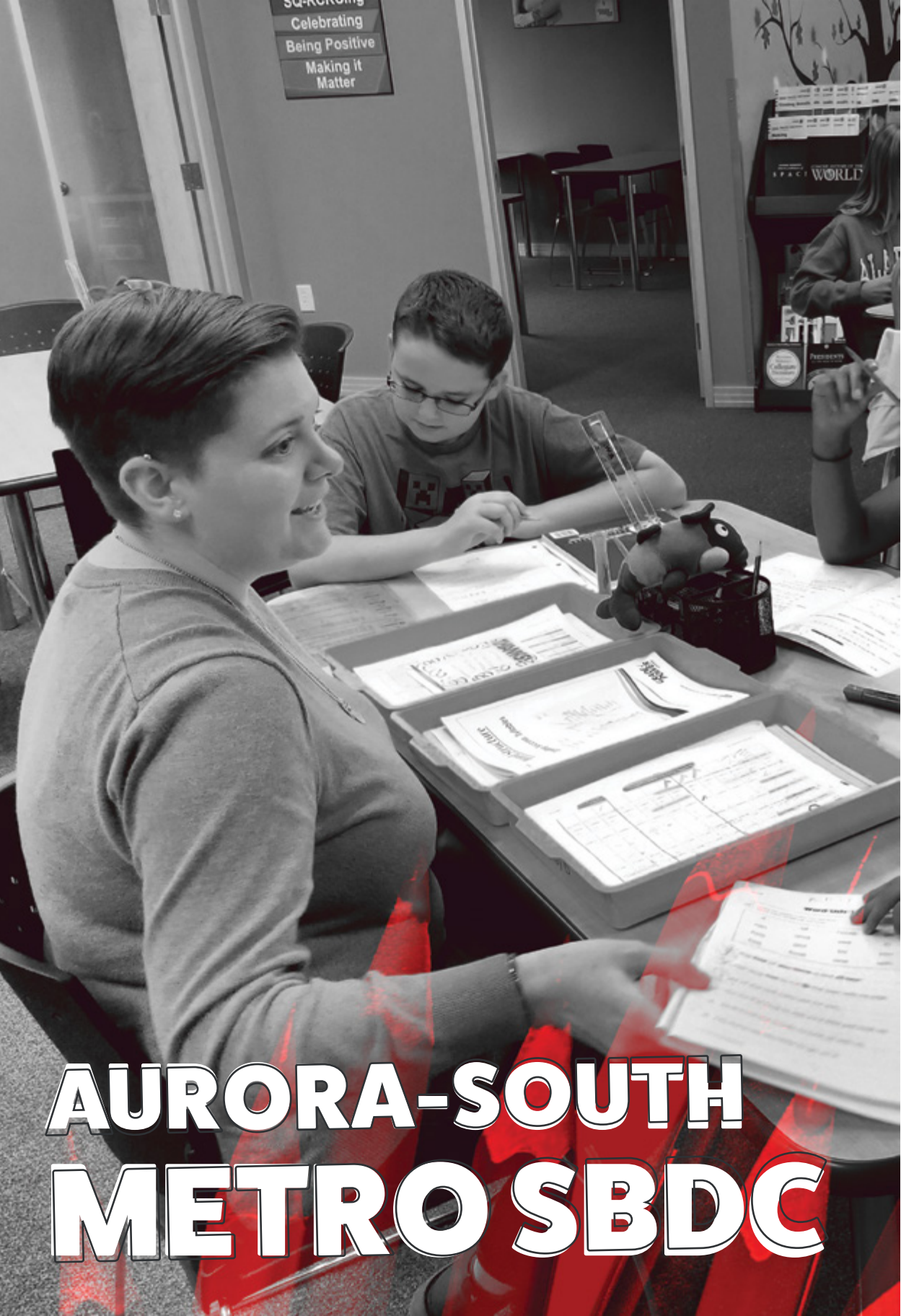
The Aurora and South Metro areas are highly populated by a wide variety of businesses in Arapahoe, Douglas, south Jefferson and Adams Counties. From Aurora's expanding veterans, bioscience and creative industry hubs to the Denver Tech Center and renewable energy focus, the area consistently flourishes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

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

DISTRICT 6	Clients Consulted	Training Attendees	Jobs Created	Jobs Retained	Businesses Started	Increased Sales	Contracts	Capital Formation
Aurora-South Metro SBDC	488	770	166	142	15	\$12,605,499	\$2,335,700	\$11,541,818
North Metro Denver SBDC	473	875	142	129	24	\$3,734,500	\$1,996,925	\$8,216,250







# GRADEPOWER LEARNING

Robert and Olga Mead, the owners of GradePower Learning, started with a vision to help build children's confidence and self-esteem. They found an opportunity to do that not only through tutoring students, but also in teaching them how to learn.

**The LEADING EDGE™ Strategic Planning Series was the perfect tool for Olga to test her business model. She graduated from LEADING EDGE™ in 2015 and continued on as a client at the Aurora-South Metro SBDC.**

Not wanting to reinvent the wheel, the Meads obtained advice about purchasing a PreK-12 learning center franchise. They also sought assistance for researching the industry and customer base.

GradePower Learning opened in April 2016, after receiving a commercial loan with the help of the SBDC financing consultant, as well as equity cash the Meads had put into the business. GradePower Learning offers supplemental proprietary curriculum that helps prekindergarten through high school students catch up as well as get ahead academically. High school students can also focus on college preparation and filling any learning gaps they may have. In just over a year, the business has been able to break even, with steady growth in enrollments via networking and word-of-mouth advertising.

A veteran-owned business (Olga served in the U.S. Army, the Colorado National Guard and the U.S. Army Reserves, and Robert served in the U.S. Navy), GradePower Learning staffs one other full-time employee and seven part-time employees who are specialized coaches for the students. The next step with the business is to provide Spanish and Sign Language classes. Olga has also recently received additional consulting in obtaining contracts with schools.

The Meads have a passion for helping students in need and thoroughly enjoy enriching students with new cognitive learning skills. They welcome visitors to their center in the Southlands community of Aurora.

**AURORA-SOUTH  
METRO SBDC**



# DISTRICT 7

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

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



DISTRICT 7	Clients Consulted	Training Attendees	Jobs Created	Jobs Retained	Businesses Started	Increased Sales	Contracts	Capital Formation
North Metro Denver SBDC	473	875	142	129	24	\$3,734,500	\$1,996,925	\$8,216,250



# TIMBERLEAF TRAILERS

A custom cabinet contractor and outdoorsman, Kevin Molick wanted a teardrop trailer for his camping adventures, so he built one to suit his needs. It wasn't long before he was getting inquiries on social media about purchasing trailers like his. By the end of 2016, he had built and sold 12 custom-made trailers, and Timberleaf Trailers was born.

Inspired by the clean and elegant design of mid-century, handmade American teardrop campers, Timberleaf Trailers seamlessly combines vintage design with contemporary functionality. Each trailer is built to order with optional features and customizable interiors. "We are proud to present a product that we are enthralled to make," says Molick.

In September 2016, Molick began receiving international inquiries and sought consulting assistance to help navigate the international sales arena. He met with the Small Manufacturer's AdvantEDGE team, who determined it would be beneficial for him to optimize his processes before proceeding. The Small Manufacturer's AdvantEDGE team worked with Molick, providing assistance in implementing Lean Manufacturing techniques and streamlining the assembly process. In addition, they implemented a Kaizen process to help resolve manufacturing issues with the hatch assembly. Together, they developed a training matrix for new employees that sets expectations, defines skill attainment and can be used as a performance-assessment tool. By harnessing employee involvement, they created a highly motivated and talented staff that has become one of the company's greatest assets and a cause for their success.

**The consulting and direct assistance from the Small Manufacturing AdvantEDGE Program was instrumental in streamlining our processes as we continue to grow.**

As demand continued to escalate, Molick expanded the assembly space and added staff to handle the influx of volume in 2017. Molick says, "We build these because we believe that the road is rewarding—that adventure does not stay in only one location. We make these teardrops to open up new horizons, to allow you to bring comfort with you, and to help you make lifelong memories."



**NORTH METRO  
DENVER SBDC**





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