

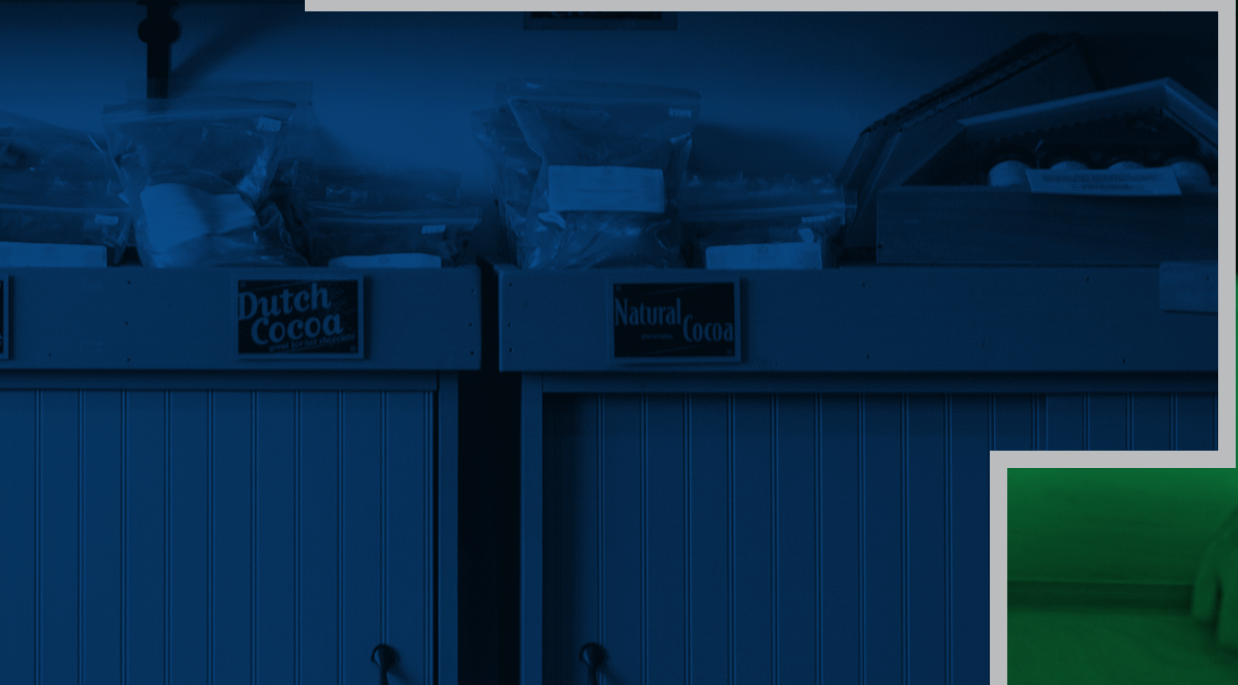


TWENTY EIGHTEEN



Colorado
SBDC
Small Business Development Center Network

ANNUAL REPORT



SBDC COLORADO TWENTY EIGHTEEN NUMBERS

14,662

TRAINING ATTENDEES

\$181M

SALES INCREASE

311

NEW BUSINESSES

\$99M

CAPITAL
FORMATION

3,073

JOBS
RETAINED

CLIENTS
CONNECTED

6,446

2,324

JOBS CREATED

\$208M

CONTRACTS

ABOUT THIS REPORT

The Colorado Small Business Development Center Network's 2018 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 \$50.14 in capital formation for every federal grant dollar obtained by the state. In addition, \$54.33 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.



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 **BETSY MARKEY**

On behalf of the Colorado Office of Economic Development & International Trade and the State of Colorado, I am delighted to introduce the Colorado Small Business Development Center Network (CSBDC).

The mission of the CSBDC is simple: To help existing and new businesses grow and prosper. We do this by providing free and confidential consulting and no- or low-cost training programs.

The CSBDC combines information and resources from federal, state and local governments with those of the education system and private sector to help serve the specialized and complex needs of the small business community. Consulting experts collaborate to provide entrepreneurs with crucial information that can mean the difference between success and failure. Our vision is to be the premier, trusted choice of Colorado businesses for consulting, training and resources.

The CSBDC has 14 full-time centers and more than 50 satellite offices around the state, staffed with a team of business experts ready to help you create and retain jobs, secure loans, increase sales, win government contracts, obtain certifications and more. In 2018, these efforts resulted in 300 new Colorado businesses and more than 5,000 jobs created or retained. In fact, Colorado is home to more than 560,000 small businesses that provide employment for over a million Coloradans, making small businesses Colorado's largest employer.

And the CSBDC is constantly evolving with the changing needs of Colorado's workplace economy. As one of the only nationally accredited technology-development programs, CSBDC provides valuable expertise to help technology businesses bring their new ideas to market while ensuring that entrepreneurs in any industry and in any region of Colorado can succeed. The CSBDC's focus on Rural Strategic Development ensures that Colorado's strong economy touches all corners of our state.

Small businesses and entrepreneurs are the backbone of Colorado's economy, and the CSBDC is here to support small businesses through all phases of growth. I am excited about the work the Colorado SBDC Network continues to do for Colorado and look forward to a prosperous year ahead.

Sincerely,

A handwritten signature in black ink that reads "Betsy Markey".

Betsy Markey
Executive Director, Colorado Office of
Economic Development and International Trade

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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 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 priority in 2018 was on rural and mountain community barriers to a successful and sustainable economy. The SBDC focused on rural and agricultural communities in southwest Colorado, especially with Native American entrepreneurs.

Continuing to be a part of the solution for small disadvantaged communities, Certified Small Business Communities has proven to impact economic development engines for rural Colorado, producing over \$11 million in capital impact. 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 assisting 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 2018, the SBDC conducted a sold-out inaugural Innovation & Opportunity Conference in conjunction with NASA. As a part of the SBDC TechSource program, Cyber: CYA was created to support small business owners with the much-needed cyber security assistance to protect their businesses.

We continue to help 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 to ensure the Colorado SBDC Network’s continued success. We are grateful to the volunteers and consultants who work with the SBDC to maintain the highest level of quality of our programs for Colorado entrepreneurs.

We are proud to publish this update on our productivity and economic impact in 2018. 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

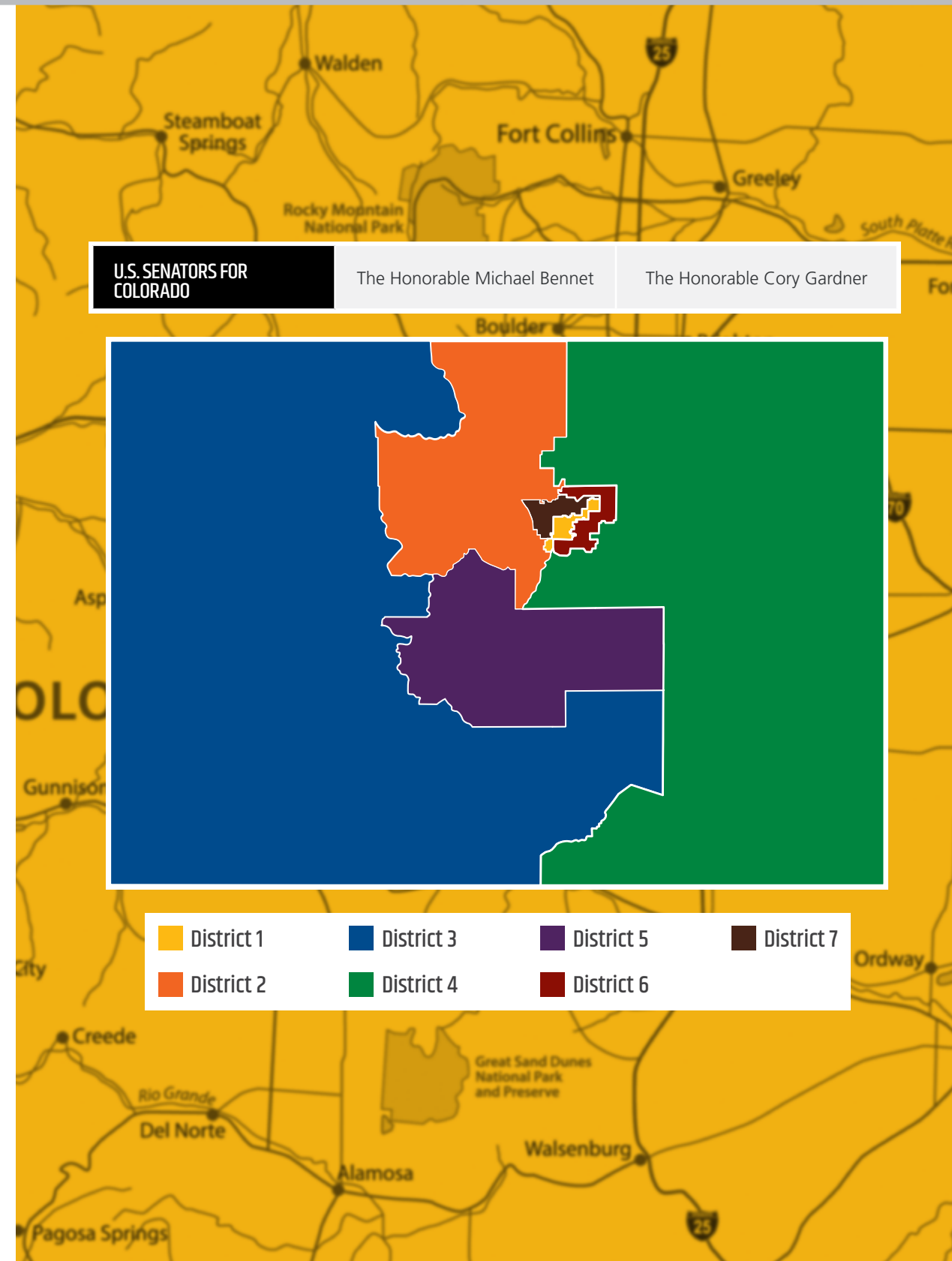
CONNECT2DOT: CDOT AND THE SBDC'S PROGRAM THAT HELPS BUSINESSES BECOME MORE COMPETITIVE AND SUCCESSFUL IN BIDDING AND CONTRACTING WITH TRANSPORTATION AGENCIES

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



THE HONORABLE DIANA DeGETTE

1

Denver Metro SBDC

Boulder SBDC
Larimer SBDC
Northwest Colorado SBDC
North Metro Denver SBDC

2

THE HONORABLE JOE NEGUSE

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		
1,030	3,549	606	705	44	1	DENVER METRO
2,172	3,034	751	1,358	143	2	BOULDER
						LARIMER
						NORTHWEST COLORADO
						NORTH METRO DENVER
1,370	2,497	372	391	64	3	SOUTHWEST COLORADO
						GRAND JUNCTION
						SOUTHERN COLORADO
						SAN LUIS VALLEY
						WEST CENTRAL
1,233	2,617	492	415	43	4	SOUTHEAST COLORADO
						EAST COLORADO
						AURORA-SOUTH METRO
590	2,941	102	203	17	5	PIKES PEAK
1,055	1,993	361	330	61	6	AURORA-SOUTH METRO
						NORTH METRO DENVER
507	632	167	119	43	7	NORTH METRO DENVER

Districts		Totals			
		Increased Sales	Contracts Obtained	Capital Formation	
DENVER METRO	1	\$30,667,187	\$25,959,398	\$15,938,420	
BOULDER	2	\$43,761,457	\$35,020,057	\$41,617,660	
					LARIMER
					NORTHWEST COLORADO
					NORTH METRO DENVER
SOUTHWEST COLORADO	3	\$18,304,567	\$9,217,300	\$14,558,078	
					GRAND JUNCTION
					SOUTHERN COLORADO
					SAN LUIS VALLEY
					WEST CENTRAL
SOUTHEAST COLORADO	4	\$65,718,702	\$1,099,115	\$23,150,702	
					EAST COLORADO
					AURORA-SOUTH METRO
PIKES PEAK	5	\$23,394,319	\$137,675,831	\$3,786,725	
AURORA-SOUTH METRO	6	\$66,168,675	\$2,648,758	\$11,802,950	
					NORTH METRO DENVER
NORTH METRO DENVER	7	\$8,009,393	\$1,982,643	\$7,062,950	

SENATOR	DIST
The Honorable Jerry Sonnenberg	1
The Honorable Dennis Hisey	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 Paul Lundeen	9
The Honorable Owen Hill	10
The Honorable Pete Lee	11
The Honorable Bob Gardner	12
The Honorable John Cooke	13
The Honorable Joann Ginal	14
The Honorable Rob Woodward	15
The Honorable Tammy Story	16
The Honorable Mike Foote	17
The Honorable Stephen Fenberg	18
The Honorable Rachel Zenziger	19
The Honorable Jessie Danielson	20
The Honorable Dominick Moreno	21
The Honorable Brittany Pettersen	22
The Honorable Vicki Marble	23
The Honorable Faith Winter	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 Robert Rodriguez	32
The Honorable Angela Williams	33
The Honorable Julie Gonzales	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 Serena Gonzales-Gutierrez	4
The Honorable Alex Valdez	5
The Honorable Chris Hansen	6
The Honorable James Coleman	7
The Honorable Leslie Herod	8
The Honorable Emily Sirota	9
The Honorable Edie Hooton	10
The Honorable Jonathan Singer	11
The Honorable Sonya Jaquez Lewis	12
The Honorable KC Becker	13
The Honorable Shane Sandridge	14
The Honorable Dave Williams	15
The Honorable Larry Liston	16
The Honorable Tony Exum	17
The Honorable Marc Snyder	18
The Honorable Tim Geitner	19
The Honorable Terri Carver	20
The Honorable Lois Landgraf	21
The Honorable Colin Larson	22
The Honorable Chris Kennedy	23
The Honorable Monica Duran	24
The Honorable Lisa Cutter	25
The Honorable Dylan Roberts	26
The Honorable Brianna Titone	27
The Honorable Kerry Tipper	28
The Honorable Tracy Kraft-Tharp	29
The Honorable Dafna Michaelson Jenet	30
The Honorable Yadira Caraveo	31
The Honorable Adrienne Benavidez	32
The Honorable Matt Gray	33
The Honorable Kyle Mullica	34
The Honorable Shannon Bird	35

REPRESENTATIVE	DIST
The Honorable Mike Weissman	36
The Honorable Tom Sullivan	37
The Honorable Susan Beckman	38
The Honorable Polly Lawrence	39
The Honorable Janet P. 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 Bri Buentello	47
The Honorable Stephen Humphrey	48
The Honorable Perry Buck	49
The Honorable Rochelle Galindo	50
The Honorable Hugh McKean	51
The Honorable Cathy Kipp	52
The Honorable Jeni James Arndt	53
The Honorable Matt Soper	54
The Honorable Janice Rich	55
The Honorable Rod Bockenfeld	56
The Honorable Bob Rankin	57
The Honorable Marc Catlin	58
The Honorable Barbara McLachlan	59
The Honorable James D Wilson	60
The Honorable Julie McCluskie	61
The Honorable Donald Valdez	62
The Honorable Lori Saine	63
The Honorable Kimmi Lewis	64
The Honorable Rod Pelton	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 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	1,030	3,549	606	705	44	\$30,667,187	\$25,959,398	\$15,938,420





“I rely on the SBDC to develop myself as a better business owner and operator, and I recommend this organization to anyone thinking of opening their own business.”

MINDCRAFT MAKERSPACE

“An entrepreneur is someone who jumps off a cliff and builds a plane on the way down.” Reid Hoffman Entrepreneurs are passionate risk-takers who make an impact on our economy, and they’ve made Colorado a top-five state for startup activity and for innovation. Entrepreneurs know it takes a lot more than an idea to make a business come to life.

Brenda Lane, cofounder of MindCraft Makerspace, knows just that. Lane has poured herself into her businesses—a digital fabrication lab developed as a collaborative studio space for creative and inventive endeavors for makers of all ages—and entrepreneurialism has become her way life. “As a maker, I owned my first business in my hometown at the age of 18. My uncle and I teamed up to open Lane’s House of Glass in Pueblo, where I spent eight years teaching stained glass, fusing and slumping,” Lane recalls.

MindCraft Makerspace is the second business devoted to educational endeavors for Lane and her business partner Adriana Santacoloma. Lane first opened eXL Learning in 2011. She sought the advice of consultants at Small Business Development Centers (SBDCs) across the Front Range. She coupled the consulting with the SBDC’s business planning course, LEADING EDGE™.

Opening MindCraft Makerspace was a way for Lane to combine her passion for education and creativity. MindCraft Makerspace offers classes, workshops, equipment rental and memberships to learn about and use all tools, equipment and machinery accessible to the users—no matter the age. “Our combination of labs, workshops and classrooms makes it easy and fun for hands-on, ‘let’s make this’ kind of learning,” Lane said. Their space is located in the newly restored Stanley Marketplace on the border of Aurora and Stapleton. The Marketplace houses over 50 independent companies under one roof.



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
Boulder SBDC	602	1,037	211	372	30	\$8,503,796	\$23,751,000	\$15,091,358
Larimer SBDC	948	1,282	308	753	61	\$24,808,768	\$6,151,414	\$18,037,552
Northwest Colorado SBDC	115	83	65	114	9	\$2,439,500	\$3,135,000	\$1,425,800
North Metro Denver SBDC	507	632	167	119	43	\$8,009,393	\$1,982,643	\$7,062,950



With the support of the Boulder SBDC this past year...they have created three new jobs and have experienced sales growth of over \$250,000.

GUIDESTAR OPTICAL SYSTEMS

In 2013, Troy Rhoadarmer and Aaron Buckner were working for a large aerospace firm and decided to create their own business, Guidestar Optical Systems, which provides advanced optical solutions for light propagation and imaging in dynamic and turbulent environments. Troy and Aaron put together a team of scientists and engineers that developed advanced technologies relating to laser beam control and Adaptive Optical (AO) systems and transitioned those technologies from conceptual designs into integrated systems. The founders were both well-educated and experienced on the technical side of their industry, but they were looking for support in some of the other areas of business, like human resources, marketing, contracts, tax planning and customer relations

They started by taking Boulder SBDC classes in the Longmont satellite office. This gave Troy and Aaron an initial look at what the Boulder SBDC could do for them.

Guidestar started their business strong, acquiring contracts from day one. They were growing at a good pace and attended a technology workshop in Albuquerque last fall. There, one of their colleagues encouraged them to apply for a 12-week Air Force Research Laboratory Accelerator in Colorado Springs, an SBDC TechSource program.

In the program, they developed a stronger relationship with the SBDC ADVANCED gold level/economic gardening resources that helped them with research and analysis. They were also connected to consulting resources that allowed them to explore Federal R&D tax credits, and they were connected to the Small Manufacturer's AdvantEDGE (SMA) to provide integrated support for their manufacturing facility, as well as to World Trade Center (WTC) to provide expertise on export licensing.

Troy and Aaron learned about how to take their company to the next level by growing their organization, leveraging resources and strengthening connections provided. Before this, they had been figuring things out on their own. The SBDC and the introductions that they made to additional resources for contracting, marketing, HR and business development helped them create solutions and fill in some gaps where Guidestar did not have internal staff. They have developed a relationship with the Boulder SBDC, where they often lend their time to share their stories with new Accelerator participants.



“I get guidance on what’s really important. My business has grown 20 times from when I started getting consulting.”

ROCKY MOUNTAIN WESTY

You don’t often see a growing business based on a product that hasn’t been made in almost 20 years, but twin brothers Mike and Greg LaBate built it at Rocky Mountain Westy (RMW).

RMW designs, manufactures and sells camping and lifestyle parts to Volkswagen Vanagon “Westy” van enthusiasts and service centers worldwide. These products help the van owner upgrade or convert the Westy van, often to performance levels above the original factory model, such as installing more powerful Subaru engines. RMW also does service work on Westy vans, as well as Dodge and Mercedes camper vans, at its Terry Lake (north Fort Collins) facility. Mike says, “We’re working on 30- to 40-year-old vehicles. We’re solution-oriented.” Mike handles business development, and Greg handles the R&D and operations.

In the 90s, Mike worked as a mechanic at a European auto repair shop. “The owner hated working on Westys, so I started buying, then repairing them. Then I started selling them on eBay. By mid-2000, everybody wanted one. We incorporated in 2004, and Greg became a partner in 2005.” RMW bought the 7,000-square-foot Terry Lake fabrication facility in 2007. In 2017 RMW acquired a California-based Westy parts supplier and added a leased 4,000-square-foot parts warehouse. RMW will purchase a 16,000-square-foot north Fort Collins facility in the summer of 2018.

Mike works regularly with one of the Larimer SBDC consultants and receives human resources consulting from the SBDC and participates in LoCo Think Tank, a Northern Colorado peer advisory organization.

RMW will do \$6 million in sales this year, with 21 employees. Mike says his top two challenges are “adapting our infrastructure to our growth, including workforce, and embracing technology. I’m learning the healthy combination of doing this for the passion and the money. I still have my first van!”



“I couldn’t have done any of this without the SBDC’s help. My SBDC consultant walked me through so many things and has given me invaluable advice. I’m so grateful.”



PLACEBOS®

Merrily Talbott launched her product, Placebos® mints, at Denver’s Tattered Cover Bookstore in the fall of 2017. At the time, Talbott was a member of Gunnison’s IceLab Accelerator, working on a social entrepreneurship venture called Savvy, a service that would connect college students with trained coaches over text, anywhere and anytime they needed support in dealing with life’s everyday struggles. The mints, packaged in bright-colored tubes with a scroll of “dosage instructions” and practical advice inside, offered relief from procrastination, perfectionism, self-doubt, writer’s block and political despair.

After 25 years as a teacher and theatre director, Merrily felt that Placebos were simply a fun idea that she just had to put out there, while the texting service, Savvy, was where she put most of her energy. She thought Placebos would be a great marketing tool for Savvy, with directions on the scroll inside that would explain how students could connect with the service. However, by April of 2018, her team wasn’t able to raise all the funding they needed to pilot Savvy programs on a few college campuses. Fortunately, Placebos were selling well, and more and more retailers—such as bookstores, coffee shops and gift shops—were agreeing to give them a try.

So with the help of an SBDC coach, Talbott shifted her attention to the mints, launching a website (www.placebosmints.com) and making sales trips to the East and West Coasts. By the time the holiday season came around, Placebos had gone from selling in about five retailers in Colorado to 50 stores from Boston to San Francisco.

“It was the first time that I wasn’t walking into stores trying to sell them on my product,” Talbott says, “but rather, retailers were reaching out to me asking how soon I could get them a box of my mints.” The mints sell particularly well as an impulse buy at the cash register.

While her plan is to grow the business and eventually sell it, Talbott is most excited about the response from customers. “People love the idea, and I’m hearing that people are finding the advice inside is really helpful. To me, that’s the most gratifying part of all of this. I started off as an entrepreneur hoping to help college students with their daily struggles. If I can make a difference for people in a little package of mints, the job’s a good one.”

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
Southwest Colorado SBDC	282	1,193	47	54	14	\$671,553	\$22,500	\$2,834,000
Grand Junction SBDC	480	546	180	207	31	\$14,422,614	\$2,457,500	\$8,719,078
Southern Colorado SBDC	282	670	115	83	9	\$2,188,400	\$5,797,300	\$1,133,900
San Luis Valley SBDC	41	40	8	4	2	\$60,000	\$40,000	\$500,000
West Central SBDC	285	48	22	43	8	\$962,000	\$900,000	\$1,371,100



BOTANICAL CONCEPTS GARDEN CENTER

“If I have a question about anything, all I have to do is pick up the phone and call them. SBDC works as a hub, connecting people with businesses and community. They just want to help you.”



Botanical Concepts Garden Center (BCGC) is 1.3 miles east of north Main Avenue, at the intersection of County Roads 251 and 250. Janine Collins loves this location. She is the owner and botanist of BCGC. Janine views BCGC as a community where people come to commune with nature. “I’m in a place where I am a part of the bigger picture.”

Janine’s passion for botany began when she was an archeologist. She had more interest in the indigenous plants than the archeological sites themselves. Janine left archeology to purchase a landscape business with a focus on botany. Her most recent career change came in 2016 as she began the purchase of an existing nursery (owned by a botanist), which is now BCGC. The transitions brought her closer to doing what she loved.

Janine’s friend recommended the SBDC at Fort Lewis College for guidance on how to obtain a loan. The SBDC could also teach her how to construct a business plan. How a loan applicant presents information to a bank’s loan officer is very important. Janine followed through on the recommendation and signed up for the SBDC’s Leading Edge program. The LE program provides a model for entrepreneurs learning how to take their idea, develop it and finish with a complete business plan. “I learned things about marketing, accounting and insurance that were extremely helpful. The class was invaluable with information. I learned how to negotiate the customer price (a monetary amount a customer base provides a business, which is included in the sale price) when calculating my offer for Botanical Concepts.”

Janine finished the LE program with a completed plan and qualified for a loan. She keeps abreast on the programs and classes SBDC offers and has taken classes on marketing and QuickBooks, which helped her simplify her daily schedule. Janine spends less time in the office and more time with the plants. “That’s where I want to be, outside with the plants and customers. I can’t just hire out jobs. I can learn how to do this myself.”



MLS SENIOR CARE, LLC

“I recommend anyone who wants to start a business to check out the SBDC. They can help startups as well as people who are already in business.”

Diana Reed’s entrepreneurial journey began when, as a result of being in the market for part-time work, she began working in the caregiving industry and fell in love with it. Diana and a close friend, Donna, who also worked in the industry, decided to team up and launch a caregiving agency that would enrich the lives of not only the clients, but also the employees who have a heart for such work.

With that dream in mind, Diana began researching sources of business help and stumbled upon the Grand Junction Small Business Development Center (SBDC), a sponsored program of the Small Business Administration (SBA), hosted by the Business Incubator Center in Grand Junction, Colorado. She took her first SBDC class, Pumping up the Dream: Starting a Business in Western Colorado, in September of 2015.

Although Diana’s business associate, Donna, passed away before their dream could be realized, Diana honored the memory of her friend by forging ahead and opening MLS Senior Care, LLC (Must Love Seniors) in the midst of attending the Grand Junction SBDC’s 12-week strategic business planning course, Leading Edge, in April of 2016. The business started small, with Diana as the only employee and a few clients.

Now, almost three years later, Diana has 32 caregivers and more than 70 clients. They provide many different services, including wellness checks, meal preparation, companionship, housekeeping, respite care, bathing and overall wellness programs.

Diana has accessed over 31 hours of coaching and 46 hours of business training to date and continues to meet with SBDC coaches. “They are a great resource to our community. There is no way I would be where I am today without the SBDC, and business coach Helen Roe, in particular, as well as the support from my husband, Todd, and all of our employees. It was truly a team effort!”



DESIGNS BY LADORIS

“The class taught me how to do business, how to think about ‘why’ in my process and how to improve the way I operate... how to work smarter, not harder.”

Prior to working with the Southern Colorado SBDC, LaDoris openly stated, “I am not a businesswoman; I am a seamstress.” However, after enrolling into the Leading Edge program and working with Southern Colorado SBDC’s counselors, she now considers herself a “woman of business.”

LaDoris Burton launched her alteration and custom design business, Designs by LaDoris, in March 2018. She has over 40 years of experience as a seamstress and has studied design and pattern-making. While LaDoris is an expert at design and sewing, knowing how to run a business was new territory for her. In the spirit of true entrepreneurship, she decided to find resources to help her, like the Southern Colorado SBDC. LaDoris graduated from the Leading Edge program in fall 2018 and has been working with our counselors on scaling up her business.

Prior to taking the course, LaDoris struggled to manage the growing business, including keeping a consistent workflow and cash flow. She applied the training and advice that she received from the SBDC’s certified counselors, which is what makes her journey a true success story. While the counselors can provide education and insight, they cannot implement it for a business. LaDoris understood this and took on the many challenges that came her way head-on.

LaDoris started with two customers and now has over 150. Of those customers, 100 are regulars. She has moved into a larger business location and is considering hiring assistance. LaDoris has a heart for more than a profitable business. Her true aspiration is to use her business as a vehicle to give back to her community. She wants to teach people how to sew, hire employees and offer employee benefits such as on-site childcare. LaDoris embraces the resource of networking and collaborates with other businesses like cleaners and bridal shops.

She intends to “reignite sewing manufacturing in Pueblo and manufacture women’s clothing.” In just a year, it is quite impressive to see how quickly Designs by LaDoris has grown. Her story lends an important lesson for all entrepreneurs: use the skills you already have to innovate within the entrepreneurial ecosystem. LaDoris firmly believes that, by using resources like the Leading Edge program, anyone can be a successful business owner.



“If it weren’t for the San Luis Valley SBDC, I’m not sure this endeavor would have come to fruition. They have helped me tremendously in locating funding, and I will definitely be utilizing them as the valuable resource they are.”

REASON BOARD COMPANY

Dave and Rebecca Jessen, who have both started small businesses, embody the true entrepreneurial spirit of the San Luis Valley.

Dave began skateboarding and snowboarding in the early 1980s. Since then, he’s been a professional athlete, worked as a repair technician and in sales and worked at Colorado’s snowboard powerhouse, Never Summer Industries, during the off season. His most accomplished time in the industry was at Voile Manufacturing in Salt Lake City, Utah, where he filled roles ranging from production technician to production management to R&D, all while attending and graduating from the University of Utah.

Shortly after moving back to Colorado, Dave began executing his lifelong dream of owning his own snowboard company. “I had already been making skateboards and longboards for the past eight years, a kind of hobby business out of my garage in Utah. I’d sell them to friends, friends of friends and had some go through Salty Peaks, a retail shop out there.”

Dave designs and builds a variety of board sports products, including snowboards, splitboards, powder surfers, split powder surfers, skateboards, longboards and sandboards, all 100% by hand. Reason Board Company’s first year of business has primarily been focused on refining the design of the products, generating brand awareness through social media marketing and demoing the products at key elite events such as the Silverton Splitfest. Confident with the quality and performance of his products and with the response received by his targeted consumer, Dave is taking the next steps and moving forward with ramping up production and bringing his product to market.



With the help of SBDC, CB WanderBus was able to establish a business model and full portfolio of reports, helping to raise capital to help make this dream of owning a mobile photo studio a reality.

CB WANDERBUS

The CB WanderBus was in need of some help in developing a business plan and financial projections earlier in 2018. The owner, Emily, wanted to realize her dream of owning a mobile photo studio that would help cater to events, parties and charities across Colorado. Through multiple SBDC consulting sessions, Emily was able to not only work out some kinks in the business model, but also develop a full portfolio of reports to help her raise capital to start this business. Since the eventual start of the business in the fall of 2018, the CB WanderBus has been booked consistently and is now a staple of local events in the Gunnison Valley.



Colorado SBDC
WEST CENTRAL Small Business Development Center

WESTERN STATE COLORADO UNIVERSITY

REGION 10
Economic Assistance & Planning
SMALL BUSINESS RESOURCE CENTER



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
Southeast Colorado SBDC	83	68	112	95	8	\$508,000	\$6,000	\$910,015
East Colorado SBDC	602	1,549	186	109	17	\$7,051,420	\$427,000	\$17,500,687
Aurora-South Metro SBDC	548	1,000	194	211	18	\$58,159,282	\$666,115	\$4,740,000

“We are so thankful for SBDC and their assistance in branding our products, writing a business plan, creating distribution agreements and social media education. They moved us to the next level of professionalism.”



MORINGA OASIS LLC

Cindy Johnson and her husband founded Moringa Oasis LLC in the summer of 2016 after falling in love with and discovering the nutritional and healing superiority of the Moringa Oleifera tree. They started by testing their most popular creations—the Green Deo (natural deodorant with no binders or junk) and Moringa Gold (an anti-aging youth serum)—on humans across the country and had overwhelmingly positive response.

They then expanded their line to include Moringa Miracle healing balm, Moringa Green Leaf Powder and 100% Pure Moringa Seed Oil. They launched their business in June 2017 and opened their Trinidad storefront in March 2018. Cindy began working with the Southeast SBDC in the spring of 2018; they worked on their business plan and marketing with the SBDC consultants. She credits the SBDC for the assistance she received.

With the SBDC’s help, the business instantly tripled in volume, not including the additional retail business from their blood circulation therapy, wellness socks and other healing modalities.



MICROTEL INN & SUITES

SBDC was also key in connecting Brian to other local community groups and in garnering needed local tax-deferment incentives, as well as his participation in the enterprise zone program.

Brian Smerud first made his way to the Limon area in 2015, representing a firm out of Texas and their plans to locate a natural gas fueling station in Colorado. While doing due diligence for that firm, Brian saw an opportunity in far west Limon that involved a 23-acre tract between the present-day McDonald's/Holiday Inn Express and the water treatment plant for the Town of Limon.

While the natural gas station did not move forward, Brian, through his partners at Poudre Bay Capital, purchased the site and named it Limon Heights. First out of the gate for this opportunity was Transwest Chrysler Dodge Jeep RAM. This new dealership purchased the far west five acres and opened in early 2018. Next, Brian joined the Roche Family in an investment for the development of the Microtel Inn & Suites. Creating the management team of Lincoln Hospitality, Microtel Inn & Suites opened its doors in the fall of 2018 and presently is seeing an increasing volume of overnight visitors making their way through the hub city on their way to and from Lincoln County.

The Lincoln County SBDC Office has worked closely with Brian and Poudre Bay Capital throughout his timeline of development of the Limon Heights project. The SBDC services have been centered around identifying and connecting Brian with local contractors and vendors for the best development outcome. Local contractors were involved with both the Transwest Dodge dealership and Microtel Inn & Suites construction, and the SBDC office attended to many communication and logistic-connection details.

Presently, Brian continues his development plans of Limon Heights, currently prospecting a variety of complementary travel services and vendors that would make this commercial mix of products and services an ideal addition to this rural travel-intensive economy. The Town of Limon and Lincoln County are very appreciative of this great commercial addition and would like to thank Brian Smerud for his outstanding leadership in this realm!



DISTRICT 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	590	2,941	102	203	17	\$23,394,319	\$137,675,831	\$3,786,725

VENTURE SURPLUS

“I don’t think I would have been able to take my business this far without the help that I received from the SBDC. Everyone there was so incredibly helpful and supportive.”



Jeffry Radspinner opened Venture Surplus—an online Army surplus store that provides government-issue uniforms and mil-spec gear for soldiers, veterans, hobbyists and preppers—on January 1, 2015. Venture Surplus is customer-centric, a major differentiator from competitors, and offers a satisfaction guarantee and free returns on all products. Furthermore, while most surplus stores sell general military surplus, Venture Surplus specializes specifically in Army surplus and carries one of the largest sections of hard-to-find Army gear on the internet.

Creating positive impact for veterans and soldiers is incredibly important to Jeffry. “I want to help them any way I can, whether it’s getting them the gear they need for deployment, field training or turn-in, offering them employment or just contributing to veteran organizations and partnering with veteran-owned businesses. Overall, I want to continue to work with the military community throughout the country.”

With all business development, there are challenges. The largest challenge Jeffry was to overcome was how to build his own website, to develop his own brand. “To solve the website problem, I put together a team of web developers, marketers and graphic designers that already knew how to build and develop a website. Now we have a decent website that shows up on Google!”

After a year in business, Jeffry discovered the SBDC and the resources that are offered to existing businesses, including one-on-one consulting and Leading Edge for Entrepreneurs, an eight-week strategic planning course. “I still use some of the research tools I learned about in Leading Edge, refer to the business plan I wrote and have updated it as my company has grown. I would recommend that anyone that is looking to start a small business take advantage of the resources and the help that the SBDC offers because it will help them get ahead.”

Jeffry is proud of building a good team that works well and efficiently providing customers with an exceptional experience. To Jeffry, the most valuable strategic growth initiative was the development of systems and processes for each job within the company. Having a defined process for each job made training new employees easier and efficient.

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	548	1,000	194	211	18	\$58,159,282	\$666,115	\$4,740,000
North Metro Denver SBDC	507	632	167	119	43	\$8,009,393	\$1,982,643	\$7,062,950

“Launching a new business can be lonely and intimidating. Having a resource like the SBDC helps you focus on what’s important and lets you know that you are not alone.”



YUMBANA

To be declared a U.S.A. Taste Champion by the American Masters of Taste national judging panel—especially when the category is “Gluten-Free” baked goods—is quite an accomplishment. Yumbana was selected as a winning product line in 2017 and, since its beginning in 2011, has been committed to making products that don’t require self-discipline to eat and enjoy. “Yum” is in the name and comes from owner Christopher Lehn’s first creation, a YUMmy BANAna muffin.

To quote the judges, “All of Yumbana’s products displayed exemplary quality for appearance, aroma and taste. They have demonstrated extraordinary ability in formulating gluten-free baked products that bake well and are delicious.” The compliment was truly an honor coming from Chefs in America, the oldest third-party professional food-judging organization in the U.S.

Chris recalls that the Aurora-South Metro SBDC brought the Small Manufacturer’s AdvantEDGE program to Yumbana from day one. SBDC consultants helped develop an initial business plan, including industry and market information, and aligned Chris with business professionals to keep the business moving forward at little or no cost initially. With one \$250,000 non-commercial loan for the expansion of its manufacturing facility in Castle Rock, Yumbana remains profitable and privately owned, growing by 50 percent each year over the past three years. Besides Chris’ full-time commitment, Yumbana now employs three part-time employees as baker, assistant baker and packager, with additional part-time help as needed for packaging and cleaning.

According to a 2017 international study done in India on the demand for gluten-free food, North America’s share of the global gluten-free market is projected at 59%. Unlike other diets or consumer food trends, gluten-free eating is here to stay as the industry continues to increase in size with more consumers making decisions to buy gluten-free. Given the potential, Yumbana has a mission to become a premier supplier of the best gluten-free products on a national scale and offers one of the widest varieties of gluten-free products on the market today.

The business will have its official Gluten-Free certification later this year and hopes to establish strong distribution beyond Colorado soon. While growing, the business maintains a sense of community by donating product to the Task Force for disadvantaged families with members who need to eat gluten-free and by supporting several local charities throughout the year.



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	507	632	167	119	43	\$8,009,393	\$1,982,643	\$7,062,950

Working with an SBDC consultant who was experienced in ownership transitioning, they developed an operational strategic plan and a solid exit strategy.

RHEINLANDER BAKERY

The Dimner family started Rheinlander's German Bakery in 1963, and Ed Dimner and his twin brother helped in the shop throughout their childhood, growing alongside the bakery. Ed's parents retired in the mid-1980s while Ed was still in college. After graduation, Ed considered his options and realized that he really wanted to go back in the baking business by reopening in the same location he grew up with. Ed brought his parents out of retirement to assist him in reopening and bought the bakery building and living quarters from them to make a complete investment in his future.

The business began at somewhat of a slow pace during the first years of operation. Ed has always structured the business so that his employees were well compensated, which proved to be an asset and sound building format for future growth. Ed jokingly commented that the employees made more than he and Maro did in the early years, but the investment has proved to be beneficial in the overall growth of the business. Over the past years, Rheinlander has experienced various levels of help from several organizations as well as the City of Arvada. Ed's background in chemistry has played a significant role in the continued growth of the business. Documented formulizations for all the bakery products, complemented by a unique product offering and the dedication and cross-training of employees, has afforded the bakery to not only develop a strong brand image, but also a very strong and loyal customer base.

As with any successful business, planning for retirement eventually enters the picture. Being a family-owned business and with no children, Ed and Maro decided to eventually sell the business to one of their key employees, who has been with them for many years. Never having planned for this type of transition, they contacted the SBDC for advice and guidance. Working with the SBDC consultant, Ed and Maro combined their years of industry experience along with a strong business financial background to develop a roadmap for the business, themselves and the new owner. The SBDC brought in the Manufacturer's Edge program, which enabled the business to improve and enhance existing programs as well as initiate new ones.





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