

# Energizing Small Business



AMERICA'S  
**SBDC**  
NEW YORK

2017 Annual Report



## Message from The Governor



Over the last eight years, New York State has enjoyed extraordinary economic growth, adding a million new jobs, while improving the business climate by reducing taxes and limiting the growth of government. Our aim is to continue that growth. A key element in our strategy is to continue to prepare our citizens to develop careers in tomorrow's economy. There is no factor more important to our continued success than having an educated, versatile work force. That requires an effective educational system.

We're fortunate that New York has the country's most robust array of colleges and universities focused on education and research. Our SUNY and CUNY systems are becoming job generators; not only are they generating ideas that can be commercialized, but they are providing assistance and support to New York's entrepreneurs and small business owners. The New York Small Business Development Center (NY SBDC) is an integral part of that process, collaborating with higher education and state economic development entities.

New York's greatest asset is its diversity—the diversity of its people, and of its amazing regions. But diversity poses challenges—when it comes to something as complex as the economy, there is no “one size fits all” solution. Our strategy to invigorate the economy is to work region by region, developing approaches that capitalize on proven results, and support projects that reinforce successes we have achieved. We are particularly attentive to small businesses, which comprise 98 percent of our business population. They are the life blood of New York, and play an integral role in job creation. We will continue to do all we can to support those small business owners and entrepreneurs.

SBDC regional centers are located on college and university campuses throughout the state. Their mission is to foster entrepreneurship, innovation, and growth through assistance to both new and existing business owners. Since the SBDC's inception in 1984, we have helped more than 445,200 New York entrepreneurs and small business owners start, grow and expand their business, and we have assisted local economies by investing \$6.1 billion, creating and preserving nearly 195,000 jobs. The SBDC's customized approach has helped connect university-based experts and resources with businesses and entrepreneurs; together, they have turned ideas into products and services.

The SBDC is an active partner in New York's economic development initiatives and an essential part of its strategies for future growth. The program helps business owners in good times and in bad, providing whatever level of assistance is needed. The SBDC will continue to work with its academic, corporate and government partners to support and grow the small business community.

For nearly four centuries, the New York promise has meant opportunity for all who are willing to work hard and live in peace with their neighbors. Our obligation is to continue to keep that promise burning brightly. Through partnerships, ingenuity, and a commitment to excellence, we will make our state better, and serve as a beacon of progress for others. SUNY and CUNY and their partners will continue to work together to help small business owners and entrepreneurs lead our economy forward and create jobs. We understand that the greatest success is shared success and the brightest future is the one we build together.

A handwritten signature in black ink, appearing to read "Andrew M. Cuomo". The signature is stylized and fluid.

**Andrew M. Cuomo**  
Governor of New York State

# ENERGIZING SMALL BUSINESS

The assistance provided by NY SBDC Advisors is dynamic and interactive, designed to invigorate every client that walks in the door or works with the SBDC via online platforms. Our Advisors are as driven by the desire to see every client succeed as the client is driven to achieve his or her dream of successful business ownership. Along with advisement about standard business operations, our Advisors strive to inspire their clients to make their enterprises special and memorable. The interactions, whether in person or online, often prompt discussions to spark ideas and innovation.

Since 1984, New York SBDC business professionals have assisted more than 450,500 New York entrepreneurs and small business owners in starting, growing and expanding their enterprises by investing \$6.1 billion while creating and preserving more than 195,600 jobs. SBDC Regional Centers have trained more than 463,700 individuals seeking to know more about a wide range of business management issues. SBDC guidance has helped business owners survive in challenging economic times and prosper in good ones. When small business owners face challenges, SBDC professionals help them rebuild their businesses, their families, and their communities with better profitability and resiliency.

The SBDC energizes small business through its customized approach to technical assistance. The one on one approach has helped businesses and entrepreneurs prosper while facilitating access to university-based research and converting the great ideas of innovators into products and services for the marketplace. Clients receive personalized, confidential, and free business counseling; moderately priced training; and focused, accurate, and timely research related to their businesses and the industry in which they operate. Each entrepreneur or business owner undergoes an individualized assessment with his or her Business Advisor to identify issues that need to be addressed, and take steps toward the desired outcome. Together, they gather information to make decisions that will lead to success and work together to develop a strategic plan of action. SBDC clients can work with their Advisors through start-up, expansion, and throughout the life of their businesses.

The SBDC program is available to all citizens of New York State, but emphasizes services for those with special needs, including veterans, members of the Guard and Reserve and individuals serving in the armed forces; ethnic minorities and immigrant

communities; disabled individuals; women business owners; small exporters and manufacturers; business and individuals in economically distressed areas of New York; and inventors, innovators, and researchers. One of the SBDC's top priorities is helping businesses improve profitability in New York's 21st century innovation economy and build the resilience they will need to survive future disasters.

## A diverse clientele

New York SBDC-assisted business owners and entrepreneurs are exceptionally diverse, and as a group include inventors of devices and gadgets, professionals such as physicians and insurance agents, artists and crafters, high-tech manufacturers, restaurateurs, software developers, clothing designers, and others representing innumerable industry niches. The program's ability to assist owners of this range of businesses is testimony to the range of expertise among SBDC Regional Center Directors and Business Advisors.

The NY SBDC recognizes outstanding small businesses in a variety of ways. There are 24 stories printed in this report, one from each of the regions served by the program. The SBDC presents Entrepreneur of the Year awards to a select group of business owners at its annual awards dinner held each spring. In addition, a committee of Center Directors and Business Advisors selects the "best of the best" for inclusion in the New York Small Business Hall of Fame. As of 2017, 42 exceptional businesses have been named to the Hall of Fame.

## What do clients think about SBDC services?

The NY SBDC evaluates the quality of services clients receive by conducting a post-service survey, post-training surveys, and periodic follow-up surveys. Results from the surveys conducted in 2017 indicated that our clients are satisfied with SBDC assistance.

- 90% said their inquiries received prompt attention
- 63% said they could not have afforded private counseling
- 92% said they would recommend SBDC services to other small businesses
- 74% said they received specific recommendations that improved their business' bottom line

# Albany

## The Yard Bar

The UAlbany SBDC has assisted tens of thousands of small business clients, some who can be identified as serial entrepreneurs. Kevin Shufelt is one of those. Kevin initially worked with the Center with his first business in 1993 and has recently returned with another startup. Kevin's first business was a fast food take-out restaurant that focused on healthy eating. The endeavor did not launch at that time, but will likely open in 2018. Kevin returned to the UAlbany SBDC in 1996 seeking assistance in opening a floating barge restaurant and bar named the Riverfront Barge, which was docked on the Hudson River alongside downtown Albany.

The success of that venture brought him back to the Center again in 2003 for assistance in preparing a business plan for his second floating barge restaurant to be located in Watervliet, the Rusty Anchor Barge. Both floating restaurants continue to be successful waterfront attractions. In 2014, Kevin consulted the UAlbany SBDC for assistance with a disaster assistance application to the NY Rising Program that ultimately helped him obtain more than \$70,000 dollars for damages done to the Rusty Anchor Barge due to the flooding from Hurricane Irene. While the business reopened the season after the hurricane, the loss of business and repairs put a serious strain on all of his business operations. The NY Rising grant assistance helped Kevin get back into entrepreneurial mode with his fourth venture. **The Yard Bar** will be a mobile full-service bar/trailer that Kevin will market to event planners and caterers. While the business is still in its infancy, it no doubt will grow quickly based on Kevin's track record of success.



# Baruch

## License to Drift

Alexandria Carroll may be new to the travel business, but she has been a traveler throughout her life. When she was young, she spent time as an exchange student, and was also an avid traveler throughout high school and college. After graduating from Stanford and receiving an MBA at The Wharton School of the University of Pennsylvania, she worked on Wall Street in the fashion industry. It was her experience planning a vacation with friends that led her to identify an unserved market. The discovery prompted her to leave her job and start a business. Alexandria felt that travel sites made planning too complicated for travelers that

were focused on the experience but flexible on their destination and dates. It is not possible to simply search for “culinary immersion” and get a list of travel ideas from Expedia, so the idea for **License to Drift** was born. Her business is a website for travelers who seek personalized, passion-driven vacation ideas. As the business' Facebook site states, it is “the site that believes planning a vacation shouldn't be work.” Advisor Jesse Karasin at the Baruch SBDC helped Alexandria develop a business plan, which enabled her to win second place in the New York Public Library Business Plan Competition and take home a cash prize. The funds will be spent on marketing the beta version of her product. Alexandria continues to work with the Baruch SBDC as she develops her business.



## The SUNY Research Foundation

The Research Foundation for The State University of New York (RF) is the largest comprehensive university-connected research foundation in the country. It exists to serve the State University of New York (SUNY) by providing essential administrative services that enable SUNY faculty to focus their efforts on the education of students and the performance of life-changing research across a wide range of disciplines including medicine, engineering, physical sciences, energy, computer science, and social sciences.

The RF mission is to work with the academic and business leadership of SUNY campuses to support research and discovery through efficient and skillful administration of sponsored projects and adept transfer and sharing of intellectual property for public benefit and economic growth. The RF supports SUNY with a central infrastructure of people, technology and processes that enable faculty to write and submit grant proposals to agencies, foundations and companies; to establish contracts and manage funding that is awarded to run campus-based research projects; to protect and commercialize intellectual property created within those projects; and to promote transparency and accountability throughout the process.

In the 2017 fiscal year, across SUNY's 30 state-operated campuses, the RF managed \$939.9 million in research expenditures including the federal grant from the Small Business Administration that supports SBDC's network of 23 regional centers and outreach locations in New York.

## Strategic partners and allies

The New York SBDC's collaborative relationships with its many partners and allies enable its business professionals to offer comprehensive business and management assistance on a range of small business issues. Effective working relationships with these organizations, as well as affiliations with chambers and other local business and economic development agencies, contribute to the success of the SBDC program – and to the productivity, efficiency, and sustainability of SBDC clients. The SBDC's key partners are the U.S. Small Business Administration, the State of New York, the State University of New York, the City University of New York, and several private universities. The SBDC works hand in hand with its SBA

resource partners, SCORE and the Women's Business Centers, both of which are dedicated to aiding in the formation, growth, and success of small businesses nationwide.

The NY SBDC has strong working relationships with numerous organizations in the public and private sector. There isn't enough space in this publication to acknowledge all of the organizations that collaborate with the New York SBDC to help small businesses in New York grow and thrive.



# Binghamton

## Bullthistle Brewing Company

With assistance from the SBDC, Brad Taft, Charlie Anderson and Amy Jeffrey are living the dream of craft beer lovers by owning and operating **Bullthistle Brewing Co.** in Sherburne, NY. Bullthistle Brewing offers a tasty variety of farm craft beers, local hard cider and wine sold by growlers, pints, and the glass. Brad and Charlie have been friends for more than 20 years. After seven years of home brewing, they turned the hobby into a business on May 5, 2017 when the first farm brewery opened in Chenango County. Brad and Charlie proudly serve many of the beers they created during their home brewing years including their very first beer - the 'Imperfectly Perfect Porter' – and crowd favorite 'Bobby B's Pale Ale'.

Sourcing hops locally is very important to Bullthistle and that's why the company's logo featuring a hops plant is prominently featured on the growlers, pint glasses, shirts and stickers sold to loyal customers. Brad, a culinary school graduate, is head chef at the Bullthistle. He developed a full lunch and dinner menu that complements Bullthistle's range of beers, cider and wine. Brad, Charlie and Amy met with SBDC Advisor Michelle Catan for assistance with a business plan, projections and referrals for bank financing. Their dream came true when they obtained a bank loan to remodel the building, purchase the brewery equipment and establish the company. To date, they have exceeded sales projections and are thrilled to perpetuate their growth fueled by a loyal customer base and new craft beer lovers.



# Brockport

## ROC Brewing Company



From basement brewing at his house to full production on tap – first in growlers and now in cans - Chris Spinelli has worked to improve and expand **ROC Brewing Company**. The company was started by a couple of guys with a home brewing kit, and quickly evolved into one of the first craft breweries in Rochester. Chris is one of the lucky participants of "Samuel Adam's Brewing the American Dream" program. This program was started by one of microbrewing's first pioneers, Jim Koch, to help some of those starting in today's market. Koch gives selected microbreweries financial assistance through small business loans

advice and coaching from employees of the Boston Brewing Company (BBC). Rochester's own Roc Brewing Co. is one of the startup microbreweries selected to participate in both of the opportunities. With the valuable knowledge he has received from BBC, Chris has begun to implement some of those successful ideas and strategies. Just recently ROC Brewing Co. and Chris Spinelli were honored by Sam Adams by being part of the new seasonal 12 packs that are distributed nationally. The 12-pack includes a beer that was formulated by Chris for Sam Adams – ThreeNinety Bock - and his picture appears on the bottle. Additionally, ROC Brewing was visited by SBDC's China liaison to discuss the possibility of exporting thousands of cases of ROC beer to China. Brockport SBDC Advisor Dick Petite continues to work with Chris on plans for business expansion including the identification of funding sources.

# STATEWIDE RESOURCES

## Research Network

Since 1991, the SBDC has employed professionally-trained librarians. Known collectively as the Research Network, their primary function is to respond to the information needs of clients during the advisement process. They also provide expert advice on where to turn for more information as future needs demand.

Frequent subjects of research include the need for: knowing trends in new & emerging industries; finding out current licensing & permit requirements; lists of potential customers within a target market; knowing the financial norms and ratios for a given industry; learning whether an invention is already patented; information on overseas markets for those interested in exporting; learning demographic and consumer spending data for a given location; getting information on a potential business partner or supplier; determining whether a product or service is subject to sales tax; and many others.

Access to the Internet enables clients to gather more preliminary information on their industry than ever. Their information needs have grown more sophisticated. The tools to answer them are frequently not available at public libraries. Because of this, the Research Network subscribes to a wide variety of fee-based databases that do have more of the information they seek. The librarians have greater access to material, and know more readily where to turn to get it.

The Research Network further assists the SBDC Regional Centers by maintaining a website where population and business demographic data are provided to help better understand their service area. Tables that provide a better view of their community plays a role with each Center's ability to craft services unique to their area.

In 2017-18, the Research Network began a journey to visit in person each Regional Center in the state. Advisors have a wealth of ideas on improving service delivery, potential research tools, and knowing what clients really need. Once these visits are completed, the Research Network will embark on bringing those ideas to life.

For each and every SBDC client business, the Research Network maintains its dedication to value-added, customized research, as

well as improving its collection of materials, educational materials, and communications tools.

## The SBDC website and social media support

NYSBDC.org is the online home of New York Small Business Development Center and the place where clients, potential clients and stakeholders can go for up-to-date information about the program. With more than 162,000 visits in 2017, the website hosts guidance on starting or operating a business in New York State, information on local training events, and regional center contact information. Users can make an appointment for counseling or ask a question through the website, beginning the process of online counseling for those less able or willing to come to a physical SBDC location. Data drawn directly from the WebMQS data management system provides up-to-the-minute statistics on economic impact and job creation. The faces of SBDC clients appear throughout the site, highlighting how the program helped their small businesses succeed.

2017 saw a new look for the site. The home page was freshened up, with more direct links to the most popular and useful content. More importantly, all pages were optimized for mobile devices with a responsive design that fits any screen.

In addition, social media tools allow for more online interactivity with the SBDC. By the end of 2017, the New York SBDC had 1,884 Facebook fans and 3,168 Twitter followers. The SBDC also maintains a presence on Google +, LinkedIn, Pinterest and YouTube. One of the great strengths of social media is that it allows the NY SBDC network to share information from all over the State and the country.



# Bronx

## Group Family Day Care, Inc.

Mercedes Sandoval was born in the Dominican Republic and came to the United States when she was 17 years old. She received a Bachelor's degree in Business Administration from Lehman College in 2006. After graduation she started working for a not-for-profit organization as an administrator and accountant aide. Mercedes decided to open her own business. She came from a family of entrepreneurs and was encouraged to start her own business. Her grandmother has her own business as a tailor and her father is an accomplished book author in the Dominican Republic. In 2009 Mercedes started her own home based business. The

idea was to provide care and education for children age 6 months to 12 years of age. Her challenge was to get a clear understanding of the compliance issues around starting and managing a child care business and obtaining financing. Ms. Sandoval worked with SBDC Business Advisor Sam Ballena to secure financing and to assist in structuring the business. Currently **Group Family Day Care's** programs have 16 children, and her goal is to obtain M/WBE certification and obtain contract for after school programs and to grow her client base.



# Brooklyn

## Brooklyn Aozora Gakuen



Miho Nishimaniwa owns **Brooklyn Aozora Gakuen**, a business that provides early childhood education through a well-balanced bilingual, Japanese and English, curriculum. When she first became a Brooklyn SBDC client, Miho operated a family day care serving no more than 24 children. Because of her success and a growing market in need of quality early age development and care, she started planning an expansion into a more robust day care center. Her goal was to provide world class day care in response to the demands of gentrification and the population boom in Brooklyn. She worked closely with Advisor Pascual Castano to

understand her funding options, create strategies and put together a business plan with financial projections suitable to present to potential lenders. Ultimately she secured new space, contributed \$250,000 in equity and obtained a loan for \$100,000 from Chase Bank. The school's success has exceeded all expectations! The program has become a staple in the Japanese-American community of Brooklyn reaching 100% of its capacity and serving over 80 children ages 2-5. The curriculum has been designed especially for children living in a cosmopolitan environment such as Brooklyn. Aozora Gakuen supports the healthy growth of the children while nurturing a warm and well-rounded character. The center's emphasis is on teaching the children Japanese values, morals and spirit, and also on instilling a world perspective through activities derived from American and international cultures. The long "stand-by" list and virtually every customer survey indicates this young entrepreneur has achieved great success and Miho is already planning to open additional locations in the near future.



# GOVERNMENT CONTRACTING

The NY SBDC Procurement Assistance Center (PAC) located at the Mohawk Valley SBDC provides specialized assistance for small- and medium-sized firms interested in supplying goods and services to federal, state, and local government agencies.

An increasing number of businesses are looking to government contracting as a way to open up a new and potentially stable and lucrative market that helps to increase their bottom line. Procurement Assistance Business Advisors in every SBDC Regional Center in the state assist local small business owners in navigating the often-complex process of doing business with the government at all levels. Advisors help clients understand procurement regulations; market to government agencies; apply for applicable certifications and socio-economic programs; prepare documentation; analyze and respond to bids and RFPs; and position themselves to win contracts. The PAC's toll-free phone number – 877-789-BIDS – makes it easy for Business Advisors and small business owners to contact the PAC for assistance in understanding the myriad issues inherent to doing business with government agencies.

In the past year, the New York SBDC has grown registration in its proprietary government contract bid-matching service called **BidLinx™** to nearly 2,000 clients. With this service, businesses can access government bid opportunities relevant to their products and services. The service accesses state, federal, local, and even foreign procurement databases and websites. The resource pool includes:

- Federal Government Agencies, Including Military
- State Agencies and Authorities
- County and Local Governments
- All 50 States and U.S. Territories
- International Procurement Websites

The U.S. government is the largest buyer in the world, purchasing a wide array of products and services. According to the Small Business Dashboard, the federal government awarded \$97.5 billion in government contracts to small businesses in fiscal year 2017. Finding appropriate bid opportunities is one of the key hurdles to government contracting. With more than 89,000 agencies at the federal, state, county, and local levels, it is overwhelming for an individual to monitor them all. BidLinx can save a small business owner many hours of research by

delivering bid notices based on very specific criteria describing the firm's capabilities and areas of interest. With 3,258 sources monitored daily, including 268 in New York State alone, BidLinx streamlines the process for identifying government contracting opportunities for SBDC clients, especially at the county and municipal levels. Commercial bid-matching services can cost hundreds, sometimes thousands, of dollars. The NY SBDC is pleased to offer BidLinx free of charge to SBDC clients statewide.



# Buffalo

## Fry Baby Donuts

**Fry Baby Donuts** is a wildly popular place - throughout the week, donut lovers wait patiently for their favorite donut confection. At Ann Hogan's donut emporium, the donuts are baked, decorated, and briefly land on the bakery shelf. As long as she can remember, Ann Hogan has been baking, and while enrolled at a culinary institute, she began to imagine her future. Upon graduation she began to explore entrepreneurial opportunities. She decided upon two essential criteria for her future business: she wanted to bake something that made her happy and something everyone in Buffalo would like. Ann sells really big donuts filled with really big fillings and decorated in really big colors. Ann turned to Andrew Delmonte, the Buffalo SBDC's social enterprise advisor while considering how best to proceed. He was the right advisor because her donuts have a special, socially conscious component – they are vegan donuts. Vegan donuts have no animal products, which cuts out a lot of what one might expect in a donut: milk, eggs, cheese, and butter. This was not a constraint for Ann, but an opportunity. The vegan community knows about her perfect vegan donuts. She does not use the phrase “vegan only” – just Fry Baby Donuts. Strategically she feels this affords her a wider target market. Her work with Andrew included business planning, marketing, and financial analysis. Through this guidance she advanced to secure financing and a great store location. Fry Baby Donuts is in an excellent location between downtown Buffalo and a very hip residential neighborhood. The business created five jobs – one for Ann and four assistants.



# Canton

## QT3.14

Becky Duprey had an idea for an educational board game in the fall of 2016 and by December of that year had the first copies of the game in hand and had formed her LLC - **QT3.14** (pronounced “cutie pie”). The game, called “Sum of Which,” is a game of numbers and strategy requiring players to make sums of ten to earn points. It is a stimulating game that is enjoyed by children, adults, educators and families. Despite having a great product, a website and a strong social media following, Becky was having difficulty generating sales. SUNY Canton SBDC Advisor Renee Goodnow started to work with Becky on increasing

website sales and Facebook conversions, as well as beginning to develop email contacts for future campaigns. Over the next several months, with the help of funding through an Alcoa Foundation grant for e-commerce, Renee guided Becky through refining her website, improving SEO, developing photos and video for online marketing and developing email campaigns. Meanwhile, Becky was also running a Kickstarter campaign, which ultimately raised \$6,300 to support future production and marketing of the game. “Thanks to the SBDC, I now have a wonderful video that showcases the highlights of my game and a website that is more professional looking,” says Becky. “The SBDC has been amazing to work with and has very helpful suggestions and is always easy to reach.” Renee continues to work with Becky on further increasing sales and refining her marketing strategies.



# TEACHING ENTREPRENEURSHIP

The New York Small Business Development Center is committed to promoting entrepreneurship through its educational products: **EntreSkills™ for Educators**, **EntreSkills for Veterans**, and **EntreSkills for Entrepreneurs**. All three products are interactive online courses designed to introduce users to entrepreneurship, and teach them the skills needed to start and operate, or expand, a business. EntreSkills for Educators is designed to be used by students with a teacher's guidance, while EntreSkills for Veterans and EntreSkills for Entrepreneurs are designed to be used by adults with a business advisor's oversight.

The original EntreSkills was created for use by high school educators, and conforms to the New York State Education Department (NYSED) learning standards, Career Development Occupational Studies (CDOS), and the Common Core Standards. Features include tests and auto-grading, and resources such as vocabulary worksheets, video clips, and links to additional relevant information.

All three entrepreneurial products offer users a flexible platform from which they can gain knowledge at their own pace. The programs may be used in their entirety, or selected components may be used, depending on the users' needs. The programs are interactive and learning is enhanced through the use of success stories, links to outside websites, videos of entrepreneurs, and the business plan builder.

The business plan builder enables users to create their own business plan by responding to questions. As they work their way through the curriculum, this data is captured and compiled into a draft business plan which can then be revised and polished. Once edited, the users have a completed business plan ready for implementation.

EntreSkills undergoes continual revision, to ensure users have the most up-to-date information available via user-friendly technology. The EntreSkills team taps into the resources offered by the NY SBDC to make this happen. A new educator version was released in June 2016, and new versions of EntreSkills for Veterans and EntreSkills for Entrepreneurs were released in 2017. These new versions were given a branding overhaul, and feature an updated user interface.

The EntreSkills products have been used outside the traditional high school teacher-student and client-advisor realms. The US Department of Labor has used EntreSkills in its “Start Young

Initiative” to promote entrepreneurial skills among disadvantaged youth. The Retired Military Officers Association (RMOA) has used EntreSkills for Veterans as a part of its RMOA Business Institute. The Greater Binghamton Scholastic Challenge has used EntreSkills for its business plan builder. New York college professors are incorporating EntreSkills into their teaching, and SBDC clients are using EntreSkills to satisfy course hour requirements for the New York State Department of Labor's Self-Employment Assistance Program (SEAP).

Training to use the EntreSkills programs is available for individuals and groups upon request.



# Columbia

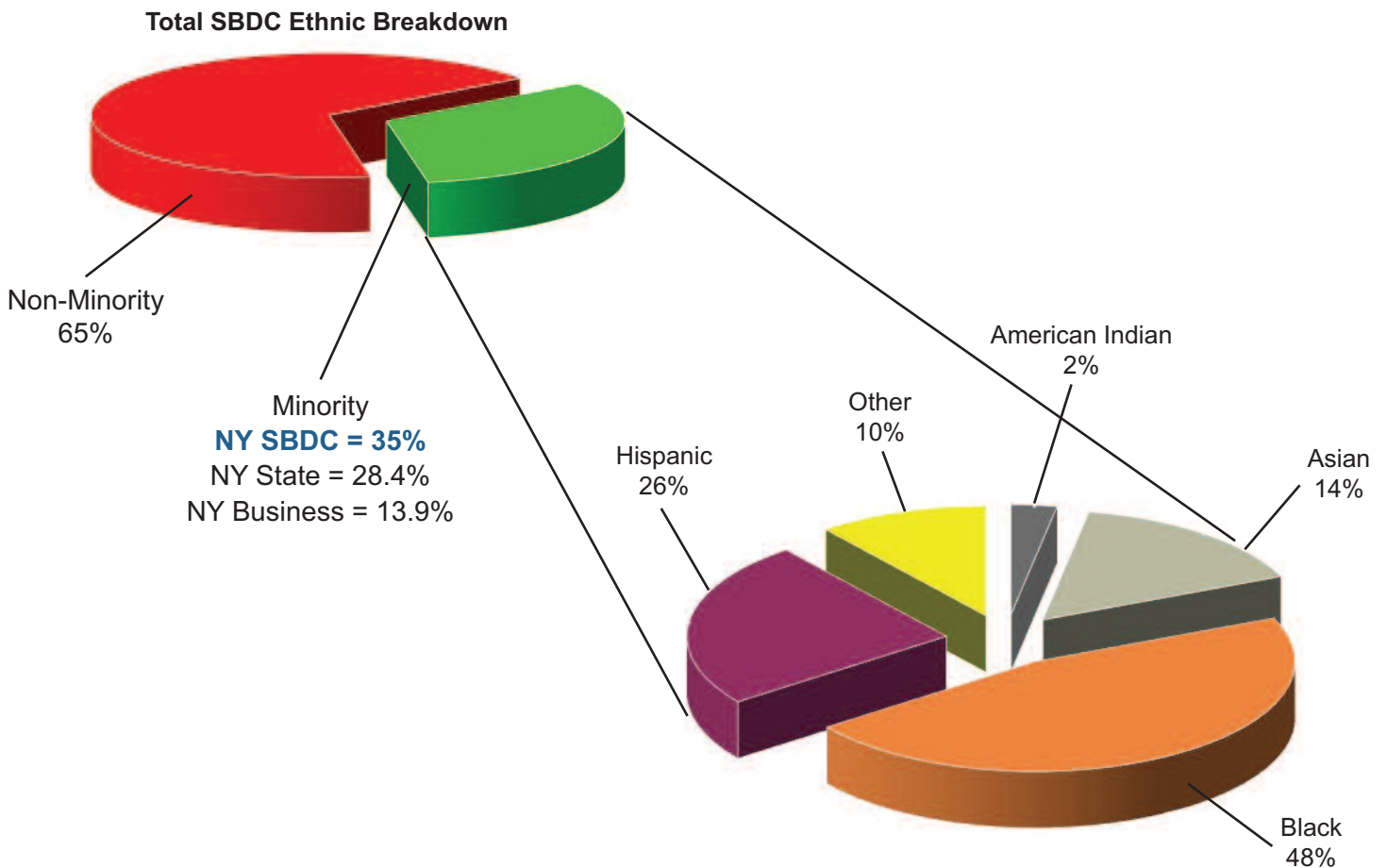
## Clean Plate



Chimere Ward is a local Harlem entrepreneur whose dream was to expand her catering business and become a produce vendor of Whole Foods Markets. Born & raised in New York City, **Clean Plate Co.'s** owner has always had an interesting relationship with food. She grew up with Caribbean American and Southern cultural traditions. Early exposure to comforting fare and entertaining inspired her to dive into entrepreneurship. Chimere is an energetic entrepreneur who is open to advice and quick to implement changes - she is successfully increasing her revenues with every step she takes. Chimere initially consulted SBDC Advisor Glamis Haro about marketing. Glamis verified that Chimere's business was listed with Google, and they discussed access to capital, which progressed into a discussion about access to capital. They decided it would be best to request funding from a local CDFI micro lender. Clean Plate Co. was approved for a \$9,500 microloan from the Harlem Entrepreneurial Fund. She used this money to rebrand her food-packaging so she could sell her products through Whole Foods Markets. Chimere has 13 full time employees and creates additional part-time jobs for every event she caters. She is a participant in HP2P (Harlem Park to Park), a social enterprise representing 100+ entrepreneurs committed to cultural preservation, small business and economic development in Central Harlem north of 110th Street. Her passion is paired with dedication to bring awareness to her community by sharing information on food and health. With assistance from her husband, the essence of family and love is the secret ingredient to every delicious dish she makes.

### ANNUAL BREAKDOWN BY ETHNIC ORIGIN

October 1, 2016 - September 30, 2017





# INTERNATIONAL BUSINESS DEVELOPMENT

The NY SBDC's International Business Development (IBD) program strategically positions small- and medium-sized businesses to take advantage of opportunities in the global marketplace. With a focus on China, the SBDC has nurtured contacts, resources, and an unparalleled network within government and business circles in China on local, regional, and national levels. The IBD works with partners to develop new cooperative arrangements to create on business and trade opportunities for SBDC clients interested in or active in international trade, and to help business owners adapt to economic conditions changing the marketplace.

Business in the global marketplace represents major growth opportunities for the New York State economy. In accordance with the U.S. and NYS government's export initiative, the IBD continues to promote the Governor Cuomo's START-UP NY and Global NY programs, assists an increasing number of small and medium-sized firms in their global marketing efforts, and works to attract direct investment by Chinese companies. Successful trade and international business development is an important step in creating jobs for New York's businesses.

The IBD program, working in concert with Business Advisors at the NY SBDC Regional Centers, provides business counseling to SBDC clients each year for market identification and penetration, feasibility analysis, product sourcing, financial issues, regulations, customs, taxes, tariffs, trade shows, and the latest information on opportunities for trade, investment, and business development. They organize training and business meetings to share information about the opportunities, challenges, and practices involved in international business. The IBD Director organizes and hosts business and trade development matchmaking events with visiting business and trade delegations around the state. These events bring the latest information and opportunities to NYS businesses interested in selling to the Chinese market or attracting Chinese investment, and help local companies network with Chinese firms.

In 2017, the IBD successfully organized two business and trade missions to twelve regions of China to promote individual NYS businesses, explore business and trade opportunities, match SBDC clients' initiatives with Chinese businesses, and further enhance the SBDC's relationship with Chinese officials and agencies in foreign trade and economic development. During the missions, the NY SBDC mission participants attended business and trade matchmaking events in these regions. IBD Director Jinshui Zhang was invited to speak at these events to provide

an overview about SBDC services, small business development in NYS, and the START-UP NY and Global NY initiatives.

In January, Jinshui was invited to join the SUNY delegation for a visit to China and had meetings and discussions on partnership with the President and executives of Nanjing University of Finance and Economics and senior representatives of CIB Headquarters in the Ministry of Education of China. In June, State Director Brian Goldstein attended the China – U.S. Investment & Trade Promotion Conference which was organized and sponsored by the Guizhou Provincial Department of Commerce and the China-US Chamber of Commerce. He delivered a keynote speech, and was joined by the Guizhou Lieutenant Governor and other speakers. In September, Jinshui was invited to attend the Business Opportunities in the Saudi Arabian Market organized by the Department of Commerce, and was joined by the US Commercial Counselor of the U.S. Embassy in Riyadh.

In an expansion of the export of New York products to China, and to improve the entry and competitive position of NY products in the Chinese market, the IBD has been exploring to expand the New York export program in other regions of China to facilitate the export of NY products and maximize export opportunities in this market. In 2017, a Memorandum of Strategic Partnership was signed between the NY SBDC and Nanjing Municipal Bureau of Commerce for strengthening the exchange and cooperation of trade and business development between businesses on both sides. The effort will encourage businesses to expand bilateral trade relationships and facilitate exporting through direct sales for New York products. It will also substantially lower the cost of entering the rapidly expanding Chinese market without the need to develop an independent distribution network.

The New York State Wine Outlet (NYSWO) in Shanghai continues to showcase and promote NYS wine products. The NYSWO developed materials to promote NY wine products through local media, attended wine trade shows, organized wine promotional events in different regions, and helped NY wineries promote and export their wine products. The resulting increase in export sales is motivating export interest of more businesses in New York State. More wine, beverage and food producers in NYS are planning to open market in China and Asia as well.

# Farmingdale

## TruView BSI

**TruView BSI** is a NYS Service Disabled Veteran Owned business that performs contract background screening and investigative services for more than 500 clients throughout NYS and the United States. TruView's slogan is "Born of Tradition, Enabled by Technology, Powered by People." TruView President Nicholas Auletta strongly believes his team of 150 employees has led to the company's success. Strong, service-driven partnerships are the cornerstone of TruView's philosophy. The team's experience and expertise enables the company to match customized service solutions with the unique requirements and needs of its clients.

TruView has earned the confidence of international companies, prestigious universities and large government agencies. At the end of 2016, Nicholas attended several training courses at the SBDC, which led to his introduction to Advisor Dave Chiaro in 2017, who provided assistance with government contracting and an application for NYS Service-Disabled Veteran-Owned Certification. With Dave's assistance, Nick's firm was certified in July 2017. Certification has resulted in repeat business from many of TruView's government and Fortune 500 clients. As a result of SBDC assistance, TruView was able to secure a line of credit with JP Morgan Chase, and total investment in TruView to date is \$1.7 million. Nicholas is a former Captain in the US Army, serving as an Active Duty US Army Infantry Officer and earning Airborne, Ranger, and Combat Infantryman qualifications. His experience, which earned numerous medals and decorations, included three separate tours in the Iraq combat zone.



# Jamestown

## Borsari Foods



**Borsari Food Company, Inc.** is a family owned business that started in 2001 on a farm in Western NYS when Elizabeth and Adolph Morando decided to commercialize an old secret family recipe for seasoned salts. Adolph's grandmother Adelcisa Borsari brought the original recipe with her from Italy in 1914. Borsari Foods has since added olive oil and a Bloody Mary mix to its product line and expanded its signature seasoning salt line to six varieties with different flavor profiles. This summer Borsari premiered its Coffee Blend, a distinctive blend of coffee, cacao, and carefully selected spices, which is getting great reviews locally

and on social media channels. In 2013, Borsari Foods participated in the SBDC's social media internship program which helped the company grow its expertise in various digital/social media platforms and has enhanced its relationships with customers and potential sales outlets: an email marketing system to provide product and related information such as foods trends and recipes; LinkedIn has proven to be an effective tool to connect with wholesale buyers from large national and regional grocery chains and food distribution companies; and Facebook and Instagram are used consistently to communicate directly with customers. The Morandos reported that this campaign has increased company revenue by \$360,000. In 2016, Borsari Foods expanded into a new manufacturing facility located in Jamestown. "The JCC Intern program has been successful in educating the Borsari team about the need to be involved with social media," says Elizabeth Morando. "We look forward to continuing to gain additional insight and knowledge."



The NY SBDC office in Beijing of China is relocated recently and continues to provide assistance to companies in entering and expanding their business and trade initiatives in the Chinese market, facilitating matchmaking arrangements with local businesses, coordinating travel and business activities, and supporting investment by Chinese businesses in New York. The Beijing office staff works toward building cooperative working relationships between Chinese and U.S. companies to enhance business development opportunities. Through the Beijing Office, the IBD continued discussions to develop new market areas in China to supporting the business development and export initiatives of both sides. The NY SBDC will open more markets in different areas under the Chinese sponsorship, the logical next step in promoting New York and products.

The IBD is working to expand small business exporting into more regions and countries. Working together with the SBDC regional centers, several meetings and exchanges with representatives from varied regions have been held with individuals and organizations interested in developing their own small business service delivery systems, exploring import and export opportunities, and developing partnerships with NY businesses. In 2017, the IBD coordinated and hosted several government and business delegation visits from different regions of China for exchange and opportunities of business, trade, and investment development.

### **SBNA Update: Mexico, Chile**

In June, State Director Goldstein and Brooklyn Advisor Pascual Castano attended the annual Mexico ASBDC Conference, which was organized by the NY SBDC's sister program ITESO, in Guadalajara. They delivered a presentation on the development of the NY SBDC, and met with local campus and SBDC officials during the four-day event. ITESO Rector Dr. Jose Morales Orozco, SJ, formally recognized the SBDC for its outstanding contribution, professional cooperation, and support of bilateral trade as part of the Small Business Network of the Americas (SBNA) program. The NY SBDC and ITESO continue to work toward the goals outlined in the MOU signed in 2015, including the process of co-counseling common clients.

Also In June, Mid-Hudson Director Arnaldo Schwerert and former State Director Jim King met for the signing of a MOU

with the Centro de Desarrollo de Negocios Santiago (SBDC) in Chile. The MOU establishes a cooperative relationship between the Mid-Hudson Center and the SBDC in Santiago including small business support, academic exchanges, international trade, and related activities. In September, the NY SBDC hosted a visit by Nicolas Nazal and Gaston Maltrain, SBDC center directors from Valparaiso and Puerto Montt, Chile respectively. During the visit, the Chileans and New Yorkers shared experiences, best practices and formulated future plans for the exchange of information and resources between Chile and NYS. The Valdivia and Puerto Montt SBDC Centers are hosted by Universidad Austral de Chile, one of the most respected academic institutions in Latin America. Currently, the SBDC has formal MOUs with Venezuela, Mexico, Paraguay and Chile.



# LaGuardia

## Jin Family Medical

Dr. Jin Zhang was a Pediatrician in China before coming to the United States to continue her education. She graduated from the New York Institute of Technology, New York College of Osteopathic Medicine (earning a Doctor of Osteopathic Medicine degree); and earned a master's degree in Public Health from Columbia University. Dr. Zhang did her residency in Family Medicine at Saint John's Episcopal Hospital and received a bachelor's degree from Capital Medical University. She is certified by the American Osteopathic Board of Family Physicians and a member of the American Osteopathic Association. Dr. Zhang worked

in an urgent care center until she was able to realize her dream of opening **Jin Family Medical PLLC**, which resides in a professional suite at the Skyview Wellness Center in Flushing. When Dr. Zhang visited Chase Bank to request a loan, Angela Fei referred her to the LaGuardia SBDC. Director Rosa Figueroa worked with Dr. Zhang on a business plan and helped her prepare financial projections. Her request for a \$600,000 loan was approved by Chase. Dr. Zhang invested \$430,000 to complete the purchase and renovated the property. When she opened her family practice, which provide services in English, Chinese and Korean, she created three jobs.



## Mid-Hudson Forsyth B & B

Tamara Ehlin, a professional and formally trained chef, always dreamed about owning her own business. She started working in restaurants when she was 14 and received a Grand Diplome from The French Culinary Institute in NYC. Her passion for hospitality merged with her love for old houses when she decided to open her own bed and breakfast in the historic Rondout District of Kingston. Tamara and husband Charles Mallea, an architect, found a federal-style home built in the 1830s originally used as a provisions shop and oyster salon that catered to the shipping industry. SBDC Business Advisor Sam Kandel worked with

them on their business model and helped guide the start-up through regulatory and licensing issues. The self-financed project included lots of hard work and sweat equity. They have just completed Phase II of their project, the renovation of a small barn on the property that can host guest events, which officially opened in late fall 2017. The **Forsyth B&B** has four luxurious guest rooms, each decorated differently and named after a world explorer. They serve all homemade food including a savory three course breakfast, light snacks during the day and homemade cookies to end the day. The business has been running at capacity since it opened and has received excellent reviews from patrons and industry analysts including pieces in Vogue, The Huffington Post, Business Insider, DuJour and various local media outlets. Chronogram Magazine just named The Forsyth one of the best new hotels in the Hudson Valley, and it was recently featured on the CBS program "Toni on New York.". Tamara has organized major fundraising events for the American Cancer Society, Mount Sinai Hospital, and many others.

# SPECIAL PROGRAMS

## Veterans Assistance

The NY SBDC is one of the premier programs noted for excellence in delivering small business counseling to veterans, military family members and caregivers. The New York program has been recognized and has won numerous awards from the SBA, members of Congress, and military organizations for invaluable service to this client segment. The veterans' initiative provides service in the form of public workshops, targeted business training, counseling, and on-going mentoring for veterans, including service-disabled veterans. The mission of the veterans counseling program is particularly timely as the nation faces a transition of soldiers, sailors, marines, and airmen seeking new careers or returning to their businesses after deployments overseas. We are working with the NYS National Guard, Military Reserve units and veteran service organizations to educate service members returning from deployment.

The NY SBDC veteran initiative has dedicated, specially trained Veterans Business Advisors located in SBDC locations around the state. This program supports targeted outreach in areas with the highest population of veterans, along with online counseling, distance learning, and coordinated resources to improve access to services for every veteran statewide. The website: [www.nysbdc.org/veterans](http://www.nysbdc.org/veterans) provides relevant information on veteran oriented programs as well as access to electronic business counseling and information on special events targeted at the veteran community.

The range of veteran-targeted activities in 2017 demonstrates the absolute commitment to assisting veterans everywhere. The NY SBDC network held veterans' small business resource days in regions throughout the state, and unprecedented numbers of veterans have participated in programs offered by the SBDC. Key relationships have been fostered and nurtured with academic, political, non-profit and business organizations, which have yielded robust and well-attended workshops, information forums, and networking opportunities. Strategic partners vary in every region of the state, and examples include Chambers of Commerce, SBA District Offices, Veterans Administration Vocational Rehabilitation counselors, Legislators, the NYC Department of Veterans Services, and SBDC's host educational institutions.

During the past year, select SBDC Advisors participated in transition assistance programs, ("TAP") at military facilities for service men and women separating from the armed services.

Through the SBA's and DOD's Boots to Business initiative, service members learn the essentials of how to start and grow a business. They are introduced to the SBA's resource partner network for support throughout the lifecycle of their businesses. The Watertown SBDC collaborates with the Soldier For Life (SFL) program at Fort Drum to provide counseling and training to veterans and civilian Department of Defense workers who are out-processing or retiring and interested in self-employment. The Brooklyn, Albany and Mid-Hudson SBDC centers work with the West Point offices in the same capacity. Key relationships have been nurtured by SBDC staff with veteran support organizations such as "Yellow Ribbon," in order to communicate with transitioning service men and women. SBDC Advisors have achieved significant results with local military commands in supporting out-processing events, career fairs, and ad-hoc educational forums. These efforts have yielded numerous of counseling requests from veterans and family members.

National Guard Bases also have been reaching out to the NY SBDC to provide **Boots to Business** training to their service members as well as one-on-one counseling that is held directly on base to those service members that request it.

The SBDC and SBA have collaboratively delivered 28 Boots to Business classes statewide to 648 veterans. Boots to Business has been taught at three military transition bases in NYS over the past three years - West Point, Fort Drum, and the Saratoga Naval Activity Center.

Following the huge success of the Boots to Business training for transitioning service members, SBA adapted the curriculum of **Boots to Business to Reboots**. This is a two-day course with an audience of service members that have previously transitioned out of the service and also is available to family members, spouses and dependents.

The Service Disabled Veteran Owned Small Business Act (SDVOSB) was signed into law in May, 2014, enabling eligible veteran business owners to achieve special certification and increase participation in NYS contracting opportunities. SBDCs are working with the NYS OGS in all phases of roll out of the certification program, including certification application and assistance. Thus far, 417 Service Disabled Veteran Business Owners have been certified. The program is achieving success, and disabled veteran business owners have been receiving and fulfilling more NYS contracts.



# Mohawk Valley Useful Products, LLC

What started in 2005 with the need to find a better way to clean car wheels, has turned into a business that sells automotive, household, commercial and industrial cleaning products worldwide. Anthony LaPolla's business, **Useful Products, LLC**, is an industry leading international supplier of drill powered brushes, with solid supplier relationships in the U.S. and China. Tony has built his brand, drillbrush.com, into a household name. A former construction worker, he knew nothing about computers or e-commerce. Working with the SBDC, he learned how to sell his original drillbrush online. Using his



own funds and designs, Tony began sourcing larger quantities of product from overseas. For several years, he was a one-man show fielding customer calls, fulfilling and shipping orders, all while continuing to work his other jobs. Advisor Gene Yelle helped Tony secure a domain name and build his first website to sell his drillbrush online. Every dollar earned was re-invested into the business for building inventory, working with an e-commerce consultant increasing market share. A few years later, with the help of Advisor Dave Lerman, he secured a line of credit from M&T Bank for working capital for continued growth. He currently employs 10 people, including nephews Matt Beck and Josh Baranowski, and shares credit for his success with his great team. Tony continues building his brand, gaining market share and developing new products. Tony ships internationally to Canada and Mexico, all over Europe, Asia, and the Middle East. "I value the SBDC as an excellent and trusted resource and continue to recommend SBDC," says Tony. "I appreciate the fact that I can call them at any time."



## Niagara Borderworx Logistics, LLC

**Borderworx** was founded in 2003 by Dean Wood, who established solutions for the logistics industry based on his extensive industry experience working with Canada's largest transportation and customs corporations. The name reflects the business philosophy that went into the company's development. The "X" at the end of the name represents crossing the border, often the most challenging part of a shipment's journey. Borderworx has helped its clients manage the transport of more than \$3 billion in goods across the border and more than 100,000 customs clearances. The company takes a unique approach to supply

chain management, integrating with its clients, handling all of their freight shipping and customs brokerage needs. In addition, Borderworx's support includes on-site staffing, warehousing and distributing of products, as well as the planning of strategic marketing plans and service delivery programs. Advisor Dinene Zaleski helped Dean develop a funding proposal package and complete funding applications for the bank and public agencies. The financial package included an owner investment, a bank loan, and funding from several other public sources. The Niagara SBDC is proud to have assisted Borderworx as it recently opened a distribution facility in Sanborn to operate its U.S. business. As a result of this project, Borderworx expects to add 18 jobs by the end of its first year at its Sanborn location. Borderworx, with offices throughout Canada and the United States, is able to serve both the Canadian and US markets, knowing how to best serve their respective interests. The company is poised to help businesses improve their logistics, save money, and to build a solid Canada-U.S. trade lane.



## *Message from The State University of New York*

The State University of New York is the largest comprehensive public university system in the country, and provides New York State with access to higher education like no other entity. The system enrolls more than a half-million students each year, employs more than 88,000 people in every profession at all levels, and offers more than 7,500 degree and certificate programs. Education is not just about earning a higher income—it's about a quality of life, and the principle that we all do better together.

SUNY excels in economic development, generating billions of dollars from economic activity across the state every year. The University prioritizes its vast potential to drive economic growth, employing its ability to create jobs, discover new technologies, conduct ground-breaking research, and provide new paradigms for energy use. The SUNY system and its partners help entrepreneurs in local communities throughout the state start and grow their businesses and sustain strong local economies. SUNY is deeply committed to developing new knowledge, creating jobs, and building careers in the 21st century.

SUNY, in conjunction with other higher education partners and the U.S. Small Business Administration, supports the Small Business Development Center (SBDC) network. Through the SBDC network, SUNY connects to entrepreneurs and business owners, and assists them in fulfilling their entrepreneurial goals while guiding them through the challenges of operating a small business in today's economy.

The SBDC and its partners in the educational and economic development communities help open doors through which New Yorkers can introduce their innovations to national and global marketplaces. The SBDC's business advisors provide valuable pro-bono advice, often in collaboration with SUNY and partnering faculty and students. The SBDC guides business owners as they confront and overcome challenges, such as financing, expansion, global competition, marketing, regulatory compliance, and technology implementation. Our SBDC business professionals throughout the state are available to educate and mentor these business owners and help them achieve success.

Simply no one else does what SUNY can do. No one else matches our reach, strength, and the potential to do great good in the world while meeting the mission and responsibility of public higher education. As ever, we look forward to working with the SBDC and its other stakeholders to help individuals and small businesses on their paths to success.

A handwritten signature in black ink, appearing to read 'Kristina M. Johnson'.

**Kristina M. Johnson, Ph.D.**  
Chancellor

## **Message from The City University of New York**



Led by our vision in CUNY's new strategic plan, the University is implementing an array of initiatives that are better preparing students to seize the opportunities and overcome the challenges of the knowledge-based economy of the 21st century. That vision, known as Connected CUNY, is opening wider access to a college education, helping more students graduate in a timely manner and placing graduates on strong career paths in high-growth industries through expanded public-private partnerships with businesses. Strengthening academic excellence is essential to supporting student success. That is why the new CUNY is also dedicated to giving its outstanding faculty increased opportunities to engage in innovative teaching and research, scholarly and creative activity, and in developing deeper connections with the city and state and global institutions to advance its goals.

An essential part of CUNY's mission focuses on economic development and supporting New York's prosperity. To achieve this, CUNY and the New York Small Business Development Center (SBDC) maintain a strong partnership to foster entrepreneurship and innovation in New York City. Six of our campuses host SBDC service centers. The SBDC provides one-on-one counseling, customized business research and low-cost seminars on a range of business topics from accounting to international trade. Together, CUNY and the SBDC are helping New Yorkers start and grow strong enterprises with improved productivity and profitability.

The partnership between CUNY and the SBDC provides a link to the business community and helps ensure that our graduates are prepared to become leaders in their chosen fields. CUNY is partnering with NYC and its many research institutions and industry innovators to offer our students the best career opportunities available and to help them achieve success in promising fields.

CUNY is achieving improved outcomes and greater success for its students, and those improvements are being scaled up. CUNY's special mission has always focused on providing the benefits of a high quality education to all New Yorkers, especially those from low-income, underrepresented and immigrant groups. We are now fulfilling that mission with greater success than ever for our students and for the prosperity of the city. CUNY's close cooperation and collaboration with programs like the SBDC is an integral part of this strategy.

I am excited about the future of CUNY, an institution that has provided the pathway to a better life for generations of New Yorkers and immeasurably improved our city, our state and the country. And I look forward to working with the SBDC on our exciting agenda in the year ahead.

A handwritten signature in black ink that reads "James B. Milliken". The signature is written in a cursive, flowing style.

**James B. Milliken**  
Chancellor



There are times when veterans requesting counseling cannot physically meet with an SBDC advisor. To respond to that need, **EntreSkills for Veterans** is an online educational tool that teaches the concepts of business ownership and is available 24/7 for those with Internet access. The online tool includes lessons on developing a small business concept, legal and marketing issues, financial statements, and ultimately enables the user to build a business plan suitable for financing. There is a link from the Veterans page on the SBDC website, as well as a direct link from the SBDC home page. EntreSkills is available for all veterans, particularly those unable to participate in more traditional educational and work environments.

## Disaster Recovery

In October 2012, Hurricane (Superstorm) Sandy ripped through parts of New York City and Long Island devastating everything in its path. Although the fifth anniversary of Super Storm Sandy passed in Fall 2017, the staff members at the Farmingdale SBDC continue to serve those affected by the storm. This past year the Center worked to ensure the last of the NY Rising Grant Program applicants made it to their grant closing and assisted many businesses with their appeal applications. This past year the Center worked with 461 businesses in their continuing efforts to recover from the devastation that occurred in October 2012. “It has been a great pleasure to work with and to be of assistance to the hundreds of disaster clients that were assisted during this past year,” says Farmingdale SBDC Director Erica Chase-Gregory. “In 2017 we have been successful in helping these business owners access more than \$4.9 million in grants and/or loans to ensure the continued success of their businesses. For most of these businesses, without this continued disaster assistance, they would not have been able to continue running their businesses.” SBDC disaster services will continue as long there is a need. Several other regional centers continue to work with clients impacted by the disaster including Staten Island, Mid-Hudson, Rockland, and Stony Brook.

## MWBE Bonding Initiative

In 2017, 11 of the Regional Centers offered workshop series for women and minority contractors with the goal of increasing the number of contractors in NYS with the ability to be bonded. This was the ninth year of the NY SBDC’s participation in this effort, and in each successive year more Regional Centers have offered the training. Bonds are the government or customer’s assurance that the work will be completed once it has started. The training helps MWBE contractors to secure bonding, which expands their opportunities to bid on larger projects, or increase their bonding levels. SBDC’s partners in the initiative are the Surety & Fidelity Association of America and Empire State Development. Topics covered in the workshops include construction accounting and financial management, project management, bidding and estimating, surety bonding requirements, and financing. Over the years, the Regional Centers offering the workshops - especially Brockport, Buffalo, and Onondaga - have refined the bond readiness curriculum and the way in which the workshop series is structured, utilizing feedback from the participants and presenters to implement improvements. Most of the workshop participants are established business owners, and most have NYS MWBE Certification. The NY SBDC continues to participate in Empire State Development’s NYS Surety Bond Assistance Program to provide critical credit, training and technical assistance support to qualified small businesses and MWBEs to help them secure surety bonds for State contracts. Small businesses and MWBEs bidding on construction or transportation projects that need assistance securing bid or performance bonds for specific projects are eligible to participate in the NYS program. The NY SBDC provides training and technical assistance to all businesses participating in the program.

# North Country

## WhistlePig, LLC

**WhistlePig Rye Whiskey** is a farm-based distillery in Shoreham VT that produces premium rye whiskey with a “grain to glass” operation. Every step in the process – from growing the grain to bottling the finished product – takes place on the farm. In 2016, WhistlePig, LLC was contemplating a second operation site that would enable the business to keep up with its rapid rate of growth. The site had to be located outside of Addison County, VT as current law limits the scope of commercial activity farms. The owners hoped the regulatory environment in NYS would be more favorable and were referred to the SBDC by the Ticonderoga Area Chamber and Essex County IDA. Advisor Angela Smith worked with the client to identify state regulations and permits and helped cut through red tape by reaching-out to partners. She identified incentives for the project that resulted in a \$350,000 tax credit offer from ESD’s Excelsior Jobs Program. Ultimately, WhistlePig selected the Moriah Business Park in Mineville, which brought significant investment and new jobs to a rural, underserved community. To date, WhistlePig has invested \$2.5 million in equipment and new infrastructure and created four jobs through its new holding company Moriah Ventures, LLC. By 2019, the company expects to further expand operations to include a distilling and bottling plant. The success of this project was a result of the collaborative efforts of multiple New York State programs. “We were impressed by the rapid response we received from the SBDC,” says Jeff Kozak, CEO. “Their involvement early on helped us decide to do business in New York State.”



# Onondaga

## Eat to Live



**Eat To Live** is a member-owned retail grocery cooperative located in Syracuse with a complete fruits and produce section, deli counter with prepared foods and sandwiches made-to-order, and a full selection of dry and frozen goods. The Southside Community Coalition initiated the project by selling wholesale fruits and vegetables from the CNY Regional Market to passers-by along South Salina St for several years while start-up planning was taking place. After a shaky start in 2013, the Eat To Live Food Co-op reorganized and recently celebrated their successful one year of operations. Advisor Frank Cetera joined the

Advisory Committee team in 2014 to assist with the restructuring of the business plan and pro formas. He met regularly with Eat To Live board members and Committee members to review progress, provide strategic input, and work on financial planning documents. The coalition project included the Gifford Foundation, and CNY Community Foundation. Both Syracuse University and the foundations provided early funds for planning and store construction. A \$400,000 Empire State Development (ESD) grant from New York State was awarded in 2017 after meeting the criteria of creating four full-time equivalent jobs, and was used to reimburse construction of the building plus provide additional working capital. The Eat To Live food co-op initiative provides access to healthy foods in the surrounding food desert of Syracuse’s Southside neighborhood, which does not have a full-service grocery within one mile. Upcoming projects of the co-op include implementing a buying club model to reach residents outside of the brick and mortar store location in order to increase sales and membership.

## TECHNOLOGY SERVICES

The NY SBDC is committed to providing improved and more customized services to clients with technology businesses and those with research that is ready for commercialization. For the past several years, the program has received Federal and State Technology (FAST) funding to broaden awareness within the small business community of services and grants available to support the development of technology projects. This funding enabled the SBDC to impact hundreds of individuals with training and counseling specific to their enterprise or research.

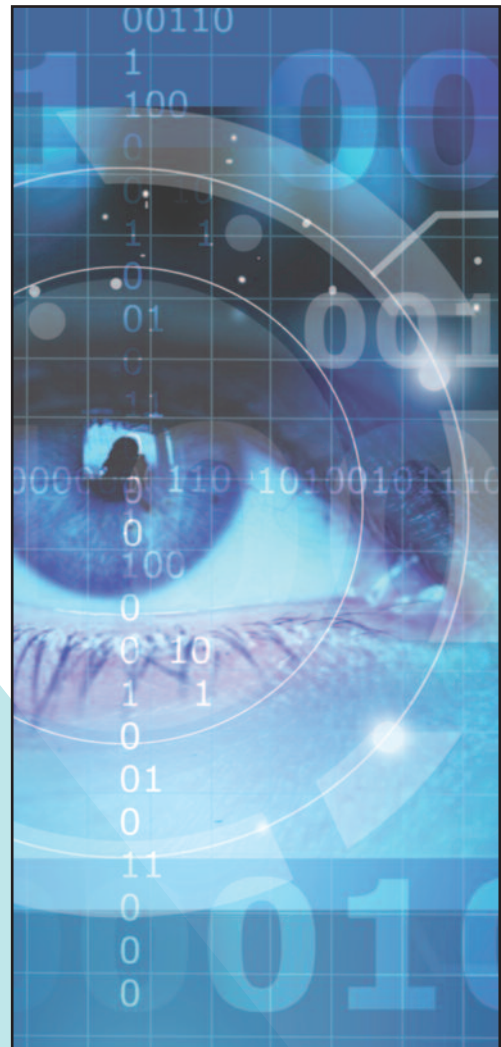
The SBDC's commitment to this sector of the small business community propelled the program to request and receive accreditation for its specialized Technology Services from America's SBDC, the national association of SBDC programs. New York is one of only 15 programs in the country that have earned this supplemental technology accreditation.

The SBDC's Regional Centers at Albany, Binghamton, Brockport and Stony Brook have dedicated technology advisors, campus departments that specialize in R & D and technology and the opportunity to advise many new technology entrepreneurs and companies. Several regional SBDCs, around the state also provide seminars and workshops about the SBA-managed SBIR and STTR grant programs.

Over the past few years, the Albany and Binghamton Regional Centers have provided intensive one-on-one assistance with the preparation of SBIR/STTR funding applications. The centers enlisted consultants to work with clients that were either developing an application or ready to move in that direction. The SBDC hosts workshops led by these consultants for researchers and business owners interested in applying for funding. For the past five years, the Stony Brook SBDC has held annual successful two-day application writing workshop and to date more than 100 individuals have participated in the annual workshops sponsored by Stony Brook.

Two years ago the NY SBDC launched an Accelerator Team Program, which is coordinated with the SUNY Research Foundation and comprises four blue ribbon teams composed of advisors, directors, and senior SBDC staff from multiple regional centers. The program was developed to accelerate the advancement of promising technology-based companies. These efforts were undertaken in coordination with the central office of the SUNY Research Foundation to support the creation of these entities as well as, in some cases, to help underwrite the licensing costs associated with those companies acquiring rights to

university-based technology. The most intensive assistance has been provided to Helios Remote Sensing, a Central New York company that develops technology for potential use by the military and first responders. Four additional companies that are SBDC clients have been targeted by regional center directors for intervention and assistance from an Accelerator Team.





# Oswego

## All Source Fire Supply, Inc.

In 2014, after 26 years with a major company Holly House decided to start her own fire protection sprinkler system supply company. She had strong relationships with the national manufacturers of sprinkler system materials and decided to create a business around the relationships. She sells to facility maintenance departments, building owners and small contractors, drop shipping the products to save her customers the expense of buying through an installer. Initially Holly came to the SBDC with questions about starting the business. Advisor John Halleron provided a list of lawyers, accountants, and insurance agents. It soon became evident that Holly needed working capital. Holly and John worked together to develop a business plan and projections and approach a lender. Holly launched her business with a home equity loan and a line of credit from Empower Federal Credit Union. Subsequently they worked on Holly's WBE status. In 2015, **All Source Fire Supply, Inc.** became New York State WBE certified and currently is WBE/DBE certified in NYC, New Jersey, and Massachusetts, as well as with the Port Authority of NY/NJ and the NYC School of Construction Authority. In 2016, Holly decided to expand her company by starting a small sprinkler pipe fabrication division to help get contractors to the job site faster. She currently has one full-time employee and one part-time employee. "It was a pleasure working with John and the SBDC," says Holly. "I appreciate the fact that they were always there when I needed help, and always followed through on action items in a timely manner."



# Pace

## Storyscape



**Storyscape** is a web-based platform that celebrates literature by offering book-oriented news and entertainment through the lens of pop culture and digital media. Founded by Dominique Taylor in 2016, Storyscape provides entertaining interviews with authors and book reviews via video, helping instill a love for reading. As a new business, Dominique Taylor sought SBDC guidance on a range of issues, including developing a business plan, assessing and forming her business structure, and analyzing business start-up costs and financial projections. She also sought market research regarding millennial reading trends, as well as

guidance on improving her pitch for a web series she conceptualized, which highlights "authors, editors, librarians and book clubbers shaping the world of books. It's a Reading Rainbow for millennials." Pace Advisor Sandra Cely worked with Dominique to develop a business plan using the EntreSkills for Entrepreneurs curriculum and to develop financial projections and a budget. Sandra also collaborated with the SBDC Research Network to provide targeted market research regarding reader purchasing and reading trends. To improve her presentation, Dominique enrolled in a two-part pitch workshop and competition hosted by the SBDC. As a result of these efforts, Dominique was able to launch her business, and subsequently won a \$50,000 award at the National Black Programming Consortium Pitch Black Forum to produce four episodes of the "Beyond the Book" project. Dominique competed with seven finalists seeking development funds, and presented to a panel of media and industry executives including Eric Freeland from PBS, Dennis Dortch from Black & Sexy TV and Dennis Davis, the producer of web series "The Misadventures of Awkward Black Girl."

# National and Regional Awards

## US Small Business Administration Awards

### **2017 SBDC Service Center Excellence & Innovation Award – Region II**

(for the innovative way it champions small businesses while providing programs and services for entrepreneurs)  
*Staten Island SBDC*

### **2015 Boots to Business Instructor of the Year**

*Robin Stephenson, Advisor, Watertown SBDC*

### **2013 Veterans Business Outreach Center of the Year**

(for hard work, innovative ideas and dedication to the veterans community and a role in driving the nation's economic growth)

### **2013 SBDC Service Center Excellence & Innovation Award – Region II**

*Albany SBDC – National Finalist (also a National Finalist in 2009)*

### **2012 Veteran Small Business Champion**

*Robert Piechota, Director, Brooklyn SBDC*

### **2010 SBDC Service Center Excellence & Innovation Award – Region II**

(for the innovative way it champions small businesses while providing programs and services for entrepreneurs)  
*Watertown SBDC*

## New York State Awards

### **2013 NYS Assembly Citation - 104th District**

(in appreciation and recognition of your work with thousands of businesses, helping them to invest in the area's local economy and to create and save jobs)  
*Mid-Hudson SBDC*

### **2016 NYS Governor's Office of Storm Recovery Certificate of Excellence**

(for tirelessly serving the small businesses in NYS impacted by Superstorm Sandy, Hurricane Irene, and Tropical Storm Lee and their commitment to ensuring economic revitalization)  
*New York SBDC*

## Other Awards

### **2017 CenterState CEO Economic Champion**

(in recognition of the contribution to the economic development of the CenterState New York Region)  
*Onondaga SBDC*

### **2017 Ecosystem Champion at the Upstate Venture Ecosystem Awards**

(for contributions towards building a more vibrant startup ecosystem in Upstate New York)  
*Onondaga SBDC*

### **2016 Excellence in Partnering Award from the IRS, Self Employed Division**

*Bronx SBDC at Lehman College*

### **2014 African-American Heritage Celebration Leadership Award**

*Clarence Stanley, Director, Bronx SBDC at Lehman College*

### **2014 King of Kings County**

(For outstanding leadership and contribution to the Brooklyn community)  
*Dean Balsamini, Director, Staten Island SBDC*

### **2014 Queens Courier's 12th Annual Top Women in Business**

*Rosa Figueroa, Director, LaGuardia SBDC*

### **2013 President's Award for Exemplary Community Engagement from the University at Albany**

(for enhancing economic and social development in distressed communities)  
*Albany SBDC*

### **2013 Paul Harris Award from the Five Rotary Clubs of Staten Island**

(for outstanding service with the Superstorm Sandy relief effort)  
*Staten Island SBDC*

### **2013 Community Service of the Year award from the National Black MBA Association - Metro NY Chapter**

(in appreciation for hosting the CASH/Leaders of Tomorrow program at the Business School)  
*Columbia-Harlem SBDC*

### **2012 Entrepreneurs' Hero Award from Clarkson University's Reh Center for Entrepreneurship**

(for providing resources that increase the viability of multiple entrepreneurs)  
*Dale Rice, Director, SUNY Canton SBDC*

### **2012 Tribeca Disruptive Innovation Award from The Tribeca Film Festival, in association with Harvard Business School and the Disruptor Foundation**

(for an innovative way of looking at, and changing the world)  
*Small Enterprise Economic Development (SEED) Program - Albany SBDC and the University at Albany*

# Queens

## Complete Optometry Care

After graduation from the Pennsylvania College of Optometry in 2007, Natalie Bissoon practiced in corporate, private, and educational settings to gain experience. Each environment taught her different aspects of running an optometrist's office. She was an Adjunct Professor at New York City College of Technology for nine years where she lectured in the Vision Care Department. Her **Complete Optometry Care** office at Richmond Hill provides comprehensive eye exams and offers a sophisticated selection of eyewear. Dr. Bissoon is examining the eyes of grandchildren that were patients of the office's founding eye doctor in 1923. She fits all types of contact lenses including toric for astigmatism, rigid gas permeable contacts for disorders such as kerataconus, bifocal contact lenses, as well as spherical and colored contact lenses. She manages ocular manifestations of systemic diseases like diabetes, hypertension, and HIV. Dr. Bissoon was referred to the SBDC by a mortgage lender she contacted when she was ready to expand the clinic in which she had been working. With assistance from Advisor Brian Yeung at the York SBDC, Dr. Bissoon was able to get a SBA 504 loan from Flushing Savings Bank to buy a commercial property for her business. As a result of the expansion, one job was created and two jobs saved. "I have wanted to be an eye doctor since I was 12 years old," says Dr. Bissoon. "I also knew that I wanted to be in private practice, where it takes dedication to your patients, and perseverance to overcome obstacles."



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## Rockland

### UFC Fitness Gyms



Elana Schachner, a successful attorney, has a passion for fitness so she created **UFC Fitness Gyms**. The gym's initial location was launched in Norwalk, CT, and offers classes for every fitness level. With state-of-the-art equipment and personal fitness training, the professional staff members at the gym give customers the opportunity to train like the pros. Whatever the customer's fitness goals are - losing weight, increasing strength, sports conditioning, etc., the gym has a program to help them reach their potential. UFC offers daily classes including boxing, kickboxing, functional training, youth programs, Brazilian

Jiu-Jitsu and personal training. Elana chose Mahopac, NY for her second location and expansion. Working with Advisor Adi Israeli and SBDC's partners at the Greater Mahopac-Carmel Chamber of Commerce, Elana was able to analyze her options, develop strategies and locate interested lenders. Originally planning to work with a particular leasing source, with a high net interest rate, Elana was concerned that the impact on cash flow would affect future growth plans. SBDC helped her locate a lender with loan terms that would be 50% less expensive and without a prepayment penalty, which would greatly assist current operations and enable future growth. Elana obtained a \$434,000 SBA 7A loan from People's United Bank and invested \$400,000 of her own funds to enable the expansion to the second location. She hired seven new people for the new location and is helping many people in the Mahopac area get into much better shape with the ultimate fitness experience!



## 2017 Advisors of the Year

At the Annual Staff Training event in April, the SBDC recognized five outstanding Business Advisors from across the State with “Advisor of the Year” awards, signifying their consistent excellence in providing professional services, generating positive outcomes, and creating client satisfaction. Outcomes achieved in terms of economic investment and job creation are key determinants in selecting these awardees. **Glamis Haro** (Columbia Harlem) received the top honor in 2017 - *Advisor of the Year*. Also among the top advisors in NYS this year: **Tom Reynolds** (Albany), **Gifty Oduro-Ostrander** (Stony Brook), **Water Reid** (Farmingdale) and **Sam Kandel** (Mid-Hudson). The outstanding performance of some of these advisors has earned them recognition as top advisors multiple times in recent years.

In addition, three other individuals received special awards at the annual awards dinner. Advisor **Christine Purelis** and Office Manager **Megan Ernst** (Staten Island), received the *Lead by Example* award, which is given to individuals who provide outstanding service in special projects, publications development, mentoring, and other activities beyond routine counseling and training. Secretary **Kimberly Wilcox** (Geneseo Outreach Center), received the *Above and Beyond* award, which is presented to administrative staff for outstanding performance in support of their center.

Business Advisor **Jason Kohl** (Farmingdale), was honored with the *2017 Star Performer Award* by the America’s SBDC at the association’s annual conference in Nashville, TN. In his four years with the SBDC, Jason has counseled more than 300 small business owners and entrepreneurs, primarily working with individuals impacted by Hurricane Sandy. These individuals invested more than \$4.7 million in their businesses.



# Staten Island

## BKG Roasters

**BKG Roasters** is a small batch coffee roasting company founded by the Farrelly brothers, Alain, Craig and James, all born and raised in Bay Ridge, Brooklyn. Just as BKG Roasters was getting off the ground in Red Hook in 2012, Hurricane Sandy flooded the building with five feet of water and ruined everything. 2013 became a lost year in which the brothers focused on nothing but salvaging their business. Advisor George Telmany helped them work through the maze of disaster bureaucracy and get disaster assistance. The brothers were able to repay the \$25,000 loan quickly and implement a new business strategy. They decided to recruit new wholesale accounts and open a retail storefront. In 2014, the brothers opened a coffee house at 557 Myrtle Avenue in Brooklyn, and within two years as their excellent reputation spread they needed to add more staff. The café is both a coffee house and a comfortable community gem featuring locally designed artwork and a plush, serene backyard. Even the bags of coffee boast specially designed artwork by local artists. The business is one of the few featured in Spike Lee's video, "Brooklyn Made" and they have been invited to participate in the Guinness' 200-year celebration in NYC. Between the small-batch roasting facility and the coffee shop, they now employ 10 people and are working with the SBDC to enhance their online presence and add their next location. "If it wasn't for the help of the emergency funding, which we fought for tooth and nail with the help of the SBDC, we would have never survived," says Alain.



## Stony Brook Slurp Ramen



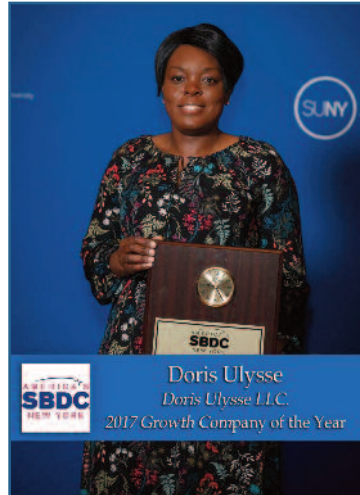
In 2008, with the economic downturn, Atsushi Nakagawa lost his job at a Japanese import-export company and took a position at Toast, a popular eatery in Port Jefferson. While he worked, Atsushi saved money to start his own ramen restaurant. Atsushi first consulted the Stony Brook SBDC in April 2015. He had a vision of opening an authentic ramen restaurant in the area. After studying business management at Doshisha University in Kyoto, Japan, Atsushi realized cooking was his first passion. When he completed his degree, he left Japan for Long Island with his future wife Francesca, who he met at university. When

Atsushi met SBDC Advisor Ree Wackett, he had \$100,000 in capital to invest in his business. While searching for a suitable location, Atsushi trained in making the ramen noodles and preparing them. In November 2015, Atsushi found a former deli on the harbor in Port Jefferson. Ree assisted the Nakagawas with the voluminous Suffolk County Department of Health applications. After completing most of the leasehold improvements with the help of friends and family, the Nakagawas received their permit to open **Slurp Ramen** in February 2016. They hired 10 employees, recruited from Japanese language and culture departments at Stony Brook University and Suffolk County Community College. Atsushi is the head chef and owner/operator of the business with Francesca assisting with managerial and operational issues. They invested \$150,000 in the business and already have their sights on the second location.



## 2017 Entrepreneurs of the Year

The Mohawk Valley SBDC hosted the 2017 New York SBDC Staff Training Conference, which was held at the Marriott Hotel in Syracuse, NY. At the awards banquet, the best and brightest entrepreneurs of the year were honored. The 2017 “Entrepreneurs of the Year” are pictured here. For more information about these entrepreneurs and their businesses, visit [www.nysbdc.org](http://www.nysbdc.org).





# Watertown

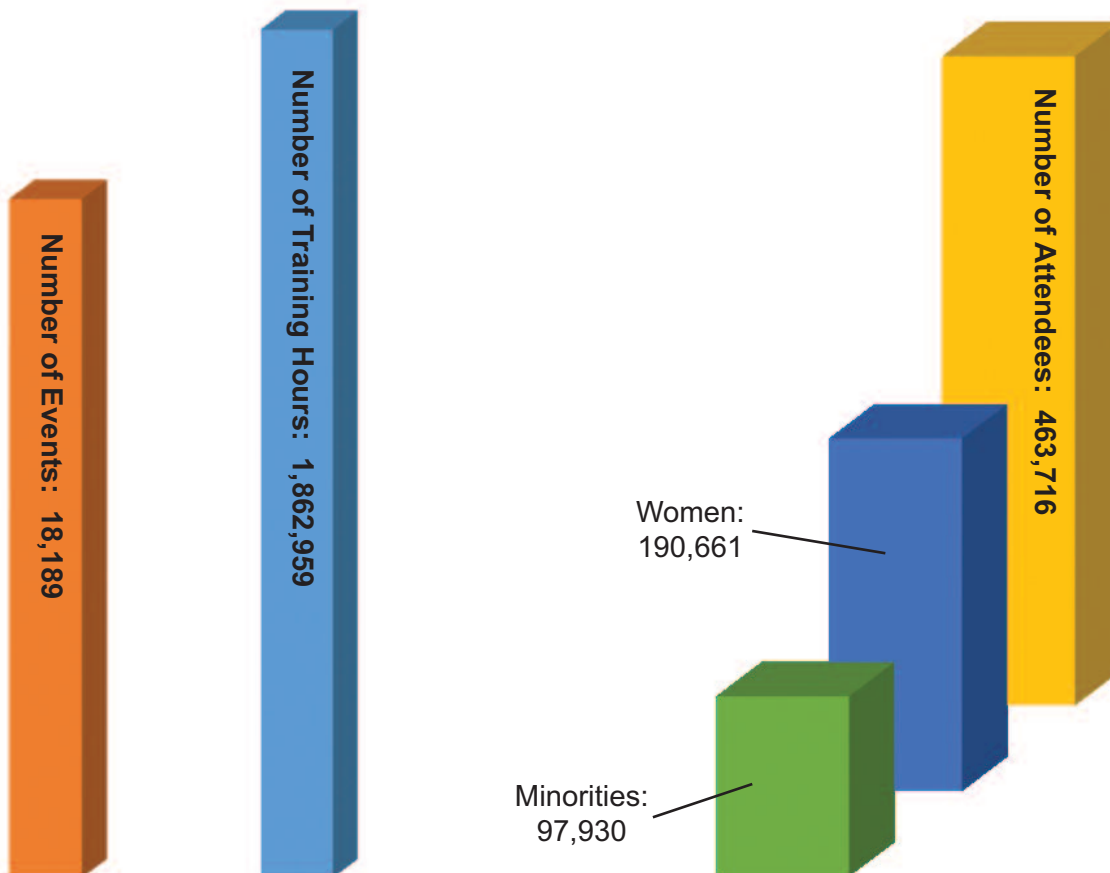
## School Daze

J. Ben Primicias has been in the school supply business for a long time. He opened his first store with the assistance of the Watertown SBDC in the downtown shopping district in 1991, selling a variety of educational items for teachers and parents. Ben's wife Susan, a first grade teacher helped him expand his product line. In 1996 Ben returned to the SBDC for assistance in buying property and building a structure with more room for inventory and better parking. The expansion required that he add new employees. Most of Ben's in-store business is from local teachers, school representatives and parents, but his catalog has generated sales from across the country and overseas and account for nearly half his total sales. In 2008 after consulting with the SBDC, Ben built an attached seasonal ice cream stand called Cool Craze, which serves 24 flavors of soft serve ice cream and 32 flavors of hard ice cream. By 2015, Ben was considering closing the business and retiring because of increased competition with state contracts and Amazon for the items he sells. He talked to Advisor Robin Stephenson about leasing his building, but then she informed him that as a native Filipino he qualified as a minority vendor. It took nearly a year of perseverance, but he finally received NYS certification as an MWBE business, which enabled him to have access to more purchase orders/contracts. Since receiving certification his revenues have increased in excess of \$393,000. Ben has now decided to put retirement on the back burner and add more employees to assist with the increase in orders.



### NY SBDC TRAINING EVENTS

July 1, 1985 - September 30, 2017





## **SBDC Hall of Fame Members**

**Adirondack Champlain Guide Service**

**All Bright Electric**

**Alteri Bakery, Inc.**

**American Rock Salt**

**Audubon Machinery Corporation**

**Candlelight Cabinetry, Inc.**

**Cedar Knoll Log Homes, Inc.**

**Chautauqua Woods**

**Designer Glass, Inc.**

**Donut Connection**

**Flight 9 Group, Inc.**

**Foro Marble Company**

**Fortitech**

**Gooding Company, Inc.**

**Hartgen Archeological Associates, Inc.**

**La Palapa**

**Laurel Ave Café Corp.**

**Les Enfants Montessori School**

**License Monitor**

**Life Style Street Gear**

**Lou-retta's Custom Chocolates**

**Matrix Imaging Solutions**

**Mid-Hudson Communications Inc.**

**Multi-Media Services**

**Neil's Archery**

**Never Alone, Inc.**

**Otis Products, Inc.**

**Potsdam Agway**

**Pro-Mold, Inc.**

**Relax on Cloud Nine**

**Rose's Funeral Home, Inc.**

**Route 11 Truck and Equipment Sales**

**Salem Organic Soils**

**Shining Stars Daycare**

**Sullivan County First Recycling & Refuse, Inc.**

**Swigonski Management Group**

**TarJac**

**Total Electric Distributors**

**Tutor Time**

**United Biochemicals**

**Ursula of Switzerland**

**W.L. Concepts and Production**

# SBDC Advisory Board

The New York SBDC Advisory Board serves the program by providing insight, guidance, and support to the State Director and the network of Regional Centers. The Board members, a diverse group of small business owners and others with small business interests, meet a few times a year to discuss SBDC and small business issues. In 2017, Advisory Board members attended the annual Staff Training event and met with SBDC Business Advisors. The SBDC appreciates the board's tremendous contributions to the program.

## **CHAIRPERSON**

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## **VICE CHAIRPERSON**

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## **EX-OFFICIO**

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Massena, NY 13662

Kevin Wilcox  
Assistant Vice President and Controller  
University at Albany  
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Albany, NY 12222

## **STATE DIRECTOR**

Brian Goldstein  
State Director  
New York Small Business Development Center  
The State University of New York  
10 N. Pearl Street  
Albany, NY 12246

## **SECRETARY**

Mary Hoffman  
Associate State Director  
New York Small Business Development Center  
The State University of New York  
10 N. Pearl Street  
Albany, NY 12246





Staten Island SBDC Director Dean Balsamini (left), Congressman Dan Donovan, NY-11 (center), and Advisor Joseph Bottega (right) celebrate the District and Region II SBDC Excellence and Innovation Award presented to the Regional Center by SBA in May.



Congressman Jose Serrano (center) visits with Business Advisors Sam Ballena and Lynn Karam at the Tax & EITC Day event held at Lehman College in the Bronx.



Stony Brook SBDC Coordinator Leslie Rurup (left), Director Bernard Ryba (center), and Advisor Ann Garbarino (right) talk about SBDC services at Stony Brook University's first annual Community Day.

# SBDC



Retired SBDC State Director Jim King receives a "Lifetime Achievement" award from Rockland SBDC Director Thomas Morley at the program's annual Staff Training conference in April.



Chilean SBDC staff visit a Brooklyn SBDC client's restaurant after touring the regional center. (From left), Brooklyn Advisor Pascual Castano, SBDC Valdivia Chile Director Nicholas Nazal, Brooklyn Associate Director Miriam Colon, and Puerto Montt Chile Director Gaston Maltrain.





NY SBDC State Director Brian Goldstein was a keynote speaker at the China-U.S. Investment & Trade Promotion Conference, and met with the Lt. Governor of Guizhou Province, Yongzheng Lu, for business/trade opportunities and cooperation.



In October, the NY SBDC representatives were invited to speak at the Jiangsu Province & NYS SMEs Exchange & Cooperation event, and signed an MOU with Nanjing Bureau of Commerce for business and trade development and promotion between the two sides.

# 2017



The Mid-Hudson SBDC co-hosted Ulster County's first annual Hispanic Heritage Month in October, which recognized the cultural and economic impact of several community members. Attendees included County Executive Mike Hein (2nd from right) and Mid-Hudson SBDC Director Dr. Arnaldo Schwerert (far right).

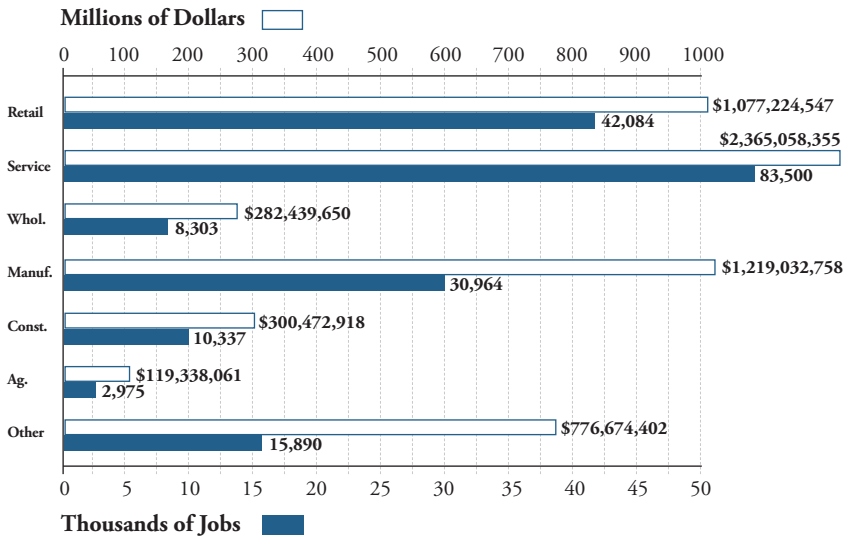


SBDC senior staff visited the NY Congressional delegation in February to update representatives on small business. (From left), Canton SBDC Director Dale Rice, Congressman Paul Tonko (NY-20), Associate State Director Mary Hoffman, Rockland SBDC Director Thomas Morley.



During a business and trade mission to China in June, the NY SBDC IBD and Albany center directors visited a food trading company that is doing food and beverage business with U.S. companies.

## Business Sectors Economic Impact (From Inception)



### Program Inception to September 30, 2017

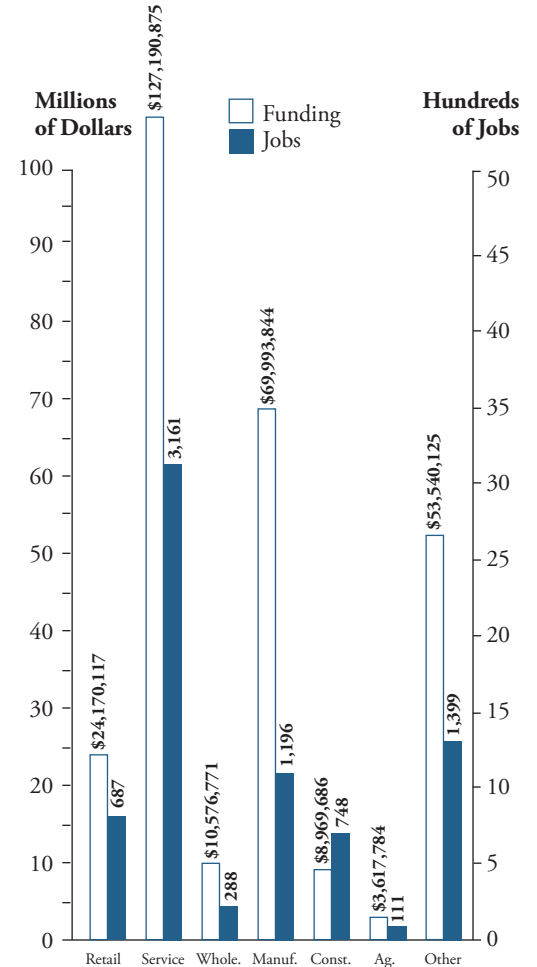
Total Investment Impact: **\$6,125,276,598**

Total Number of Jobs Created: **118,259**

Total Number of Jobs Saved: **75,794**

Investment in niche market and specialized manufacturing continues to grow in New York.

## Business Sectors Economic Impact (Fiscal Year 2017)



### October 1, 2016 - September 30, 2017

Total Investment Impact: **\$298,059,203**

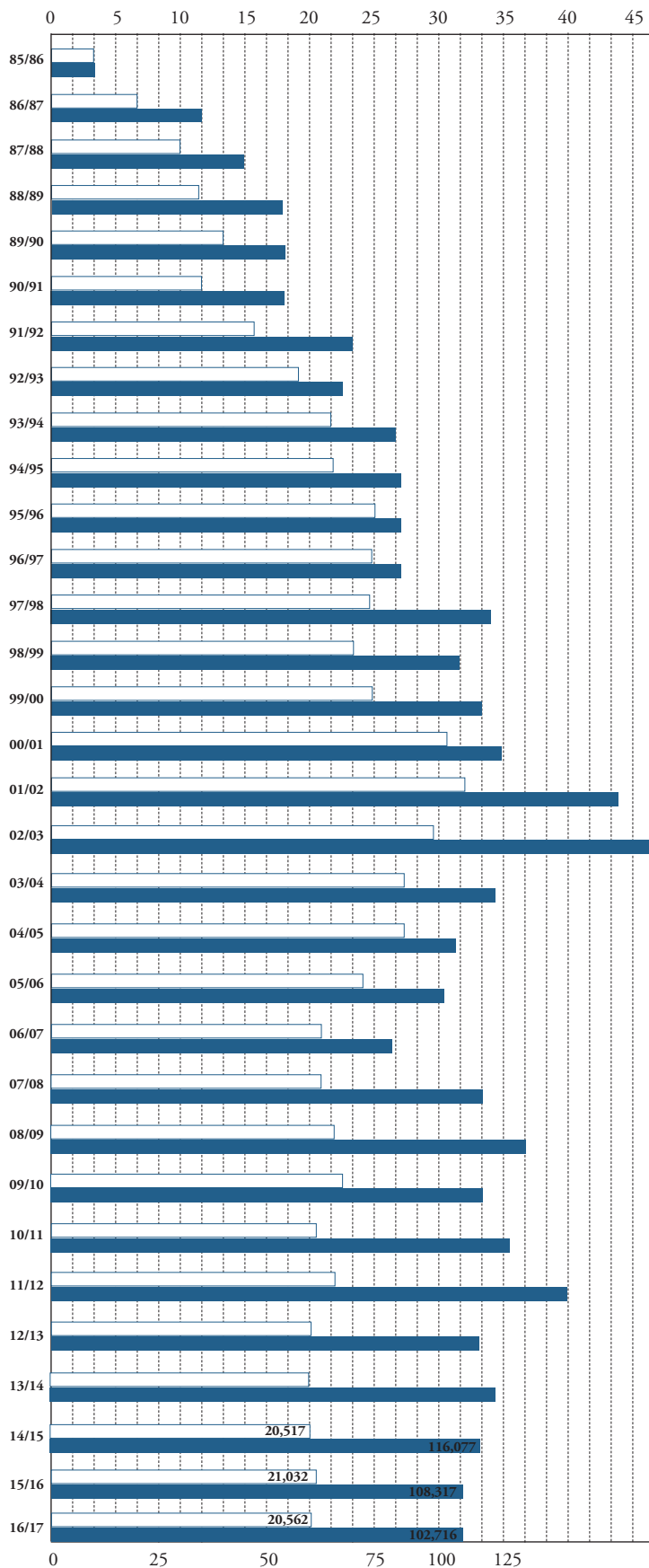
Total Number of Jobs Created: **3,994**

Total Number of Jobs Saved: **2,708**

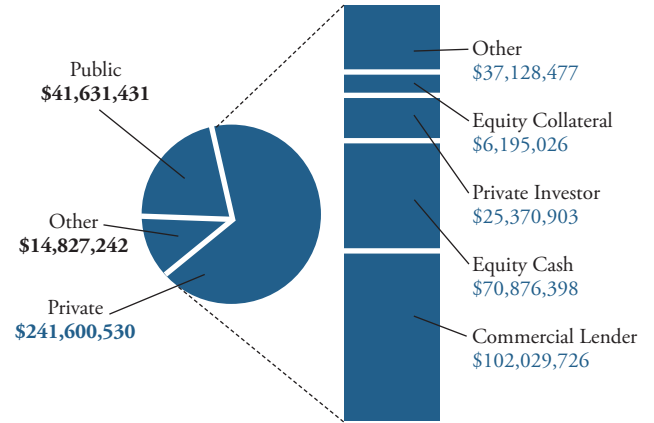
In just the past 12 months, SBDC clients invested more than **\$298 million** to impact more than **6,500 jobs**.



## Counseling Statistics (From Inception)



## Funding/ Investment (Fiscal Year 2017)



October 1, 2016 - September 30, 2017

Total Investment: \$298,059,203

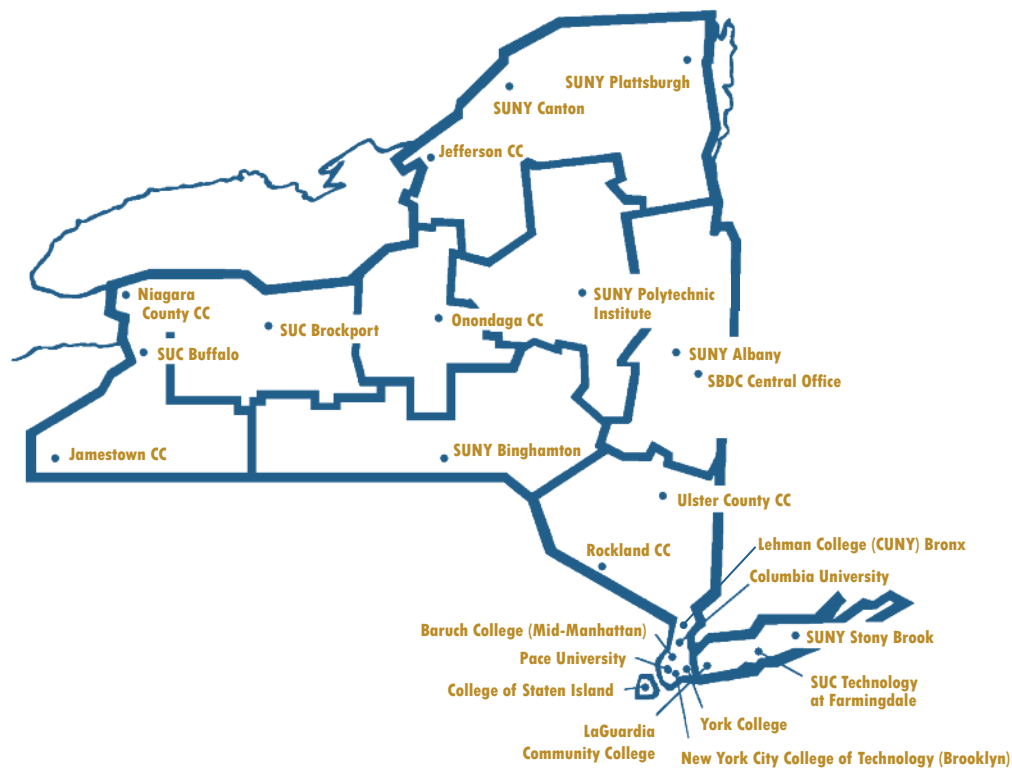
Scarce owner equity is leveraged by public and private funding to bring entrepreneurs' dreams to life.

Thousands of Clients   
 Thousands of Hours

## SBDC Regional Centers

The statewide network of 23 SBDC regional centers – and numerous full-time outreach locations – is a fully integrated and interactive small business consulting and training delivery system. The New York State SBDC Central Library in Albany supports the system with up-to-date business information and electronic search mechanisms. When you seek business counseling at one of the SBDC’s regional centers, the resources of the entire system are at your disposal. The centers and founding dates:

7.1.84	Albany	8.15.88	York College (CUNY)/Queens
7.1.84	Binghamton	8.15.88	Stony Brook
7.1.84	Buffalo	9.1.93	College of Staten Island (CUNY)/Staten Island
7.1.84	Niagara	9.1.94	Baruch College (CUNY)/Manhattan
10.1.85	Farmingdale	10.1.98	SUNY Canton
10.1.85	Mid-Hudson (Ulster County Community College)	12.1.98	SUNY Plattsburgh
4.1.86	Watertown	1.1.00	Lehman College (CUNY)/Bronx
7.1.86	Jamestown	10.1.01	LaGuardia Community College (CUNY)/Queens
7.1.86	SUNY Polytechnic Institute	1.1.08	Rockland Community College
9.20.86	Onondaga/Syracuse	4.1.08	New York City College of Technology/Brooklyn
10.1.86	Pace University/Manhattan	1.15.09	Columbia University
4.1.87	Brockport/Rochester		



*Writing by Mary Hoffman  
Design and editing by David Carnevale*

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NEW YORK





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