

2011 Annual Report

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Alchar Printing Group Albany

For the last 43 years, **Alchar Printing Group** has been a mainstay in a residential area on the east side of Troy. As the printing industry has declined, this company has continued to expand capacity and grow sales through a diverse customer base of Capital Region small businesses, unions, schools and colleges, not-for-profit organizations and political campaign clients. Denise Padula, president of the 2nd generation manufacturer, leads the company's 20 person staff with a sense of humor and a tight-knit family culture. Several employees have 20 or more years of service. The company is proud to be certified as a New York State Woman Business Enterprise and union print shop, two strong attributes that differentiate Alchar from other firms in the region. The entire Alchar staff donates its time and talents to area organizations, including Capital District YMCA, Habitat for Humanity, local food pantries and community centers. Denise sits on numerous boards and has been recognized for her volunteerism and commitment to the community. The Alchar Printing Group began working with Albany SBDC Business Advisor Kate Baker in 2008 and continues to meet regularly. It all started with MWBE certification and procurement opportunities, and then continued with debt restructuring, strategic planning, and budget forecasting. Denise explains the continuing relationship: "Kate and the SBDC have helped me complete the goals identified on my first five-year strategic plan and write the next plan with growth initiatives for sales, equipment and expansion. The partnership we have developed has not only helped me work IN the business more effectively, but also to focus working ON the business."

Open for Business

In his first year in office, NYS Governor Andrew Cuomo boldly declared that New York State is "Open for Business," and took several steps to jump start the economic development engine for businesses large and small. The NYS SBDC is pleased to be working with the Governor's Office, Empire State Development and numerous other partners to develop and extend programs to assist entrepreneurs and small business owners, to ensure that New York's small businesses can start and grow with as few barriers as possible. At least one staff member from every Regional Center around the state is participating in the Governor's Regional Economic Development Councils, which are working to structure a community-based approach to economic development, emphasizing each region's assets, harnessing local expertise, and creating jobs. This approach is strikingly similar to the NYS SBDC model in which Regional Centers use their assets locally to provide customized services for their business communities and help them create jobs.

In 2011, the NYS SBDC program continued its work to support the formation and growth of small businesses. Since the program was established in 1984, the SBDC has worked with more

than 341,300 citizens in this state. It has helped them locate more than \$4.5 billion to start or expand their businesses and helped them create or save nearly 154,000 jobs. The NYS SBDC held more than 730 workshops and seminars, educating more than 17,000 entrepreneurs and small business owners about topics as basic as business start-up and as complex as growth through government procurement.

The NYS SBDC Business Advisors helped struggling business owners evaluate their current situation, plan strategically, and take steps toward a productive and profitable future. Likewise, business advisors helped other businesses take advantage of growth and expansion opportunities by leading them through cost-benefit analysis, planning for the long term, and taking action. In this way, the SBDC is helping to rebuild the small business community, and through it the local and state economy, one business at a time. The SBDC is helping small businesses demonstrate that New York is truly Open for Business.

The SBDC works to strengthen New York's economy by promoting the formation and stability of businesses. It nurtures sound business practices among entrepreneurs by focusing on

innovation, productivity, quality, energy efficiency, finance, marketing, and technological innovation. The SBDC helps entrepreneurial New Yorkers build and grow strong, stable businesses to anchor economically healthy business communities throughout the state.

Any resident of New York that wants to start a business – or stabilize and expand an existing business – can make an appointment with an experienced Business Advisor at any SBDC Regional Center. He or she can find an SBDC office by calling a toll-free number or visiting the SBDC website:

www.nyssbdc.org

Potential clients can request counseling via the website, and the service centers throughout the State offer flexible options for meeting with Advisors. Clients receive personalized, confidential, and free business counseling; moderately priced training; and focused, accurate, and timely research related to his or her business and the industry in which it operates.

The SBDC program also emphasizes services for people with special needs, including veterans, members of the Guard and Reserve and individuals serving in the armed forces; ethnic minorities and new immigrant communities; disabled

individuals; women business owners; small exporters and manufacturers; businesses and individuals in economically distressed areas of New York; and technology-based businesses. The NYS SBDC's top priority is to develop strong, sustainable businesses and a vibrant and prosperous small business community across New York.

The SBDC core mission is to assist small business owners, and those planning to go into business, with the help they need to be successful. SBDC Business Advisors do not supply the business decisions or judgments; rather, they provide education and tools so that owners can make their own informed business decisions. Those businesses can return to the SBDC again and again for assistance in working through every phase of their growth.

As illustrated by its client success stories, the SBDC has been helping entrepreneurs and small business owners achieve their goals since 1984. In addition to tangible measurements of success, the SBDC has provided its clients with support, guidance, and nurturing in every step of the business process.



3i Graphics and Signs Binghamton

3i Graphics and Signs manufactures, installs, and services vehicle graphics and wraps, banners, yard signs, interior and exterior signs, point of sale displays and a number of other signs and graphic products. It also provides ink jet lamination, color copy and other related services. When the founding owner chose to retire in 2008, Eric Olsen, a sales executive, approached the SBDC for assistance with funding to purchase the company. The business was stable but funding the acquisition was challenging because banks were tightening lending requirements and the recession was impacting potential partners and investors. Eric consulted the Binghamton SBDC for help in fine tuning his business plan in preparation for approaching lenders. Eric decided that he wanted a partner to help run the business. Nick Taro's wife, who worked for one of the company's customers, found out about it and discussed the opportunity with her husband. Nick has more than 30 years of manufacturing and management experience in the printed-circuit-board industry, which complements Eric's many years of sales and marketing expertise nicely. Eric and Nick agreed to become partners and together worked with the SBDC, several commercial lenders, and a local revolving loan fund to assemble the funding needed to complete the ownership transfer. Under the direction of the new partners, 3i Graphics and Signs continues to stress quality products and service. They are gaining new customers in new advertising market segments and new geographic areas. After weathering the effects of the '09 recession, sales are rebounding nicely and the owners plan to add several employees in the future.



Hosmer Services Group Brockport

Hosmer Services Group, LLC, is a home-based snow removal and landscaping business in Webster, known for its consistently professional level of performance, employees that work efficiently and responsibly, and its exemplary commitment to customer satisfaction. The business also is well known because its owner regularly shares her business experiences and best practices with other home-based business owners. Kham Hosmer started the business in 2006, with no clients or workers, embarking on a mission to become successful in a field dominated by men. Kham was proactive in seeking out and utilizing resources provided by such organizations as the SBDC, SCORE, the SBA, PTAC, and the National Minority Supplier Development Council. Kham originally consulted the SBDC in March 2008 about MWBE certification and possibly changing the legal entity of her business. Business Advisor Ralph Toscano advised her about 8a certification and certification through the Upstate NY Regional Minority Purchasing Council, and provided certification applications. In July 2009, Kham returned to the SBDC and met with Business Advisor Carla Vazquez regarding NYS MWBE certification, which she received in January 2010. As a result of the SBDC's assistance with the certification process, Hosmer Services Group has received several contracts, including those with Time Warner, K&K Food Mart, and Mirror Show Management. The company currently has contracts totaling \$1.8 million. Kham is in the process of bidding on contracts with the City of Rochester, Wegmans, and several other organizations.

A Diverse Clientele

NYS SBDC-assisted businesses are exceptionally diverse, including high-tech manufacturers, pizza parlors, software developers, artists and crafters, physicians, clothing designers, inventors of devices, and others representing innumerable industry niches. The SBDC prioritizes assistance for manufacturers, exporters, companies in economically distressed areas of the state, and projects that advance the job development, investment and economic growth priorities of New York. The ability to assist this diversity of businesses is testimony to the range of expertise among SBDC Center Directors and Business Advisors.

Among the businesses assisted by the SBDC since 1984 are a landmark hotel; gourmet food creators; a rock salt mine; countless restaurants and cafes; a manufacturer of armor plating for Humvees; a family farm that converts cow manure to electricity; a research firm developing a human blood replacement for critical care; a world-famous designer of women's clothing; a New York Harbor tugboat; a company that monitors driver's licenses to help keep dangerous drivers off our roads; and dozens of hair salons, auto repair shops, fitness centers, and many retail businesses.

The SBDC presents Entrepreneur of the Year awards to a select group of business owners at its annual awards dinner in May. In addition, a committee of Center Directors and Business Advisors selects the "best of the best" for inclusion in the NYS Small Business Hall of Fame. As of 2011, 41 businesses have been named to the Hall of Fame.

What do Clients Think About SBDC Services?

The NYS SBDC evaluates the quality of services clients receive by conducting post-service and/or post-training surveys, along with periodic follow-up. Results from those conducted in 2011 indicate that clients are very satisfied:

- 92% said their inquiries received prompt attention
- 64% said they could not have afforded private counseling
- 90% said they would recommend SBDC services to other small businesses
- 77% said they received specific recommendations that improved their business' bottom line

These are sample comments from satisfied clients:

"We truly could not have done this project without the help of the SBDC!"

"I could have not completed my business plan and obtain funding without the help of my advisor. He was very professional, extremely helpful/resourceful and very easy to work with."

"The marketing representative at the SBDC was extremely helpful and insightful. I have referred many people to this service. The ability to receive free business counseling is amazing."

"My experience was phenomenal. Thanks to my advisor's advice, I successfully presented a professional, well thought out business plan to my financial institution, and was able to secure a small loan to help expand my home based business."

"My advisor was fantastic. Very informative, quick responses, awesome follow-through - and made me very comfortable w/ the process - especially me being a newbie in business acquisitions!"

"The team at the SBDC are amazing. They go the extra mile for you and want to help you achieve success."

"Through his excellent listening skills and creativity, my advisor got me off on the right track with my small business. He combined encouragement with a dose of reality - not an easy task."

Information – A Vital Resource Provided by The SBDC Research Network

Since 1991, the NYS SBDC has housed a staff of professional librarians who have applied their skills to provide intensive, value-added research for the broadly diverse entrepreneurial clients in New York. During the past year, the Research Network had another record-breaking year for requests for information from clients of the New York State SBDC, including the 30,000th request in its history.

The requests have continued the historical trend towards greater complexity, indicative of the trust put in the library staff by the SBDC's Business Advisors. Requests take just over two hours on average to complete, and are completed in less than six days. Client needs far exceed the need for just the basics, and the Research Network staff functions as adjunct advisors to the client. Assistance is provided not only in providing insight as to what can be answered, but also in determining the questions that should be addressed in the development of a business plan.

The Research Network has at its disposal access to databases such as Reference USA (enabling compilation of business lists), Demographics Now (providing remarkably flexible business and



The MasalaWala Bronx

Satyendra Mazumdar Debrabata and his son Roni dreamed of opening a restaurant in New York. Satyendra worked as a chef in his native India, but put his aspirations aside to provide for his family, working for the NYPD when he emigrated to the US. In 2010, when he retired from the NYPD, he approached his local bank about financing a business, and was referred to SBDC for assistance. Satyendra worked with Business Advisor Prince Thomas to prepare and submit a successful loan package to New York Business Development Corporation in the amount of \$70,000. Satyendra's restaurant, **The MasalaWala**, is a chic South-Asian eatery on the lower east side of Manhattan, created as a tribute to the South-Asian (India, Pakistan, Bangladesh, Sri Lanka & some neighbors) street cuisine. MasalaWala aims to reinvent and transform the food lover's experience of the typical Indian restaurant. The company firmly believes that the best food in South-Asia is where tradition and culinary art meet hypnotic aroma and taste. The business is committed to recycling and composting methods to keep their energy footprint low, using 100% recycled plastic, bio-degradable sugarcane plates, and palm leaf tableware, along with products made of bamboo. With Roni's background in technology, the company was able to create an extremely efficient point of sale system controlled from an iPad that tracks everything from inventory levels to sales, and can provide e-mailed receipts. The advanced use of technology also spills over to the marketing tactics that have been used to promote the company, including the use of social media to spread the word about the new business.



Nuchas Brooklyn

Ariel Barbouth recognizes New York City as the culinary capital of the world. Ariel started **Nuchas** in 2008 after visiting his native Argentina and re-discovering restaurants there that only sold empanadas: pastries stuffed with a variety of meats and vegetables originally from Latin America. After returning from Argentina, Ariel developed the Nuchas concept - selling empanadas as convenient, natural handheld food with an ethnic twist. His experience as entrepreneur in a previous venture in the food industry helped him quickly develop the concept. Nuchas started baking and distributing empanadas wholesale. Nuchas' empanadas quickly became a success and were picked up by gourmet stores across the city. Ariel contacted the Brooklyn SBDC in January 2011 for business plan assistance to grow his business and open his first retail outlet. As the Brooklyn SBDC and Ariel worked on the plan, a Request For Proposal was published by The Times Square Alliance and NYC DOT for food stands on the new pedestrian plazas in Times Square. The Brooklyn SBDC assisted the client on the proposal development as well as the financing structure for the new opportunity. Nuchas was selected as one of four food stands to be in Times Square in a very competitive process. Nuchas is currently in the process of opening additional stands. In addition to the financing originally obtained from private investors, Ariel was also able to secure a \$380,000 loan from New York Business Development Corporation. Ariel said: "The Brooklyn SBDC has been an intrinsic part of our business success to date".

population breakdowns for a wide variety of geographic areas), TableBase (featuring statistical data published in hard-to-find publications on a wide variety of industries), the Legal Information Reference Center, and the Local Market Audience Analyst (spotlighting consumer spending preferences and lifestyle choices from around the country).

In addition, the librarians have been granted access to the large database collections provided by the main library at the University of Albany, as well as that of the New York State Library. The generosity of these institutions (these databases cost tens of thousands of dollars) shows their commitment to the SBDC mission, and the SBDC librarians have come to rely upon this vital content.

Developing and maintaining relationships with the outside information community is vital, as it introduces the Research Network to innovations in the field. SBDC librarians have served in leadership positions with the Upstate New York chapter of the Special Libraries Association. Another librarian continues to serve as the liaison with the State Data Center (located within New York's Empire State Development office), providing library staff with valuable updates to the ever-

changing information options provided by the Census Bureau.

Strategic Partners and Allies

The NYS SBDC's collaborative relationships with its 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 US 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. Other strategic partnerships and alliances include:

- The Governor's Small Business Task Force, and Minority and

Women Business Enterprise Team

- State agencies and authorities such as the Empire State Development Corporation, the state economic development agency, Department of State, the Division of Minority and Women's Business Development, the Dormitory Authority, Department of Education, Governor's Office of Regulatory Reform, New York State Energy Research and Development Authority, and Department of Insurance
- Federal agencies, including the Department of Labor, the Department of Commerce, and the Internal Revenue Service
- Regional organizations such as the Chambers of Commerce, Center for Economic Growth, Development Authority of the North Country, Catskill Watershed Corporation, Southern Tier Economic Growth, Inc., and Long Island Development Corporation that create jobs and improve the economic climate of the region
- City and municipal agencies such as the New York City Department of Small Business Services
- Community -based groups such as regional Green Markets, the Capital District Community Loan Fund, Equinox, and the United Way

- Traditional and non-traditional lenders and the New York Business Development Corporation, a private corporation that works in conjunction with leading New York banks and thrift institutions to provide creative and innovative financing to small businesses across New York
- Small business technical assistance providers such as Space Alliance Technology Outreach Program, Technology Development Organizations and Regional Technology Development Centers around the State, Long Island Forum for Technology, the Alliance for Manufacturing and Technology (in the Southern Tier), NYS Centers for Advanced Technology, and the New York State Foundation for Science, Technology and Innovation
- Foundations such as the Robin Hood Foundation, Coleman Foundation, and Gebbie Foundation, which provide funding for special projects that foster entrepreneurship
- Professional, business and trade associations, including the Business Council of New York State, and the NYS chapter of the National Federation of Independent Business, the American Marketing Association



C&A Services of NY Buffalo

After graduating from Bryant and Stratton College in 1990 with a degree in Data Processing, Dolly Michelle Randle spent the next 20 years working in a variety of administrative office positions. When she landed a job with LP Ciminelli - the region's largest and most profitable construction company - in 2006, it was a dream come true. There she learned about contract compliance and managing large school construction projects. Then Dolly started thinking about opening her own company. She consulted the Buffalo State SBDC to begin planning her future business. Business Advisor Andrea Lizak helped Dolly conduct a feasibility analysis and develop a business plan. During the summer of 2010 Dolly was an enthused and active class member in the SBDC's Minority and Women Contractor Readiness Program. Soon after the last contractor readiness class, Dolly gave notice at LP Ciminelli, and with her last paycheck bought office equipment and supplies. She named her company **Compliance and Administrative Services of New York**. After taking on a variety of small contracts, she again worked with Andrea to develop a proposal for the City of Buffalo School Construction Project for the Buffalo Public Schools. She submitted a bid and won a \$600,000 contract. This project along with several other contracts helped Dolly exceed her first year goals. Her company now has three full-time employees and anticipates far greater growth for 2012, which will enable her to expand her workforce.



Echoes on the Lake Canton

Gary and Sheila Johnson's **Echoes on the Lake** is a convenience store located in Black Lake, one of the most widely known fishing and vacation spots in New York State. Black Lake is a natural lake formed by the same glacier that carved out the Great Lakes. The store sells general grocery items, produce, fishing and camping items, gasoline, and includes a propane exchange station. It is popular with the many anglers that visit Black Lake to catch bass, perch, crappie, and northern pike. The store is best known for its deli and excellent customer service, but especially for having the best pizza and subs on the lake. When the Ogdensburg P&C closed in April 2010 as a result of the P&C Food company bankruptcy, Gary Johnson lost a job he had for 33 years, and his wife Sheila lost the job she had for 15 years. After 33 years with the same company Gary was unemployed and faced with a tough decision: seek employment or follow the dream of owning his own business. Gary contacted his local NBT Bank and requested a loan to purchase Echoes on the Lake. The bank referred Gary to the SUNY Canton SBDC for assistance completing a business plan and financial projections. The SBDC assisted Gary in completing the funding proposal. NBT Bank agreed to finance \$147,500 with an SBA guarantee. In addition, the sellers financed \$100,000 and Gary and Sheila invested \$40,000 from personal savings to complete the sale. The purchase of the business resulted in the retention of two jobs and the creation of four new jobs.

- Private sector partners that in the past have included American Express, Principal Financial Group, Coca Cola, Deutsche Bank, Intuit, and Microsoft, provide financial and other support for a wide range of special projects and initiatives
- Overseas agencies and organizations including the Tianjin Economic-Technological Development Area (TEDA), High-Tech Industry Development Center of Ministry of Science & Technology of China, industrial parks and economic development zones, and government agencies for foreign trade and economic cooperation at national, regional, and local levels

The Research Foundation

The Research Foundation (RF) of State University of New York administers the federal grant from the Small Business Administration that supports SBDC's network of 24 regional centers and outreach locations in New York state.

As the largest most comprehensive university-connected research foundation in the country, the RF supports nearly \$1 billion in SUNY research activity annually in areas

of life sciences and medicine; engineering and nanotechnology; physical sciences and energy; social sciences, and computer and information sciences.

Serving SUNY by capitalizing on SUNY's scope, scale and diversity as an engine of New York state's innovation economy, the RF provides two core services -- Sponsored Programs Administration and Commercialization -- to support SUNY faculty research and discovery that translate into invention, innovation, entrepreneurship, economic opportunity and public benefit.

The RF is focused on maximizing the potential of SUNY's assets across the state to drive investment and job growth, and works closely with its SUNY colleagues to pursue state funding for programs to directly support campus innovation, collaboration and regional economic development.

The RF website provides information and resources that connect people to SUNY's vast range of assets including incubators, Centers of Excellence, and other vital collaborative research ventures, and provides tools and direction on how to commercial technology, explore funding sources and partner with SUNY research.

To see how the RF is serving SUNY, visit www.rfsuny.org, or join the conversation at www.facebook.com/rfsuny

Facilitating Technology Implementation and Technology-Based Success

Building stronger and more productive small businesses is essential to rebuilding the NYS economy, as is developing new companies with innovative products and services. The SBDC has seen an increase in the number of clients that are developing technology products and services, and in response launched an initiative to help business owners with special needs. Six Regional Centers – Albany, Binghamton, Brockport, Rockland-Westchester, Stony Brook and Mohawk Valley – now have Business Advisors dedicated to helping clients with technology issues.

The Albany SBDC is in the fifth year of providing focused counseling to technology companies with its Technology Entrepreneur in Residence (TER) model, which provides specialized mentoring and strategic advice to support startup and mid-sized technology companies. The SBDC TERs are serial technology entrepreneurs with experience in strategic

planning, corporate marketing, sales, license agreements, acquisition, product management, and angel and venture capital investment. The services are targeted to emerging, start-up and/or spin-off firms or entrepreneurs, especially in the manufacturing and regional cluster industries.

SBDC Productivity-Technology Advisors are equipped to help existing businesses through the product development and design process, to advise them in the financing phase, and to provide them with information about intellectual property issues to help them protect their creative work product. The advisors are knowledgeable about research and development funding, and, in conjunction with the Procurement Assistance Advisors, can advise business owners about the process of applying for SBIR grants.

Productivity-Technology Advisors also are capable of guiding business owners through the assessment, selection and implementation of new equipment to improve productivity and the ability to compete in the innovation economy. Energy efficiency is a priority of the SBDC, and often the equipment and technology installed will help the business use energy more efficiently while improving profitability.



PearTree Center Columbia

Denise Adusei, an alumna of the Columbia Business School, is planning for **PearTree Center Preschool** with a desire to provide a healthy school to develop healthy children and support a healthy planet. It will be one of the first eco-healthy preschool facilities in New York City and is slated to open in Harlem in 2012. Denise consulted the Columbia-Harlem SBDC for assistance with securing financing and to add to her network of sounding board advisors. As Denise explains it, "My graduate school education provided a solid platform. The SBDC was instrumental in terms of pressing the 'go' button on my enterprise." Since her first meeting with SBDC, Denise has secured financing from several sources, including a grant from her first place win at the 2011 New York Public Library's StartUP Competition, a loan from NYBDC, and additional funding from a socially-conscious venture capital firm. The SBDC also helped her find legal counsel, and after viewing several locations, secure a contract for space. The SBDC assistance has enabled Denise to focus her energies on the other necessary aspects of a preschool startup – completing various Department of Building/Health screens, finalizing the curriculum, and extending the eco-brand of the facility to include healthy food and organic toy options for the children. PearTree Center will provide quality and healthy preschool option for the Harlem community, and also will provide new localized employment opportunities. "Services like the SBDC are imperative for small business growth," Denise reflects, "I am thankful to have found them and be able to think of my venture in a way that has positioned it for growth."



Fringe Corning

Fringe Hairdressers, a totally green salon located on historic Market Street in Corning, has grown quickly since it was started by its owner, Kristina Rhodes. The salon utilizes energy efficient lighting, is committed to recycling, and saves all hair clippings to be sent to “Matter of Trust,” a nonprofit organization that utilizes hair clippings to assist in the cleanup of oil spills. Kristina, with more than 25 years’ experience in the salon industry, consulted the Corning SBDC for assistance with basic start-up and planning and worked with Business Advisor Susan Buchanan to develop a business plan. She submitted an application for an SBA microloan to the Regional Economic Development and Energy Corporation (REDEC), and was approved for a \$20,000 loan. Fringe Hairdressers started with two hair stylists, and after two months the business doubled its complement of stylists. Now, just shy of the one year anniversary of its opening, Kristina employs seven hair stylists and a salon director. Kristina also supports the local NYS BOCES program by training interns; she currently has four of them. Her business continues to grow and has a very well-respected reputation. The salon has a design consistent with Kristina’s mission to provide service and style using environmentally-responsible practices. She is working with Aveda® - an international beauty company widely recognized as a pioneer in the development and use of eco-friendly hair care products. “I now have a fabulous salon and a great staff - something I couldn’t have done without Sue Buchanan and the Small Business Development Center,” said Kristina.

Teaching Entrepreneurial Concepts

The Office of Entrepreneurial Education (oe2) provides educational products to promote entrepreneurship. Educational programs include web-based curricula on basic entrepreneurial concepts in two versions – EntreSkills 3.0™ and EntreSkills 3.0 for Veterans. Oe2 resources include: vocabulary exercises, educational articles, case studies, video clips, web resources, teacher and veteran workshops, SBDC speakers for classes, and an electronic newsletter for educators. Our webinar series provides training for teachers, veterans, and clients interested in teaching or studying entrepreneurship.

EntreSkills helps meet the changing needs of educators and students. All chapters have been written to offer the most current information, and conform to the New York State Education Department (NYSED) learning standards. Standards are met in Career Development Occupational Studies (CDOS) and the NYS Common Core Standards. Interactive chapters in EntreSkills 3.0 are enriched with video clips, graphics, case studies, success stories, tests, quizzes and website links. Tests are auto-graded by the system.

Because a business plan is

essential for a business to succeed, the oe2 team created an interactive “Business Plan Builder” within the EntreSkills program, enabling users to develop their own business plan by responding to questions in the chapters. As students, veterans, and clients complete activities in the lessons, the data is captured and compiled by a business plan program running in the background. After completing the program, students have developed a draft business plan. This business plan is available for the participant to export, review, modify, and adapt.

In 2011, the EntreSkills for Veterans program was re-written and programmed to meet the changing needs of veterans returning from deployment to Iraq, Afghanistan, and other tours of duty. The program was re-designed with the help of SBDC dedicated Veterans’ Business Advisors from across the state. The enriched content, veteran video clips, supplemental activities and web resources combine to offer a more relevant experience. The ability to work with the program from anywhere at any time is especially valuable for the military personnel on assignment, for disabled veterans, and for those with limited travel capabilities. EntreSkills for Veterans also includes the embedded “Business Plan Builder” to jumpstart every

veteran’s small business dream.

Oe2 staff members attend and exhibit at teacher association conferences, professional development days, and meetings of veterans throughout the State. Communications are regularly distributed to teachers to provide the latest updates to the EntreSkills program. Speaking engagements are scheduled throughout the year at school faculty meetings. Social media programs, such as Facebook and YouTube, are used to promote the availability of EntreSkills 3.0. EntreSkills for Veterans is provided through the SBDC Veterans’ program and on the web at:

<http://veterans.nyssbdc.org>.

Global Opportunities for Business and Trade Development

Business in the global marketplace represents major growth opportunities for the New York State economy.

The NYS 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 ensure that business opportunities are available and optimized to SBDC clients interested in or active in international trade, despite the speed at which economic conditions change the marketplace.

The IBD provides business counseling to hundreds of new 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. Agreements signed by the NYS SBDC and Chinese economic development agencies, industrial and economic development zones, and local governmental agencies benefit interested firms by maximizing trade and business opportunities in a cost-effective way.

The NYS SBDC office in Beijing, under Chinese sponsorship, provides assistance to companies in entering and expanding their business and trade initiatives in the Chinese market. It facilitates matchmaking arrangements with local businesses, coordinates travel and business activities, and



Clipper Ship Tea Co. Farmingdale

While sailing aboard oil tankers in the United States Merchant Marines, Melissa Wawrzonek began planning for a career after she retired from the sea. She decided to translate her love of tea and passion for traveling into a business. To prepare herself, Melissa studied all she could about tea and visited tea producing countries such as India, Sri Lanka, Taiwan, China and Japan. She completed a 3-year certification course through the Specialty Tea Institute (STI), which certified her as a Tea Specialist and Tea Educator & Speaker. In 2010, with certifications in hand and start-up funds in the bank, Melissa retired from the Merchant Marines. During the summer of 2010, she consulted the Farmingdale SBDC for assistance in finalizing a business plan and leased a 1200 square foot retail space in Northport Village. Melissa and her family completed a restoration of the 110-year-old commercial space, with original tin ceilings and tin walls, a hotel concierge desk from the 1900’s, a 150 year old mahogany bar, and turn of the century fixtures. After three months of renovations and approximately \$100,000 in start-up expenses, the **Clipper Ship Tea Company** opened as a retail loose leaf tea shop. The Clipper Ship Tea Company specializes in all things tea and sells premium loose leaf tea, tea ware and tea accoutrements. The store also sells honey and tea infused chocolate. The storefront has been open for one year and is thriving in its downtown pedestrian village. Melissa is in the process of launching the online portion of her tea business and is planning to open more tea retail storefronts in the years to come.



EMC FinTech Jamestown

Eric Corey owns **EMC FinTech**, a company whose primary product is roll die tooling used by automotive OEM and aftermarket manufacturers to produce radiator fins. Eric had been employed for several years by a local manufacturer that served the specialty tooling market. Eric, along with a core group of engineers and machinists with a combined 100 years of industry experience wanted to continue to work in the industry and prevent their jobs from being exported to Europe. The major competitors in this highly specialized niche market are located in England. Eric consulted the Jamestown SBDC for help in sustaining and growing his newly formed company. They began with a feasibility analysis of various plant and equipment configurations and then developed a business plan and financing strategies. Ultimately, EMC FinTech began production with a limited array of equipment, contract labor, and outsourced some production work. Eventually he acquired a new state-of-the-art electrical discharge machine, additional production equipment, and most importantly, working capital. The total project of nearly \$600,000 was funded by the Chautauqua County Industrial Development Agency (CCIDA), Mitsubishi, owner equity, and trade credit, and resulted in the retention of 10 manufacturing jobs. The CCIDA's participation was critical because there was no bank willing to take a risk on the upstart company. "None of this would have been possible without the help of Beth Reed at the SBDC at JCC and her ability to work with the CCIDA," said Eric. EMC FinTech will easily exceed its year-one million-dollar sales goal.

supports investment by Chinese businesses in New York.

The IBD also successfully organizes and hosts business and trade development events with visiting Chinese business delegations throughout the state. These events bring the latest information and opportunities to NYS businesses interested in selling to the Chinese market or in attracting Chinese investment, and help local companies network with Chinese firms.

On September 20-21, 2011, the IBD successfully organized the US-China Business & Trade Development Conference in Niagara Falls. The event provided businesses with the latest information on opportunities for business and trade, promoted cooperation between businesses from both sides, and maximized trade and business opportunities through matchmaking meetings. The two-way presentations, group sessions by industry, and the panel discussions helped New York companies initiate or expand trade and business development in the Chinese markets, as well as attract Chinese investment in New York State. More than 250 participants representing various industries, economic developers, investors and government officials attended the very successful event.

With the IBD's coordination, the

NYS SBDC senior staff members were invited to attend the Win-Win Cooperation Summit meeting and the China Import & Export Fair briefing during the SBDC's fall mission to China. The NYS SBDC State Director delivered a speech at the event and participated in a press briefing. During the event, the SBDC senior staff had the honor of meeting with Mr. Zeng Peiyan, former Chinese Vice Premier, and Mme. Ma Xiuhong, Vice Minister of Commerce. They discussed and exchanged ideas on the import and export efforts of SMEs from the two countries. The SBDC senior staff also attended the China Import & Export Fair, one of the largest trade show events in the world. For the first time in its long history, the Fair included a United States Pavilion in its International Section, which will facilitate the entry of U.S. products into Chinese markets.

This year, the IBD organized and coordinated two business and trade events: the Shandong – New York Business & Trade Matchmaking event in Manhattan and the Shandong – New York Business Development Matchmaking Meeting in New Paltz. The NYS SBDC also served as a co-organizer for two conferences: the New Industries Opportunities – Jiangsu China-USA Trade & Business Summit in New York City, and The 4th

China (Dongying) International Petroleum and Petrochemical Equipment & Technology Exhibition in China. The NYS SBDC was the only co-organizer from the United States for the event, which attracted more than two thousand participants from all over the world. The NYS SBDC State Director spoke to the large crowd about small business development and the SBDC delivery network in New York State. Through the participation in these events, the NYS SBDC was able to enhance its visibility in the Chinese and international business community.

In 2011, the IBD successfully organized two business and trade missions to China. The missions promoted the SBDC service network and the individual businesses participating, and enhanced the program's relationship with Chinese foreign trade agencies and economic development. Through the active participation in the mission, the SBDC clients' trade and business initiatives were greatly facilitated to progress and success. The IBD also coordinated and received a number of government and business delegations from China. These visits promoted business and cooperative trade relations between the two sides. In addition, the IBD provided direct assistance to local businesses and economic development agencies to support initiatives to attract

Chinese companies interested in investing in New York State.

In accordance with the U.S. government's initiative to double exports in the coming five years, the IBD is assisting more small and medium-sized firms by helping them understand the business practices of the trade regions and countries; explore opportunities for their products; identify more markets; conduct international trade training; and participate in trade fairs and trade visits. In addition, the IBD is working to expand small business exporting into more regions.

For more information on the International Business Development, visit the SBDC website (www.nyssbdc.org) and click on the "International Business" button.

Saluting Veterans Who Own Businesses

The NYS SBDC remains committed to assisting and supporting veterans who own or want to own their own business. The NYS SBDC is one of 15 programs in the country selected by the U.S. Small Business Administration to participate in the Veterans Business Outreach Center program (VBOC) - an entrepreneurial assistance program directed at veterans and service-disabled veterans. VBOC



M.A.C. Tech Fabrication LaGuardia

Chester Gordon is the owner and President of **M.A.C. TECH Fabrication and Repairs Inc.**, a full service metal fabrication company with state of the art manufacturing capabilities that has been in operation since December 2006. The business manufactures metal products and provides maintenance and general services for the AirTrain and various industries that use metal fabrication. Chester encountered an obstacle when he wanted to purchase property to expand the business to create more jobs and to purchase equipment. The new equipment would enable the business to save more than \$250,000 on jobs that had to be contracted out to other companies. With the purchase of the property he would be able to house the machinery and do the jobs on site. Chester applied to several banks via a broker without success. SBDC Business Advisor Rosa Figueroa assisted Chester with the loan packaging process. Several banks declined to work with Chester because his company's revenue declined substantially from 2009 to 2010. However, subsequently he was introduced NYBDC and they financed the whole loan. Chester obtained an SBA 504 loan in the amount of \$720,000 and invested \$150,975 of his own funds to purchase and renovate the property at 146th Road in Jamaica. The expansion will save M.A.C. Fabrication \$250,000 annually in outsourced jobs and enabled Chester to create two new jobs. M.A.C. Fabrication values community development and is committed to employing residents from the neighborhood.



The Falcon Mid-Hudson

The Falcon is an intimate space where well-regarded musicians, including many Grammy Award nominees and winners, have found a “home away from home”. After many years of informally producing musical events in a concert hall built behind his private residence, Tony Falco formed Falcon Music & Art Production, Inc. and expanded his now legendary concert series. In 2005, Tony purchased a 19th century button factory in the hamlet of Marlboro, perched over the Marlboro Falls once used to power the factory. Mid-Hudson SBDC Business Advisor Myriam Bouchard helped Tony locate financing for the project with a \$440,000 bank loan from Sawyer Saving Bank, \$75,000 from Ulster County Development Corporation, and \$426,000 of owner equity. Since opening its doors in November 2009, the Falcon has supported more than a dozen art exhibits and over 300 performances with over 30,000 attendees. Customers can lounge on the deck and enjoy the glorious view and sounds of Marlboro Falls. Tony currently employs two chefs and various students from the Culinary Institute of America at his restaurant and on-site catering facility. “I am committed to the Falcon, as I see a need in our community for a quality artistic performance space,” said Tony, “It has been quite difficult in these tough economic times to start a music and art performance space and restaurant. I must thank the Mid-Hudson SBDC and the Ulster County Development Corporation for sharing my vision and lending a hand to this project when it was most needed.”

provides outreach in the form of targeted business training, counseling, mentoring for veterans (including service-disabled veterans). The focus on veterans who own or start their own businesses is particularly timely during this period of wide-spread military deployment and large numbers of troops being rotated home.

As part of New York’s VBOC program, special Veterans’ Business Outreach Centers were established in 1999 at the Farmingdale, Buffalo, and Albany Regional Centers, each with a dedicated Veterans’ Business Advisor. In 2010, the SBA once again selected the NYS SBDC as a continuing participant in the national program. Another SBA program, the Veterans’ Assistance and Services Program, provides a dedicated Veterans Business Advisor in the Brooklyn SBDC to conduct outreach and service delivery to the veterans population in New York City. This entrepreneurial assistance program enables the Advisor to conduct targeted outreach in an area that has a dense population of veterans, implement online counseling and distance learning technology, and coordinate resources to improve access for veterans.

The NYS SBDC held several Veterans’ Small Business

Resources Days in various regions throughout the state this year. Regional Centers hosting Veterans’ Resources Day events assemble experts from several agencies and organizations to enable one-stop shopping for veterans. Local veterans interested in starting a business or improving the performance of an existing business are invited to attend. Experts from local Chambers of Commerce, commercial lending institutions, ACCES-VR (formerly VESID), the SBA, the Veterans Administration, Rural Opportunities, and others talk directly to veterans about the climate for small business formation and growth in their area. They also help veterans outline strategies to achieve their small business goals. In a half a day, veteran entrepreneurs can acquire more helpful information than they could in six months of making phone calls to individual organizations and agencies. Increasingly, attendees include National Guardsmen and Reservists home from active duty in Iraq and Afghanistan.

During the last year, the NYS SBDC has increased participation by VBOC and SBDC Advisors in Transition Assistance Programs at military facilities for service members and women separating from the armed services. For example, the Watertown SBDC collaborates with the Army

Career Alumni Program (ACAP) 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. Many soldiers in transition hold the dream of starting their own business and the SBDC provides meaningful analysis of the soldier’s plans and specific guidance to make these plans a reality. SBDC Business Advisors use a variety of methods, including monthly job fairs, collaborative events with the ACAP, regular workshops, and direct one-to-one counseling.

The NYS SBDC understands that veterans interested in small business ownership need to know the basics. EntreSkills for Veterans, an online educational tool, teaches the basic concepts of business ownership. It takes veterans through the steps of developing a small business concept, ultimately enabling them to build a business plan suitable for financing. The curriculum is available on the web with a link from the veterans page on the NYS SBDC website, as well as a direct link that is featured on the NYS SBDC home page. EntreSkills for Veterans was designed specifically for veterans and active military personnel by SBDC Business Advisors who are veterans. It is available for all veterans, particularly those

unable to participate in more traditional educational and work environments.

VBOC is working with the New York State National Guard and Military Reserve Units to make small business owners who are deploying aware of the Military Reservists Economic Injury Disaster Loan (MEILE). Reservists, guardsmen and other members of the military who are small business owners face the question of whether their business can survive without their most valuable asset - themselves. Mobilization can be catastrophic to someone who is a small-business owner. The MREIDL can help to alleviate their concerns.

The New York VBOC, in partnership with the Small Business Administration, is prepared and committed to assist veterans in their entrepreneurial ventures into the next decade. Information about the VBOC program and training events can be found at:

www.nyvetbiz.com.

Empowering New Yorkers with Disabilities

The NYS SBDC assists approximately 500 self-identified disabled entrepreneurial individuals every year to start and grow small businesses. In an



La Boulangerie Mid-Manhattan

Francois J. Danielo, an immigrant from France, has shown that you can change your life if you are willing to work hard, plan meticulously, seek expert advice, and never give up. At 42, he courageously left a marketing job to open a French bakery, a long-held dream. At the Baruch College SBDC he met the team that would work with him for more than 15 months to develop a business plan and financial projections. Business Advisor Darshan Dedhia, his primary counselor, worked with Francois and the Queens Economic Development Corp’s Franklin Mora to help the client form an S Corp, deal with NYC agencies, and obtain permits and licenses. The client and advisor even visited possible sites for the bakery together. Although dealing with financial issues in a challenging economic climate took months and consultations with several lenders, the results were worth it. Bethex Federal Credit Union provided a substantial loan which, with the client’s equity, enabled him to open his business in July and create nine jobs. The business has been successful since its inception - one of the biggest initial problems was running out of baked goods too early in the day. **La Boulangerie** is now thriving and a real asset to the Forest Hills neighborhood. “A big thanks to Baruch College’s SBDC, and particularly Darshan Dedhia, who helped me locate additional resources,” said Francois. “The SBDC helped me formalize my business plan and they found a solid financing solution for my business.” The American immigrant dream is alive and well.



Herkimer Industries Mohawk Valley

Herkimer Industries started in 1973 as the for-profit vocational division of the Herkimer Area Resource Center. With a workforce of 125 people at two locations, Herkimer Industries fulfills government contracts that enable many of its disabled employees to maximize their potential and live enriched lives.

Government contracts for industrial sewing, assembly, packaging, labeling, fulfillment, and grounds maintenance are completed for customers such as the U.S. Air Force, New York State Police, an organic dairy company, a contractor that supplies protective glasses worn by troops in Afghanistan, and others. In January 2011, Herkimer's National Contracts Representative Suzanne Bakiewicz contacted Roxanne Mutchler at the Mohawk Valley SBDC's Procurement Assistance Center for assistance and information about defense supply centers and trade shows, Federal and State prisons, GSA properties, and teaming agreements. Suzanne and her colleagues also attended the SBDC matchmaker events in Watertown and Albany, and attended government conferences and workshops to establish relationships with potential government agencies and contractors. This year Herkimer Industries was granted two new government contracts worth \$3-5 million dollars – one to create and install two 14' by 33' LED American flag signs in NYC's Times Square for the Armed Forces Recruiting Center, and the other to label, package and warehouse spices for the Federal Bureau of Prisons. The second contract will provide employment for disabled employees for a very long time. Suzanne appreciates the assistance of the Procurement Assistance Center and said "Thank you for all of the valuable information you share!"

average year, these clients invest about \$1.5 million in their businesses. Since its inception, the SBDC program has assisted nearly 10,600 disabled individuals, approximately 40 percent of whom were referred by Adult Career and Continuing Education Services-Vocational Rehabilitation (ACCES-VR) - formerly VESID. ACCES-VR offers access to a full range of employment and independent living services that may be needed by persons with disabilities. Between 1984 and 2011, disabled individuals working with the NYS SBDC invested more than \$54 million in their businesses and created 2,085 jobs.

ACCES-VR is a NYS Department of Education program designed to return individuals with disabilities to the workforce, either working for someone else or through self-employment. ACCES-VR does this by making funds available, primarily for business-related equipment, to qualified individuals with disabilities. Funds are also provided for approved training programs that will likely contribute to the success of a self-employment venture. Once they qualify for ACCES-VR assistance, individuals are referred to an SBDC Business Advisor, who helps them develop a business plan to support a request for

ACCES-VR financing. These individuals work with SBDC advisors and ACCES-VR counselors until they are ready to launch their businesses. SBDC and ACCES-VR counselors follow up with individuals after they have been in business between 6 and 12 months. Self-employment grants from ACCES-VR range from \$5,000 to \$11,000 per individual. Between 1984 and 2011, ACCES-VR provided more than \$8.8 million in grants to SBDC clients to support their entrepreneurial activities. While these clients may not have a major impact on the economy, they do represent lives transformed by self-employment and self-sufficiency, and it's difficult to attach a dollar figure to that.

Supporting Latino and Immigrant Business Owners

The NYS SBDC's Organization of Latino Entrepreneurs (Olé) program was launched in November 2008 to provide targeted outreach to the Latino entrepreneurial community. Olé is dedicated to developing resources to support current or aspiring Latino entrepreneurs through one-on-one management assistance and educational programs. All services offered by Olé, along with printed materials,

are available in both English and Spanish. Olé supports the creation of small businesses and supports efficient business practices in the Latin American community. Olé's program goals are to promote the growth of Hispanic-owned small businesses, encourage and facilitate investment in Hispanic-owned small businesses, create jobs and generate growth in the Hispanic community, raise the profile of Hispanic business owners, and provide a forum to raise awareness of Hispanic business issues.

During fiscal year 2010-2011 the NYS SBDC served 1,139 Hispanic clients via one-on-one counseling and hosted more than 10 educational events in Spanish. The Rockland SBDC hosted the Olé annual conference celebrating Hispanic Heritage Month with the business forum "Celebrating Optimism and Opportunity". The forum included a Business Award ceremony in Harverstraw, NY. Jorge Silva Puras, Region II Administrator from the Small Business Administration (SBA), was the event's keynote speaker.

During the same period, Olé expanded to Long Island with The 'Hispanic Initiative' at the Stony Brook SBDC. The initiative is funded by federal, state and private banking sources to address the remarkable growth

of Hispanic owned businesses in the region.

Olé was honored by the State University of New York (SUNY) Recognition and Awards Committee with Research and Innovation Award in 2011, and was a finalist in the award of Excellence in Community Development sponsored by University Economic Development Association (UEDA) in 2010. The award recognizes a significant effort by a UEDA member in assisting organizations to develop stronger communities or enhance community economic development assets.

Visit Olé's bilingual page at the SBDC website for more information, including a list of Regional Centers with Business Advisors who speak Spanish at: www.olenegocios.org or www.olebusiness.org

Procurement Assistance

The NYS 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. The PAC supports Business Advisors around the state as they help clients understand the bidding



Partners Packaging Niagara

Partners Packaging, established in January 2010 by Robert Cefalu Jr. and Andrew S. Kurcsics, is a full-service industrial packaging supplier that provides stretch film, packaging peanuts, bubble wrap, carton sealing tape, and corrugated boxes to more than 100 customers throughout Western New York. Through their collective efforts, the company quickly grew out of its first location and moved into a larger facility in North Tonawanda. With help from SBDC Business Advisor Dinene Zaleski, a formal business plan was developed and significant funding was provided by M&T Bank with an SBA guarantee. Partners Packaging's product line was expanded with the funding and now includes basic wood products such as pallets, export crates, specialty pallets, blocking and bracing material. The company is growing through a simple strategy, marketing the company as a partnership with customers, employees, and vendors. Partners Packaging entered 2011 with seven employees, a new wood shop, an expanded warehouse and a projected 30% growth rate. In fact, 2011 brought a 40% growth rate, many new customers, delighted current customers, and employees happy to be part of the company's future. "It was a pleasure working with Dinene and the SBDC on the development and implementation of our business plan," said Robert. "The knowledge displayed, especially on the financials, was exceptional. Together we developed a business plan that helped us successfully navigate through our first two years of operation. Both Andy and I are looking forward to working with Dinene and the SBDC to help plan our expansion for 2012."



Message from The State University of New York

As the largest comprehensive public university system in the country—with a network of 64 campuses that puts higher education within reach of every New Yorker—The State University of New York has the unprecedented power to drive the revitalization of New York’s economy and shape the future of our state. But to do this, it is imperative that SUNY collaborate with New York’s business community and economic development initiatives. In 2011, Governor Cuomo facilitated this collaboration through the establishment of Regional Economic Development Councils (REDC) and his invitation to SUNY to take an active leadership role on each of the ten councils. Also this year, the Governor, with strong legislative support, enacted NYSUNY 2020 to empower SUNY university centers to respond to state needs and become a leading driver of the state’s economic recovery.

SUNY 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. Our strategic plan, The Power of SUNY, prioritizes our vast system’s potential to spur economic growth, nurturing SUNY’s unmatched ability to create jobs, discover new technologies, and conduct ground-breaking research—all the while infusing our communities with a vibrancy that contributes to a better quality of life.

SUNY’s Small Business Development Center (SBDC), in cooperation with the U.S. Small Business Administration, serves small-business owners who build and grow enterprises that foster a thriving business environment. Along with our partnering campuses at CUNY and private institutions, we collectively assist New Yorkers in fulfilling their entrepreneurial dreams and guide them through the challenges of today’s business climate. SUNY and the SBDC are working together to support the plans developed by the REDC and to facilitate their implementation—a logical step considering their partnership in the business development process. This partnership recognizes the priority of small business and entrepreneurship in each of the Regional Plans.

Business owners confront challenges like global competition, expansion, access to capital, technology implementation, marketing, and myriad other issues. The SBDC provides invaluable pro-bono and confidential advice from experienced business advisors, augmented by the input of our faculty and students. The SBDC helps create a nurturing entrepreneurial environment that develops innovations for the marketplace. Many of these businesses will be the foundation upon which the future economy will be based.

Governor Cuomo has said that an investment in SUNY is an investment in the future of New York. We recognize that businesses need college graduates who are good communicators and creative problem solvers and who are smart, well-educated, and professionally skilled—SUNY will meet that challenge. Together, SUNY and the SBDC use their expertise to leverage the ingenuity and innovation of entrepreneurs and small-business owners to create jobs and revitalize communities. Our pledge is to continue this partnership and play an integral role in helping New York build a bright and promising future.

Sincerely,

Nancy L. Zimpher
Chancellor



Message from The City University of New York

New York State faces many challenges, including the need to create jobs and put people back to work while rebuilding the state economy. In 2011, The Governor’s regional economic development councils began answering that challenge. To continue the progress made, we need a coordinated effort among government, business and higher education. Government can take the lead by creating a climate conducive to attracting private investment, while working with lenders to make access to capital more predictable, and creating incentives for colleges and universities to develop targeted programs. The partnership among government, the financial sector, the SBDC’s and universities is a key to developing the combination of job creation and job retraining that New York City urgently needs.

CUNY is deeply committed to its historic mission of serving New Yorkers and helping them to advance personally and professionally—especially as we rebuild the economy in New York City and New York State. For more than 160 years, the City University of New York, the nation’s largest public urban university, has served as a center of opportunity for New Yorkers. CUNY, through its 23 colleges and professional schools in New York City, honors the essential promise of public higher education, providing access to the world of ideas and opportunities for advancement.

As CUNY reaches out to the citizens of New York, we continue to rely on its partnership with the Small Business Development Center to help the city’s best minds—with their boldness and their swagger—to plant their creative ideas here. New York City’s 220,000 small businesses employ half of the city’s private-sector workforce - 1.5 million people. We need to continue to find new ways to increase the research, economic improvement and workforce development efforts that lead to new industries and the educated workers that sustain them.

For 27 years, the SBDC has been a catalyst for economic development in the new York City that symbolizes initiative, entrepreneurship and innovation. Six CUNY campuses, strategically located throughout the five boroughs, host SBDC regional offices. At these centers, individuals can participate in professional, confidential, pro-bono counseling sessions focused on starting an enterprise or improving and expanding the profitability of an existing business. The SBDC offers low-cost seminars in business-related subjects, many in conjunction with leading CUNY faculty members.

There is much that New York can do to regain and maintain its preeminence in the country and the world. Together CUNY, the State, and the SBDC are working together to help the best minds develop ideas and practice creative entrepreneurship to grow the State economy. The SBDC is a valued partner in this effort; I look forward to continuing our collaboration in revitalizing our economy.

Sincerely,

Matthew Goldstein
Chancellor



Essex Box and Pallet North Country

Essex Box and Pallet manufactures hardwood pallets and hardwood storage bins. The company has a strong clientele and strong revenues. However, the recent downturn in the economy impacted the business, resulting in a downturn in sales over the past two years. Owner Michael Lemza began working with Business Advisor Rick Leibowitz from the North Country SBDC in December 2008, with the idea that his company could expand operations to include pellet manufacturing to provide another more stable revenue line. Michael's research on the efficiency of wood pellets supported his assumption that renewable sources are more stable in price than other fuel sources. One of the most appealing aspects of the business expansion was that the majority of the raw materials for the pellets would come from sawdust, a byproduct of pallet production. The SBDC provided assistance in assessing feasibility, putting together financial forecasts and in developing the USDA REAP grant application. The business plan was revised a number of times to address different financing scenarios and market conditions. Michael received a USDA grant of \$225,000, a \$225,000 loan from the Essex County IDA, and a \$450,000 loan from Champlain National Bank. Equipment was installed in late summer and into the fall, and the first pellets bagged in October 2011. "This project simply would not have happened without the assistance of the SBDC," said Michael. "Very small rural businesses simply don't have the resources needed to navigate the bureaucratic difficulties in order to grow and expand. We can't thank the SBDC enough."

process, including federal and state regulations; market to government agencies; prepare documentation and interpret regulations referenced in bids, proposals and contracts; analyze and respond to an invitation for bid (IFB) or request for proposal (RFP); and win and fulfill contracts profitably. The PAC's toll free phone number (877-789-BIDS) makes it easy for Business Advisors at Regional Centers throughout the state to access procurement expertise to help their clients address the myriad issues inherent in doing business with government agencies. This is part of an ongoing effort to enrich and broaden the procurement knowledge of SBDC Advisors in NYS.

In the past year the Mohawk Valley SBDC has developed a proprietary government contract bid-matching service called **Bidlinx™**. With this service, which is free to SBDC clients, businesses can access government bid opportunities that are tailored to their products and services through a sophisticated matching algorithm. The service accesses state, federal, local and even foreign procurements. The resource pool includes federal government agencies, the military, state agencies and authorities, and county and local governments.

In 2010, the Federal government

awarded \$98 billion in contracts exclusively to small businesses, the largest single-year increase in more than five years. Finding appropriate bid opportunities is one of the key hurdles to government contracting. With over 87,000 agencies at the federal, state, county, and local levels, it's overwhelming for an individual to monitor all of them. The **Bidlinx** service can save a small business owner many hours of research by delivering bid notices based on very specific criteria related to the firm's capabilities. With more than 2,000 sources monitored daily, including more than 140 in New York State, **Bidlinx** will open new doors to government contracting opportunities for SBDC clients.

This past year, Procurement Assistance Advisors were identified at all SBDC Regional Centers. Trained Advisors at each Regional Center are available to assist local small businesses in navigating the often-complex process of doing business with federal, state, and local government agencies.

Improving Profitability through Energy Efficiency

Efficient use of energy resources has a significant impact on small business profitability. The goal of the NYS SBDC energy savings

program is to assist small business owners improve their business' energy efficiency, as well as their bottom line. The program is available to all small and medium-sized businesses with usage of less than 100kW, which is approximately \$75,000 in annual electric bills.

The NYS SBDC launched its energy program in 2009 with two partners - the New York State Energy Research and Development Authority (NYSERDA) and the New York Business Development Corporation (NYBDC). During the course of the first year of the program, SBDC recruited National Grid, the Long Island Power Authority (LIPA), and Central Hudson and Gas to join the program. In 2010 Consolidated Edison became a partner, enabling the SBDC Energy Program full exposure in the downstate areas. As utility companies in NYS have recognized the benefits of the energy savings program, they have become eager to participate.

During 2011, the SBDC and its partners hosted 15 public workshops throughout the state to promote the initiative and reach the owners of small businesses with substantial energy usage. The Energy Advisor in Western NY began hosting webinar training events for other Regional Centers across New York State.

As public awareness of the program grew, so did the number of requests for energy audits.

Each utility's audit or review process is a little different, but in each case a power engineer reviews the business' energy operational systems, and then provides an audit or survey report. SBDC Business Advisors actively participate in the audit process by reviewing recommended improvements and efficiencies with the business owner, and projecting the bottom line impact of implementing the efficiencies. If the owner wants to proceed with implementation, the Advisor discusses financing options with him or her and helps the owner prepare a loan package for the business to optimize attainment of financing.

In the final quarter of 2011, 16 small businesses had received an energy audit, and most are in the process of implementing at least some of the efficiencies recommended by their local utility.

Visit the NYS SBDC website for more information about the energy savings program: www.nyssbdc.org/services/energy/energy.html.



Ephesus Technologies Onondaga

Ephesus Technologies is a Syracuse-based company that creates innovative high-tech products and applications using nanotechnology. The company was formed by President and CEO Joseph Casper and Vice President-General Manager Brian Abbe. Joseph and Brian approached the Onondaga SBDC to investigate opportunities in Central New York and participated in a three-day "Fast Track to Business Start Up" class taught by SBDC Business Advisor Tom Moore. Tom helped them revise their business plan, and the company has made huge strides over the past 14 months. The Ephesus Team has developed high performance wind turbines and achieved unprecedented advances in LED technology. The company's next generation LED lights are 40% brighter than premium LEDs on the market, while consuming 20% less power and producing 50% less heat. Ephesus plans to continue to research, plan, and manufacture advanced products in Central New York, and has an advantage moving into new product design because it utilizes existing patents. Ephesus has established the CNY Applied Nano Research Foundation for nanotechnology education and technical skills training, and is developing a nanotechnology curriculum at Onondaga Community College. The company is currently located at the Syracuse Technology Garden and has broken ground on what will become its new headquarters for research and manufacturing in Clay. Investment is currently at \$2.5 million with 12 employees, and Ephesus is growing quickly to become a leading designer and manufacturer of industrial LED lighting. The company projects that in the near future it will add 147 new skilled jobs.



G&S Broadwell Oswego

Oswego entrepreneur George “Buddy” Broadwell, the owner of Broadwell Development, the Best Western Captain’s Quarters, the Quality Inn, and Bayshore Grove, has begun construction on a new conference center in the city of Oswego. With his expertise in the field of hospitality, George is more than qualified to head this exciting new project that promises not only to stimulate the economy but also offers a beautiful new facility with 18 new guest rooms, a full restaurant, an outdoor deck, and a 500 capacity conference room with several breakout rooms. Oswego SBDC Senior Business Advisor Lawrence Perras assisted **G&S Broadwell** in acquiring \$6.1 million dollar funding by formulating the financial projections and reviewing and revising the business plan. The financial projections and business plan helped G&S Broadwell obtain financing and enabled this project to flourish. May 2012 marks the anticipated completion date of this project, which will create 60 jobs. The conference center will be linked to regional attractions, which will enable companies to partner with the management of the new facility. Through the affiliation, guests will be able to explore drift boating, lake and fly-fishing, and top-notch golf courses. There are also winter time attractions such as snowmobile tours, cross country skiing, and ice fishing, all of which will bring business to the area of Oswego and support the local economy. George’s vision doesn’t end there - he plans to continue working with the Oswego SBDC in the future to make more dreams a reality.

Our Website - www.nyssbdc.org

With nearly 132,000 visitors in 2011, the NYS SBDC website is open for business, twenty four hours a day. Any day of the year, visitors to the site can make an appointment for counseling, or ask a question online. They can also learn about the specialty services offered by the SBDC, view upcoming training events, read stories of successful SBDC clients, or find the Regional Center nearest them.

The NYS SBDC website content changes every day. Feeds from social media tools like Facebook and Twitter, recent news articles about the SBDC and its clients, and data showing clients served and jobs created are continuously updated and displayed.

Website content focuses on resources and tools to educate New York’s entrepreneurs. Helpful business planning guides, like “Government Procurement Opportunities for Your Small Business,” enable visitors to download small business guidance in PDF form. Online videos provide practical content on government procurement, marketing and lending issues, and the state of the small business economy. Brochures, on topics ranging from **Bidlinx** to energy savings, inform visitors about NYS SBDC programs.

The NYS SBDC social media reach continues to expand. As of January 2011 we have 951 “fans” of our SBDC Facebook page. This page enables us to post news items, photos and links to articles, and enables our fans to make comments and pose questions. It also provides an additional web presence for the SBDC, as it can be found through search engines, and contributes to the flow of traffic to the main SBDC website. With 1,335 followers, Twitter, the micro-blogging social networking tool, also remains an active social media outlet for the SBDC. Staff members from across the state participate by adding their events or news events, and these posts appear to our followers and on the SBDC home page.

A Web-Based Management Tracking System

One of the keys to success for the SBDC has been an electronic management tracking system, called WebMQS (Web-based Management Quality System). WebMQS enables SBDC staff in 24 Regional Centers to manage client relationships and capture information about every aspect of those relationships, including the services provided to them and the outcomes of the assistance. This statewide service manager allows the SBDC to anticipate changes and trends in the New York State

small business community, issue accurate and detailed periodic reports on progress and services rendered, and ensure that individual clients receive the highest-quality business counseling, training, and research. WebMQS maintains the records of more than 341,000 New York businesses and entrepreneurs that have been served by the NYS SBDC.

WebMQS enables SBDC staff at Regional Centers and the Central Office to enter data and review counseling and training activity in a real-time environment via a secure website. The system gives an up-to-the-minute view of the entire NYS SBDC network, expediting assessment of services, and permitting a highly accurate analysis of demographics and economic trends across the state.

Atmosphere of Excellence

For more than a quarter century, the NYS SBDC has been an outstanding provider of small business management and technical assistance, and the program’s excellence has been noted by a range of agencies and associations. Beginning in 1997 with the Governor’s Award for Small Business Not-for-Profit Organization of the Year, the program has received numerous awards for excellent service,

targeted outreach, disaster recovery efforts, business education, and advocacy on behalf of small business.

The awards were earned in large part because of the atmosphere of excellence created and sustained by high quality SBDC business professionals that devote significant time and expertise to counseling and training small business owners and entrepreneurs in New York State. The commitment to small business resonates throughout the program, extending to the Advisory Board members, who are intensely interested in helping the small business communities in their areas grow stronger. A number of our Business Advisors and Advisory Board members have been recognized by the U.S. Small Business Administration with “Small Business Advocate” awards.

This atmosphere of excellence also dramatically impacts the small business owners assisted by the program, many of which have been recognized for their contributions and commitment to their local communities and fellow small business owners.



Uncorked! Pace

Paul Common, wine enthusiast and former equity analyst at a major Wall Street bank, is opening an upscale wine shop at which customers may sample a wide range of wines before making their purchase. His concept is unique in that it eliminates the guesswork and possible disappointment frequently involved when buying wine based just on the label. While many Manhattan wine shops offer periodic tastings of a handful of different wines, **Uncorked!** provides about 40 constantly changing selections available for tasting all day, every day. Paul first learned about the Pace University SBDC online, and then visited the Center for a seminar and several meetings with Advisors to brainstorm the business concept and learn more about financing options. Business Advisor Pratibha Rajbhandari and Director Ira Davidson helped Paul refine his business plan, determine the appropriate capitalization, and review financial projections. Total startup costs came to \$400,000: \$200k in equity and \$200k in debt. Paul raised the equity from a combination of savings and family. The SBDC introduced him to the New York Business Development Corporation, from which he received a commitment for an SBA 7(a) loan for \$200,000. “My business would have never gotten off the ground if not for the SBDC,” said Paul. “From the introductory seminar on the ABC’s of starting a small business to the attention I received from their advisors, the SBDC was instrumental in building a thorough business plan, finding a lender, and making my dream a reality.” The business will be located in the heart of Greenwich Village in Manhattan.



Mun Locksmith Queens

Abde Ali worked for his brother as a licensed locksmith for more than 10 years before decided to start his own business. In November 2010, Mr. Ali consulted Business Advisor Brian Yeung at the York College SBDC for assistance in developing a business plan and securing financing to start a locksmith business. They discussed the key characteristics of the different business entities, business certification, tax ID numbers, insurance, and licensing and permits. Abde registered his NYS Corporation in February 2011, officially launching **Mun Locksmith Inc.** Brian and Abde determined that the total costs involved in starting the business would be about \$30,000. Abde was interested in obtaining a loan to supplement his contribution to pay for renovations, equipment and working capital. He decided to apply for an SBA Community Express Loan through Borrego Springs Bank. In April 2011, a \$25,000 loan was approved, the maximum for a start-up loan. In addition, Abde invested \$5,000 of his own funds into the business. The funding enabled him to retain one job and create a second one at his new company. Abde will continue to work with the SBDC on other aspects of the business such as accounting, computing, and bookkeeping.

National and Regional Awards

US Small Business Administration Awards

2010 SBDC Service Center Excellence and Innovation Award
(for the innovative way it champions small businesses while providing programs and services for entrepreneurs)
Watertown SBDC

2009 SBDC Service Center Excellence and Innovation Award
Albany SBDC - National Finalist

2008 Veteran Small Business Champion
Patrick MacKrell, President and CEO
NYBDC, Albany
SBDC Advisory Board

2003 National Phoenix Award
Outstanding Contributions to Disaster Recovery by a Public Official
Jim King, State Director
NYS SBDC

Vision 2000 - Model of Excellence 1999
KidBiz, Buffalo SBDC

Vision 2000 - Model of Excellence 1998
Native American Initiative, Jamestown SBDC

New York State Awards

2006 Small Business Advocate of the Year
Ray Nowicki, *SBDC Advisory Board*

2005 Notable Document Award
NYS SBDC Research Network - What's Your Signage?

2003 Governor's Award - Small Business Organization of the Year (non-profit)
NYS SBDC - World Trade Center Small Business Recovery Loan Fund

2002 Small Business Advocate of the Year
Loretta Kaminsky, *SBDC Advisory Board*

1997 Governor's Award - Small Business Organization of the Year (non-profit)
NYS SBDC

Other Awards

2011 Friend of Sunset Park Award from the Sunset Park (Brooklyn) Business Improvement District
(for helping small businesses in the community)
Brooklyn SBDC

2010 Partnership Award from Ulster County Chamber of Commerce
(for 25 years of service to the small business community)
Mid-Hudson SBDC

2010 Economic Development Award from Bronx Overall Economic Development Corporation (BOEDC)
(for helping to drive economic success in the borough)
Bronx SBDC

2010 Award of Excellence in Community Development from the University Economic Development Association
(for work in developing stronger communities)
Organization of Latino Entrepreneurs (Olé) Program - National Finalist

2009 Trade Partner of the Year from Tech Valley Global Business Network
(for active participation in the international trade arena)
NYS SBDC International Business Development Program

2008 NYBDC Community Partner of the Year
(For close working partnership in delivering assistance to small businesses)
NYS SBDC

2007 US Department of Commerce Export Appreciation Award
(For work to support export development)
LaGuardia SBDC

2003 BTANYS Friend of Business Education Award
Office of Entrepreneurial Education, EntreSkills™



The **Olé Program** was recognized for its impact on community development as part of the NY Academy of Science's salute to SUNY's research and innovative activities in 2011. (L to R) **Ellis Rubenstein**, President and CEO, NY Academy of Sciences; **Catalina Castano**, Brooklyn SBDC Director and Ole Program Director; **Nancy Zimpher**, SUNY Chancellor; **Jim King**, SBDC State Director



Nordstrom Contracting Rockland

Oscar Nordstrom, a service disabled Veteran, founded **Nordstrom Contracting & Consulting, Corp (NCC)** in 2004 as a family-owned and operated small business. Since its inception NCC has grown consistently every year, providing a variety of construction and renovation work for Federal Agencies, including electrical, mechanical, plumbing, interior fit-outs and finish trades. Since 2004, NCC has performed projects totaling more than \$10 million and is especially proud that all projects have been completed on or before required completion and within original budget! Oscar and his family have more than 100 years of combined experience in construction and planning from high-rise office buildings in New York to custom single family homes in South Carolina. With project experience in the public and private sectors, NCC's company resume includes virtually every major contracting discipline from design to project management to implementation. Even with his extensive experience, CUNY education and military training, Oscar sought the assistance of the Rockland SBDC to help plan the growth and financing of his new business. "An expert knows when to get an expert," said Oscar of his decision to work with Business Advisors Chris Thiesing and Adi Israeli of the Rockland SBDC. Chris and Adi worked with Oscar to fund growth with more than \$700,000 in SBA guaranteed financing; assess and review procurement and contracting opportunities resulting in more than \$2,000,000 of Federal contracts; provide financial planning assistance to manage and project cash needs supporting rapid growth; and assist with identifying supportive programs.



APB Security Systems Staten Island

Steve Coppola started his alarm business in July 1977, after working for the NYPD and as a deputy sheriff in Florida. Working with his father as a young man created in Steve a strong feeling for the importance of a family working together. It was Steve's goal to create an atmosphere in which he could work side by side with his family. The Coppola family conglomerate that Steve leads includes **APB Security Systems**; Statewide Fire Alarm Corp., a UL-approved central station monitoring facility owned and managed by his daughter Pamela; and Statewide Monitoring, which is owned and managed by his son Steven. The companies, which have changed and grown significantly since inception, are leaders in the alarm and safety industry despite continuously changing technology, and continue to grow through the acquisition of competitors. More than 70% of the employees acquired through acquisition have chosen to stay on, an indication of the type of organization the family operates. Collectively they have 35 employees. The Coppola family is committed to giving back to the community, by volunteering and financially supporting such groups as the Boy Scouts of America, Meals on Wheels, the Alzheimer's Association, to name a few. Recently, the Coppolas have embarked on a project to expand their facilities, which are co-located. In a time when other small businesses are downsizing, they are expanding. They are currently working with the Staten Island SBDC to prepare an application for a \$500,000 504 or 7A loan to finance the expansion. Steve, who has been an SBDC client for several years, is an active member of the SBDC Executive Roundtable.

PROFESSIONAL BUSINESS ADVISORS

Every SBDC Business Advisor is dedicated to assisting existing or aspiring business owners. The Business Advisors are professionals well-versed in the latest financial and management tools available to small businesses. Most have small business experience and many have advanced business degrees.

SBDC Business Advisors provide a range of services, from business plan development to assistance with issues such as compliance with regulations or protecting an entrepreneur's creative work. They can help identify options that best suit the client's needs and analyze factors in decision-making to ensure that the client arrives at the best decisions. If the Business Advisor recommends that the client retain legal, accounting or business insurance assistance – and almost every business requires these resources – a list of professionals is provided along with criteria to support an informed selection. It is always the client that makes the final decisions for his or her business.

SBDC Business Advisors undergo a rigorous professional development and certification process to continually improve their expertise and sharpen their skills. An ambitious Advisor Certification program was enhanced in 2004 by the implementation of a path to advanced certification. The advanced program requires at least five years of additional training and experience, active participation in statewide program initiatives, and leadership in the local community organizations. Since 2004, 18 Business Advisors have attained Advanced Certification with in-depth expertise in specialties such as procurement, international trade, technology, veterans' business assistance, women's business assistance, and youth entrepreneurship.



2011 Advanced Certification – Three staff members were recognized for achieving Advanced Certification: (from left) **Lucille Wesnofske**, Professional Development Committee Chair, (Farmingdale); **Jim Soufleris**, Business Advisor (Brockport); **Jinshui Zhang**, International Business Development Director (Central); **Walter Reid**, Business Advisor (Farmingdale)

ADVISOR OF THE YEAR

At the Annual Staff Training event in May, the SBDC recognized five outstanding Business Advisors 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. **William Grieshofer** (Buffalo) received the top honor in 2011 - *Advisor of the Year*. Rounding out the top five advisors for the year: **Myriam Bouchard** (Mid-Hudson), **Kate Baker** (Albany), **Walter Reid** (Farmingdale), and **Sam Kandel** (Mid-Hudson).

In addition, two other individuals received special awards at the annual awards dinner. **Sarah O'Connell**, Business Advisor from the Watertown SBDC, received the *Lead by Example* award, given to individuals who provide outstanding service in special projects, publications development, mentoring, and other activities beyond routine counseling and training. **Natalie Peterson**, Office Manager from the Jamestown SBDC, received the *Above and Beyond* award, which is presented to clerical staff for outstanding performance in support of their center.

Jerry Kobre, Business Advisor at the Rockland SBDC, was presented with the *2011 Star Performer Award* by the Association of Small Business Development Centers at their annual conference in San Diego. In his 10 years with the SBDC, Jerry has counseled more than 1,000 small business owners and entrepreneurs. These individuals have invested more than \$276 million in their businesses and created or saved nearly 2,000 jobs. All of these award winners are examples of the dedication and expertise of the SBDC's extraordinary cadre of Business Advisors.



Top NYS SBDC Advisors for 2011 – (from left) **Sam Kandel** (Mid-Hudson), **Kate Baker** (Albany), **William Grieshofer** – *Advisor of the Year* (Buffalo), **Myriam Bouchard** (Mid-Hudson), **Walter Reid** (Farmingdale)



My Laundry Station Stony Brook

C. Michael Viviano and his son Michael started with two, 24-hour laundromats in Suffolk County. Typically, the late night hours were very slow, and therefore the Laundromats were not profitable. To optimize the value of the slow hours, the Vivianos created a new way for people to get their laundry washed, dried and folded without ever having to go to a laundromat. The concept is to place **My Laundry Station** (MLS) kiosks at strategic locations where at least 200 people gather day after day, such as a college campus, a corporate headquarters, commercial building complexes, residential complexes, and other locales where people would benefit from this unique service. "Leave your dirty clothes for the pros" is the company theme. Mike Viviano consulted Associate Director Gloria Glowacki at the Stony Brook SBDC, who helped him arrange for Stony Brook University to be a beta-test site. Kiosks were placed in residency hall, so students, faculty, and staff could drop off their dirty laundry and use a simple touch-screen to enter requests, such as bleach or softener. The laundry is placed in a secure locker adjacent to the kiosk. All laundry is processed overnight – all laundry left before 8 pm is ready for pick up at 8 am the next morning. The Vivianos hope to place MLS kiosks in county office buildings, Newsday office buildings, and selected Long Island Railroad stations. The MLS laundry kiosk service has become so popular that the Vivianos are planning to expand into dry cleaning services. At this rate, it won't be long before My Laundry Station Services is really cleaning up!



Kids Corner Watertown

Shannon Sauer is a wife and mother, and also is an experienced social worker and teacher with a Masters' degree in Education and a Special Education degree. She is also the owner of **Kid's Corner Children's Center**. Shannon found there was a real need for childcare before and after the usual preschool activities and decided to open a fully licensed day care center. She completed her business plan with the help of Business Advisor Ann Durant at the Watertown SBDC's Lowville Outreach Center. She and her husband Scott found a great location at a former inn in the small rural village of Beaver Falls, attractive because of its large open rooms, many exit doors, several bathrooms and large front porch. The Sauers leveraged \$66,218.48 in cash and equity to obtain a \$200,000 building mortgage to complete the purchase and the renovations. Kids Corner Children's Center, which welcomed its first preschool class in September 2010, can serve up to 45 children from 18 months to 12 years of age. All preschool classrooms are staffed by certified teachers or early childhood specialists. The center's professional therapists provide free developmental screenings and can accommodate children with special needs. Kids Corner employs the owner/director and six part-time employees. It's the first licensed day care center in the community and now has a part-time and full-time enrollment of 37 children. Kids Corner's mission is to provide safe, high quality childcare and preschool services in a warm, caring, nurturing environment to meet the child's individual needs in a place "where all kids shine."

2011 Entrepreneurs of the Year

The Canton and North Country SBDC's co-hosted the 2011 NYS SBDC Staff Training and Professional Development Conference, which was held at the Crowne Plaza Hotel in Lake Placid. At the client awards banquet, the brightest entrepreneurs of the year were honored. The 2011 "Entrepreneurs of the Year" are pictured here. For more information about these entrepreneurs and their businesses, visit www.nyssbdc.org.



Female Entrepreneur of the Year

**Lisa Reed
Lori Wells**
Cafe Mira

Watertown SBDC

Green Business of the Year

**Mario Garofalo
V. Garofalo Carting**

Stony Brook SBDC



Exporter of the Year

**Brian Lee
Ralph Erenzo**
Tuthilltown Spirits

Mid-Hudson SBDC



Growth Business of the Year

Elizabeth "Zilly" Rosen
Zillycakes

Buffalo SBDC



Manufacturer of the Year

Tony O'Geen
Tony's Canvas and Leather

Canton SBDC



Minority Entrepreneur of the Year

Dr. Fidel Briones
Healthy Pets Veterinary Services

Brooklyn SBDC



Technology Entrepreneur of the Year

Lauren Payne and Robert Clancy
Spiral Design

Albany SBDC



Veteran Entrepreneur of the Year

John Rainey
ERRA Surgical Supplies

Rockland SBDC



Phoenix Award

Robert and Danielle Rosenberg
Moolala

Farmingdale SBDC

NYS SBDC Hall of Fame Members

Adirondack Champlain Guide Service (Plattsburgh) - 2004
All Bright Electric (West Nyack) - 2004
Alteri Bakery, Inc. (Watertown) - 2004
American Rock Salt (Retsof) - 2004
Audubon Machinery Corporation (North Tonawanda) - 2007
Candlelight Cabinetry, Inc. (Lockport) - 2004
Cedar Knoll Log Homes, Inc. (Plattsburgh) - 2008
Chautauqua Woods (Dunkirk) - 2004
Designer Glass, Inc. (Queens) - 2004
Donut Connection (Jamestown) - 2004
Flight 9 Group, Inc. (New City) - 2004
Foro Marble Company (Brooklyn) - 2004
Gooding Company, Inc. (Lockport) 2007
Hartgen Archeological Associates, Inc. (Rensselaer) - 2004
La Palapa (Manhattan) - 2004
Laurel Ave Café Corp. (Binghamton) - 2004
Les Enfants Montessori School (Astoria, Queens) - 2004
License Monitor (New City) - 2006
Life Style Street Gear (Buffalo) - 2004
Lou-retta's Custom Chocolates (Buffalo) - 2004
Matrix Imaging Solutions (Sanborn) 2005
Mid-Hudson Communications Inc. (Pine Bush) - 2004
Multi-Media Services (Corning) - 2004
Neil's Archery (Endicott) 2008
Never Alone, Inc. (Hurley) - 2004
Otis Products, Inc. (Lyons Falls) - 2004
Potsdam Agway (Potsdam) - 2004
Pro-Mold, Inc. (Rochester) - 2004
Relax on Cloud Nine (Staten Island) - 2005
Rose's Funeral Home, Inc. (North Bayshore) - 2004
Route 11 Truck and Equipment Sales (Canton) - 2004
Salem Organic Soils (Staatsburg) - 2004
Shining Stars Daycare (Manlius) - 2007
Sullivan County First Recycling & Refuse, Inc. (Woodbourne) - 2004
Swigonski Management Group (Sherrill) - 2004
TarJac (Waterloo) - 2004
Total Electric Distributors (Staten Island) - 2004
Tutor Time (Medford) - 2004
United Biochemicals (Sanborn) - 2008
Ursula of Switzerland (Waterford) - 2004
W.L. Concepts and Production (Uniondale) - 2004

SBDC ADVISORY BOARD

The NYS 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 2011, Advisory Board members attended the annual Staff Training event and met with SBDC Business Advisors. The Business Advisors provided valuable feedback for the program's leadership. The SBDC appreciates the board's tremendous contributions to the program.

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A team from the NYS SBDC visited with members of the New York congressional delegation in Washington, DC in March. (From left) **Catalina Castano**, Brooklyn-City Tech SBDC Director; Congressman **Edolphus Towns**, NY-10; **Clarence Stanley**, Bronx SBDC Director.



Lt. Governor Robert Duffy (middle) attended the USA-Jiangsu China Trade & Business Summit co-organized by NYS SBDC, and met with SBDC executives **Brian Goldstein** (left), Director of Operations, and **Jinshui Zhang** (right), Director of International Business Development.



The 2011 ASBDC State Star awards were presented at the ASBDC Conference in San Diego, CA. (From left) **Charles Rowe**, President & CEO, ASBDC; **Annie Powell**, Director, Constant Contact; **Jerry Kobre** - NY 2011 State Star, Rockland SBDC; **Tom Morley**, Rockland SBDC Director; **Jim King**, NYS SBDC State Director; **Michael Chodos**, Associate Deputy Administrator, U.S. SBA



Jamestown SBDC Director **Irene Dobies** (left) and Maryland SBDC Associate Director **Lora Brown** (right) conferred during the ASBDC Accreditation Review. The NYS SBDC will be re-accredited without conditions.



U.S. SBA Administrator **Karen Mills** (left) flew to Buffalo in April to visit a small business involved in "clean energy" manufacturing. While in the area, the Administrator met with several SBDC center directors, including Buffalo Director **Susan McCartney** (right).



SBDC State Director **Jim King** was a keynote speaker at the 4th China International Petroleum and Petrochemical Equipment & Technology Exhibition, which was attended by more than 2000 participants from around the world.



During a Business & Trade Mission to Shandong, SBDC client **Thomas Kryzak** (3rd from left, first row) of Air & Earth Environmental Technology, joined with Chinese partner **Ma Liantao** (2nd from left) of Hengyuan Waste Utilizing Technology Development to work on a faster, more efficient way to complete sediment remediation projects in China by using A & E's improved technology.



Congresswoman **Nita Lowey** (front) joined Rockland SBDC client **Daniel Magnus** (left) to celebrate the grand opening of Elevation Burger in Rye, NY. The Lowey sponsored Jobs Act helped Daniel secure \$1.3 million in financing he is using to open his first two of three planned locations, and create 65 jobs in Westchester County.



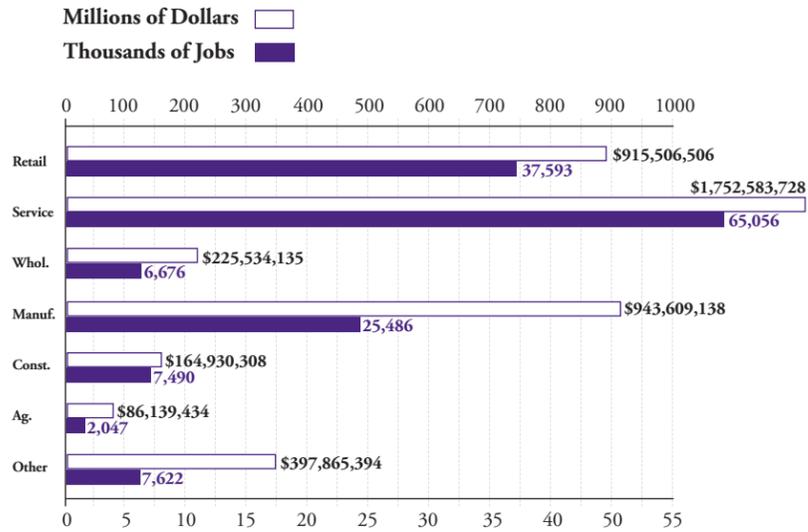
In September, the IBDP hosted the **US-CHINA Business & Trade Development Conference** in Niagara Falls, an event that promoted trade and business development between both sides, and maximized the business opportunities through exchange and matchmaking.



Congressman **Michael Grimm**, NY-13, (left) and Staten Island SBDC Director **Dean Balsamini** (right) attend a Veterans Appreciation Breakfast at the Fort Hamilton Community Club in November.

SBDC 2011

Business Sectors Economic Impact (from Inception)

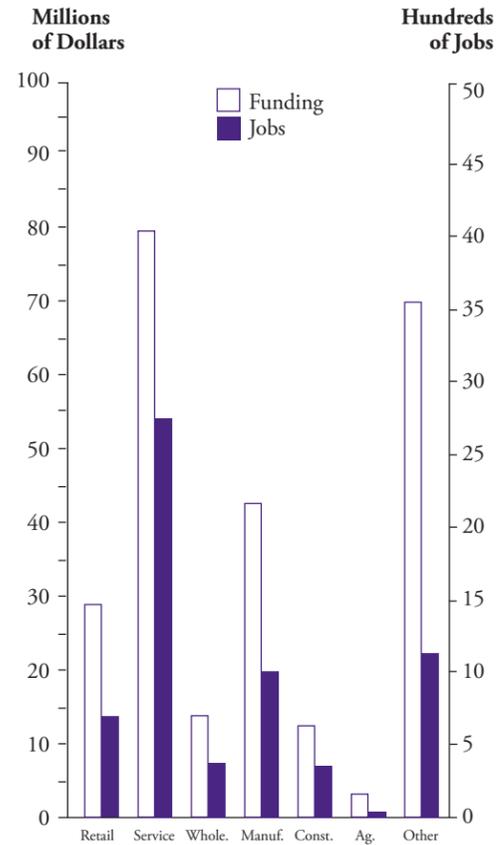


Program Inception to September 30, 2011

Total Investment Impact: **\$4,486,168,643**
 Total Number of Jobs Created: **97,221**
 Total Number of Jobs Saved: **54,749**

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

Business Sectors Economic Impact (last year)

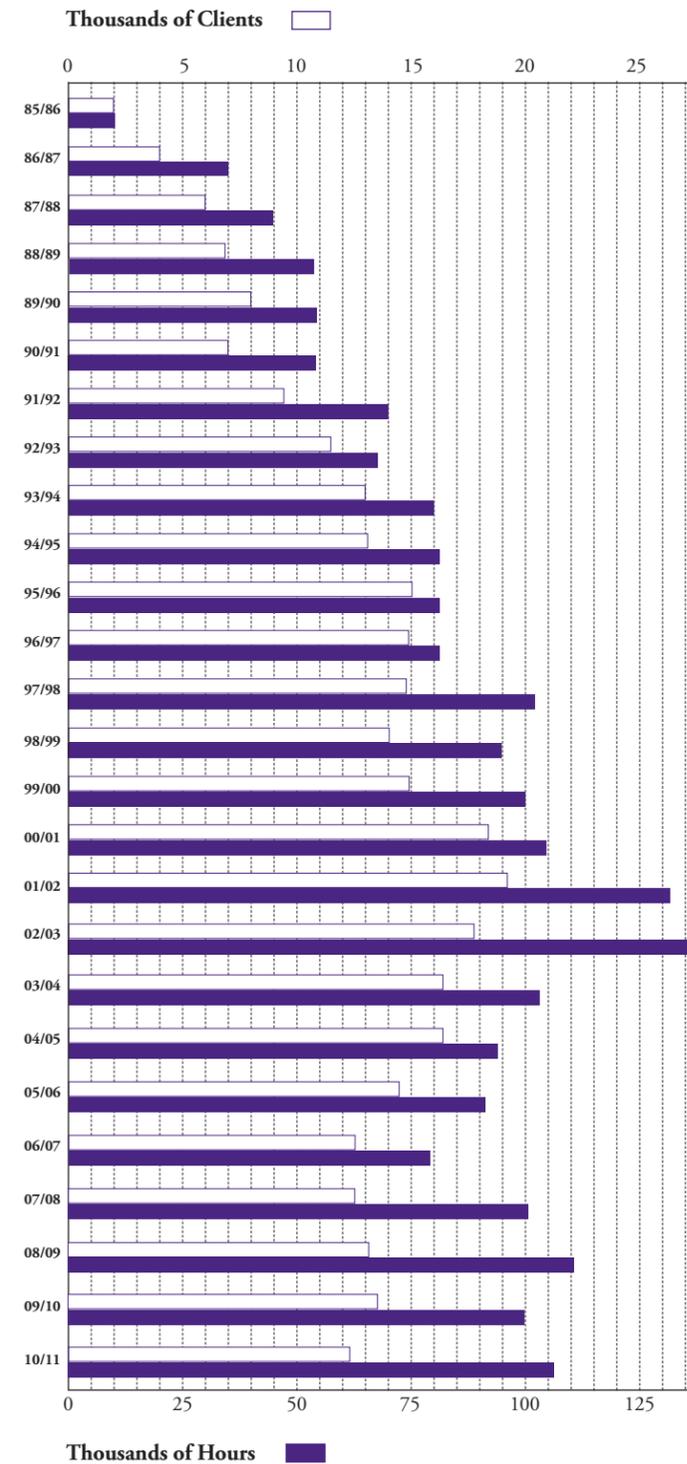


October 1, 2010 - September 30, 2011

Total Investment Impact: **\$252,507,209**
 Total Number of Jobs Created: **4,130**
 Total Number of Jobs Saved: **2,296**

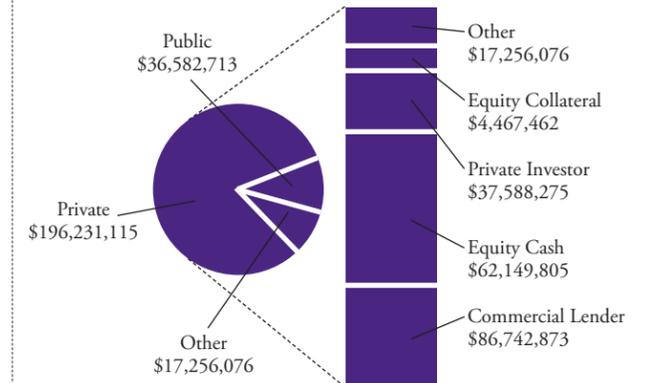
In just the past 12 months, SBDC clients invested more than **\$250 million** to impact almost **6,500 jobs**.

Counseling Statistics (from inception)



* The number of clients and counseling hours increased significantly in '01-'03 after the terrorist attacks.

Funding/ Investment (last year)



October 1, 2010 - September 30, 2011

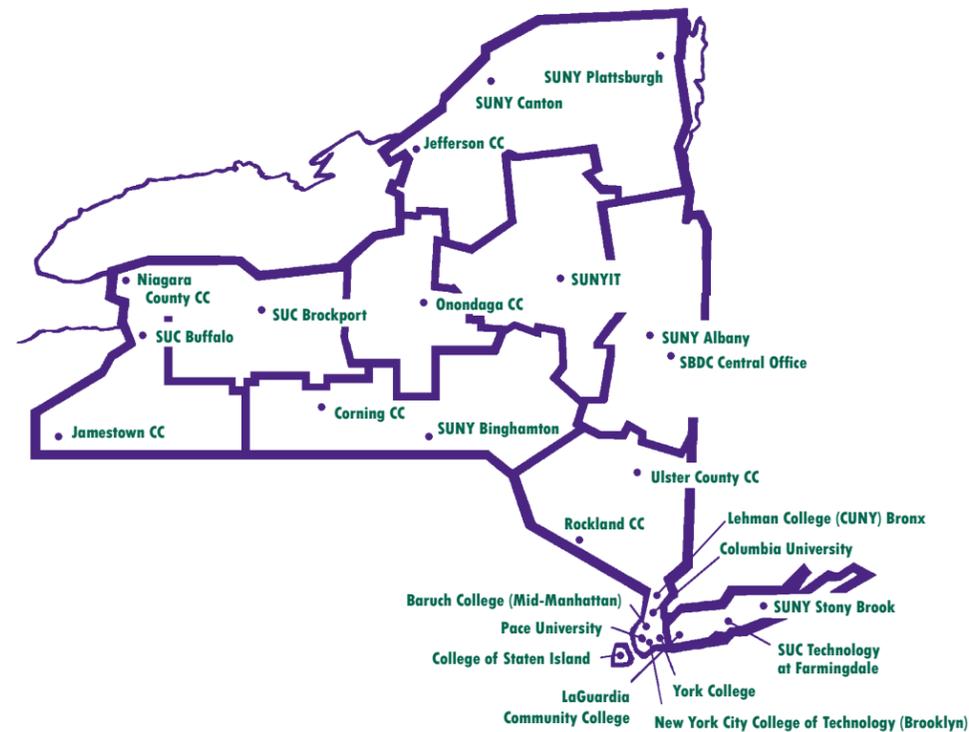
Total Investment: **\$252,507,209**

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

SBDC REGIONAL CENTERS

The statewide network of 24 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	Stony Brook
7.1.84	Binghamton	9.1.93	College of Staten Island (CUNY) / Staten Island
7.1.84	Buffalo	9.1.94	Baruch College (CUNY) / Manhattan
7.1.84	Niagara	10.1.98	SUNY Canton
10.1.85	Farmingdale	12.1.98	SUNY Plattsburgh
10.1.85	Mid-Hudson (Ulster County Community College)	1.1.00	Lehman College (CUNY) / Bronx
4.1.86	Watertown	10.1.01	LaGuardia Community College (CUNY) / Queens
7.1.86	Jamestown	1.1.08	Rockland Community College
7.1.86	Utica / Rome	4.1.08	New York City College of Technology (Brooklyn)
9.20.86	Onondaga / Syracuse	1.15.09	Columbia University
10.1.86	Pace University / Manhattan		
4.1.87	Corning		
4.1.87	Brockport / Rochester		
8.15.88	York College (CUNY) / Queens		



Message from The Governor



The last year has been an historic one in New York. We completed an on time budget, closed a \$10 billion budget gap, and passed the lowest tax rate in 58 years for the middle class. Our Regional Economic Development Councils launched community-based development programs that emphasize regional assets, harness local expertise, and stimulate the regional economies to create jobs. These achievements are strengthening our economy and building the foundation for a new New York. Helping small businesses grow is an integral part of expanding our economy and creating jobs.

The New York State Small Business Development Center (SBDC), a partnership between the U.S. Small Business Administration, the State University of New York (SUNY), the City University of New York (CUNY), private universities, and the private sector, helps small business owners achieve their dreams, create jobs, and grow the economy. College campuses that host the SBDC network are strategically located throughout New York.

The SBDC has helped more than 341,000 New Yorkers to start and/or expand businesses by investing more than \$4.6 billion in those businesses. SBDC programs help small businesses and entrepreneurs prosper throughout the state by providing research from universities and transforming ideas into consumer products. SBDC assistance allows small business owners to survive in challenging economic times and thrive in better times. New York entrepreneurs are building stronger futures for themselves, their families, and the communities of our state.

I congratulate the SBDC, SUNY, CUNY and their partners for their continued efforts to help small businesses succeed.

Andrew M. Cuomo
Governor of New York State

*Writing by Mary Hoffman
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