

# NMSBDC network SMALL BUSINESS DEVELOPMENT CENTER NETWORK NEWS

Published by the New Mexico Small Business Development Center network's Lead Center at Santa Fe Community College

6401 RICHARDS AVENUE, SANTA FE, NM 87505 ¥ 1-800-281-7232 ¥ (505) 428-1362 ¥ FAX (505) 428-1469 ¥ www.nmsbdc.org ¥ FEBRUARY 2003

## New Mexico's SBDCs perform far above national average

A study just made available by Mississippi State University shows that the service centers of New Mexico's Small Business Development Center network have outperformed the average SBDC nationwide by a wide margin.

In the area of new taxes generated for each dollar going into the SBDC program, the national average was \$2.09 and the New Mexico average was \$5.02. Similarly, regarding financing/investment for new business generated by each dollar received by the

SBDCs, the national amount was \$15.70, while New Mexico service centers almost doubled that amount for an average of \$30.86.

The study compared results from 58 SBDC programs from around the nation. ■■■

### At State Capital Feb. 20

## Fifth Annual Small Business Development Center Day

On Thursday, February 20, 2003, the New Mexico Small Business Development Center network (NMSBDC), in conjunction with the State Legislature and the Office of the Governor, is presenting the fifth annual awards and recognition day in honor of outstanding small businesses around the state.

New Mexico Small Business Development Center Day will recognize 18 small businesses, each a client of one of the state's SBDCs, in a special day of ceremonies, exhibits and networking at the State Capitol building in Santa Fe.

The night before the event, the 18 businesses, along with outstanding NMSBDC staff members, are being recognized at a banquet at Santa Fe's

La Fonda Hotel. Speakers are to include Loretta Armenta, President and CEO of the Albuquerque Hispano Chamber of Commerce, and Mary

### MARK YOUR CALENDAR NOW!

Evening awards and recognitions:

Wednesday, February 19

A day of displays and ceremonies at the Roundhouse:

Thursday, February 20

For information call 1-800-281-7232

Kropp, CEO and Executive Director of the Enchantment Land Community Development Corporation.

The day at the capital is to include displays by all eighteen Small Business Development Centers fea-

turing their outstanding clients of the year. The owners of the businesses are also being presented to the legislators in the House and Senate chambers for special recognition.

The public is invited to attend NMSBDC Day at the State Capitol. For more information call the NMSBDC Lead Center at (800) 281-7232. ■■■

### Helping you at the SBDC!



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# Your Small Business Allies

*one of a series*

## **Kristin Groves delivers great customer service at Albuquerque TVI SBDC**

**K**ristin Groves is the first person you talk to when calling or visiting the Albuquerque Technical-Vocational Institute Small Business Development Center at the Workforce Training Center on Eagle Rock NE, and many Albuquerque small business entrepreneurs praise her as amazingly helpful. Ms. Groves is the Administrative Support Specialist at the SBDC, where she has been working for almost four years, running the daily operations of the service center under the direction of Center Director Ray Garcia. The SBDC's reputation is very important to her, so she focuses on delivering great customer service. She spends a great deal of her time answering questions on the phone and explaining the resources of the SBDC to people who walk into the center.

One of her primary duties is to assist the counselors at the SBDC, Claudette Baca and Bob Gramley, by scheduling appointments for them.

She also works with Rosemary Chaves, the Business Procurement Specialist for the New Mexico Procurement Assistance Program, by providing her with referrals.

One of the more time-consuming parts of Ms. Groves' day is the

Certification Program. She is a member of the Small Business Information Education Council, consisting of regulatory and taxing agencies such as the Internal Revenue Service, the New Mexico Taxation and Revenue Department, the New Mexico

Department of Labor, the Workmen's Compensation Administration and the Social Security Administration. The purpose of this council is to develop workshops for entrepreneurs that help them deal with regulatory and tax issues. The SBDC currently offers two workshops developed by the council, "IRS and NM Taxation and Revenue Information for New Businesses" and "Taxes and Regulations for New Employers."

You would think that would be enough, but that's not all. Ms. Groves also manages the "WinCats" database for the SBDC where all client and attendee information is stored. After the consultants have entered their information into the database, she and Center Director Garcia audit the files for accuracy. Finally, Ms. Groves is responsible for making sure the SBDC is following all policies and procedures as set forth by the NMSBDC Network, SBA, and the TVI Community College.

The NMSBDC network salutes and thanks Kristin Groves for the indispensable help she has provided to hundreds of clients as well as to Center staff. ■■■



*Kristin Groves*

coordination of more than 125 workshops produced by the Albuquerque SBDC every year. Last year almost 2000 participants attended these workshops. Half of these workshops are co-sponsored with organizations such as the U.S. Small Business Administration, the New Mexico Trade Division, the New Mexico Internet Professionals Association, the U. S. Air Force, the U.S. General Services Administration and others.

Ms. Groves has been certified by the statewide New Mexico Small Business Development Center network's Professional Development and

# Annual Quality Conference at Hyatt Tamaya March 13-14

The annual Quality New Mexico conference and award ceremony is taking place at the Hyatt Regency Tamaya hotel on March 13 and 14.

The New Mexico Small Business Development Center network has been a part of the Quality New Mexico organization since its beginning. NMSBDC State Director J. Roy Miller serves on its board of directors. The Quality organization exists to promote quality in every dimension of busi-

ness, with a strong focus on customer service.

Speakers are to include 10 Malcolm Baldrige National Quality Award recipients. Forty-seven New Mexico businesses and organizations are to be recognized at a ceremony emceed by Tom Joles of KOB-TV and Deanna Saucedo of the Intel Corporation. To register go to [www.qualitynewmexico.org](http://www.qualitynewmexico.org) or call (505) 944-2001.

## NEWS NOTES

### Sandra Taylor-Sawyer earning Ed. D. in special program

Sandra Taylor-Sawyer, Director of the Clovis Community College Small Business Development Center, is one of forty individuals enrolled in a special program awarding a Doctorate in Education specializing in Community College Leadership. The program is offered by New Mexico State University, and classes are conducted on line and through TV and telephone ■■■

## School to World program in its fourth year

### Volunteers sought to show young people vocational opportunities

Volunteers who like young people are sought in Albuquerque for the annual School to World event March 8, which offers eighth and ninth grade students from around the state insight into future education and career choices.

At last year's event, approximately 2000 students, over 400 volunteers and over 700 adult chaperones, teachers and parents attended. Volunteers explain their job duties and what education and skills or training are needed for their occupation, and why they chose their career or job. Most importantly, the volunteers show students the link between school subjects they learn today and the work skills needed for their future careers. All-day participation is encouraged,

but shifts of 9 a.m.-noon and noon-3 p.m. are also available.

Now in its fourth year, the School to World event is being held Saturday, March 8, at the Albuquerque Convention Center between 9 a.m. and 3 p.m. Representatives are sought in Arts and Communications, Business (including Hospitality and Tourism), Community Service, Education, Health and Human Services, Agriculture, Engineering

and Technology, and Trades. The exhibit's career areas are interactive, and volunteers are encouraged to bring appropriate equipment and related materials.

Sponsors from Albuquerque business, local government and education include Philips Semiconductors, the New Mexico Commission on Higher Education/GEAR UP, Lockheed

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### DOE's 4<sup>th</sup> Annual National Small Business Conference Slated for Albuquerque

New Mexico continues to put small business on the national map with the U. S. Department of Energy's fourth annual National Small Business Conference scheduled for the Albuquerque Convention Center on May 12-15.

The purpose of the conference is to increase contract opportunities for small businesses and to expand the DOE's outreach efforts in the small business community. The theme for this year's conference, "Securing Economic Freedom/Empowering Small Business," expresses the Department's desire to be more proactive in identifying and awarding contracts to small business.

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## Success Story: Cotton City/Silver City

# Chile company's expansion is hot

Henry Rodriguez, seventh son of Mary and Sipriano Rodriguez Sr., is a true sage when it comes to the New Mexico chile pepper. After over 25 years of experience designing and operating chile processing plants for local and national companies, he was frustrated with bureaucracy, feeling that his hands were tied when it came to innovation and creativity. So Mr. Rodriguez decided to strike out on his own, taking his knowledge and the talents of his brothers and his sister along with him to create the chile processing facility of his dreams. The result is Santa Fe Ingredients, Inc., a multi-product producer in Cotton City, near the state's southeastern corner. Santa Fe Ingredients began by processing and packaging the green chile whose use as a staple is expanding so rapidly in Southwestern cuisine.

Mr. Rodriguez serves as the CEO of the Rodriguez Company, which runs the operation, and his younger brother Dean is the mechanical master that brings the ideas and designs to real life (one of their clients said, "Dean can make something out of nothing!"). Older brother Sipriano Jr.'s farming talent keeps the supply of chiles coming, and brother Charlie operates the family's pride and joy, the chile-picking machine they designed and built. Sister Ruth takes care of the office and, as Mr. Rodriguez says, "keeps the boys in line."

Mr. Rodriguez is proud of his family and knew they could meet the challenge of operating their own plant. However, soon after his business was up and running, he knew that he required technical assistance to make

his operation work. "I know the chile business," he stated to staffers at Silver City's Small Business Development Center at Western New Mexico State University, "and I know the numbers are there, but I can't put them down on paper so they make sense to the bankers or investors.

the processing period could make lenders nervous. Nevertheless, Mr. Rodriguez and his SBDC advisors developed a "real life" approach, a business plan showing production costs when they were actually incurred, not spread throughout the year as they had been in the company's previous accounting procedures. Income, as well, was shown only after received. This realistic approach impressed an investor with whom Mr. Rodriguez was dealing, and the confidence and respect Mr. Rodriguez earned through his knowledge and hard work allowed him to obtain the necessary funding.

The investment he received enabled Santa Fe Ingredients to hire eight full-time and 25 part-time employees year-round and an additional 200 part-time seasonal contract employees. Soon, sets of "better-than-expected" figures encouraged Henry

Rodriguez to expand the operation into processing red chile and finding larger markets. The sky is the limit for this ambitious, forward-looking company, and WNMU's SBDC shall continue to be right there to assist. ■■■



*Henry Rodriguez, left, with Steve Armendariz of the Western New Mexico University SBDC, and some of the green chile products that have taken Santa Fe Ingredients to success. Photo by Jimmy Townes.*

And that is why I'm here!"

After a few weeks of crunching numbers and developing spreadsheets, it was clear to SBDC staff and Mr. Rodriguez that unavoidable startup costs and huge losses in

## School to World program in its fourth year

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Martin/Sandia National Laboratories, Public Service Company, SUMCO USA, the City of Albuquerque, Wells Fargo Bank, Albuquerque Public Schools, Clear Channel Outdoor, Clear Channel Radio, Home Builders Association of Central New Mexico, Foundation for Building, United Way

of Central New Mexico, Middle Rio Grande Business and Education Collaborative, Coca Cola Bottling of New Mexico, and Focus Foundation. For more information or to volunteer, please contact Darlene Leonard, 844-8024, or daleona@sandia.gov.

## Success Story: Tucumcari

# Flower shop joins tailoring business for family success

Yvonne Chavez' story proves that even if your business idea is an unconventional one, hard work, determination and faith in your background and abilities can realize your dreams.

In 1993, Ms. Chavez began work as a sales clerk for Poston's Country Gardens, a small floral shop in Tucumcari. Over the next six years she learned all aspects of the business, including floral arranging, inventory control, and customer service, eventually advancing to Assistant Manager and being fully in charge when the owner/manager was out of town or on vacation. Eventually her sister Diane also became an employee at Poston's and the two sisters were soon virtually running the

Custom Tailoring in a small shop on Tucumcari Boulevard. Business grew swiftly and she moved to a larger storefront on Main Street, adding services such as tuxedo rental and wedding gown preservation. Before long she found herself also offering other wedding and occasion-related services, such as providing printed invitations and creating custom wedding garments. The weddings and occasions part of her business was becoming its greatest area of growth.

In winter 2001, the owner of Poston's Country Gardens decided to retire. After failing to find a buyer, she closed the shop and allowed the business and building to revert back to the original owner. At this point Ms.

Business Development Center at Tucumcari's Mesalands Community College, Ms. Chavez began to search for sources of capital. Initial efforts were disheartening, with several traditional institutions unwilling to loan her the necessary amount. Ms. Chavez persevered and the SBDC staff helped her contact the New Mexico Community Development Loan Fund, a nonprofit lender. Shortly thereafter, Poston's Country Gardens was combined with Yvonne's Custom Tailoring. Her sister Diane joined the business to run the floral end, while Ms. Chavez continues with the tailoring operations and oversees the entire business. In the spring of 2002 Ms. Chavez' daughter was added to the staff of the flower shop and is learning the business from the bottom up, just as her mother had back in 1993. Both businesses are prospering, and with the help of the SBDC Ms. Chavez is continuing in her determination to remain a successful and expanding family business. ■■■



Yvonne Chavez with Howard Dretel, Director of the Mesalands Community College Small Business Development Center. Photo by Jimmy Townes.

## DOE's 4<sup>th</sup> Annual National Small Business Conference Slated for Albuquerque

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Attendance at the conference is projected to be approximately 1500-1800, which will include federal agencies, DOE prime contractors, and small businesses from throughout the country.

For information or to register, visit [www.smallbusiness-outreach.doe.gov](http://www.smallbusiness-outreach.doe.gov).

■■■

business.

But remember that this story begins with someone who is a very hard worker. While working full time at the flower shop, Ms. Chavez also was establishing herself as an expert seamstress and tailor. She put in long hours evenings and weekends doing alterations for her rapidly growing list of customers. Eventually, in 1999, she left Poston's to open Yvonne's

Chavez realized that since the shop had built a local reputation as having the right touch for any special occasion from weddings and festivals to funerals and memorials, it would be a natural match to combine her current tailoring business with the flower shop where she had labored for so many years. Clients of each business would be potential clients of the other.

With the help of the Small

## *Success Stories: Los Alamos, Grants*

### A natural combination: good things to eat and good things to watch

Great ideas often appear at the same time in different places, and this is the case with two Small Business Development Center clients, one in Los Alamos, the other in Grants/Milan.

Brad and Abby Burk, clients of the Small Business Development Center at the University of New Mexico at Los Alamos, own and operate Hot Rocks Java Café/Film Festival at Home. Mr. and Mrs. Burk purchased the video rental store in 1996, and more recently the café. In the early days, Mr. Burk had informal meetings with SBDC director Kevin Holsapple to discuss a variety of business issues. Mr. Burk formally became a client of the SBDC while developing a business plan for a coffee and sandwich bar at the Los Alamos Research Park, and began working with an SBDC counselor on the plan and cash flow projections. After several meetings, the Burks submitted the plan to the bank, which approved a loan for more than twice the amount requested. "The business plan turned out to be a very realistic projection; we have reached the financial performance that we projected, and are sustaining it," says Mr. Burk.

As the couple were making final plans for the cafe, the Cerro Grande Fire devastated Los Alamos. The video store escaped the fire, yet the surrounding neighborhood burned, affecting the business' customer base. So while meeting with one counselor regarding Hot Rocks, Mr. Burk met with another to discuss the needs of the video store. Mr. Burk was encouraged to apply for a grant from the Regional Development Corporation to aid in the store's recovery, a grant the Burks received. "We would have had to scale back without it," said Mr. Burk.

Since purchasing Film Festival,

Mr. and Mrs. Burk have been able to implement their visions of what a video store can be. "Bringing in the coffee business has been our most successful innovation. It is an excellent complement to the video rental operation." Of the help he and his



*Brad and Abby Burk, Victoria and Lawrence Brantley. Photo by Jimmy Townes*

wife received from the SBDC, Mr. Burk says: "Our interactions opened my eyes to the benefits of business planning and provided us a good roadmap for our business expansion." Their business has continued to grow, now including a catering business.

Near the same time when the Burks were launching their video busi-

ness in Los Alamos, another husband-and-wife team, Lawrence and Victoria Brantley, were starting one in the Grants area—and they also had a vision of food sales could complementing video and DVD rentals. In 1997 the Brantleys purchased Center Stage Video Rentals, in Milan, serving Grants and Milan as well as the surrounding Native American communities. The business soon proved its success, and the Brantleys decided to expand by adding a pizza bakery and a laundromat to fill market niches in the area. With the assistance of the New Mexico State University Small Business Development Center in Grants, they obtained an SBA 7(a) Guaranteed Loan from Grants State Bank, and another loan from the Northwest New Mexico Council of Governments Community Development Company.

The Brantleys rented commercial space at first; when they obtained new funds with SBDC help, they constructed their own 5,000 square foot building and purchased equipment for the pizza bakery and laundromat. When their expanded business opened in August 2001, the Brantleys hired five full-time and five part-time employees. Mr. Brantley manages the day-to-day operations of the business and can be found at the stores daily.

What advice would Lawrence Brantley give to people thinking about starting a business? "Gather all the information you can beforehand. See if the market is there for what you offer.

Population studies can show you whether your potential clients can afford your goods or services. Remember also that you'll have an overhead. People think that in a business, you just sit and collect money. That's true, yet you have to disburse it in many ways. You have supplies you have to buy that you don't make any money from." Mr. Brantley recommends using the Small Business

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## Success Story: Clovis

### A young woman succeeds in a rocky business

In October of 1998 an enterprising young woman named Stephanie Gilman came to the Clovis Community College Small Business Development Center with a request for help to maintain her newly established business, a mobile service which crushes various recyclable and natural aggregates such as concrete, asphalt and the limestone substance known as caliche. Crushed caliche, used for making and maintaining surfaces including gravel roads and feed-yards, is the mainstay for the Clovis-based crushing business, due to the constant expansion and continuous maintenance of area dairies and feed-yards, plus increasing demands from the construction industry.

The center staff met with Ms. Gilman on several occasions to discuss and prepare the business proposal. "It was a pleasure to work with Ms. Gilman," said Sandra Taylor-Sawyer, Director of the Clovis center. "The main highlight during this process was encouraging Ms. Gilman that her age would not have a detrimental effect on her getting a loan."

Not only was her youth not a handicap, Stephanie Gilman became one of the first clients of the Clovis SBDC to receive a U. S. Small Business Administration Women's Pre-Qualification guaranteed loan. This loan plus an adequate capital contribution enabled Stephanie to purchase equipment to maintain her business. Ms. Gilman says, "The SBDC went above and beyond helping establish my business. The staff had little to no experience with this industry, but that did not hinder them. They took it upon themselves to research and learn aspects of the industry to ensure the accuracy and quality of my business proposal. The SBDC also assisted me in the tedious process of signing up for government procurement sites. Since my first visit to the SBDC, the staff has informed me of

many business opportunities via mail. The leadership of Sandra Taylor-Sawyer has made my experience with the SBDC extremely gratifying. The personable office staff are proficient and ready to assist when needed. I just wish all business ventures were as rewarding as mine with the SBDC has been." ■■■

### A natural combination

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Development Center to learn about such factors. "From the very start," he says, "the Grants SBDC staff were instrumental in analyzing the feasibility of the idea and putting together the financial projections and loan packages for us. Without their assistance, I don't know how this dream of Vicky's and mine would have happened." ■■■

## Success Story: Las Vegas

### Furniture & Flooring + Sears = Success

Max and Beth Trujillo started their sole-proprietor business in Las Vegas, New Mexico as a result of a casual conversation between Mr. Trujillo and the owner of a local business while waiting in line at a bank. The conversation led to the Trujillo's acquisition of Carpeteria of New Mexico, a retail store established in 1976. After the purchase, the Trujillos decided that their business should have its own identity and renamed it "The Max." The Trujillos also recognized the profit potential of addressing a larger market niche, and wondered whether a new furniture business would flourish in Las Vegas. Mr. Trujillo sought the services of Don Bustos, Director of the Small Business Development Center at Luna Community College. The advice Mr. Trujillo received helped him recognize that a furniture dealership would indeed be profitable, and additionally that his potential customers would desire to choose from a wide variety of products.

The Trujillos quickly realized that the building they were renting could not hold the inventory their customers would require. This led to their first big step of expansion: they acquired a new building on Las Vegas' heavily

traveled 7<sup>th</sup> Street, in a highly visible area, with more attraction and appeal than the previous location, and easily able to accommodate future growth.

Mr. and Mrs. Trujillo ran a successful and profitable business for two years at their new location before they were faced with another expansion decision. Again, Mr. Trujillo sought the advice of the Small Business Development Center, where he received information and advice on obtaining a business loan to diversify with acquiring a Sears dealership. The Trujillos completed the whole process quickly, and celebrated with a grand opening on December 8, 2001.

Today The Max offers a full line of flooring and furniture products, while the Sears dealership offers lawn and garden, appliances, tools and electronics. Since the two businesses complement each other without competing with each other, each business enjoys the luxury of drawing customers from the presence of the other. Mr. and Mrs. Trujillo plan to continue to fill customer's needs through both businesses, and continue to get advice from the Luna Community College SBDC. ■■■

# New Mexico Small Business Development Centers

- **NMSBDC Lead Center at Santa Fe Community College**  
6401 Richards Avenue  
Santa Fe, NM 87505  
800-281-7232  
428-1362 • Fax 428-1469
- **Albuquerque TVI, Main Campus**  
5600 Eagle Rock Rd NE, Suite 201  
Mail: 525 Buena Vista SE  
Albuquerque, NM 87106  
224-5250 • Fax 224-5251
- **Albuquerque TVI, South Valley**  
700 4th Street SW, Suite A  
Albuquerque, NM 87102  
248-0132 • Fax 248-0127
- **Clovis Community College**  
417 Schepps Blvd  
Clovis, NM 88101  
769-4136 • Fax 769-4190
- **ENMU Roswell**  
PO Box 6000  
Roswell, NM 88201-6000  
624-7133 • Fax 624-7132
- **Luna Vocational-Technical Institute, Las Vegas**  
PO Box 1510  
Las Vegas, NM 87701  
454-2582 • Fax 454-2588
- **Mesalands Community College, Tucumcari**  
911 South 10th  
Tucumcari, NM 88401  
461-4413 ext. 140  
Fax 461-4318
- **New Mexico Junior College, Hobbs**  
5317 Lovington Highway  
Hobbs, NM 88240  
392-5614 • Fax 392-2594
- **NMSU Alamogordo**  
2230 Lawrence Blvd  
Alamogordo, NM 88310  
434-5272 • Fax 434-1432
- **NMSU Carlsbad**  
1500 University Dr, Rm 254  
Carlsbad, NM 88220  
234-9435 • Fax 885-1515
- **NMSU Doña Ana**  
Box 30001/Dept 3DA  
Las Cruces, NM 88003-8001  
in NM (800) 903-7503  
527-7676 • Fax 527-7515
- **NMSU Grants**  
709 Roosevelt  
Grants, NM 87020  
287-8221 • Fax 287-2125
- **Northern NM Community College, Española**  
921 Paseo de Oñate  
Española, NM 87532  
747-2236 • Fax 747-2234
- **San Juan College, Farmington**  
4601 College Road  
Farmington, NM 87402  
566-3528 • Fax 566-3698
- **Santa Fe Community College**  
6401 South Richards Avenue  
Santa Fe, NM 87508  
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- **UNM Gallup**  
103 W. Highway 66  
Gallup, NM 87301  
722-2220 • Fax 863-6006
- **UNM Los Alamos**  
PO Box 715  
Los Alamos, NM 87544  
662-0001 • Fax 662-0099
- **UNM Valencia**  
280 La Entrada  
Los Lunas, NM 87031  
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ADDRESS CORRECTION REQUESTED

U.S. Small Business Administration



Small Business Development Center