



SMALL BUSINESS DEVELOPMENT CENTER

**2014 ANNUAL REPORT**

# NEW MEXICO SMALL BUSINESS

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***BUILDING NEW MEXICO'S  
ECONOMY ONE  
BUSINESS AT A TIME***

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# BUSINESS DEVELOPMENT CENTER



## 2014 ANNUAL REPORT

### TABLE OF CONTENTS

<b>Pg 3</b> .....	A Message from the State Director
<b>Pg 4</b> .....	NMSBDC Network Profile
<b>Pgs 5-6</b> .....	NMSBDC Activities
<b>Pgs 7-8</b> .....	Procurement Technical Assistance Program
<b>Pgs 9-10</b> .....	International Business Accelerator
<b>Pgs 11-29</b> .....	NMSBDC Network
<b>Pg 30</b> .....	NMSBDC Statewide Advisory Council
<b>Back Cover</b> .....	NMSBDC Statewide Service Centers



# A MESSAGE FROM THE STATE DIRECTOR



**RUSSELL WYRICK**  
N.M. State Director



For more than 25 years, the New Mexico Small Business Development Center (NMSBDC) Network has made a meaningful difference in the lives of New Mexicans, and the communities we call home. The NMSBDC's 20 service centers, and 41 experienced small business experts know what it takes to help business thrive, and have developed our programs into a key driver of economic growth for New Mexico.

Starting a small business can be challenging, there's a lot of things new entrepreneurs need to know if they are going to be able to compete with the big guys. As you can imagine, risking hard earned savings to start a new business venture takes vision and determination, it also takes the know-how to do it right, unfortunately the answers are not always easy find. That's why more than 3,000 New Mexico residents, reach out to the NMSBDC each year for the expertise and hands on assistance needed to start and grow.

Helping new entrepreneurs achieve the dream of business ownership is just part of the NMSBDC's impact on our state.

Annually, the NMSBDC assists hundreds of New Mexico's existing small businesses with the technical management expertise needed to succeed and grow. When our small businesses grow, new jobs are created, jobs that are more likely to stay right here in New Mexico, because it's home to the entrepreneurs who created them.

You may have heard the news that New Mexico is breaking records in regards to international trade growth. The NMSBDC's International Business Accelerator (IBA) has played a significant role in facilitating this trade growth across the globe. The NMSBDC, IBA has developed the reputation as New Mexico's one-stop shop of resources for New Mexican entrepreneurs wishing to introduce their products or service into the global market.

Last, but certainly not least, is the NMSBDC's huge impact on facilitating New Mexico's small businesses access to government procurement opportunities. Since 2009 the NMSBDC Procurement Technical Assistance Program (PTAP), has provided training and business counseling to enable more than 895 small businesses to compete for government contracts.

As you can clearly see from all of the program efforts I've mentioned above, the NMSBDC is out to make a meaningful impact on the economic wellbeing of our clients and our state.

Of course, none of this would be possible without the strong support of our partners.

Through the financial support of the state of New Mexico, the US Small Business Administration, the US Defense Logistics Agency and higher education institutions across the state, the NMSBDC is able to help our clients at no charge, which means many New Mexico residents who would otherwise be unable to afford this valuable assistance are able to access the professional expertise they need to compete and win.

I invite you to browse through our annual report, review the impressive statistics and read about just a few of the small business owners we've had the privilege of working with this past year. These business owners are being recognized for their success and the impact they have on their communities.

To the NMSBDC helping New Mexico's entrepreneurs succeed is more than a mission, it's truly a passion and I can honestly say that I've never seen a team so dedicated to the communities they serve.

# NMSBDC NETWORK PROFILE



## OUR VISION

To be the support provider of choice and the leader in economic development throughout New Mexico.

## MISSION

To make a meaningful and measureable difference in the economic well-being of all New Mexicans

## EXPERIENCE

Established in 1989, the 20 NMSBDC centers are strategically located throughout the state of New Mexico. The highly skilled NMSBDC staff is comprised of 63 business professionals with over 773 years of combined small business management and ownership expertise. The pride and dedication of the consultants shines through with over 440 combined years of service with the NMSBDC Network. The International Business Accelerator, located in Santa Teresa, NM, is a one-stop shop of resources for New Mexican businesses and individuals wishing to introduce their product or service into the global market. The Procurement Technical Assistance Program is dedicated to counsel, train and assist New Mexico business owners to obtain government contracts, thereby advancing both entrepreneurship and economic growth in New Mexico.

## EDUCATION

The consultants of the NMSBDC have earned over 46 Bachelor's Degrees, 21 Masters Degrees and 2 Doctoral Degrees from colleges and universities all over the nation, from the University of New Mexico to the University of Notre Dame.

## AREAS OF EXPERTISE

Accounting	Business Plan Development	Feasibility Studies	Legal/Contractual
Finance	Economic Development	International Trade	Capital Formation
Technology	Gov't Procurement	Quality Management	Strategic Planning
Training	Human Resources	Manufacturing	Real Estate
Wholesale	E-Commerce/Websites	Franchising	Career Planning
Marketing	Retail / Sales /Analysis	Social Media	Research

## ACHIEVEMENTS

The NMSBDC is nationally accredited by the Association of Small Business Development Centers. The ASBDC represent the collective interest of all members through a comprehensive accreditation process, which delivers nationwide educational assistance to strengthen small business management, thereby contributing to the growth of local, state, and national economies.

The U.S. Small Business Administration recognized LTC, USA (Ret) Adolfo Vasquez, PTAP Veteran – Specific Advisor as the 2014 NM Veteran Small Business Champion of the Year. The UNM – Gallup SBDC received the NMSBDC Job Creator of Year award for creating 137 jobs in their community. The UNM – Los Alamos Sandoval County SBDC received the NMSBDC Center of the Year award for its outstanding processes and overall contribution the mission and vision of the NMSBDC Network.

The ASBDC recognized Carl Kallansrud, NMSBDC Director of the Eastern New Mexico University – Roswell SBDC, at the National Convention in Dallas, TX as the 2014 New Mexico State Star.

With the support of the New Mexico Legislature, U.S. Small Business Administration, U.S. Department of Defense, our post-secondary host institutions and all of our economic development partners, the NMSBDC has achieved all of the goals set out for this fiscal year.

# NMSBDC ACTIVITIES

## JOBS CREATED AND RETAINED 2014\*



	TOTAL JOBS	CREATED	RETAINED
NMSBDC	784	705	79
IBA	45	45	0
PTAP	689	299	390

Time Period	Total Jobs	Created	Retained
Total FY 13/14	1,518	1,049	469
July 1989-June 2014	26,367	21,113	5,254

## CAPITAL FORMATION

TIME PERIOD	AMOUNT	NO. OF BUS.
Total FY 14	\$23,940,280	231
July 1992-June 2013	\$707,661,938	4,904

## NEW BUSINESSES CREATED

TIME PERIOD	NO. OF BUS.
Total FY 14	191
July 1991-June 2013	8,320

## NMSBDC AREA OF ASSISTANCE PROVIDED

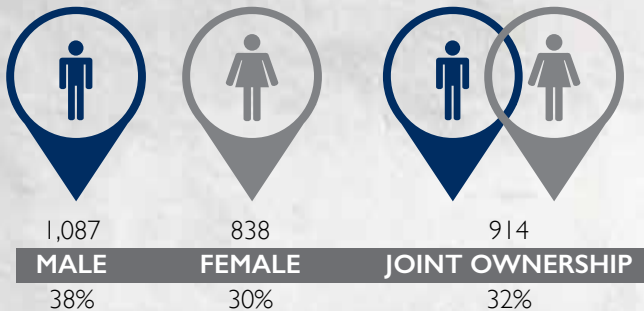
AREA OF COUNSELING	TOTAL FY 14	PERCENT
Business Accounting/Budget	148	4%
Business Plan	581	14%
Buy/Sell Business	140	3%
Cash Flow Management	45	1%
Customer Relations	26	1%
eCommerce	14	0%
Engineering R&D	15	0%
Financing/Capital	423	10%
Franchising	7	0%
Government Contracting	32	1%
Human Resources/Employee Mg't	63	2%
International Trade	10	0%
Legal Issues	216	5%
Managing a Business	513	12%
Marketing/Sales	330	8%
Start-up Assistance	1,436	35%
Tax Planning	115	3%
Technology/Computers	24	1%
Other	3	0%
<b>TOTAL COUNSELING SESSIONS</b>	<b>4141</b>	<b>100%</b>

**ONE-ON-ONE ASSISTANCE:** Clients come into the Small Business Development Center (SBDC) for assistance with a variety of needs. Our certified Business Advisors often discover additional opportunities to assist during one-on-one counseling sessions.



## CLIENT GENDER

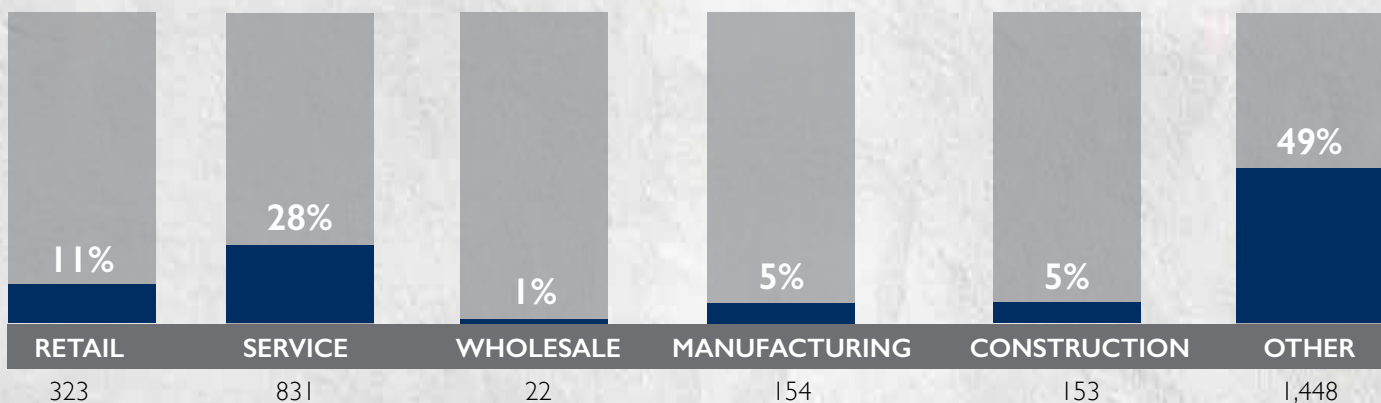
TOTAL: 2,839



## CLIENTS SERVED

TYPE	TOTAL FY 14
Veterans	290
Hispanic	1,045
Caucasian	2,250
African American	133
Native American	215

## INDUSTRIES SERVED



## CLIENT ACTIVITY 2014

PROGRAM	CLIENTS SERVED
NMSBDC	2,966
PTAP	974
IBA	50

## INTERNATIONAL BUSINESS ACCELERATOR

\$41,532,226	EXPORTS
\$5,595,780	IMPORTS
74	BUSINESSES STARTED
712	JOBS CREATED & RETAINED
\$43,648,376	EQUITY INVESTMENTS

## SEMINARS AND WORKSHOPS

PROGRAM	TOTAL FY 14	ATTENDEES
NMSBDC	473	4,555
PTAP	117	2,711
IBA	10	755

## PROCUREMENT TECHNICAL ASSISTANCE PROGRAM

### 2008 TO PRESENT

# OF PRIME CONTRACTS	DOLLAR VALUE OF PRIME CONTRACT AWARDS
808	\$107,215,014
# OF SUBCONTRACTS	DOLLAR VALUE OF SUBCONTRACT AWARDS
87	\$14,056,533

# NMSBDC/PTAP CLIENT OF THE YEAR

## **VIGIL ENTERPRISES, INC.**

460 Saint Michaels Drive #504,  
Santa Fe, NM 87505  
(505) 455-1211

**OWNER(S):** Denise Vigil

**TYPE OF BUSINESS:** Architectural-Engineering  
Design Services

**YEARS IN BUSINESS:** 28 Years

**NUMBER OF EMPLOYEES:** 12

**SBDC CENTER:** NMSBDC/PTAP

**COMMUNITY:** Santa Fe, NM

With service as a priority, this woman runs one of the most successful design service firms in New Mexico.

The NMSBDC/PTAP client of the year is Vigil Enterprises, Inc. Founded by President, Denise Vigil, in 1986, the company is a successful minority woman-owned Certified U.S. SBA 8(a) Small Disadvantaged Business. Vigil Enterprises, Inc. is an architectural-engineering firm working both commercially and on government contracts with organizations including Sandia and Los Alamos National Laboratories. Vigil Enterprises has in-house project management, architectural, civil and structural engineering, interior design, BIM specialists, LEED® professionals, cost estimating, and construction support services with a focus on DOE and DoD customers.

Ms. Vigil is a native New Mexican born in Clayton, New Mexico, to Eloy and Betty Vigil. Clayton is a small town at the Northeast corner of New Mexico with surrounding ranches. When she was quite young, her family moved and she spent most of her growing up years between Albuquerque and El Paso, Texas. Denise relocated to California when she was 20 years old for a job offer and to be closer to her sister. She loved the ocean and the mild weather. When she was 23, Denise's employer sat her down one Friday afternoon to let her know he had run out of funds to pay her. Though she enjoyed her work, she typically had a second job and did freelance work in the evenings. Denise believed his business would continue so she started letting her clients know she was available during the day as well. Her work grew.

This was the start of the company that Vigil Enterprises, Inc. is today. Vigil Enterprises has evolved from a freelance, staff augmentation company almost 29 years ago to the full-service design firm it is today providing services to federal agencies and national laboratories. Ms. Vigil has not done this alone. In 2004, her now husband, Tom Roberts, joined the firm. This afforded the firm to enter into design work. He has added much to the business by successfully managing the projects and the technical staff. Mr. Roberts serves as the company's Vice President. Ms. Vigil's mom has been her bookkeeper since the early years and since his retirement; her Dad assists with payroll. Vigil Enterprises, Inc. has always been a service business. Denise believes that when you are providing a service, it must meet the needs of the client. Therefore, when a client has asked if she could do something, she always found a way to do it.

Being a woman in the field of architectural-engineering has been both rewarding and challenging for Denise and she has consistently proven to her clients that first and foremost her primary business is service. The ability to provide a quality product within the complexities of the design process demonstrates Vigil Enterprises' capabilities to problem solve, coordinate between several layers of internal and external design inputs, and resolve inevitable issues successfully. Their design team has worked on many design projects that require very complex inter-discipline coordination and working sessions with the client to meet a level of resolution. Construction was recently finished on their design for an area to assemble and test Radioisotope Thermoelectric Generators to meet future mission commitments for the government.





Vigil Enterprises has managed and designed numerous projects for the continued build-out of the LANL Nicholas C. Metropolis Center for Modeling and Simulation. The company has served as the prime A-E contractor on very complex design projects to support the growing needs of this facility. Most recently, Vigil Enterprises has designed the infrastructure upgrades required for the Trinity computer; a project allowing LANL to better assess the health of the weapons in the U.S. for nuclear deterrent.

Denise's firm locally supports Communities in Schools; a program "dedicated to keeping kids in school and helping them succeed in life"

PTAP has been a part of the success of Vigil Enterprises in New Mexico since 2010 when Denise first met then Program Manager Wendy and Advisor Elaine Palin in the Santa Fe SBDC. Denise comments that, "Elaine is always a willing and fabulous resource for me when developing marketing ideas, reviewing proposal write-ups, strategizing to set goals and discussing implementation of plans in order to reach those goals. Through PTAP's ideas and suggestions, Vigil Enterprises found a way to expand into the Albuquerque area in 2014 through the incubator program at WEST Enterprise Center. Through this expansion, Vigil Enterprises hopes to gain increasing opportunities for work in the Albuquerque area and southern part of the State. Whenever advice or training is needed for contract procurement, PTAP is there. Vigil Enterprises knows they have a reliable partner that truly cares about their company and has the resources to help make their dreams a reality."

Denise learned about PTAP through the US SBA after entrance into their 8(a) program. Since that time her business has grown substantially. The education, support, and suggestions from PTAP have been invaluable. As Vigil Enterprises looks to their future, the horizon is bright. Denise and her team are constantly developing new proposals for their government and private clients in New Mexico and other states. She is in process of developing a strategic growth plan such that Vigil Enterprises can go after and deliver many more projects. The Company is well positioned to bring in more work and not only expand their client base, but hire more people, and further assist their community.

Vigil Enterprises, Inc. is also the proud recipient of the following awards:

- **SBA's 2014 Small Business Contractor of the Year \ for Region VI**
- **Key Small Business Awardee by Bechtel's government services business unit in 2013**
- **Award of Excellence, Los Alamos National Laboratory, 2010**
- **SBA Administrator's Award of Excellence, 2009**
- **SBA Administrator's Award of Excellence, 2007**

## INTERNATIONAL BUSINESS ACCELERATOR

113 Sundance Ct.  
Santa Teresa, NM 88001  
(575) 589-2200

**EXECUTIVE DIRECTOR:** Jerry Pacheco

**TYPE OF BUSINESS:** International Trade Counseling

**YEARS IN BUSINESS:** 9

**NUMBER OF EMPLOYEES:** 5

**COMMUNITY:** State of New Mexico

**SBDC CENTER:** WNMU



The International Business Accelerator (IBA) is a one-stop shop of resources for New Mexican businesses and individuals wishing to explore the global market.

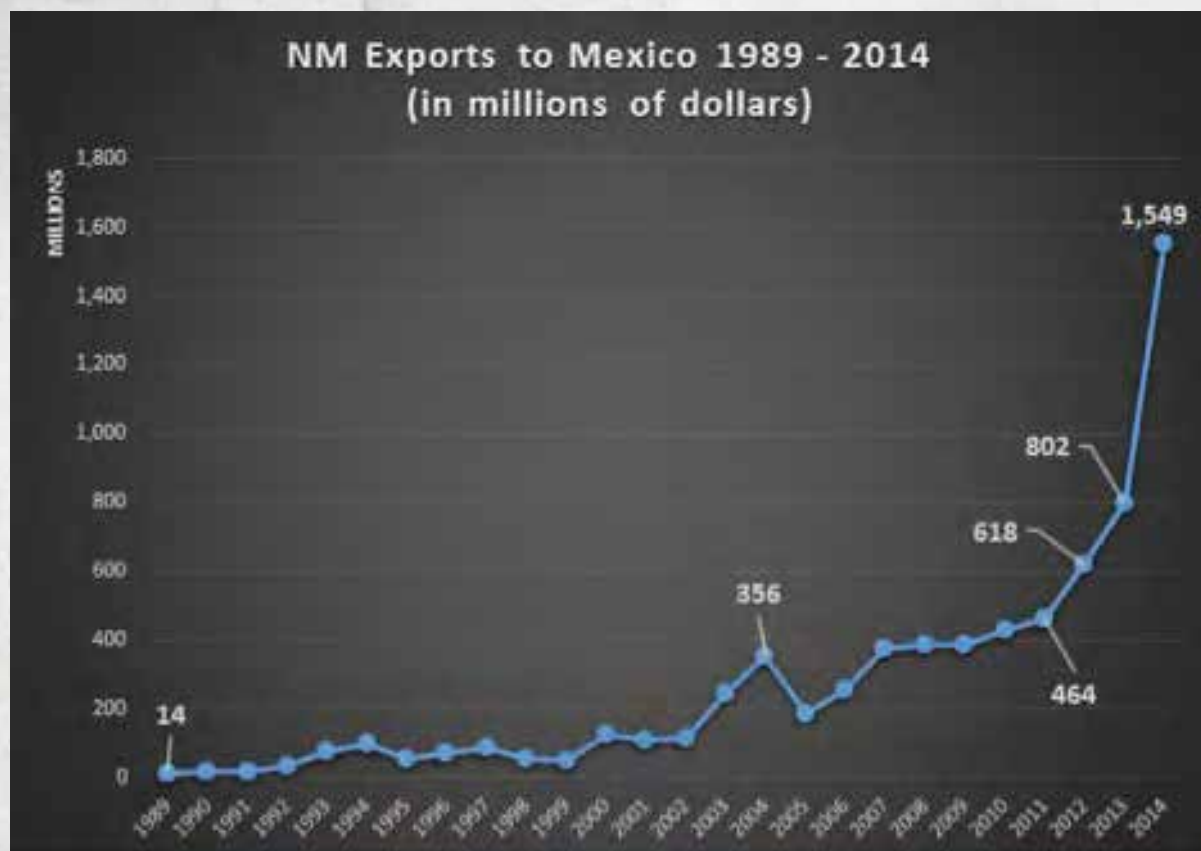
The IBA offers educational programs on how to export/import, an online resource guide of international trade materials, and an electronic database of international trade leads/joint venture opportunities. The IBA also leads outgoing and reverse trade missions of foreign buyers and sellers for the benefit of New Mexican companies. IBA's team of trade experts offers one-on-one counseling for businesses seeking assistance in meeting their international trade objectives.

Through public outreach, export/import counseling, international finance counseling, trade missions, and its seminars/workshops, the IBA has become the first stop for New Mexico businesses and individuals seeking any international advice.

Since its inception, the IBA has assisted with the investment of over \$45 Million into New Mexico. The IBA has helped NM businesses export almost \$44 Million and import almost \$6 Million. This has resulted in the direct creation of 559 jobs and the retention of 203 jobs in New Mexico. There is no charge for IBA assistance. For more information please contact Jerry Pacheco, Executive Director, at 575-589-2200.

### 2014 New Mexico Export Recap:

- In 2014, New Mexico led all U.S. states in percentage growth of exports to Mexico with 93% increase. The next highest state was Montana, which saw its exports to Mexico grow by 66%.
- Total state exports to Mexico climbed from \$802 million in 2013 to \$1.549 billion in 2014 (see category breakdown below).
- Mexico is New Mexico's number one export market, accounting for 41% of state exports, followed by Israel at 21%, Italy at 7%, Canada at 6% and both China and Ireland at 3%. Previously, the U.S. Department of Commerce has estimated that more than one-half of the state's exports to Mexico originate in southern Dona Ana County.
- New Mexico's exports to the world rose 39% in 2014 to a total of \$3.789 billion.



Source: International Trade Administration TradeStats Express

#### NEW MEXICO EXPORTS TO MEXICO (TOP 12 CATEGORIES):

334--computer and electronic products	755,344,129
335--electrical equipment, appliances & components	114,713,367
332--fabricated metal products, nesoi	113,930,475
324--petroleum & coal products	108,627,797
336--transportation equipment	91,014,258
326--plastics & rubber products	66,407,257
930--used or second-hand merchandise	63,658,176
311--food manufactures	51,977,950
333--machinery, except electrical	42,665,342
322--paper	37,899,317
325--chemicals	32,760,363
331--primary metal mfg	19,118,719

<b>TOTAL</b>	<b>1,549,325,025</b>
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#### SUMMARY:

Computer and Electronic Products	755,344,129
Electrical Equipment, Appliances & Components	114,713,367
Fabricated Metal Products	113,930,475
Petroleum & Coal Products	108,627,797
All Others	456,709,257



# NMSBDC NETWORK SUCCESS STORIES

## JE L'ADORE!

8238 Menaul Blvd NE  
Albuquerque, New Mexico



**OWNER:** Erik & Tammy Rorem

**YEARS IN BUSINESS:** 1.5

**TYPE OF BUSINESS:** Retail / Home Décor

**NUMBER OF EMPLOYEES:** 2

**COMMUNITY:** Albuquerque

**SBDC:** CNM - Albuquerque SBDC



"With the right vision, determination, support, and a leap of faith, my dream of owning a boutique came true in March 2013 and Je L'adore! was born," says Tammy Rorem.

Erik and Tammy Rorem are the proud owners of Je L'adore!, an inspiring boutique filled with authentic French décor and beautiful, one-of-a-kind vintage décor items with shabby chic flair and European style mixed with Tammy's own unique style of decorating. Located in the Northeast Heights of Albuquerque in the Hoffmantown Shopping Center, Je L'adore! has been a huge success since opening its doors one and a half years ago.

Exclusive to New Mexico, there is nothing quite like Je L'adore! ("I love it" in French). Je L'adore! is not just another boutique, it's an experience that engages all the senses from the moment one walks in the door. This unique experience facilitates conversation and genuine friendships in addition to finding beautiful gifts and vintage one-of-a-kind décor items, not common to New Mexico. Not only has Je L'adore! been embraced by the local French community, but numerous customers have also likened Je L'adore! to that of entering an antique shop in France...without leaving Albuquerque! What Je L'adore! offers is an inviting atmosphere where customers, designers, and friends alike come to find inspiration, original and beautiful displays, and a wonderful collection of treasures and décor acquired from all over including France, under one roof.

Tammy attended a short introductory business seminar at the Albuquerque SBDC taught by Ray Garcia, which put her on a focused path to open the store. Since then, Ray has helped with identifying the fundamentals of operating a business, but most importantly he helped to clarify and better define the vision, the target customer, how to reach these customers, and how to get them in the store. Ray continues to offer support and guidance to ensure success. Tammy and Erik would like to express their gratitude for the support and guidance from the Albuquerque SBDC and the honor of being selected as the SBDC Success Client for 2014.

Currently, Je L'adore! is busting at the seams with growth, with expectations to expand in size and further the vision moving into 2015.

# NMSBDC NETWORK SUCCESS STORIES

## ACOSTA HIDES



**OWNER:** Sergio Acosta

**YEARS IN BUSINESS:** 1.6

**TYPE OF BUSINESS:** Exporting

**NUMBER OF EMPLOYEES:** 2

**COMMUNITY:** Mesquite

**SBDC:** Doña Ana Community College



Acosta's Hides was established in 2013 with a truck, a dream and an incredible vision in the town of Mesquite, New Mexico. The owner, Sergio Acosta, has demonstrated mastery at the art of entrepreneurship by entering a market where restrictions are bewildering. This company concentrates in taking advantage of the raw materials that are present in dead cattle. The raw materials are then exported and transformed into resources that can be sold. The mission of Acosta's business is to seize every opportunity that this activity represents while contributing to making this planet a better place.

By collecting the carcasses, Acosta, in essence saves the environment by preventing dead cattle from being buried and potentially damaging the aquifers. He then takes hold of the opportunity of using every fragment of the carcasses for resources that he prepares and exports to Mexico. The hides are cleaned and sold for leather; the meat is used to make pet food, and the bones are used as components in the production of soap. "There is nothing that goes to waste" Acosta says proudly of his business and adds, "wasted materials are wasted opportunities". Acosta is one of only two persons in the state of New Mexico that has a license for this type of business. The process for obtaining this license is so rigorous it took Acosta eight years to attain the license. This not only speaks to the measure of meticulous quality and superb skill this profession requires, but also the incredible perseverance that Acosta possesses.

The relentless amount of work he does is only matched by his tenacity to accomplish it. "I love my job, there are very few things in life that give me the satisfaction that my business provides." Acosta gushes over the opportunity that he has created for himself, however, he never fails to mention that "without help of JoAnn (Garay)", Director of the DACC-SBDC center in Las Cruces, "my dreams would have never been possible." Garay helped him with guidance of his vision and aided him on the importance of recordkeeping as well as planning an objective strategy for his business. Garay also helped Acosta obtain a loan from Tierra Del Sol; which gave him the ability to purchase a truck so he could get his business in motion.

Acosta's Hides is always looking for new opportunities to grow. In fact, Acosta is planning on adding more services to his already profitable business. In the near future, Acosta has plans to hire more employees and is looking into a new business venture demonstrating his versatility and yet again outstanding vision. This new venture will differ slightly from the essence of his original business, yet it will contribute to its profitability and success. Acosta never ceases to think of new and undiscovered opportunities to devour while never under minding the ecological impact on the planet.



# NMSBDC CENTER SUCCESS STORIES

## SBDC AT NMSU-GRANTS

**CENTER DIRECTOR:** Clemente Sanchez

**TYPE OF BUSINESS:** Small Business Assistance

**YEARS IN BUSINESS:** 25

**NUMBER OF EMPLOYEES:** 2

**SBDC:** NMSU - GRANTS



The New Mexico Small Business Development Centers are very successful in management and technical assistance programs for entrepreneurs. The Network annually provides business education services to more clients than all other educational programs combined. The New Mexico State University-Grants Campus, a land grant institution, hosts the NMSU-Grants Small Business Development Center. "Much along the line of what land grant colleges have been able to do to help agriculture, the plan envisions that universities establishing these Centers would make available to small business, not only the services of the School of Business, but the full capabilities of the universities" (nmsu.edu). NMSU-Grants SBDC is located in Cibola County, New Mexico. The county is mostly rural along with the City of Grants and Village of Milan. This includes services to Native American Tribes, Acoma Pueblo, Laguna Pueblo, Ramah Chapter of the Navajo, Prewitt and Thoreau. Their Network service area support also includes McKinley and Sandoval Counties.

The NMSU-Grants SBDC is your sounding board, your safety net, your colleague and your consultant. Counselors at the SBDC assist in pre- and post-venture planning at no-cost. They offer confidential one-on-one consulting, low-cost training in a variety of subjects, and are able to assist your company in networking with other local companies to achieve your goals. NMSU-Grants SBDC provide small business assistance with planning, marketing, financing, small business start-up, entrepreneur training, and other specialized areas to help grow and strengthen businesses in New Mexico. Whether you have an established business or want to start a new one, you can obtain no-cost confidential assistance in these areas: Business Expansion, Business Start-up, Business Plan Development, Accounting / Bookkeeping, Financing, Marketing, Management, Tax and Legal Resources, Human Resource Issues, E-Commerce, Government Contracting and Buying and Selling a Business. Please contact Clemente Sanchez, Director; or Gerrie Ortiz, Business Advisor; @ 505.287.8221 - 701 E. Roosevelt Ave., Grants, N.M. 87020. Fax 505.287.2125.



# NMSBDC NETWORK SUCCESS STORIES

## CUATITAS PHYSICAL & SPORTS THERAPY, LLC

2421 Calle Contenta  
Las Vegas NM 87701



**OWNER:** Mario and Roberta Lucero

**YEARS IN BUSINESS:** 2 years

**TYPE OF BUSINESS:** Physical Therapy

**NUMBER OF EMPLOYEES:** 6

**COMMUNITY:** Santa Rosa

**SBDC:** Luna Community College



Mario and Roberta Lucero saw a huge need in the community of Santa Rosa for physical therapy, especially for the elderly. Roberta, being a licensed therapist working in Las Vegas, saw a lot of patients who had to make the long drive from Santa Rosa to Las Vegas to get therapy. She knew a lot of the patients had a hard enough time with mobility, and making the arduous trek to Las Vegas had to be very difficult physically as well as financially. Mario was born and raised in Santa Rosa and saw an opportunity to give back to his hometown. Mario and Roberta are both young and educated, with Roberta being a licensed Physical Therapist and Certified Athletic Trainer and Mario having a Master's in Business Administration and Minor in Information Systems and felt like they had the skills needed to start up their own business. After many discussions, they both decided that opening a clinic in Santa Rosa was something they felt strongly about and Cuatitas Physical and Sports Therapy, LLC was formed.

Mario and Roberta first contacted the SBDC in July of 2012. By the end of 2012, Mario and Roberta completed their business plan and were able to secure a loan from Community First Bank and thus Cuatitas Physical & Sports Therapy, LLC was launched in Santa Rosa. The launching of the clinic created 3 FT jobs. The business initially experienced some delays in the remodel, but once they were able to get things up to code, they opened their doors in January of 2013. Then came the big hail storm in Santa Rosa midway through their first year which caused major damage to their building. These obstacles would have made most people want to give up, but not the Lucero's. They overcame it with their desire to help the people of Santa Rosa and their positive attitude. Today Cuatitas Sports Therapy has more than doubled their patient load. They now have 6 employees and Roberta is busier than ever. Mario and Roberta take a lot of comfort in the fact that they provide a much needed service for the elderly community of Santa Rosa which makes up 75% of their patient load.

Cuatitas Physical and Sports Therapy has just finished their second year in business and while it has been difficult navigating all of the changes with the Nations Health Care System, both Roberta and Mario see the business as having a lot of potential for growth and expansion. The biggest challenge is figuring out how to maximize their profits and keeping expenses down, with the changing climate of health insurance and the growing tax rates. The one constant that they know they can count on is the SBDC and the services they offer. "With everything being so expensive these days, it's awesome to know that we have the professional services of the SBDC available to us at no cost" says Mario. I can't tell you how valuable that is to us and our business."

Mario and Roberta's dedication to the community and to the services they offer have helped them grow their patient base and referral network. "Our patients don't have to drive to Las Vegas anymore. They save time and money coming to our clinic and we know how valuable that is to the community", says Roberta. Cuatitas Physical and Sports Therapy has big plans for the future. They plan to expand their clinic to the Las Vegas area. They are proud of the fact they are making a difference in someone's way of life and they know they can make a difference in Las Vegas as well. They will be able to hire more staff and another licensed therapist and continue to give back to Las Vegas and Santa Rosa, communities who have been so good to them. "We will definitely be calling on the SBDC again to help us with expanding into Las Vegas", says Mario. "Working with the SBDC helped us fulfill our dream of being a business owner. With a knowledgeable staff and helpful resources, they helped us organize our business plan that was ready to be submitted to the bank and helped by providing workshops for us to do our taxes."

Cuatitas Physical and Sports Therapy has the drive and passion that comes from youth and the skills and knowledge of highly educated people. This is a winning combination for two people who started with a dream and now the possibilities are endless.

# NMSBDC CENTER SUCCESS STORIES

## SBDC AT MESALANDS COMMUNITY COLLEGE

**CENTER DIRECTOR:** Vicki Watson

**TYPE OF BUSINESS:** Small Business Assistance

**YEARS IN BUSINESS:** 20+

**NUMBER OF EMPLOYEES:** 1-3

**SBDC:** MCC - TUCUMCARI



The SBDC program in Tucumcari is hosted by Mesalands Community College and serves three counties: Union, Harding and Quay. These counties comprise the northeastern corner of New Mexico and represent the challenges of an agriculture-based economy. Each county is very large in size and very small in population. They embody the true western spirit of entrepreneurship—a legacy of their pioneer history and faith in the future.

Major issues in the area are those common to all rural communities—few new industries, fewer new jobs and the loss of young families. Those young families who return home are creating a wave of enterprise and bring with them the vision of lessons learned elsewhere. They are redesigning old businesses to serve new needs. One example is the conversion of a small coffee shop to include its own grinding and marketing of coffee beans.

Another young family has grown its ownership of rental properties and now has a retail store. A-Z Plateau and More, owned by Billy and Lori Otero in Tucumcari, offers gifts and clothing as well as cell phone sales and service. Ms. Otero embodies the definition of a serial entrepreneur as she continues to offer products and services defined by the community's needs.

The Tucumcari SBDC is quite new compared to other State sites. As its relationship with the College and the community has developed, the office has participated in a broad range of projects. In such small towns there is a very narrow division between commercial and service-oriented endeavors. One example is the crisis created by lack of child care, which impacts families and employers. This office has engaged in many activities aimed to support and expand the child care industry. A new client is buying an existing day care facility that was scheduled for closing. This will result in jobs saved and working parents keeping reliable services. Employers will be secure in knowing their investment in these workers will continue to return value.

Mesalands is well known for its singular wind energy program. The industrial-sized turbine serves as a reminder for the value of all natural resources in the area. The agriculture industry in these three counties has suffered due to extended drought over many years. The SBDC has worked with conservation groups and organizations dedicated to supporting wind farm development. A current client is expanding its capacity to provide drinking water systems from a local lake. Solar energy is also creating jobs and manufacturing.

Thanks to relationships with the New Mexico Department of Economic Development and other advisory and funding agencies, this site has helped varied businesses start and expand. Our local banks have partnered with SBDC, as in the refinance of a large motel. Some of the most significant efforts involve recovery and restructure as in the case of a fabric shop. New ventures for 2015 include an automated car wash, buy out of existing retail businesses, and continued support for creative inventors!

The future of the Mesalands Community College SBDC is embodied by Tucumcari's namesake mountain's endurance and a sunflower field's uplifting spirit!



# NMSBDC NETWORK SUCCESS STORIES

## GROWING OPPORTUNITIES

PO Box 949  
Alcalde, NM 87511

GROWING OPPORTUNITIES



**OWNER:** Steven and Kimberly Martin

**YEARS IN BUSINESS:** 15

**TYPE OF BUSINESS:** Hydroponic GreenHouse

**NUMBER OF EMPLOYEES:** 5 full time/ 2 part time

**SBDC:** Northern New Mexico University

**COMMUNITY:** Espanola, New Mexico

NORTHERN New Mexico University



Growing Opportunities is a hydroponic greenhouse operation devoted to being conservation-oriented business dedicated to providing fresh, locally grown, pesticide free agricultural products year round to New Mexico and surrounding states. Growing Opportunities is located in Alcalde, New Mexico Rio Arriba County on 3.5 acres of privately owned land.

Growing Opportunities have recently expanded and will now be providing over a hundred and fifty thousand pounds of pesticide-free tomatoes including beefsteak tomatoes and 12 different varieties of heirloom tomatoes per year as well as over ten-thousand English cucumbers year round for many commercial accounts throughout the states. Hydroponic grown tomatoes and cucumbers have a better appearance, longer shelf life, superior nutrient content and better taste than field grown crops.

The expansions from two hydroponic greenhouses to four have doubled their capacity to meet their customer demand for more products. Growing Opportunities utilizes computer and multiple sensor controlled hydroponic greenhouses for efficient production. All plant growth, through the years, has been accomplished by utilizing pesticide free methods that encompass biological controls for pest management. Growing Opportunities uses bees as pollinators, thus keeping the plant pollination as optimal and naturally occurring as possible.

Hydroponics is derived from Greek and literally means, "working water". In hydroponics, the water does the work because it brings all the necessary nutrients directly to the plant (in soil, the plant has to do the work by developing an extensive root system to obtain its nutrients). Due to this difference, plants grow much faster in a hydroponic garden than in a soil garden, and they usually produce greater and more consistent yields in a smaller amount of space. Another major advantage to hydroponics is the reduced water usage: you use one tenth the water in hydroponics that you do in soil gardening, and your expended hydroponic nutrient solution can be recycled by pouring it on your house plants, garden, or lawn. On the nutritional value of hydroponic produce, Plant Research Technologies Inc., an independent analytical laboratory in San Jose, CA., reported dramatic a mean increase of 50% in vitamin and mineral content in tomatoes.

"The Espanola SBDC has provided invaluable business assistance to us for years. Ida Carrillo assisted us in creating a business plan and got us in touch with ELCDC, Ron Brown and Sonny Lujan, and The Loan Fund, Joe Justice and Leroy Pacheco and their support team, who were both of our lenders for our expansion. Fortunately, we were indeed able to acquire the loan needed and our expansion has been completed and in production. Throughout the entirety of our funding search, Ida and Julianna Barbee were there to provide every assistance they could to help us achieve this goal!" Steven and Kimberly Martin.



## GREAT HARVEST BREAD COMPANY

4009 East Main Street  
Farmington, NM 87402



**OWNER:** Kim Bell  
**YEARS IN BUSINESS:** 3  
**TYPE OF BUSINESS:** Bakery  
**NUMBER OF EMPLOYEES:** 16  
**SBDC:** San Juan College  
**COMMUNITY:** Farmington



SAN JUAN COLLEGE

## SUCCESSFUL ENTREPRENEURSHIP = LOAFING?

After eight years of being a stay-at-home mom, Kim was ready to re-enter the workforce on her own terms. Reviewing options, she and her husband, Tye, recognized an un-met need for a bakery in Farmington. With no previous commercial baking experience, Kim and Tye laid everything they owned on the line, and took a leap of faith. Three years, one SBA loan, 16 employees, and literally tons of fresh bread and cookies later, the Bells are feeding and fostering their community.

Kim attributes their success to their ingredients and to their dedication to doing the right thing, for their customers, their employees and the environment. The grain, freshly ground each morning, is grown by three Montana farmers specifically for Great Harvest Bread Company; it is pesticide free, non-modified, red wheat that is higher in nutrition than commercially available wheat, like that grown hundreds of years ago. It is this same level of caring that brings customers back and transforms workers into family. Employees are empowered to do whatever it may take to ensure customers feel valued. And, this same spirit of concern is expressed among employees watching out for each other. Former employees are known to visit whenever they are in town, some even washing dishes! Further illustrating this wonderful environment, Kim has had to let only 3 employees go over the years.

But the caring does not stop at customers, employees or ingredients. All leftover products are donated to local charities; product that is not up to their standards is deposited in the pig barrel or the horse barrel around back for local farmers. Kim has a breadless dumpster; nothing is wasted.

Seeking a loan from Four Corners Community Bank, Kim first engaged the SBDC when working on her projections for the application. "They took me by the hand, explained things step-by-step. I had no business background, but with their help it became less overwhelming. They believed in me which made me believe I could do it."

And doing it she is. Out of the 200+ Great Harvest stores, the Bells have won: Phenomenal Bread – New Store (2011), Top Sales – Young Store (2012) and Top 10 Sales Growth (2013). They have also received a local customer service award. Obviously, the business is flourishing; now Kim is able come in after dropping her children at school rather than at 3 am as when she first began. When asked about future plans, Kim says that her focus is on the delicate balance of being a mom, a wife and a business owner. However, she plans to be around in 25 years ... and the SBDC will be here to support you, Kim!

# NMSBDC NETWORK SUCCESS STORIES

## MARTY'S MEALS, INC.

1107 Pen Road  
Santa Fe, NM 87501  
Sandra Bosben, President



**OWNER:** Sandra Bosben  
**YEARS IN BUSINESS:** 4.6  
**TYPE OF BUSINESS:** Fresh Pet Food  
**NUMBER OF EMPLOYEES:** 7  
**SBDC:** Santa Fe Community College  
**COMMUNITY:** Santa Fe



"Feed Love For Life" says it all for Sandra Bosben, owner of Marty's Meals. That's because the company sprang from her love for her Rottweiler mix, Marty.

Sandra adopted Marty when he was only 6 months old. Even though she fed Marty the best food money could buy and administered all of the medications prescribed by her vet, the pup had a lot of health issues. By the time he was 4, Marty had major surgery for joint failure. Although the surgery seemed to help, the dog did not recover as well as was hoped for his age. As Sandra researched ways to rehab Marty, she met an animal bodywork specialist who in turn introduced her to a renowned animal nutritionist. Together they developed a couple of simple recipes for Marty and so began Sandra's journey learning about pet nutrition and wellness in her own kitchen.

Fast forward to 2010. Sandra has been cooking small batches up for friends and family and seeing stellar results in their pets, not to mention in Marty. The construction industry was tanking, and Sandra decided to seek some guidance to launch her concept of a pet food company. Together with her SBDC advisor, the Northern New Mexico Connect program, and the FDA expert at the Taos Kitchen, Sandra was able to research her market more fully and get FDA approval. She launched the company officially that October.

Sandra quickly saw the limitations of cooking the food at home when Marty's Meals food began to fly off the shelves at local pet specialty shops. She was also generating her own sales, and delivering to her clients. Two local restaurants offered to rent their facilities after hours, and by 2012 volume had reached the point where these options could not keep up with demand. It was Sandra's original plan to eventually have her own manufacturing and retail location and this was the time to begin a second business plan in support of a request to finance this phase. Sandra's vision for the shop and kitchen would allow her to buy her ingredients in greater quantities and stabilize her pricing. She wanted a kitchen built out to her specifications, as well as a community room where local animal experts could conduct workshops. Sandra also wanted to support local rescue organizations by hosting fundraisers, in addition to the regular donations of food she was already making.

With the help of her advisory team and the Santa Fe SBDC, Sandra succeeded in securing her financing at The Loan Fund. Marty's Meals celebrated the grand opening of its shop on Pen Road in October 2013. Nearing its first full year of operation, the shop has nearly tripled the company's 2012 sales and is on track to make \$400k in sales for 2014. Marty's Meals has created jobs for 7 people, and improved the wellness of countless animals in Northern New Mexico. The company was recognized for its accomplishments in these areas when it was among the eight companies to receive the Northern New Mexico 20/20 Award. Sadly Marty has now passed, but not before outliving his life expectancy with exuberance! Sandra has now set her sights on expanding into Colorado. All for the love of a dog named Marty.



# NMSBDC NETWORK SUCCESS STORIES

## MASSAGE ENVY

4229 Crestview Drive  
Rio Rancho, NM 87124



**OWNER:** Salina R Harris

**YEARS IN BUSINESS:** 7yrs

**TYPE OF BUSINESS:** Massage Therapy

**NUMBER OF EMPLOYEES:** 30

**SBDC:** UNM Sandoval County

**COMMUNITY:** Rio Rancho



Massage Envy Rio Rancho is a therapeutic Spa that provides a pathway to wellness, well-being and worth through professional, convenient and affordable massage therapy and spa services. Massage Envy has been open since November 9th, 2007 in the center of Rio Rancho. At Massage Envy our vision is better lives, better families, better communities, a better world thru our hands.

At Massage Envy Rio Rancho we provide therapeutic massage and healthy skin Murad facials. We are open 7 days a week equaling 90 hours a week. Massage Envy offers services in over 1,000 locations nationwide. Making it easy for anyone to enjoy less stress, more energy and improve wellness on any type of schedule. At Massage Envy, massage services ranges from Swedish massage and Sports massage to Prenatal massage and Geriatric Massage. Massage Envy also offers healthy skin Murad facials, feature world renowned Murad skin care products. Some of the benefits of the facials are increase entire body circulation, reduces blemishes and break outs, alleviated redness, reduced fine lines, as well as reduced sun damage.

"Sandoval County SBDC gave Massage Envy in Rio Rancho important insight on how to approach business in the community. The SBDC was able to assess what the communities overall need for massage therapy was. Giving Massage Envy an important leg up. The SBDC also gave important insight on how to start utilizing employees to help bring in new guest. The SBDC has been a big help in reaching our goals."

Massage Envy has experienced great success and has built a strong foundation in the Rio Rancho area. Massage Envy has also become a growing, strong, and recognized business in the community. In the future Massage Envy hopes to continue expanding, adding jobs and bringing in opportunities for the community of Rio Rancho.



# NMSBDC NETWORK SUCCESS STORIES

## MONA'S SALSA

902 N Main Street  
Carlsbad, NM, 88220



**OWNER:** Mona Mauzey

**YEARS IN BUSINESS:** 10 years

**TYPE OF BUSINESS:** Salsa & Jelly

**NUMBER OF EMPLOYEES:** 1

**SBDC:** NMSU - Carlsbad



The Small Business Development Center at New Mexico State University in Carlsbad has chosen Mona's Salsa as their 2014 Success Client. Mona's Salsa started over 20 years ago where all great recipes begin, in the kitchen. Making salsa for her husband, family and friends eventually grew from few jars to cases which became a full time job. Demand for the salsa left little doubt that it needed to be processed for market. In 2004 Mona's Salsa became a business with her home recipe now being produced by Comfort Food's in Albuquerque, New Mexico which was established in 1989. Sales have grown 300% since the inceptions of Mona's Salsa.

Mona's Salsa's uniqueness comes from no dehydrated onions which are used as filler in most salsas. There are no added preservatives (no vinegar, lemon or lime) low sugar and salt as well as, gluten free. This applies to all three of Mona's Salsa's: Salsa for Everyone, Hot and Extra Hot. The business has also birthed another product, Mona's Jalapeño Jelly.

"The Small Business Development Center taught me how to use the resources that were readily available to me. Lisa Chavez helped me tremendously in taking the steps needed to get my business started. She did a lot of research for me and helped me from making mistakes. She guided me the whole way, from helping with bar codes and nutritional facts to writing up a marketing plan." Other products are in the planning stages as Mona's Salsa has a hope & desire to have her salsa carried by major grocery chains. It is currently served and sold at local wineries, the Carlsbad Caverns National Park restaurant and the gift shop, as well as many grocery and convenient stores in southwest New Mexico.

## CHAOS BISTRO



**OWNER:** Vince Parker

**YEARS IN BUSINESS:** 2 years

**TYPE OF BUSINESS:** Mobile Food Service

**NUMBER OF EMPLOYEES:** 4

**SBDC:** NMSU - Alamogordo



Vince Parker is the Alamogordo SBDC Client of the Year. He has a bright green food truck that is recognizable from a distance, food that is delectable, and a positive attitude that is contagious. Vince was first introduced to the SBDC when he went through the 2-Day "Boots to Business" program held on the campus. At that time, the food truck was this chef's dream. After several meetings with the SBDC, Vince made the plunge and invested his hard saved dollars into the truck that has become his mobile restaurant.

Vince says this about his experience, "Before opening Chaos Bistro, I had skills in the culinary part of a restaurant, but little prior experience in running a business. The knowledgeable professionals at the SBDC helped me focus on what I needed to get my business up and running. I met with them even before I had my truck custom built to ensure I had a solid business plan. I owe a lot of my success to having sound guidance and support throughout this whole process."

Vince currently provides his cuisine 4 days a week to our military on base and has a faithful following. His future plans include turning Chaos Bistro into a brick-and-mortar restaurant that specializes in locally sourced ingredients crafted into higher-end pub fare. He also intends on teaming up with a brew master so they can produce their own in-house microbrews on tap alongside his cuisine.

# NMSBDC NETWORK SUCCESS STORIES

## **BAHAMA BUCK'S**

8810 Holly Ave NE Ste.A  
Albuquerque, NM 87122  
505-273-5231



**OWNER(S):** Margaret Onuska

**TYPE OF BUSINESS:** Restaurant

**YEARS IN BUSINESS:** 2

**NUMBER OF EMPLOYEES:** 19

**SBDC:** Albuquerque South Valley SBDC



Margaret has been working with the Albuquerque South valley-SBDC since March of 2011. She is a nurse and wanted to start a "fun" business, a "Bahama Buck's" franchise. She had the Hawaiian shaved ice product in AZ and fell in love with it. She knew after trying it, that was what she wanted. She initially came to see us for assistance with opening the franchise but we told her she should probably work on a business plan that was not a Bahama Buck's plan but one from the standpoint of the owner. She attended all of our classes and worked diligently on her business plan. During this time, Margaret was busy finding a good location that had a drive-thru already built in and finally found one on Paseo del Norte. It had great traffic, decent visibility and lots of schools nearby.

She knew she was going to need a loan to get this all started and we started working on getting her ready for the SBA process to get the loan. From there, we took the loan package to Western Commerce and she was approved, after much back and forth. She then went to work on getting the build out right for Bahama Buck's specification and attending the franchisee training. She had to jump thru several hoops for the city, zoning, inspections etc. She opened in September of 2012.

Quote from Margaret: "if I hadn't walked thru the doors of the SBDC, my business wouldn't be here because I had been told by other counselors 'no way' as I would never qualify for a loan. First things Trish said after looking at my information said 'this is doable' and started pointing me in the right direction, helping me with my business plan and everything, which is why I have my business is because of SBDC."

Margaret has been in business 2 full years now and her store is doing very well. She has increased sales by a little more than 10% from yr. 1. She still has 6 of her original employees and 2 have gone thru Bahama Buck's management training. She has been working with some of the other new franchisees that are coming to Albuquerque to help them start out on the right foot. She is also considering getting into another type of franchise due to her experience with Bahama Buck's. Visit her at 8810 Holly Ave NE Ste.A, Albuquerque, NM 87122 505-273-5231.



# NMSBDC NETWORK SUCCESS STORIES

## THE LOS ALAMOS DAILY POST

1247 Central Avenue  
Los Alamos, NM 87544



**OWNER(S):** Carol A. Clark

**TYPE OF BUSINESS:** Daily News Publication

**YEARS IN BUSINESS:** 5

**NUMBER OF EMPLOYEES:** 5

**SBDC:** UNM - Los Alamos



The Los Alamos Daily Post is owned and operated by Publisher and Editor, Carol A. Clark, who launched the online newspaper on February 7, 2012. The Los Alamos Daily Post is a member of the National Newspaper Association. The Los Alamos Daily Post delivers "Los Alamos News at Lightning Speed" throughout New Mexico, across the nation, and around the world. Its world headquarters is located at 1247 Central Avenue in downtown Los Alamos.

With lifestyles editor and graphic artist Bonnie J. Gordon and assistance from a growing army of community volunteers, The Los Alamos Daily Post has expanded its readership into 129 countries. The paper's number one goal is to bring readers the best in local news coverage through print, photographs and video.

With its focus on the events occurring throughout Los Alamos and White Rock, the news team is reporting from the neighborhoods, schools, businesses, financial, cultural and faith-based communities along with the science and engineering divisions at Los Alamos National Laboratory. On its site, readers will also find the latest news from Los Alamos County, Los Alamos Police Department, and Los Alamos Fire Department.

As one resident stated, "I'm enjoying your media format for its dynamic presentation (daily, hourly updates)...I enjoy keeping up with the news up on the Hill."

Clark credits the excellent start-up assistance she received from the Los Alamos SBDC Counselor for her success. The Los Alamos Daily Post strongly advocates for small businesses in the community. Clark recommends that other business owners contact the Small Business Development Center for assistance in growing their business.

The mission of the SBDC is to provide quality assistance, education, and resources to potential and existing small businesses in partnership with UNM-LA. The SBDC office is located on the UNM-LA campus and provides business assistance services for entrepreneurs, start-up businesses, and existing small businesses in Los Alamos.



# NMSBDC NETWORK SUCCESS STORIES

## CELLULAR BY ALL WIRELESS, LLC.

902 N Main Street  
Carlsbad, NM, 88220

**OWNER:** Roger and Christy Barbosa

**YEARS IN BUSINESS:** 3 years

**TYPE OF BUSINESS:** Mobile Phones

**NUMBER OF EMPLOYEES:** 3

**SBDC:** Western New Mexico University

**COMMUNITY:** Deming, New Mexico



Technology today is the number one source of communication and people have never been as connected to each. With the help of the Barbosa family, the local and the surrounding communities can stay connected with friends and family at affordable prices.

Nearly three years ago, Roger and Christy Barbosa saw an opportunity to expand their small cell phones business which was operating out of the store front of their flooring business. It included one small cell phone display and a cash register. "At first we used a lap top and a binder to keep our customer's information," said Christy.

"Before we opened in the downtown location, we were running two very different businesses out of one location. We started to notice high traffic and the demand for our cell phones plans. Our priority has always been to provide great customer service." Explained Christy. "Traffic was amazing and that's when we thought we needed help to make our business grow and succeed."

The couple sought help from the Small Business Development office located out of WNMU-Deming and in March 2012 they purchased a building from Luna County. "The Small Business Development Center helped us prepare a business plan to present to the bank for a loan. They helped us plan graphs and profit margins as to how much our profit would increase if we had a different location. Mr. Bruce Ashburn helped us very much with his intelligence, motivation, inspiration and great attitude. With the loan we obtained we were able to buy three cell phone displays, computers, printers, necessary office supplies and merchandise which helped our business grow."

"Today we are a multicarrier service for various cell phone companies," said Roger. "We do money transfers, copies, fax, cell phone activations, replenishments and we sell cell phone devices and phone accessories." We do everything by computer.

In the last two years, the Barbosas have helped expand the prepaid phone market.

"Prepaid is a big market," explained Roger. "The flexibility of plans gives the users full control of what they purchase before they use it and can cancel at any time."

Cell phone buyers in Luna County represent different needs including international needs.

"With what we offer, customers that use international minutes have rates that are less expensive." Explained Roger. We have customers who have relatives in other countries and we help them stay connected."

The Barbosas have a team of three staff members and continue to operate Surface Tile & Carpet in Deming NM.

In addition to servicing the needs of international families, the Barbosas are also looking to expand in other cities. "We have talked about it," said Christy, "The most challenging thing has been investing time because we have two kids that require a lot of time from us, Diego who is 8 years and Yaneli who is 2 years. Owning your own business is not a job with a schedule of 8am to 5pm."

"We are proud small business owners that have accomplished many things," said Roger. Roger was born in California and Christy was born in Albuquerque NM. Roger and Christy are first generation and they feel very proud of all of their accomplishments and their roots. "With hard work, dedication and with programs like the Small Business Development center the sky is the limit," said Christy.

# NMSBDC NETWORK SUCCESS STORIES

## OPTICAL SOURCE BY SUNGLASS SOURCE

1908 North Prince Street  
Clovis, NM 88101



**OWNER:** Ray and Donna Montoya

**YEARS IN BUSINESS:** 22

**TYPE OF BUSINESS:** Retail Optical Store

**NUMBER OF EMPLOYEES:** 7

**COMMUNITY:** Clovis, NM

**SBDC:** Clovis Community College



The Eyes Have It!

See what other's don't and See us like never before

Ray and Donna Montoya started Sunglass Source, an eyewear franchise, in 1992 as a kiosk in the Clovis mall. Several years later the kiosk became a store in the mall and two additional stores in New Mexico were opened. In an effort to take advantage of inventory options and reduce traveling, the Montoya's closed the other stores and concentrated their efforts on the Clovis location. Today Optical Source is located as a stand-alone store on the busiest street in the area. The Montoya's successfully opened a second location at the area's military establishment; which makes them the largest eyeglass, sunglass, safety, and contact lens store in the area.

Optical Source provides digital lenses using state of the art technology in their on-site same day lab. Ray and Donna's goal is to provide fashionable eyewear for the public, whether at play or work. Their customized service attracts guests from the west to the east coast and in-between who enjoy sunglass brand names such as Oakley and Gucci; and prescription eyewear name brands such as Randy Jackson and Armani. The Montoya's welcome eyewear challenges and have never turned down a seemingly impossible request. Their motto "See what you've been missing!" is a testimony to their 22 years of entrepreneurship. They strive to satisfy their guest by getting them what they need, listening, and continuous education for all employees.

In the summer of 2000, the Montoya's decided to expand, cease from the franchise, and open another business. They worked closely with the Clovis SBDC to develop a business plan that was very crucial in the early stages of development. The SBDC assisted Ray in recognizing every aspect of the business from cost of goods to paying taxes. August of 2000 the Montoya's were awarded a loan, retained three positions and added two additional positions. In the fall of 2001, Ray and Donna had three stores, sales increased by 17%, and 15% of total sales came from their customized work when new services were introduced. He also informed the Center that they were debt-free and has continued to be since that time.

Over the years the Center has assisted the Montoya's with inventory and human resource issues. The Montoya's give the utmost gratitude to the SBDC for the assistance provided. "I recommend the SBDC; (they) played a key role in our acquiring our start up business loan." Ray Montoya  
Optical Source has grown to a viable business with extended business hours, guaranteed lowest prices, 24 to 48 hour turnaround, contact lenses, digital lenses, digital technology, and the promise to match or beat any competitor's prices. Their focus for the future is to establish a physical presence in the west Texas region, continue to "Wow" their guests while listening and providing what they want, and offer direction to upcoming entrepreneurs.



# NMSBDC NETWORK SUCCESS STORIES

## DIVINE WIRELINE SOLUTIONS, LLC

115 S Ryco Ln  
Hobbs, NM 88240



**OWNER:** David J. Macatee

**YEARS IN BUSINESS:** 2yrs

**TYPE OF BUSINESS:** Wireline Service Provider

**NUMBER OF EMPLOYEES:** 6

**COMMUNITY:** Hobbs

**SBDC:** New Mexico Junior College



Divine Wireline Solutions LLC was established in November 2013 by David J. Macatee to address the growing needs within southeastern New Mexico and West Texas for wireline perforating, logging, and pipe recovery services. The business utilizes the newest technology and equipment to perform repairs, perforating, logging, and plugging. The services provided by Divine Wireline Solutions LLC support oil and gas production within the Permian Basin.

The road to entrepreneurship began in 1998 as Mr. Macatee learned and worked within the wireline industry. As the industry changed and evolved, so did the skills and experiences of working within the wireline and oilfield industry for Mr. Macatee. Preparing financially to begin his own wireline service took more than 6 months and enabled the company to purchase their first truck though the company needed additional equipment and working capital to begin operations. Three banks and three denied loans later, Mr. Macatee came across the New Mexico Junior College – Small Business Development Center's workshop "Starting Your Own Small Business".

From workshop to one-on-one consulting assistance of the NMJC – SBDC, David was able to secure the financing necessary to start his wireline company. Mr. Macatee had this to say "I had what I thought was a very thought out, detailed, and accurate plan, but after being turned down by three banks I was no closer to starting the business. There is absolutely no way I could have accomplished what I have without the help of the Small Business Development Center and Brandon Hunt."

With the business established and growing, Divine Wireline Solutions LLC has been able to give back to the community through programs such as the Weekend Hunger Initiative, United Way, and church ministries. The business continues to grow and plans to expand business operations in 2015 by adding two additional trucks and hiring additional staff for operations. Divine Wireline Solutions LLC will move forward with the goal of growing to the forefront of the wireline industry, standing out with customer service, providing quality and safe services, and top of the line equipment.



# NMSBDC CENTER SUCCESS STORIES

## SBDC AT UNM-GALLUP

**CENTER DIRECTOR:** Dan Sanchez

**TYPE OF BUSINESS:** Small Business Assistance

**YEARS IN BUSINESS:** 25

**NUMBER OF EMPLOYEES:** 2

**SBDC:** UNM - GALLUP



The Small Business Development Center at UNM-Gallup is centrally located in downtown Gallup, N.M. on Historic Highway 66. Gallup is "Indian Capital of the World" due to the large Native American population with the Navajo Nation and the Pueblo of Zuni bordering Gallup. It is also "Adventure Gallup" because of the numerous and outstanding mountain hiking and bike trails in New Mexico. Most recently, Gallup was named "Most Patriotic Small Town in America" by Rand McNally.

In 2014, UNM-Gallup SBDC presented several workshops and coordinated events in conjunction with other organizations. They hosted several webinars from Google for Get Your Business Online Week at the SBDC office via e-Center. These workshops focused on how to get your business online and included: building a free website; expanding and growing your business online; and measuring your success with website analytics. Two of the participants have been successful in their business with what they learned and continue to utilize today. One participant, Stephen Tobey, SBDC's 2010 Success Client, commented, "Gallup SBDC staff had been very helpful. I've learned new skills in the business world and how to get my business online, which has helped me earn a profit. Utilizing their e-Center has helped me tremendously."

UNM-Gallup SBDC has assisted with coordinating the Veterans Helping Veterans Job Fair for the last two years. Veterans Helping Veterans is a local organization that is a support network for all Veterans. Stephen Tobey, himself a Veteran, saw a need in the community. He brought his idea to Dan Sanchez, SBDC director. The concept was planted in reality and the first job fair occurred in 2013. The job fairs are in collaboration with local and statewide Veteran organizations. City, State, and Tribal offices have participated along with Wal-Mart, Home Depot, banks, credit unions, corrections facilities, universities and community colleges. Last year's job fair produced 27 job placements on site and additional placements afterwards. These job fairs have been very successful and the SBDC is looking forward to helping with the 3rd Annual Veterans Helping Veterans Job Fair in 2015.

UNM-Gallup SBDC, under the direction of Dan Sanchez, earned the prestigious recognition for "Most Job Creation" in 2014 from the NMSBDC State Office during the NMSBDC Network Awards Dinner on January 27, 2015 in Albuquerque, N.M.

## LEARNING LADDER EARLY CHILDCARE EDUCATION CENTER, LLC

1709 W. Grand  
Artesia NM 88210



**OWNER:** Lori Sarabia

**YEARS IN BUSINESS:** 2

**TYPE OF BUSINESS:** Early Childcare Education

**NUMBER OF EMPLOYEES:** 8

**SBDC:** Eastern New Mexico University-Roswell

**COMMUNITY:** Artesia



Learning Ladder Early Childcare Education Center, LLC held its grand opening on August 29, 2013 at 1709 W. Grand Ave, Artesia. The mission is to provide childcare for children ages 6 weeks to 12 years old with a full day, year round educational program that meets the developmental needs of each child. There is a new name on the sign and an updated facility, but the same dedicated staff continues to serve the families of Artesia.

In October of 1996, Lori Sarabia began employment at Kids Count Day Care Center, which became Lil'Dogs 3 years later. She became the center's Director in 2007. When the business was threatened with closure she decided to purchase the business. At the time there were only 3 day care centers in Artesia. With assistance from the Small Business Development Center at ENMU-Roswell, Lori began the purchase process. Lori demonstrated the commitment to her vision and the families she serves in what turned out to be a 15 month process. Lori overcame issues of state and federal tax liens, clouded real-estate titles, and a complex regulatory environment. Lori persisted, held to her ethical values, obtained an SBA 7A loan, and purchased the business. Eight jobs were saved.

Lori reports: "After going to many banks and hearing they would not consider a loan because of the tax issues I was discouraged. Meeting with the SBDC in Roswell I finally found an open door. Carl helped me tremendously. When I had questions he took the time to explain the answer. Without Carl and the SBDC program it would not have been possible for me to purchase the daycare. I am grateful that this program was available to me."

Currently, the center serves 53 families and 76 children. Lori continues to improve the facility and increase capacity to serve the 23 families now on the waiting list.

# NMSBDC CENTER SUCCESS STORIES

## SBDC AT UNM-TAOS

**CENTER DIRECTOR:** Gary Bouty

**TYPE OF BUSINESS:** Small Business Assistance

**YEARS IN BUSINESS:** 5

**NUMBER OF EMPLOYEES:** 2

**SBDC:** UNM - TAOS



University of New Mexico-Small Business Development Center has been located in beautiful downtown Taos since 2010. Prior to that time, the center had operated in Taos as a part-time office connected with Northern New Mexico Community College in Espanola. The Taos Small Business Development Center (SBDC) became a full-time center and hired additional staff when joining UNM. Gary Bouty was initially part-time and became the center's director with this change in structure. Gary had been with the SBDC for over a decade prior to his director position. Daniel Peralta, business advisor, was hired to assist with clients and businesses.

Gary and Daniel combined offer years of business advice and insight to clients of the UNM-SBDC. Gary has a background in finance, specifically banking and accounting. Daniel owned and operated a retail business for eight years and has also worked in several other retail business settings prior to coming to the UNM-SBDC. Both are long time Taos residents and have very good insight into the business quirks of Taos.

UNM-SBDC staff works very closely with several business groups in the region, in particular the Taos Entrepreneurial Network (TEN). This professional business networking group has been very beneficial for the Taos business community. Startups and existing business owners and operators take advantage of utilizing the TEN meetings for a chance to meet and mix to find out who is who, and who does what. TEN has been very influential to the UNM-SBDC in that TEN's expertise in providing guidance to business owners who are looking to start and grow, and being able to use the UNM-SBDC as a partner leverages the power and value of the center. Word-of-mouth of the center from TEN cannot be overstated.

New Mexico Small Business Development Centers provide existing and new small businesses with expert counseling in planning, marketing, financing, licensing, accounting, government contracting and many additional areas. To contact the UNM-Taos Small Business Development Center call 575.737.6214



# NMSBDC CENTER SUCCESS STORIES

## SBDC AT UNM-VALENCIA

**CENTER DIRECTOR:** Wayne Abraham

**TYPE OF BUSINESS:** Small Business Assistance

**YEARS IN BUSINESS:** 20+

**NUMBER OF EMPLOYEES:** 1-3

**SBDC:** UNM - VALENCIA



The SBDC program in Los Lunas has been hosted by University of New Mexico-Valencia for over 20 years. Their mission is to provide quality small business assistance for existing and start-up businesses. The service area covers Valencia and Socorro Counties, as well as southern Torrance County.

The center has worked with businesses with employees ranging from 1 to over 50. The types of businesses UNM-Valencia SBDC have served include: farmers/ranchers, digital communications, plumbing, construction, manufacturing, training, entertainment, software development, restaurant management, photography, painting, cleaning services, and hair stylist, etc. They have worked with entrepreneurs from the beginning stages of a business through the expansion of their services, products, and growth. UNM-Valencia SBDC provides clients with a contact within one of their network centers or partners who can answer questions if the SBDC doesn't have the answers. Many times, they refer to themselves as "Information Brokers".

UNM-Valencia SBDC has many business partnerships throughout the State of New Mexico. They have several partners who lend funds for business needs that a business can be referred to, as the SBDC does not directly provide loans. This can be capital for start-ups, working capital, expansion, or buildings. There are government entities that have loans and grants available for alternative energy products for small businesses.

In the coming years, UNM-Valencia SBDC hopes to have satellite offices in both Belen and Socorro. They see abundant growth potential for the counties served, especially with the infrastructure of rail, interstate highways and aviation. There are ideal sites for manufacturing and for any organization that needs access to transportation to ship their product across the nation.

# NMSBDC STATEWIDE ADVISORY COUNCIL

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### Central New Mexico Community College-South Valley

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