



2015 ANNUAL REPORT

# NEW MEXICO SMALL BUSIN



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

*No-Cost confidential business consulting  
Low-cost business training workshops  
Certified business professionals  
[www.NMSBDC.org](http://www.NMSBDC.org)*

## 2015 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</b> .....	New Mexico PTAP
<b>Pgs 8</b> .....	International Business Accelerator
<b>Pgs 9-27</b> .....	NMSBDC Business Profiles
<b>Pg 28</b> .....	SBDC National Economic Impact
<b>Pg 29</b> .....	NMSBDC Statewide Advising Council
<b>Pg 30</b> .....	NMSBDC Statewide Service Center

---

# A MESSAGE FROM THE STATE DIRECTOR



**RUSSELL WYRICK**

N.M. State Director



For the past 27 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 19 service centers, 7 satellite offices and 35 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, the information the new entrepreneur needs to know if they are going to be able to successfully compete with the big guys can sometimes be overwhelming. 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, grow and ultimately reach that next level. 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 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. Since 2008 the NMSBDC Procurement Technical Assistance Program (PTAP), has had a huge impact on facilitating New Mexico's small businesses access to government procurement opportunities. Providing training and business counseling to more than 1089 small businesses resulting in those businesses to be awarded government contracts in the amount of over \$180,000,000.

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 and the great state they serve.



## NEW MEXICO SMALL BUSINESS DEVELOPMENT CENTER NETWORK

6401 Richards Avenue  
Santa Fe, NM 87508-4887  
800.281.7232 or 505.428.1362  
[www.nmsbdc.org](http://www.nmsbdc.org)

### EXPERIENCE

The New Mexico Small Business Development Center Network (NMSBDC) was established in 1989 through a partnership with the US Small Business Administration, the State of New Mexico, the New Mexico Association of Community Colleges, and the New Mexico Association of Independent Community Colleges. The NMSDC Network State Office is located on the campus of the Santa Fe Community College in Santa Fe, NM. The program provides no cost business consulting and low cost business training to all NM entrepreneurs. The 20 NMSBDC service centers and 4 satellite offices are strategically located throughout the state of New Mexico. The highly skilled NMSBDC staff is comprised of 64 business professionals with over 873 years of combined small business management and ownership expertise. The pride and dedication of the consultants shines through with over 540 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	Human Resources	Manufacturing	Real Estate
Wholesale	E-Commerce/Websites	Franchising	Career Planning	Marketing
Retail / Sales /Analysis	Social Media Research			

### ACHIEVEMENTS

The NMSBDC was once again honored by the Association of Small Business Development Centers with complete and full accreditation status. The ASBDC represent the collective interest of all members through a comprehensive Malcolm Baldrige based accreditation process. This process ensures the delivery of nationwide educational assistance to strengthen small business management, thereby contributing to the growth of local, state, and national economies.

The SBDC at the University of New Mexico - West was recognized with the NMSBDC Job Creator of the Year award for their outstanding achievements in small business development in their community. Our SBDC at Northern New Mexico College received the NMSBDC Center of the Year award for its exceptional processes and overall contribution to the mission and vision of the NMSBDC Network.

The ASBDC recognized Harsh Hariyani, Administrative Assistant III of the SBDC at UNM-West, at the National Convention in San Francisco, CA as the 2015 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

Our 2015 Results in the Region & Statewide. Brought to you by the New Mexico Small Business Development Center Network



Area of Consulting	Total FY 15
Business Accounting/Budget	96
Business Plan	541
Buy/Sell Business	134
Cash Flow Management	39
Customer Relations	45
eCommerce	14
Engineering R&D	18
Financing/Capital	338
Franchising	9
Government Contracting	74
Human Resources/Employee Mg't	48
International Trade	5
Legal Issues	161
Managing a Business	450
Marketing/Sales	342
Start-up Assistance	1,137
Tax Planning	124
Technology/Computers	19
Other	7
<b>Total Start Up Assistance</b>	<b>1,137</b>
<b>Total Existing Business Assistance</b>	<b>2,464</b>



	TOTAL JOBS	CREATED	RETAINED
<b>TOTAL FY 2015</b>	<b>1,419</b>	<b>977</b>	<b>442</b>
July 1989 to Sept. 2015	26,367	21,113	5,254
SBDC	977	76	217
PTAP	260	166	194
IBA	82	51	31



	Amount	No. of Bus
Total FY 2015	\$30,960,154	289
July 1992 to September 2014	\$734,901,596	5,179
<b>TOTAL #</b>	<b>\$765,861,750</b>	<b>5,468</b>



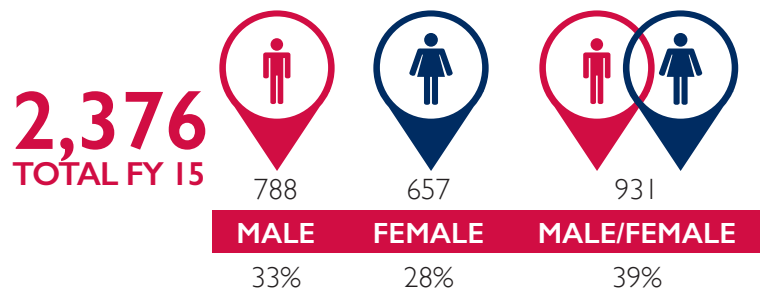
Time Period	No. of Bus.
Total FY 15	198
July 1991 to September 2014	8,566



Program	Cents Served
SBDC	2,376
PTAP	604
IBA	53

**CLIENT  
ACTIVITY  
2015**

## CLIENT GENDER



## CLIENTS SERVED

**3,254**  
TOTAL FY 15



TYPE	
Veterans	290
Hispanic	865
Caucasian	1,857
African American	95
Native American	147

## INDUSTRIES SERVED



Type	Total FY 15
Retail	217
Service	626
Wholesale	16
Manufacturing	135
Construction	116
Other	1,266
<b>Total Clients Served</b>	<b>2,376</b>

## SEMINARS AND WORKSHOPS

PROGRAM	TOTAL FY 15	ATTENDEES
<b>SBDC</b>	<b>381</b>	<b>3,855</b>
<b>PTAP</b>	<b>60</b>	<b>1,466</b>
<b>IBA</b>	<b>57</b>	<b>3,363</b>
<b>TOTAL</b>	<b>498</b>	<b>8,684</b>

## PROCUREMENT TECHNICAL ASSISTANCE PROGRAM

2008 to PRESENT

<b>943</b> # of Prime Contracts	<b>\$158,464,781</b> Dollar Value of Prime Contract Awards
<b>146</b> # of Subcontracts	<b>\$26,114,580</b> Dollar Value of Subcontract Awards

**TOTAL \$184,579,361**

## INTERNATIONAL BUSINESS ACCELERATOR

**EXPORTS**  
\$43,789,264

**IMPORTS**  
\$5,595,780

**BUSINESSES STARTED**  
74

**JOBS CREATED & RETAINED**  
744

**EQUITY INVESTMENTS**  
\$50,751,948





## MONTECH, INC.

Monica Jojola, Principal/President

**BUSINESS ADDRESS:** 718 Central Avenue SW  
Albuquerque, NM 87102

**YEARS IN BUSINESS:** 5

**TYPE OF BUSINESS:** Professional and Technical Support Services

**NUMBER OF EMPLOYEES:** 10

**COMMUNITY:** Albuquerque, NM

Strategic partnerships and nearly two decades of federal contracting experience have led Albuquerque-based Montech Inc., to success since its inception in 2011.

The 100 percent, American Indian-owned corporation, Montech, provides federal and state agencies, tribal governments and commercial clients a high-quality workforce and support services for newly awarded projects.

Company Principal Monica Jojola of Isleta Pueblo initially began business consulting after working at Datacom Sciences and Chickasaw Nation Industries (CNI) for more than 15 years. As director of Business Development at CNI, Monica interfaced at the highest federal levels, including briefing commanding officers at the Pentagon and negotiating with senior executives.

"Mid-point in my career, I knew I could build a business earning government contracts," said Monica, who resigned from CNI on a Friday and started her own company the following Monday. "With the experience I had gained, I was not quite as fearful of building something on my own."

As Monica began this new venture, she was also acquiring partners and started organizing personnel and resources for the partners that were awarded multimillion competitive contracts. Now Montech is also prime contractor with full-time and part-time employees, including a Catholic priest and a Protestant religious coordinator who worked at Kirtland Air Force Base.

"The Procurement Technical Assistance Center (PTAP), played a key role in my providing religious services to Kirtland Airforce Base (KAFB)," said Monica.



PTAP approached Montech and the KAFB customers with a potential solution that was a win for all parties involved. While assisting another client, PTAP learned of the base's need to contract out some religious services requirements. That need would have caused an undue burden on existing personnel for the services by requiring them to start a new company, complete all the necessary registrations, provision back office services, and learn how to be fully compliant with all the various statutes and regulations, both Federal and state.

"PTAP approached my firm and the KAFB customers with a potential solution that was a win for all parties involved: Montech took on the personnel under a staffing contract. Monica said other businesses may not have wanted to take on such small contracts, but ultimately Kirtland awarded Montech multi-year contracts for both religious assemblies. Monica said that the assistance from PTAP's Albuquerque and Bernalillo offices was invaluable."

---

***"The business relationships that you build while doing this work are incredible," said Monica, who received SBA 8(a) certification in July 2015. "The PTAP team will become your long time partners."***

**- Monica Jojola, Principal/President**

---





Founded in 1980, MCS Industries (MCS) is the U.S. market leader for wall and picture frames, albums, scrapbooks, mirrors, wall décor and art-print products. It also is the largest recycler of Styrofoam in the U.S., processing it into pellets that are used in its frame manufacturing. The company has outgrown its 140,000-square foot warehouse/distribution center in Santa Teresa's Border Industrial Park, adjacent to the Santa Teresa Port of Entry, which is staffed by 31 full-time and nine part-time employees. MCS has purchased 14 acres in the newly developed West Park in Santa Teresa to construct a new 215,000 square foot building, which will house its current distribution operation, and a printing operation to be relocated from Pennsylvania to print the company's products.

Within three years, the company's New Mexico operation will grow to 43 full-time and seven part-time employees. The total value of the new investment is \$11.1 million.

"I appreciate all the efforts to retain us," Company Founder and CEO Richard Master said of the assistance he received from the International Business Accelerator. "Jerry Pacheco and his team came in and said 'you are not leaving.' They then proceeded to assist us with various state programs that made our decision to stay in New Mexico feasible, and even played the role of liaison with the electric company to make sure that we will receive electrical power on time in our new building."

MCS is recognized as an environmentally conscious leader in its industry, and has won numerous awards. In addition to the project at hand, MCS will locate a Styrofoam collection and processing operation to New Mexico in order to aggregate production materials for its products. Styrofoam accounts for up to 25 percent of the waste volume in U.S. landfills, due to its lengthy biodegradable process. This will assist in helping to keep New Mexico green.

## MCS INDUSTRIES

Richard Master, Founder/CEO

**BUSINESS ADDRESS:** 401 Avenida Ascencion, Santa Teresa, NM 88008

**YEARS IN BUSINESS:** 36

**TYPE OF BUSINESS:** Manufacturing

**NUMBER OF EMPLOYEES:** 40

**COMMUNITY:** Santa Teresa, NM

---

***"I appreciate all the efforts to retain us. Jerry Pacheco and his team came in and said 'you are not leaving.' They then proceeded to assist us with various state programs that made our decision to stay in New Mexico feasible, and even played the role of liaison with the electric company to make sure that we will receive electrical power on time in our new building."***

**- Richard Master, MCS Industries, Company Founder and CEO, Santa Teresa, New Mexico**

---



Boot Hill RV Resort, LLC is a multi-faceted RV park in Otero County, New Mexico. Located just outside of Alamogordo on Highway 54/70, the park is located in a highly visible area and offers many services and amenities which include standard RV parking, short and long-term cabin rentals, storage units, laundry facilities, a horse stable and a gift shop. Other services include facility rentals and a pavilion for concerts, meetings, rallies, weddings and other events.

The owners, James and Cindy Livers, purchased the property in 2006 and began building the RV park from the ground up. They first visited the Small Business Development Center at New Mexico State University-Alamogordo in April of 2008 and received assistance with business planning and financial projections in preparation for applying for a business loan. The loan was approved, shortly afterward. Boot Hill's Grand Opening was held that October and two community members showed their support by parking their RV's at Boot Hill for the first night of business.

Boot Hill RV Resort is a member of the Good Sam Club, the Escapee's Club, the Family Motor Coach Association, as well as the Alamogordo Chamber of Commerce, and was rated by area citizens as the "Best RV Park and Campsite in Otero County." The operation has expanded over the years to include 11 employees. It is a great destination for travelers and is considered home to several permanent residents.

The SBDC assisted the Livers with business planning, data research and information on small business loans. James stated, "Having the SBDC as a resource to depend on was comforting and very helpful." James and Cindy are active members of the community and enjoy volunteering their time and sharing their success with others.

## BOOT HILL RV RESORT, LLC

James and Cindy Livers

**BUSINESS ADDRESS:** 1 Dog Ranch Road, Alamogordo, NM 88310

**YEARS IN BUSINESS:** 7

**TYPE OF BUSINESS:** RV park

**NUMBER OF EMPLOYEES:** 11

**COMMUNITY:** Alamogordo, NM

**SBDC:** SBDC@NMSU-A



***"Having the SBDC as a resource to depend on was comforting and very helpful."***

***-James Livers, Owner, Boot Hill RV Park, Alamogordo, New Mexico***



## CHATTERBOX SPEECH THERAPY

Tanya Friend Salazar & Lisa McDermeit

**BUSINESS ADDRESS:** 5701 Carmel Ave. NE Suite B Albuquerque, NM 87113

**YEARS IN BUSINESS:** 4

**TYPE OF BUSINESS:** Speech Therapy

**NUMBER OF EMPLOYEES:** 14

**COMMUNITY:** Albuquerque, NM

**SBDC:** SBDC@CNM



Chatterbox Speech Therapy is a speech and language therapy clinic providing speech and language services to children and adults through group and individual sessions. The company's mission is to be the preferred Speech and Language therapy clinic in all of New Mexico. The therapy programs are designed to enhance progress through individualized support, family involvement and peer interaction.

The company is passionately committed to improving the lives of the children and families it serves by celebrating their unique gifts and helping them find their voices. Chatterbox Speech Therapy has had significant steady growth over the past three years. Not only has the clinic grown in number of clients served but so has the company's employment. The company has also been able to partner with two New Mexico Universities to offer student intern positions.

Tanya and Lisa made the decision to attend the SBDC's orientation called "Pathway to Success" in December of 2014 when they started facing cash flow difficulties due to health care changes. The two were seeking help with cash flow projections, income statements, budgeting and reconsidering salaries for several employees.

Tanya says that "Ray Garcia took the time to listen to our story and understand our business. He was very positive and encouraging, and provided great advice. I was able to take this advice back to my business partner, so that we could make immediate changes which ultimately saved our business. It is both helpful and important to get advice and direction from a business professional that is not directly connected to your business. Even if you have been in business for twenty plus years I would recommend taking the time to consider the resources that SBDC provides. Not only did we receive help with our immediate issues but we were encouraged to reevaluate our business and plan for the future. As a business owner it is easy to get caught up in the day to day tasks and forget to take the time to keep dreaming!"

***"Ray Garcia took the time to listen to our story and understand our business."***

***- Tanya Friend Salazar, Owner, Chatterbox Speech Therapy, Albuquerque, New Mexico***

# CARLSBAD

Melissa Acosta is a devoted Christian, mother, grandmother and President/CEO- of TCS Trucking, Bobcat Automotive & Collision and Managing Partner at Mean Oilfield Supply (Carlsbad). She is Small Business Development Center at New Mexico State University – Carlsbad’s “Star Client” of the year. Melissa’s story is very unique; she immigrated to southeast New Mexico from Ojinaga, Chihuahua with her family in 1994. Melissa excelled in school, studied and internalized the Trucking and Automotive Repair Business from her father. Today, Melissa runs multiple highly successful and interrelated services companies in southeast New Mexico, generating tens of millions of dollars per year in economic impact to the area.

Her focused vision, commitment to excellence and strong business acumen has proven to be a tremendous asset to Eddy County and beyond. Despite challenging economic circumstances and fierce competition, her companies employ 150 local area residents and generated over \$22 million in sales in 2014. Most notably, she is investing; her recent acquisition of 20 belly dump trucks to complement trucking operations, diversification into fencing, pest control, and collision repair uniquely positions her organization for immediate and long-term impact in the region.

Melissa earned the SBDC at NMSU-C “Star Client of the Year” nomination because of the strategic value her company provides and consistent positive impact delivered to the Carlsbad area. Melissa’s value driven, high integrity operation is principle centered and committed to long-term growth- a phenomenal benefit to Carlsbad and southeastern New Mexico. We are very proud of Melissa and her organization and are honored to have the opportunity to work with them.

---

***“We value our relationship with SBDC at NMSU-C and appreciate their ongoing support.”***

***- Melissa Acosta, Owner, TCS Trucking, Bobcat Automotive and Mean Oilfield Supply, Carlsbad, New Mexico***

---

## TCS TRUCKING, BOBCAT AUTOMOTIVE & COLLISION | MEAN OILFIELD

Melissa Acosta

**BUSINESS ADDRESS:** 606 S. Canal Street Carlsbad, NM 88220

**YEARS IN BUSINESS:** 3

**TYPE OF BUSINESS:** Two businesses: 1) Trucking and automotive repair 2) Oilfield supply

**NUMBER OF EMPLOYEES:** 150

**COMMUNITY:** Carlsbad

**SBDC:** SBDC@NMSU-C







Suzi Webb first started her business, Webb Direct 2U, as an internet retailer in 2000. This was a challenge because internet retail was just beginning. In 2004, Suzi opened a storefront location and since then has expanded her online business to include a personalized retail website as well as product offerings on several national online marketplaces.

In the spring of 2000, Suzi contacted the Small Business Development Center (SBDC) at Clovis Community College (CCC) for assistance with starting her business and gaining a better understanding of tax requirements. She worked closely with the SBDC team to develop a business plan and procure a loan to remodel and open her storefront location. The SBDC at CCC assisted Webb with recognizing every aspect of the business from cost of goods to paying taxes. In June of 2004 she was awarded the desired loan, and procured the property for this next stage of business.

In 2006 the Roosevelt County Chamber awarded the business, the Harley & Faye Borden Award for impacting the community with the renovation of this property. In 2012, Webb Direct 2U was named in the top 25 percent of all clothing and accessory sales for the Amazon Marketplace.

Over the years the SBDC at CCC has assisted Suzi with business planning, marketing, taxes, accounting, and specific guidance as an online retailer.

Webb Direct 2U has grown to a viable business with unique online services and a personal convenient shopping experience for consumers.

## WEBB DIRECT 2U

Suzi Webb

**BUSINESS ADDRESS:** 109 S. Main Ave. Portales, NM 88130

**YEARS IN BUSINESS:** 15

**TYPE OF BUSINESS:** Online retail, Children's Clothes

**NUMBER OF EMPLOYEES:** 3

**COMMUNITY:** Portales, NM

**SBDC:** SBDC@CCC



***“Superior service – SBDC at CCC (particularly Sandra Taylor-Sawyer) has been genuinely concerned about the growth and success of my business. They are extremely prompt in responding to questions and seeking solutions that sometimes require you to think outside the box of traditional business practices,”***

***- Suzi Webb, Owner, Webb Direct 2U, Portales, New Mexico***

Many veterans, who have been wounded physically and mentally, find themselves struggling to return to civilian life following their service to our country. Healing America's Heroes (HAH) is founded and dedicated to helping veterans and their immediate family members improve and enrich their lives while ensuring that successful treatment options are available. HAH also helps to raise awareness for veterans who have served our country.

The purpose of HAH is: "Helping veterans help themselves." HAH is a 501(c)(3) nonprofit organization committed to helping veterans through recreational therapeutic support services and vocational training programs. All United States veterans are eligible to participate in the programs, with an initial focus on New Mexico veterans. There is no cost for veterans or their families to participate as it is the only therapy program in the state of New Mexico that includes the whole family.

HAH's business plan envisions a phased approach to development by offering effective horse and fly fishing therapeutic support, program development and management provided by a licensed behavioral health professional. The program also provides an expanding variety of educational and vocational experiences as well as recreational therapeutic support services to other public service occupations such as first responders, police officers and firefighters.

---

***"When Healing America's Heroes was first started, six years ago, the Small Business Development Center at Northern New Mexico College helped create the business plan, incorporated a documentation plan, and helped to create promotional information. The Center also guided us with how to develop our organization, operations, programs and assisted with creating a marketing plan. "says Eddie Crain, President/CEO. "The SBDC at NNMC continues to assist our developing business. So contact your local Small Development Center and follow their advice."***

---

## HEALING AMERICA'S HEROES

Eddie Crain-President/CEO & Abel Saiz Chairman Combat Veteran, Vietnam

**BUSINESS ADDRESS:** PO Box 592 Tierra Amarilla, NM 87575

**YEARS IN BUSINESS:** 8

**TYPE OF BUSINESS:** Therapeutic Services for Veterans

**NUMBER OF EMPLOYEES:** 1 Staff and many volunteers

**COMMUNITY:** Española, NM

**SBDC:** SBDC@NNMC

NORTHERN New Mexico University





## LOVE THE CHILDREN LEARNING CENTER

CRYSTAL JACQUEZ-AGUILAR

**BUSINESS ADDRESS:** 106 N 5th St. Bloomfield, NM 87413

**YEARS IN BUSINESS:** 8

**TYPE OF BUSINESS:** Child Day Care

**NUMBER OF EMPLOYEES:** 19

**COMMUNITY:** Bloomfield, NM

**SBDC:** SBDC@SJC



In 2007, a door closed in Crystal Jacquez-Aguilar's life which resulted in her and her children living with her grandmother. To support herself and her children she began babysitting a child in her grandmother's home. Within two months, she was caring for six children. Four months later the house across the street came up for sale. Purchasing the house with owner financing, she was able to become licensed to care for up to 12 children and Love the Children Learning Center was born. Within a month, she was at capacity. Three years later, in 2011, she took the next step of moving into a facility and formally becoming a full-fledged day care center tending 42 children. Today, with two facilities, Love the Children Learning Center educates, loves, and cares for 80 children.

The waiting list attests to the quality of care the staff provides. Parents continue to find their way to Love the Children Learning Center because of the high referral rate and special care of the children. Incorporating Christian values, the Center teams with parents to assist in raising and forming kind, strong and loving children. They share parenting tips with new parents, hire single moms in need of a job and provide party foods to families who cannot afford to have birthday parties. They foster community and share happy and sad life experiences together.

Crystal regularly refers other aspiring entrepreneurs to the Small Business Development Center telling them about when she first came to the SBDC at San Juan College.

"I was a single mom. I could not afford to pay for help. Fortunately, the SBDC at SJC guided me through all the steps. Every time I have grown I have relied on the SBDC at SJC to provide guidance, while giving me the steering wheel to get where I needed to go. They didn't do it for me, but they showed me the way," Jacquez-Aguilar said.

Many things have changed since Crystal first approached the SBDC at SJC. She is now married and acquired a bakery, in addition to the day care. In the near term, she plans on utilizing the bakery services to provide lunch and snacks to birthday parties at Love the Children Learning Center.

***"I was a single mom. I could not afford to pay for help. Fortunately, the SBDC at SJC guided me through all the steps. Every time I have grown I have relied on the SBDC at SJC to provide guidance, while giving me the steering wheel to get where I needed to go. They didn't do it for me, but they showed me the way,"***

**- Crystal Jacquez-Aguilar, Owner, Love the Children Learning Center, Bloomfield, New Mexico**



## IN SIGHT TECHNOLOGIES

John Warren

**BUSINESS ADDRESS:** PO Box 947 Gamerco, NM 87317

**YEARS IN BUSINESS:** 1

**TYPE OF BUSINESS:** Technology

**NUMBER OF EMPLOYEES:** 2

**COMMUNITY:** Gamerco, NM

**SBDC:** SBDC@UNM-G



In Sight Technologies is a Navajo-owned business based in Gamerco, NM, specializing in fiber optics, community antenna television (CATV), copper and Ethernet, design, engineering, cost estimating, inspections, installations, emergency restorations, and training. Mr. John Warren, who has been in ISP/OSP technology services for over 20 years, owns this technology small business. Turning down many well-paying jobs in other states, Warren felt compelled to be part of the movement to help bring fiber optic network to all parts of Native American Reservations. Warren is committed to providing services that will improve life on the reservations and also help young Navajos get the training they need to be successful in the fiber optic field and help create sustaining jobs.

Introduced to Ms. Cyndi Jarvison, SBDC at the University of New Mexico - Gallup, John was seeking new opportunities with utility companies to capitalize on his expertise in fiber optic cabling and design. Cyndi convinced John to reach out beyond his company's core competencies, and bid on some federal and state work as a means to gain work with Arizona Power Services (APS), Indian Health Services and the Bureau of Indian Affairs.

In Sight Technologies was able to expand business to include a full gamut of customer options specializing in telecommunications design and installation in hopes to capture the four corners region.



***"I first met Marcia Silversmith when I first arrived at the center. Without her guidance and direction, I would have never been led through this maze of resources without getting lost. Marcia was quite helpful and provided me with the necessary leads from the start. Eventually, I got a lot of invaluable help. I would especially like to thank Cyndi Jarvison for her tireless efforts to help our business reach the next level. She's truly a good person who wants to help businesses succeed. I look forward to working more with Cyndi in the very near future."***

***-John Warren, Owner, In Sight Technologies, Gallup, New Mexico***

## 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.

DLS, LLC was established in 2012 by Don Ray and Margarita De Los Santos offering fire extinguisher sales/service, first aid kit inspections, H2S monitor calibration, AED inspections, and emergency shower trailer rentals. Recognizing the opportunity for entrepreneurship, Mr. De Los Santos took advantage of his safety certifications he had earned through his previous 19 years of oilfield industry experience. The years of work experience led to his expertise in providing safety goods and services to oilfield businesses.

DLS, LLC operates with five full-time employees and offers 24-hour sales and service; creating strong, professional relationships with its customers. With safety being the company's expertise, Mr. De Los Santos and DLS, LLC staff enjoy visits with customers to educate, enlighten, and answer questions about inspection processes and the status of their equipment.

With the help of workshops and business counseling services offered by Brandon Hunt at the Small Business Development Center at New Mexico Junior College, DLS, LLC was able to develop a comprehensive business plan and secure financing to expand business operations.

With the business thriving, DLS, LLC expects to hire additional employees and expand into the nearby markets of Southeastern New Mexico and West Texas. The business has been recognized locally for its economic contribution to Hobbs and looks forward to the future of their business operations.

---

***“The SBDC at NMJC was fundamental in helping us to pursue contracts and secure financing. We started with three contracts and have grown to serving over 45 business contracts. We are forever grateful for the knowledge and assistance we received from the SBDC at NMJC.”***

***- Don Ray, DLS, LLC. Owner, Hobbs, New Mexico***

---

## DLS, LLC

Don Ray & Margarita De Los Santos

**BUSINESS ADDRESS:** 400 S. Turner St. Hobbs, NM 88240

**YEARS IN BUSINESS:** 3

**TYPE OF BUSINESS:** Fire Extinguisher Sales & Service/Emergency Shower Trailer Rentals

**NUMBER OF EMPLOYEES:** 5

**COMMUNITY:** Hobbs

**SBDC:** SBDC@NMJC





Jay and Julie Robb came to Small Business Development Center at Doña Ana Community College in 2001 with the vision to start an adult assisted living and care facility. With the assistance of the SBDC and an SBA loan, the Robbs were able to open The Heritage Assisted Living in Las Cruces, New Mexico. Within a few months, the facility was at full capacity with a waiting list. The feeling of family and quality assistance is what drew clients to The Heritage Assisted Living. With the rapid growth of the facility, in 2004 the Robbs added another unit to the building; which was completed in 2006.

Regarded as one of the best care facilities in town, The Heritage Assisted Living prides itself in providing residents with unique and personalized services so that they can continue to enjoy daily activities and maintain their independence. Not only do residents have rooms with private bathrooms, they also have access to family areas, where they can entertain friends and family who visit. Residents are encouraged to decorate their room just as they would their own home.

Prior to opening The Heritage Assisted Living, Jay worked in the senior living industry for 12 years. He was familiar with managing operations and care for seniors, but had no knowledge of how to start up a business. In fact, Jay states, "There are not enough good things I can say about the SBDC. The truth is, without the SBDC, we would not be in business today. It was a combination of a hardworking and determined wife, professional and encouraging counselors, and my history and skill set that made it all happen." Jay and Julie have now been in business for over 13 years, employ 24 caregivers, and have cared for over 400 people.

Since opening The Heritage Assisted Living, the Robbs have also opened the Sunset Grove Independent Living Townhomes. Seniors can live independently and a licensed nurse is available to assist them with health care services. In the near future, Jay and Julie Robb will be expanding to other sites and are developing a new product concept for senior care.

## THE HERITAGE ASSISTED LIVING

JAY AND JULIE ROBB

**BUSINESS ADDRESS:** 846 Lettuce Lane, Las Cruces, NM 88001

**YEARS IN BUSINESS:** 15

**TYPE OF BUSINESS:** Adult assisted living and care facility

**NUMBER OF EMPLOYEES:** 24

**COMMUNITY:** Las Cruces, NM

**SBDC:** SBDC@DACC



***"There are not enough good things I can say about the SBDC. The truth is, without the SBDC, we would not be in business today. It was a combination of a hardworking and determined wife, professional and encouraging counselors, and my history and skill set that made it all happen."***

***-Jay Robb, Owner, The Heritage Assisted, Las Cruces, New Mexico.***



## THE SKILLET: ROLLING KITCHEN AND CATERING

Isaac C. Sandoval

**BUSINESS ADDRESS:** 619 12th St. Las Vegas, NM 87701

**YEARS IN BUSINESS:** 2

**TYPE OF BUSINESS:** Mobile Kitchen

**NUMBER OF EMPLOYEES:** 9

**COMMUNITY:** Las Vegas, NM

**SBDC:** SBDC@LCC



Isaac C. Sandoval approached SBDC-LCC in January 2014 and requested loan and business plan information for his mobile kitchen idea. With the assistance of SBDC-LCC the business plan was developed and determined that the business proposal was feasible. Sandoval used the business plan as a financial proposal and successfully obtaining a loan in July 2014 from a private investor for his start up needs. Sandoval did not waste time and started "The Skillet: Rolling Kitchen and Catering" in Las Vegas, New Mexico shortly after receiving the loan.

The Skillet began with two part-time employees. With steady growth in one year, The Skillet has added an additional seven full-time employees. The Skillet's menu comprises a variety of contemporary Mexican American and fast casual dining that includes specialty burritos, sandwiches, and tacos cooked on a 300-pound, four foot cast iron skillet.

The Skillet has outgrown its current location and there is a need for more tables and chairs to accommodate the growth of the business. Sandoval is in the process of expanding the business to the building next door to The Skillet's current location to accommodate more customers. Additionally, Sandoval is in the process of updating his business plan to include the new location and the mobile catering business.



---

***"The expertise of the SBDC-LCC was instrumental in helping get organized and create a business plan. I quickly learned that I could not do this alone and it was great to have the assistance of the SBDC-LCC."***

***— Isaac C. Sandoval, Owner — The Skillet, Las Vegas, New Mexico***

---

## BOB'S BODACIOUS BBQ

Frank Good and Pam Hushman

**BUSINESS ADDRESS:** 3801 Arkansas Ave. Los Alamos, NM 87544

**YEARS IN BUSINESS:** 3

**TYPE OF BUSINESS:** Barbeque Food Services

**NUMBER OF EMPLOYEES:** 3

**COMMUNITY:** Los Alamos

**SBDC:** SBDC@UNM-LA



The Small Business Development Center (SBDC) at UNM-Los Alamos has selected Bob's Bodacious BBQ, Restaurant and Catering as the "Star Client of the Year."

Bob's Bodacious BBQ is independently owned and operated by Frank Good and Pam Hushman. Both Frank and Pam assumed ownership of the small business on January 3, 2011, and have focused on delivering a quality product to their clients for five years. Their clients include a cross-section of Los Alamos National Laboratory (LANL) scientists and workers, teachers, and customers who desire authentic barbeque brisket and outstanding face-to-face customer service.

Of particular note is Bob's Bodacious BBQ Sauce which comes in two versions: the Original Bodacious BBQ Sauce and the Sweet Bodacious BBQ Sauce. Frank and Pam pride themselves not only in the quality of their food, but also the delivery of quality customer service that is part of the value that they offer. Both provide a customized and unique product and focus on the relationship with their clients.

"The restaurant industry is very challenging, especially in Los Alamos," say Frank and Pam. "We offer a unique product, and we care about our clients' satisfaction. That makes all the difference in the world," they both say.

Frank and Pam credit the business expansion assistance that they have received from the SBDC at UNM-Los Alamos for their success. In addition, Bob's Bodacious BBQ advocates for small businesses in the Los Alamos community. Good and Hushman recommend that other business owners contact the SBDC at UNM-Los Alamos for assistance in growing their business.

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



***"We value the knowledge, expertise and counseling that the SBDC at NMSU-Los Alamos provides our community. They are helping us successfully grow."***

***- Frank Good and Pam Hushman – Bob's Bodacious BBQ, Los Alamos, New Mexico***

# LOS LUNAS

Valencia Flour Mill, located on 74 Mill Road, in Jarales, New Mexico, was started by José Cordova in 1914 (101 years ago), was passed down to his son Arturo Cordova, and is now owned and operated by Arturo's son, the junior José Cordova and wife, Kathy Cordova. José and Kathy Cordova took over the mill in 1988, restoring the vintage XXth Century Mill and S. Howes and Co. Flour Packer to its original glory. The junior José Cordova attended Kansas State University, graduating with a B.S. in Milling Engineering, and worked for 21 years as a Process Engineer for the 3M Company. Kathy has a background in communications, working in public relations for the Marine Corp as an officer. Together they successfully operate the mill at today's food manufacturing license standards.

The Cordova's produce a medium gluten, unbleached flour from irrigated red winter wheat, grown in Northwestern New Mexico. Knowing that they couldn't compete in the mainstream flour market, Mr. and Mrs. Cordova found their niche in "just add water" mixes. They produce Valencia Sopapilla Mix, Valencia Fry Bread Mix, and Valencia Blue Corn Muffin and Pancake Mix in 5lb and 25lb sacks. These mixes are made with the highest quality ingredients and promise ease of use, reliability, zero Trans Fats, and a healthy, traditional taste. Valencia Mill has had success targeting the food services industry, with many of their products being featured in local restaurants.

The Cordovas have been working with the Small Business Development Center at the University of New Mexico-Valencia since February of 2004, seeking advice on marketing and general business operations. Since then, they have transformed their business from a small mill, producing traditional tortilla flour, to a flourishing business that distributes traditional New Mexican food in the form of "just add water" mixes. Surprisingly, the Cordova's are able to produce 300,000 lbs. of product per year, with only one additional employee. This certainly speaks to the efficiency of the 101-year-old mill. José is still devoted to the community, offering tours of the mill on Fridays.

## VALENCIA FLOUR MILL, LTD.

José & Kathy Cordova

**BUSINESS ADDRESS:** 74 Mill Road, Jarales, NM 87023

**YEARS IN BUSINESS:** 101

**TYPE OF BUSINESS:** Food Manufacturing

**NUMBER OF EMPLOYEES:** 3

**COMMUNITY:** Jarales

**SBDC:** SBDC@UNM-V



***"Chris, our SBDC advisor in Los Lunas, guided me through technical hurdles with my new Windows 10 program so I could keep up with current marketing plans and explore government procurement using SBDC's links."***

***-Kathy Cordova, Owner, Valencia Flour Mill, Jarales, New Mexico***



## MAMA TUCKER'S BAKERY

Roy and Katrina Bacon

**BUSINESS ADDRESS:** 3109 North Main Street Roswell, NM 88201

**YEARS IN BUSINESS:** 2

**TYPE OF BUSINESS:** Bakery

**NUMBER OF EMPLOYEES:** 9

**COMMUNITY:** Roswell, NM

**SBDC:** SBDC@ENMU-R



While living in Alaska, Roy and Katrina Bacon had been thinking about what type of business to get into when an opportunity to acquire a Roswell bakery became available. Taking the opportunity to move back to Katrina's hometown and to work together as a family, the couple re-opened Mama Tucker's Donut and Cake Shoppe in Roswell, NM on April 2014.

The original owners, Bob and Cathy Tucker, founded Mama Tucker's Donut Shop in 1987. It was the local favorite doughnut shop for years. The Tuckers sold the business in 2009 to Ted and Pat Tivis under Mama Tucker's business name. The Tivis family operated the business until deciding to sell in 2013. The doughnut shop had been "closed" for a couple of months prior to Roy and Katrina Bacon's acquisition in February 2014.

One of the goals the Bacons set out to accomplish, according to the Roswell Daily Record article by staff writer Jeff Tucker (5/2014), was to "revive the shop's reputation for having tasty delights."

The Bacons had an opportunity to meet with the Cathy Tucker, who provided insight and advice on running a successful bakery. Roy and Katrina both have strong management backgrounds, which has been an important skill in successfully managing their business. Some of the challenges have been rebuilding the reputation of the bakery and blending their own identity and reputation into the business.

The Bacon's continue to embrace best practices in owning and operating a successful bakery business. They pride themselves with always having "quality in mind." Their baked goods are made from scratch daily using only the finest ingredients and top quality coffee. Their specialty cakes, doughnuts, cookies and seasonal specialties such as the gingerbread kit and a new lunch menu include artisan sandwiches and tasty soups offer customers a varied selection.



Roy visited the Roswell SBDC for assistance, Carl Kallansrud (former Roswell SBDC Director) provided business plan assistance, market research and loan packaging assistance.

"Carl Kallansrud's background and experience in private business made him easy to relate to. Anyone starting a business should take advantage of what is offered free of charge and take a look at all the regulatory costs to run a business. Most importantly, avoid the pitfalls of starting a business. The SBDC is a great place to get that help."

The Bacons are happy to be back home to carry on a treasured tradition in the community and work together as a family.

***"Carl Kallansrud's background and experience in private business made him easy to relate to. Anyone starting a business should take advantage of what is offered free of charge and take a look at all the regulatory cost to run a business. Most importantly avoid the pitfalls of starting a business. The SBDC is a great place to get that help."***

**- Roy Bacon, Owner – Mama Tucker's Donut and Cake Shoppe, Roswell, New Mexico**

## DESERT BATH & SPA

Sandra & Ron Groves

**BUSINESS ADDRESS:** 6572 Quay Road, Tucumcari, NM 88401

**YEARS IN BUSINESS:** 3

**TYPE OF BUSINESS:** Skin Health and Wellness

**NUMBER OF EMPLOYEES:** 1

**COMMUNITY:** Tucumcari, NM

**SBDC:** SBDC@MCC



Sandra Groves gives credit to her life in Washington and Alaska for giving her a deep appreciation for nature and hard work. Sandra came to New Mexico fully equipped for arid weather and rugged landscape. Her love for livestock and a healthy lifestyle created a direct path to her all-natural bath products. From her early efforts with goat's milk soaps, to a broad line of bath items, her main goal is to provide quality, skin-sensitive items.

In 2012, Sandra was making unscented soaps to sooth her own sensitive skin. When she realized there was a demand for similar products, Sandra visited the Small Business Development Center at Mesalands Community College for marketing help. She knew the image she wanted to express and worked with SBDC at MCC to develop her labels and product names. Sandra carefully chose the packaging for each product to enhance and sustain the single message of effective, all-natural products.

Now, Desert Bath & Spa has many products made from all-natural and food-grade ingredients. One early product is a hand lotion in bar-form made from only three pure ingredients. Sandra's passion to design useful products has led her to a spa collection, which includes gift bag presentations. The lines now include men's, children's and pet products.

When this creative process had taken over her kitchen, Sandra and husband, Ron, bought a separate building dedicated to her customized product development. This true home-based business exemplifies the possibilities that can result from good ideas and hard work.

Known among her friends and customers as "Hurricane Sandy," Sandra constantly demonstrates a passion and energy felt throughout this small community. Her products are offered in stores, museums, and an art gallery. She frequents craft fairs, where her booths attest to her artistic flare. Her trademark cactus, framed in purple and white, brand the desert theme with natural solutions. The newest product is a bar soap covered in hand-felted wool. The future for Desert Bath & Spa will always be defined by quality control, small batch production and the purest ingredients, including Sandra's secret ingredient: FUN!





## SANTA FE JEWELERS SUPPLY

Steve Chancellor; President, Kristin Chancellor/VP/CFO

**BUSINESS ADDRESS:** 3200 Mercantil Ct. Santa Fe, NM 87507

**YEARS IN BUSINESS:** 28

**TYPE OF BUSINESS:** Jewelry Supply Company

**NUMBER OF EMPLOYEES:** 16

**COMMUNITY:** Santa Fe, NM

**SBDC:** SBDC@SFCC



Santa Fe Jewelers Supply (SFJS) was founded in 1987 by Stephanie Harp, her sister Kristin Chancellor, and Kristin's husband, Steve. Stephanie had observed the need for a local supplier in Santa Fe where there is a high concentration of artisans. At that time the internet was not the resource it is today and traveling to Albuquerque or Gallup was the main way for these local artisans to source their supplies. Kristin and Steve were ready to leave their corporate careers and return to Santa Fe for the quality of life they missed, and this resulted in a perfect storm of opportunity that has lasted over 28 years.

The combined vision of this family has always been to promote the success of artisans, while providing a comfortable, family-oriented and service driven-shopping atmosphere. Since their humble beginning as a three-person operation, SFJS now employs 16 people. The advent of a website and printed catalogue skyrocketed national and international mail orders, necessitating a move to a larger facility in 2006.

Presently, 30 percent of sales are made to out of state buyers. Over the years, SFJS has developed important exclusive relationships with manufacturers, fabricators and prestigious distributorships (like 3M), and has sourced custom stone cutting and casting services that provide products unique to SFJS. SFJS holds an annual jewelers swap meet and hosts several educational seminars throughout the year. The founders firmly believe that each customer is important and that their success is SFJS's success, so they develop products and services that are tailored to their needs. They employ local artisans and teach them to deliver excellent customer service. Although Chief Buying Agent Stephanie has since sold her stake in the business, she remains on staff as an expert gemologist in the Stones Department.

Fluctuations in the precious metals market have made this a challenging business, especially during the recent recession. In 2013 the crisis peaked for the company when it experienced its first financial loss due to a 4 percent drop in the value of their inventory. Many of their long time suppliers and customers were unable to survive. SFJS was able to turn this around in one year through careful inventory management and overhead reduction. In 2014, net profit bounced back 300 percent. This past year, SFJS implemented bar coding for its 10,000 stock keeping units (SKUs) further enhancing inventory management and streamlining the sales process. They are on track to reach \$2.75 million in sales in 2015.

***"We would recommend the services of the SBDC [at SFCC] to both start up and existing companies to assist in clarifying their mission, devising and executing a business plan, and identifying resources available to them in pursuit of these goals. Debbie Collins has been an invaluable counselor and resource to growing and managing our business. Her acute listening skills, broad knowledge of available resources, and genuine interest in the success of her clients is instrumental in identifying key issues, formulating action plans and executing them. In addition, her consistent follow up and follow through keeps her clients 'on task' and accountable for results."***

**- Kristin Chancellor, Co-Owner, Santa Fe Jewelers Supply, Santa Fe, New Mexico**

Steve and Kristin first met with Debbie Collins, Consultant with the Small Business Development Center at Santa Fe Community College in 2007. They have worked together over the years on HR issues, inventory management, marketing, product development and exit strategy. In 2013, with fluctuations in the precious metals market and a challenging business climate, the company experienced its first financial loss. Many of their longtime suppliers and customers were unable to survive. SFJS was able to turn this around in one year through careful inventory management and overhead reduction. In 2014, net profit bounced back 300 percent.

As for the future, Kris and Steve aren't ready to retire yet, but this family affair has another generation waiting in the wings. Daughter-in-law Starla Broughton and their son, Reese Chancellor are learning the business operations.



# SILVER CITY

## LITTLE TOAD CREEK BREWERY & DISTILLERY

Teresa Dahl-Bredine and Dave Crosley

**BUSINESS ADDRESS:** 200 N Bullard St. Silver City, NM 88061

**YEARS IN BUSINESS:** 4

**TYPE OF BUSINESS:** Brewery

**NUMBER OF EMPLOYEES:** 30

**COMMUNITY:** Silver City, NM

**SBDC:** SBDC@WNMU



Teresa Dahl-Bredine and Dave Crosley founded Little Toad Creek LLC in 2012. The company operates in two locations: Little Toad Creek Inn & Tavern at Lake Roberts and Little Toad Creek Brewery & Distillery in Silver City. The Toad is the cornerstone of an area renaissance.

Crosley first approached the SBDC-WNMU in early 2008 with his dream of brewing beer. In 2012, Teresa and Dave opened Little Toad Inn & Tavern at the intersection of Highways 35 and 15 thirty miles outside Silver City, New Mexico. The following year they added a craft brewery and nano-distillery on the premises. After the first season of operating the brewery and distillery in the heart of the Gila National Forest, Dahl-Bredine and Crosley realized their products had the ability to attract a much larger audience. In December of 2013, they opened a tasting room and full-service restaurant in downtown Silver City, Little Toad Creek Brewery & Distillery. In their first year downtown, demand for Little Toad beer tripled and spirits sales took off.

"We didn't imagine the success we'd have there; our tiny production plant could barely keep up," Dahl-Bredine said.

Thanks to a LEDA grant from the New Mexico Economic Development Department and a loan from Western Bank, plans have been commenced for a downtown brewery and distillery to be located in the old Silver Skate Rink in Silver City. The building will be renovated and outfitted with state-of-the-art equipment; expanding brewing capacity from 200 barrels a year to 9000 barrels a year. Distillery capacity will triple. The operation will create 10 production jobs over the next three years and support sales of products such as "Whatever Wheat" and "Amphibian Amber" beyond the borders of New Mexico.

***"Jane Janson at the Small Business Development Center have been instrumental in helping us develop our brewery expansion plan in a way that is thorough and realistic. SBDC-WNMU has also helped us find the support we needed to put the financial plan in place to move forward. We are now at the juncture of turning these goals into reality and find ourselves reaching out to SBDC-WNMU on a regular basis for advice along the way. It's fantastic to find such a wealth of knowledge and support in our local SBDC office!"***

***-Teresa Dahl-Bredine, Co-Owner, Little Toad Brewery & Distillery, Silver City, New Mexico***



The Small Business Development Center (SBDC) at the University of New Mexico (UNM) Taos, has named Bison Star Naturals as its Star Client of the Year. Jacqueline McHorse is the owner and operator of Bison Star Naturals, a vegan soap and body care company. She sells items such as soaps and skin care products throughout the Taos area at local shops, fairs, galleries, museums and online. Jacqueline hand makes all of her products from scratch, using materials gathered in the surrounding areas.

One of the most important aspects of Jacqueline's business philosophy is to support the local community in every way possible. "We purchase many of our supplies from many fellow Taos businesses because we value our community and neighbors," said McHorse.

Jacqueline first came to the SBDC at UNM-Taos office looking for help with taxes.

"Both Gary and Daniel were very knowledgeable in their fields. They were able to answer my questions and teach me more about accounting and taxes," said Jacqueline. "I was able to better understand gross receipts taxes (GRT) and get my accounting system started."

Jacqueline has spent many sessions with the SBDC at UNM-Taos office. Since her initial visit in January of 2014, she has seen growth in her business. "As a young entrepreneur, I have had many questions. I can address questions with the SBDC [at UNM-Taos] team and get timely and thorough answers. They are very personable and very much care about their clients."

## BISON STAR NATURALS

JACQUELENE MCHORSE

**BUSINESS ADDRESS:** Taos, NM

**YEARS IN BUSINESS:** 2

**TYPE OF BUSINESS:** Soap and Body Care

**NUMBER OF EMPLOYEES:** 1

**COMMUNITY:** Taos, NM

**SBDC:** SBDC@UNM-T



***"As a young entrepreneur, I have had many questions. I can address questions with the SBDC [at UNM-Taos] team and get a timely and thorough answer. They are very personable and very much care about their clients."***

***- Jacqueline McHorse, Owner, Bison Star Naturals, Taos, New Mexico***

# SANDOVAL COUNTY

## VANILLA BEAN

Ken & Cheryl Baker

**BUSINESS ADDRESS:** 1908 Wellspring Ave SE #108, Rio Rancho, NM 87124

**YEARS IN BUSINESS:** 1

**TYPE OF BUSINESS:** Frozen Custard & Treats

**NUMBER OF EMPLOYEES:** 10

**COMMUNITY:** Rio Rancho, NM

**SBDC:** SBDC@UNM-W



The Vanilla Bean is just the right place to satisfy your sweet tooth with a wide array of items including frozen custard, homemade fudge, locally-made gourmet chocolates, flavored popcorn and espresso beverages. The store is located at 1908 Wellspring Avenue, Suite 108 across from the Rust Medical Center on Unser Boulevard in Rio Rancho. The business is owned and operated by Ken and Cheryl Baker, local Rio Rancho residents.

The Vanilla Bean is the creation of Cheryl and she has been closely involved all aspects of the business. There is nothing like it in Rio Rancho and it is a true product of the Bakers' imagination and determination. The many excellent reviews from customers are a testament to the high quality of products and service that the Vanilla Bean is becoming known for.

Cheryl Baker came to the Sandoval County SBDC initially looking to start a franchise organization. After conducting research and learning more about business, she decided that the Vanilla Bean would fill a void in the community by offering a great place where people could go in a family-friendly atmosphere to celebrate everyday events or just grab a special treat when wanting something out of the ordinary.

Cheryl, who has a successful career in the insurance industry, was able to put a solid business plan together using the basic tools provided by Ted Trujillo, Director of the Sandoval County SBDC. She was able to secure an SBA loan and created eight jobs as a result of her and Ken's efforts.

"Ted was wonderful. He gave me a good overview of how a business plan worked and on setting goals," Baker said.

The Vanilla Bean shop has partnered with MVD Express and plans to test a west side marketing campaign that will reward newly permitted drivers with a free goodies and reinforce safe driving habits. This is one small example of the community commitment that the Bakers have made as they grow the Vanilla Bean Frozen Custard concept and product offerings for community members of Rio Rancho and the west side of Albuquerque.



***"Ted [Trujillo] was wonderful. He gave me a good overview of how a business plan worked and on setting goals."***

***-Cheryl Baker, Co-Owner, Vanilla Bean, Rio Rancho, New Mexico***



# AMERICA'S SBDC NATIONAL ECONOMIC IMPACT

*Helping Businesses Grow, Get Started, Create Jobs, Access Capital, Grow Sales & Prosper*

The New Mexico Small Business Development Center Network is a National Accredited Program of the Association of America's Nationwide Network of SBDC's.

## America's SBDCs Latest Annual Results

### JOBS

**98,660** new jobs created



A new job every 5 minutes

### JOB GROWTH

**17.6%** average SBDC client

**1.8%** national average

### CREATE NEW BUSINESSES

**65%** prospective entrepreneurs that start a business with SBDC assistance

**17,207** new businesses started



A new business every 31 minutes

### SALES

**\$7.1 billion** in new sales

**\$100,000** in new sales every 7 minutes

### SALES GROWTH

**16.8%** average SBDC client annual sales growth

**4x** greater than the national average sales

### INVEST IN OUR NATION'S FUTURE



**\$4.85 billion** in financing

Every federal dollar

**= \$43.26 in new capital**



**\$100,000** in capital every 11 minutes

### WOMEN, MINORITIES, VETERANS

**46%** women  
**36%** minorities  
**9%** veterans

### ENTREPRENEURS



**196,330** businesses consulted

**275,724** entrepreneurs trained



**500,000** provided other SBDC professional services

**1.3 million** total hours of consulting services



### RETURN ON INVESTMENT

Cost vs. Revenue Generated by SBDCs (millions of \$):

**\$112.1**  
Federal Appropriation

**\$259**  
Federal Revenues Generated

**\$355**  
State Revenues Generated

Every federal dollar →

\$2.31 Federal Revenue →

\$3.17 State Revenue

Source of Statistics: SBA; and the "Economic Impact of Small Business Development Center Counseling Activities in the United States: 2013-2014," by Professor James J. Chrisman of Mississippi State University



# NMSBDC STATEWIDE ADVISORY COUNCIL

## DEBBI MOORE, (CHAIR)

President & CEO  
Rio Rancho Regional Chamber of Commerce  
4001 Southern Blvd. SE, Rio Rancho, NM 87124  
(505) 892-1533  
dmoore@rrrcc.org  
(\*SBDC at UNM West)

## SYNTHIA JARAMILLO (VICE CHAIR)

Director, Barel Economic Opportunity Center  
Albuquerque Hispano Chamber of Commerce  
1309 4th St. SW, Albuquerque, NM 87102  
505-842-9003  
synthia@ahcnm.org

## PHIL ARCHULETTA

President, P & M Signs, Inc.  
P.O. Box 567, Mountainair, NM 87036  
(505) 847-2850  
(505) 847-0007 fax  
general@pmsignsinc.com  
(\*SBDC at UNM Valencia)

## DAVID L. JOHN

Owner  
3866 Knollcrest Drive, Farmington, NM 87402  
(505) 327-0493 home  
(505) 330-8526 cell  
wjohnd@fisi.net  
(\*SBDC at SJ)

## MARGO COVINGTON

Owner, Covington Consulting  
P.O. Box 1965, Santa Fe, NM 87504  
(505) 982-0044  
(505) 982-0033 fax  
margo@covingtonconsulting.com

## ALEX O. ROMERO

President  
Albuquerque Hispano Chamber of Commerce  
1309 4th St. SW, Albuquerque, NM 87102  
(505) 348-5978  
(505) 764-9664 fax  
alex@ahcnm.org

## TED PEDRO

Executive Director, The American Indian Chamber  
of Commerce of New Mexico  
2401 12th St. NW Suite 5-S, Albuquerque, NM 87104  
(505) 766-9545 office  
(505) 766-9499 fax  
tedpedro@qwestoffice.net

## SANDRA D. LEYBA

Assistant Vice President & Portfolio Manager,  
Century Bank  
56 Arrowhead Trail, Tijeras, NM 87509  
(505) 798-5935  
(505) 450-5394 cell  
sanleyba@aol.com

## DAVID HORPEDAHL

Owner, Los Alamos Properties  
1475 Central Suite 150, Los Alamos, NM 87544  
505-662-0930  
davidhorp@msn.com  
(505) 663-3388  
(\*SBDC at UNM-LA)

## PAMELA EVANS

Owner, Care-A-Van – Evans  
510 E. Yeso, Hobbs, NM 88241  
(575) 397-2801  
(505) 730-8313 cell  
(575) 393-4132 fax  
pdevans@zianet.com  
(\*SBDC at NMJC)

## MIKE MORONES

Owner, Morones & Knuttinen, LLC  
608 N. Bullard St., Silver City, NM 88061  
(575) 538-2750  
mike@silvercpas.com  
(\*SBDC at UNM WNMU)

## BARBARA BRAZIL

Deputy Cabinet Secretary  
New Mexico Economic Development Department  
1100 St. Francis Drive, Santa Fe, NM 87505  
(505) 476-3747 office  
(505) 819-1423 cell  
barbara.brazil@state.nm.us

## ANNA MULLER

President, NEDA Business Consultants, Inc.  
718 Central SW, Albuquerque, NM 87102  
(505) 843-7114  
Fax (505) 242-2030  
info@nedainc.net  
(\*PTAP)

## RANDY BURGE

Owner, Proactive Teams  
P.O. Box 4531, Albuquerque, NM 87196  
(505) 977-3274  
burgenator@gmail.com

## BRETT NEWBERRY

Owner, Newberry & Associates  
407 South Cliff Drive, Gallup, NM 87301  
(505) 722-6633  
brett@nalt.net  
(\*SBDC at UNM-G)

## RICK JACKSON

Owner, American Document Services, LLC  
300 N. 17th Street, Las Cruces, NM 88005  
(575) 647-0060  
(575) 642-9696 cell  
(575) 647-0550 fax  
rick@adslcnm.com  
(\*SBDC at DACC)

## CELINA BUSSEY

Cabinet Secretary  
State of NM Department of Workforce Solutions  
401 Broadway NE, Albuquerque, NM 87102  
(505) 841-8405  
(505) 670-6673 cell  
(505) 841-8491  
Celina.Bussey@state.nm.us

## GLENN WALTERS

Sandoval County Commissioner  
1500 Idalia Rd, Bernalillo, NM  
(505) 252-0625  
gwalters@sandovalcountynm.gov

## JASON PFIEFER

Owner, Taos Entrepreneurial Network-Ten  
c/o Taos County Chamber of Commerce  
515 Gusdorf Rd. Suite 6, Taos, NM 87571  
575-613-4855  
jasonthecoach@mac.com

## NEITA FRAN WARD

Owner, WarDancer Designs, LLC  
Dba WarDancer Designs and Gallery  
1809 Plaza, Las Vegas, NM 87701  
(505) 425-3877  
(505) 429-4518 cell  
neitafranward@wardancerdesigns.com  
(\*SBDC at LCC)

## ROSANNE ROBERTS ARCHULETTA

Owner, RM Roberts & Associates, LLC  
4305 Sierra Blanca, Santa Fe, NM 87507  
(505) 992-1310  
rmroberts1@aol.com  
(\*SBDC at SFCC)

## F. LEROY PACHECO

President & CEO, The Loan Fund  
423 Iron Ave. SW, Albuquerque, NM 87102  
505-243-3196  
Leroy@loanfund.org

## TINA CORDOVA

President & CEO, Question Construction, Inc  
7518 2nd St. NW, Albuquerque, New Mexico 87107  
(505) 897-6787  
Fax (505) 890-0157  
tcordova@question.net

## ED BRABSON

Owner, Alamogordo Flower Company  
901 Texas Ave., Alamogordo, NM 88310  
(575) 430-1300 cell  
mande@totacc.com  
(NMSU-Alamogordo SBDC)

# NMSBDC STATEWIDE SERVICE CENTERS

## STATE OFFICE

### **New Mexico Small Business Development Center Network**

Santa Fe Community College  
6401 Richards Avenue  
Santa Fe, NM 87508-4887  
505.428.1362 or 800.281.7232  
Fax 505.428.1469  
www.nmsbdc.org  
info@nmsbdc.org

Russell Wyrick, State Director  
Martin Gutierrez, Associate State Director  
Adriene Gallegos, Associate State Director  
Stuart Graw, Principle Accountant  
JoAnne Oglesby, Program Coordinator  
Alina Padilla, Administrative Assistant

## SERVICE CENTERS

### **Central New Mexico Community College - Workforce Training Center**

Ray Garcia, Director  
5600 Eagle Rock Ave. NE Albuquerque, NM 87113  
Albuquerque, NM 87106-4329  
505.224.5250 • FAX 505.224.5256

### **Clovis Community College**

Sandra Taylor-Sawyer, EdD., Director  
417 Schepps Boulevard  
Clovis, NM 88101-8345  
575.769.4136 • FAX 575.769.4135

### **New Mexico State University - Doña Ana Community College**

Jo Ann Garay, Director  
2345 East Nevada Avenue, Suite #101  
Las Cruces, NM 88001-3902  
575.527.7676 • FAX 505.528.7432

### **Eastern New Mexico University-Roswell**

Julianna Sutherland, Director  
P.O. Box 6000  
20 W. Mathis Street  
Roswell, NM 88202-6000  
575.624.7133 • FAX 575.624.7132

### **Luna Community College**

Don Bustos, Director  
366 Luna Drive  
Las Vegas, NM 87701-9838  
505.454.2582 • FAX 505.454.5326

### **Mesalands Community College**

Vicki Watson, Director  
911 South 10th  
Tucumcari, NM 88401-3352  
575.461.4413 Ext. 140 • FAX 575.461.4318

### **New Mexico Junior College**

Brandon Hunt, Director  
1 Thunderbird Circle  
Hobbs, NM 88240-9121  
575.492.4700 • FAX 575.492.4704

### **New Mexico State University-Alamogordo**

Trish Livingston, Director  
2400 N. Scenic Drive  
Alamogordo, NM 88310-3722  
575.439.3660 • FAX 575.439.3819

### **New Mexico State University-Carlsbad**

Scott Bucher, Director  
221 South Canyon  
Carlsbad, NM 88220-5734  
575.885.9531 • FAX 575.885.1515

### **New Mexico State University-Grants**

Clemente Sanchez, Director  
701 E. Roosevelt  
Grants, NM 87020-2113  
505.287.8221 • FAX 505.287.2125

### **Northern New Mexico College**

Julianna Barbee, Director  
921 Paseo de Oñate  
Española, NM 87532-2649  
505.747.2236 • FAX 505.747.2234

### **Santa Fe Community College**

Brian DuBoff, Director  
6401 Richards Avenue  
Santa Fe, NM 87508-4887  
505.428.1343 • FAX 505.428.1469

### **San Juan College**

Carmen Martinez, Director  
5101 College Boulevard  
Farmington, NM 87402-4709  
505.566.3528 • FAX 505.566.3698

### **University of New Mexico-Gallup**

Cyndi Jarvison, Director  
106 W. Highway 66  
Gallup, NM 87301-6225  
505.722.2220 • FAX 505.863.6006

### **University of New Mexico**

#### **Los Alamos-Sandoval Co.**

Ted Trujillo, Director  
282 Camino del Pueblo, Suite 2A  
Bernalillo, NM 87004-5925  
505.867.5066 • FAX 505.867.3746

#### **University of New Mexico-Los Alamos**

Ted Lopez, Director  
4000 University Drive  
Los Alamos, New Mexico 87544  
505.662.0337

### **University of New Mexico-Taos**

Gary Bouty, Director  
115 Civic Plaza Drive  
Taos, NM 87571-7400  
575.737.6214

### **University of New Mexico-Valencia Co.**

Wayne Abraham, Director  
280 La Entrada  
Los Lunas, NM 87031-7633  
505.925.8980 • FAX 505.925.8981

### **Western New Mexico University**

Jane Janson, Director  
P.O. Box 680  
Silver City, NM 88062-0680  
500 18th Street  
Silver City, NM 88062-2672  
575.538.6320 • FAX 575.538.6341

### **International Business Accelerator (IBA)**

Jerry Pacheco, Executive Director  
113 Sundance Court  
Santa Teresa, NM 88008-9304  
575.589.2200 • FAX 575.589.5212

### **Procurement Technical**

#### **Assistance Program (PTAP)**

Richard Asenap, Program Manager  
Barbara Sinha, Assistant to the Program Manager  
6401 Richards Avenue  
Santa Fe, NM 87508-4887  
505.428.1362 • FAX 505.428.1469



## YOUR LOCAL, NATIONAL AND GLOBAL BUSINESS RESOURCE

- No-Cost confidential business consulting
  - Low-cost business training workshops
  - Certified business professionals
- [www.NMSBDC.org](http://www.NMSBDC.org)

*Produced by the NMSBDC State Office at Santa Fe Community College*



Funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.