

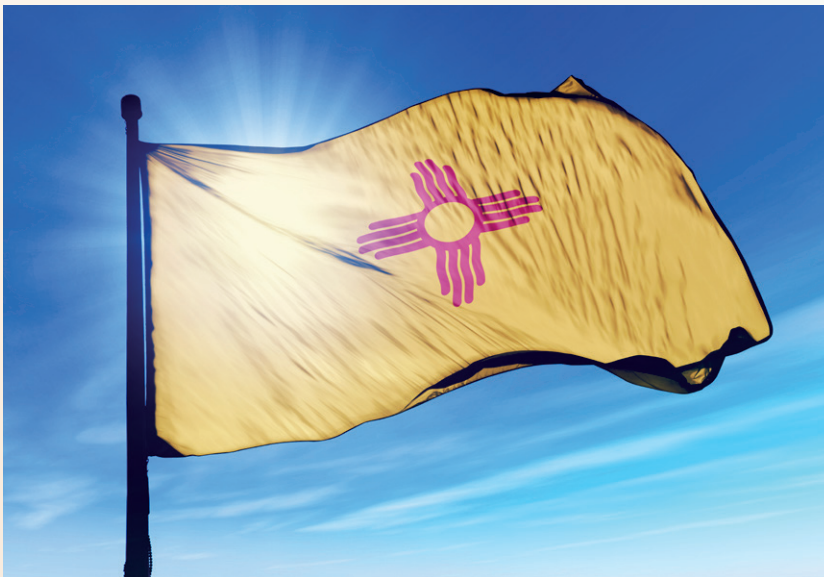


SMALL BUSINESS DEVELOPMENT CENTER

2017 ANNUAL REPORT

NEW MEXICO SMALL BUSIN

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



ESS DEVELOPMENT CENTER

2017 ANNUAL REPORT *TABLE OF CONTENTS*

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A MESSAGE FROM THE STATE DIRECTOR



RUSSELL WYRICK
State Director



It is my distinct honor to present the 2017 annual report for the New Mexico Small Business Development Centers (NMSBDC) Network. For the past 29 years, the New Mexico Small Business Development Center (NMSBDC) Network has made a meaningful difference in the lives of New Mexicans by helping our clients start, grow, and sustain their businesses.

Through business management, finance, and marketing assistance, our clients have reported a significant impact on their business in the form of profitable business expansion, increased sales, and job expansion and retention; and we are pleased to report that the NMSBDC International Business Accelerator and the Procurement Technical Assistance Center program continue to provide excellent services to our clients in international trade and government contracting.

As we move forward in 2018 and beyond, we continue to develop innovative ways to assist small businesses in adjusting to, and capitalizing on the increasingly rapid changes in the marketplace. While the national economy is building momentum at a record pace, there are several obstacles and unknowns that our state's entrepreneurs will have to address in the coming year.

The face of retail is changing, with companies like Amazon gaining incredible market share through online sales. For the last 30 years the challenge has been competing with the local Walmart; now our state's small businesses are tasked with adapting their strategies in order to compete with companies across the world.

Cybersecurity is no longer just a big business issue; small businesses are now facing the risk of losing valuable customer information, business records, and data.

I'm confident that the New Mexico SBDC's network of highly skilled business experts are up to the challenge of advising our state's entrepreneurs how to navigate these changes, and I'm grateful for the collaborative support of our US Small Business Administration partners like WESST, SCORE and VBOC in accomplishing the task.

If you're unfamiliar with the New Mexico Small Business Development Center (NMSBDC) network and what we do, you might wonder how we can provide this assistance to small businesses and not charge for consulting. That's a valid question. Your state and federal tax dollars, along with our local higher education hosts, and other partners, make it possible for any New Mexico small business to work with our team from across the state.

Think of us as the team that supports the job creators and the difference makers. The team that understands the importance of growing New Mexico entrepreneurs here at home. As taxpayers ourselves, we work hard to make your tax dollars' work.

I invite you to browse through our annual report, review the impressive statistics and read about a few of the small business owners that were selected to be our NMSBDC Star Clients for this year.

Sincerely,
Russell Wyrick
New Mexico Small Business Development Center Network
State Director

NMSBDC NETWORK PROFILE



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

EXPERIENCE

The New Mexico Small Business Development Center Network (NMSBDC) was established in 1989 through a partnership with the U.S. 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 New Mexico entrepreneurs. The 18 NMSBDC service centers and 7 satellite offices are strategically located throughout the state of New Mexico. The highly skilled NMSBDC staff is comprised of 65 business professionals with small business management and ownership expertise. The pride and dedication of the consultants shines through the successes of the small businesses they help each year. 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 New Mexico Procurement Assistance Center is the bridge between business and government. We help NM businesses learn what they need to know about doing business with governmental entities, help NM businesses connect to government procurement decision makers, and assist businesses to win government contracts.

EDUCATION

The consultants of the NMSBDC have earned Bachelor's Degrees, Masters Degrees and 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

As a statewide provider of entrepreneurial and business development services, the New Mexico SBDC Network plays a vital role in New Mexico economic development by assisting entrepreneurs at every stage of the business life cycle. The NMSBDC has assisted thousands of emerging and growing businesses by providing the professional expertise, tools, and information necessary to make sound business decisions in a complex and ever-changing marketplace.

In addition to the NMSBDC's core service offerings of consulting provided at no-cost, training, and business research, the New Mexico SBDC Network also provides a comprehensive toolkit of specialized services for qualifying businesses looking to accelerate market growth, including: Growth Acceleration, International Trade, Government Contracting, and Business Continuation.

ACHIEVEMENTS

The NMSBDC continues to be honored by the Association of Small Business Development Centers with full accreditation status. The ASBDC represents 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 ASBDC recognized Ida Carrillo, Business Advisor of the SBDC at Northern New Mexico College at their National Convention in Nashville, TN as the 2017 New Mexico State Star.

The SBDC at Northern New Mexico College under the direction of Julianna Martinez Barbee was recognized with the NMSBDC Center of the Year award for its exceptional processes and overall contribution the mission and vision of the NMSBDC Network. The SBDC at Northern New Mexico College also received the NMSBDC Job Creator of the Year award for its outstanding achievements in small business development in their community and surrounding areas.

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

NMSBDC 2017 IMPACT

CLIENT ACTIVITY

3,145 TOTAL CLIENTS

3,145 SBDC | 829 PTAP | 118 IBA

SEMINARS & WORKSHOPS

Program	Total FY 16/17	Attendees
SBDC	381	3,023
PTAP	3	51
IBA	48	6,900
		9,974

CLIENTS SERVED

Type	Total FY 16/17
Veterans	167
Hispanic	1,091
Caucasian	2,368
African American	176
Native American	233

CLIENT GENDER

Gender	Total FY 17	Percent
Male	970	31%
Female	903	28%
Male/Female	1,271	40%
Total	3,144	100%

AREA OF ASSISTANCE

	Total FY 16
Business Accounting/Budget	123
Business Plan	652
Buy/Sell Business	165
Cash Flow Management	55
Customer Relations	50
eCommerce	12
Engineering R&D	4
Financing/Capital	385
Franchising	12
Government Contracting	92
Human Resources/Employee Mg't	67
International Trade	7
Legal Issues	259
Managing a Business	695
Marketing/Sales	539
Start-up Assistance	1,778
Tax Planning	188
Technology/Computers	40
Other	19
Total Counseling Sessions	5142

Our 2017 Results in the Region & Statewide. Brought to you by the New Mexico Small Business Development Center Network

JOBS CREATED & RETAINED

4,502 TOTAL

	CREATED	RETAINED
SBDC	1,165	452
IBA	46	12
PTAP	2,827	0

INDUSTRIES SERVED

Type	Total FY 16/17	Clients Served
Retail	221	7%
Service	698	22%
Wholesale	30	1%
Manufacturing	137	4%
Construction	173	6%
Other	1,885	60%
Total	3,144	100%

CAPITAL FORMATION

Time Period	Amount	Number of Loans
Total FY 16-17	\$44,081,964	442
July 1992-September 2017	\$848,329,879	6,289

NEW BUSINESSES CREATED

Time Period	Number of Businesses
Total FY 16-17	392
July 1991-September 2017	9,412

IBA INTERNATIONAL BUSINESS ACCELERATOR

2006 TO PRESENT		
Exports	Imports	Businesses Started
\$384,494,110	\$6,409,418	69
Jobs Created & Retained	Equity Investments	
920	\$157,539,220	

PTAP PROCUREMENT TECHNICAL ASSISTANCE PROGRAM

2008 TO PRESENT	
# of Prime Contracts	Dollar Value of Prime Contract Awards
730	\$137,275,145
# of Subcontracts	Dollar Value of Subcontract Awards
20	\$4,089,669

PROCUREMENT TECHNICAL ASSISTANCE CENTER - PTAC



MORROW ENTERPRISES, INC.

Leonard Morrow

6525 W. Picacho Ave.
Las Cruces, NM 88007

YEARS IN BUSINESS: 25

TYPE OF BUSINESS: Heavy Civil Contractor

NUMBER OF EMPLOYEES: 65

COMMUNITY: Las Cruces, NM
New Mexico PTAC



Morrow Enterprises, Inc., a Las Cruces based construction company, was established on December 3, 1992 and has now reached a milestone of celebrating 25 years in business. The company specializes in Heavy Civil Construction, such as underground utilities, paving & road work, earthwork, concrete, and auger boring.

Mr. Leonard Morrow, Owner of Morrow Enterprises, Inc. contributes his success as a businessman to his father Leon, a true entrepreneur at heart who rented a few dozers in 1960 and set the wheels in motion for future business ownership. Through the diligence, proven performance and strong work ethic of a man devoted to his family, Morrow Enterprises was born. Now Leonard and his son Warren Morrow work side by side on all active and bidding projects. The two are a very effective team and continue to grow the business.

Although there were bumps in the road, the business continued to grow and gain an excellent reputation. The services of the New Mexico Procurement Technical Assistance Center (PTAC) were requested to gain further knowledge of federal, state and local opportunities as well as assisting in locating possible subcontractors. "PTAC has been instrumental in their quick response and enthusiasm to help with questions and clarifications on Federal proposals," stated Kimberly Morrow, Office Manager. Through the combination of outstanding business leadership at Morrow Enterprises, Inc., along with a history of strong initiative, dedicated employees and PTAC assistance, the company is thriving.

Morrow Enterprises, Inc. continues to be an excellent example of perseverance and commitment to contributing a positive economic impact and jobs retention to the community it serves. The company has garnered many large contracts including those at the federal and local government level. Congratulations to the Morrow Enterprises, Inc. family for such unparalleled business success!



INTERNATIONAL BUSINESS ACCELERATOR - IBA

SAN JUAN COMPRESSION LLC

Russell Gordy and Kevin King

2211 River Rd.
Farmington, NM 87401

YEARS IN BUSINESS: 22

TYPE OF BUSINESS: Manufacturing and Service

NUMBER OF EMPLOYEES: 20

COMMUNITY: Farmington, NM

SBDC: International Business Accelerator



San Juan Compression Finds Success in the International Market

For more than twenty years, San Juan Compression LLC has been manufacturing and servicing well head compressors for the natural gas field of the San Juan Basin. Mr. Kevin King and partner Mr. Russell Gordy, began with ten units in 1995. The manufacturing facility is located in Farmington NM and has since produced hundreds of Well Head Compressors and Vapor Recovery Units. The units at SJC are built according to customer specifications. They understand that each well the units are utilized on come with unique characteristics and working closely with their customers is a top priority.

In the fall of 2010, San Juan Compression began the transition of producing their products for companies located outside of the San Juan Basin area. They initially traveled to the southern part of the state and set units near the Carlsbad, NM area. Within a short amount of time, their Vapor Recovery Units were in the Permian Basin of West Texas. In July of 2013, they were approached by a company from Argentina through their website with an interest in their gas compressor. Currently, they have units located outside of the United States in Argentina and Mexico. While it has been a challenge, their priority has been and still is the ability to work closely with their customers.

Without a doubt, exporting has been a tremendous boost to San Juan Compression and it would not have been as easily accomplished without the help of the Small Business Community. In particular, Jerry Pacheco, NM SBDC, and Robert Queen of the US Commerce Dept. have made navigating the export business possible. Their offices are willing and able to help regardless of the time. According to Mr. King, "Jerry and Robert are part of the San Juan Compression team and we are extremely grateful for their help."

While they continue to look for additional international markets where their package would meet the needs of the client, Farmington and the San Juan Basin will be their home.





NOISY WATER WINERY

Jasper Riddle

**2342 Sudderth Dr.
Ruidoso NM 88345**

YEARS IN BUSINESS: 7

TYPE OF BUSINESS: Manufacturing and Retail

NUMBER OF EMPLOYEES: 37

COMMUNITY: Ruidoso, NM

SBDC: New Mexico State University Alamogordo



Jasper Riddle is a man on the move. Raised in Ruidoso, New Mexico, Jasper left his hometown for college and other life experiences. He later returned home where he became a successful entrepreneur. In 2010, Jasper purchased the controlling share of Noisy Water Winery which consisted of the winery and a gift shop with 4 employees. In 2015, Mr. Riddle purchased land in Alto, New Mexico and opened his own production facility. Within seven years, he had expanded the business to include 37 employees, three tasting rooms, the tap room and the production facility/event barn. The company will soon open its fourth tasting room which will be located on the Santa Fe Plaza.

Noisy Water Winery produces and sells over 40 different types of wine as well as handmade cheeses, salsas and hot sauces. In addition to selling their products in grocery stores, restaurants and casinos throughout New Mexico, Noisy Water Winery has the following locations:

Noisy Water Winery, original winery/tasting room, Ruidoso, NM
The Cellar Uncorked, tasting room, Ruidoso, NM
The Hidden Tap, tap room/restaurant, Ruidoso, NM
Noisy Water Cloudcroft, tasting room, Cloudcroft, NM
Noisy Water of Santa Fe, tasting room, Santa Fe, NM
Enchanted Vine by Noisy Water Winery, production facility/events barn, Alto, NM

In 2016, Jasper contacted the NMSU-A SBDC for information on resources and grants to assist him with business expansion and to discuss his vision for the Ruidoso area and local, small business growth. Members of his team began attending SBDC marketing workshops. When asked how the SBDC was able to assist him, Jasper stated that, "The SBDC is a valuable asset in bringing in training for my staff and constantly presenting opportunities to help grow my business and better my employees as well."

Noisy Water Winery has received over 100 medals at international wine competitions since 2014, and is New Mexico True Certified – certified to be grown and made in New Mexico with the highest quality ingredients. The company is also a 2016 NMSBA award recipient and received assistance from New Mexico Tech with an analysis of the company's inventory management practices, recommendations



and opportunities for improvement. Jasper recently converted his production facility to solar power with the assistance of a USDA grant and federal tax breaks.

The future looks bright for Noisy Water Winery. Jasper plans to add winery tours and make the Enchanted Vine location a destination for events such as weddings. Jasper Riddle is passionate about small business and wants to see his company, his town and all of New Mexico succeed. His long term vision is to create a sustainable industry in Lincoln County that will create even more jobs in New Mexico.

JOLIESSE CHOCOLATES, LLC

Grace Lapsys

**6855 4 th St. NW, Suite C1
Los Ranchos de Albuquerque, NM 87107**

YEARS IN BUSINESS: 5

TYPE OF BUSINESS: Restaurant

NUMBER OF EMPLOYEES: 3

COMMUNITY: Albuquerque, NM

SBDC: Central New Mexico Community College



Joliesse Chocolates is tasting sweet success in the North Valley

Award-winning chocolates are just the start for Grace Lapsys.

With the help of Trish Abbin and the team at the South Valley Economic Development Center's Mixing Bowl, Lapsys has built her Joliesse Chocolates, LLC, into a cozy and popular chocolate shop with gourmet coffees, sandwiches, pastries and more in Albuquerque's North Valley.

The SVEDC's Mixing Bowl is an incubator and commercial kitchen space that helped Lapsys hone her recipes and gave her a space to produce her high-end chocolates.

Lapsys studied as a chocolatier in Canada and France. However, Trish Abbin, a business adviser at the Central New Mexico Small Business Development Center, helped her achieve her dreams of growing a tiny chocolate business into a popular retail shop. Lapsys was able to obtain financing from The Loan Fund and with the support of her husband and family, Lapsys opened Joliesse in June of 2013.

"The SBDC gave me resources along with guidance and support to help me navigate the food industry, understand my market, and gave me a sounding board for new ideas," Lapsys said.

One of those ideas was her popular chocolate-making classes, which fill up quickly. She teaches budding chocolatiers to make truffles, chocolate bars, and truffle décor. In five years, Joliesse Chocolates has expanded its retail space and today manufactures specialty ganache and caramel chocolate bars.

Lapsys has also earned Best of Show honors at the Chocolate Fantasy and a Best of The City nod from Albuquerque The Magazine. Joliesse Chocolates also won second place for its truffles at the annual Southwest Chocolate and Coffee festival.

"Every year we reinvent ourselves," Lapsys said.



SWEET CONFECTIONS BY K & M

Melissa Navarrette & Kayla Dominguez

314 W Main St.
Artesia, NM 88210

YEARS IN BUSINESS: 1

TYPE OF BUSINESS: Bakery

NUMBER OF EMPLOYEES: 2

COMMUNITY: Artesia, NM

SBDC: New Mexico State University Carlsbad

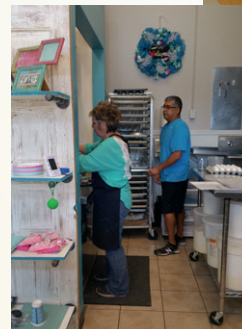


Sweet Confections by K & M offer the community of Artesia and the surrounding area delicious and visually pleasing baked goods and custom cakes. In April of 2017, Melissa and Alfredo Navarrette came to the Carlsbad SBDC to obtain guidance to begin the process of establishing a new business for Melissa, and niece Kayla Dominguez. After having her son, Kayla was inspired to change direction in her life and attend Culinary School. Melissa, having always loved to bake, and Kayla, wanting to be closer to family, decided to take the opportunity to open the business, realizing the need for a Bakery in the area. On June 20, 2017, Sweet Confections by K & M opened their doors for business.

Melissa and Kayla have a passion for baking and wanted to use that passion to help the community. They strive to offer the best service and products to their customers and want to have them leave their shop with a smile on their faces. The reflection of their great customer service and superior products have made them an instant success with not only customers in Artesia, but in the surrounding area as well. Community organizations have contacted them on several occasions for their services, including creating a special cake for the dedication of the Founders Bench at the Artesia Public Library. The pair are dedicated to offering a welcoming and friendly atmosphere to their customers, doing their best to accommodate their requests, such as special nutritional needs, whenever possible.

"The Carlsbad SBDC helped get the ball rolling to get us up and running smoothly, effectively and hassle free. They were very helpful in offering assistance along the way, of not only planning and beginning a business, but also offering assistance after start-up."

Kayla and Melissa are very excited about the future. They want to grow, expand and provide more jobs to Artesia. They expressed their desire to hire High School students so that they could gain some experience, not only in the trade, but to obtain work ethic and have a place to learn and enjoy work. One of their ultimate goals is to one day be featured on "Cake Boss" or "Cupcake Wars"!



GARDEN SOURCE NURSERY AND LANDSCAPING

Curtis & Lisa Jaynes

700 East. Canadian
Portales, NM 88130-5414

YEARS IN BUSINESS: 14

TYPE OF BUSINESS: Nursery and Landscaping

NUMBER OF EMPLOYEES: 16

COMMUNITY: Portales, NM

SBDC: Clovis Community College



The Landscaping and Gift Destination

United States Army Retiree Curtis "Curt" and Lisa Jaynes started Garden Source Nursery and Landscaping in 2003. As a full service nursery they also offer landscaping and gift destination. The nursery offers everything from yard art to plants including trees and shrubs. They also offer fertilizers, herbicides and insecticides. Garden Source specializes in native and xeriscape plants unusual pottery and outdoor décor. They have organic fertilizers and New Mexico grown plants and flowers. The Jaynes' offer an onsite garden so the customer can see how plants and flower grow in our area.

Curt and Lisa Jaynes, owners and operators of Garden Source Nursery and Landscaping came to the SBDC at Clovis Community College on March 10, 2006 a few years after the business had started. Their initial intention was to grow and expand the business by purchasing land and constructing a building to develop a retail store for their nursery. With the assistance from the SBDC, Garden Source Nursery and Landscaping was able to prepare a business plan to help the company establish their own location and erect a new building that would liberate them from long-term lease agreements. Within six months Garden Source Nursery and Landscaping was able to finance their dream location, construct a building, and provide the Portales community with great products and service.

Garden Source Nursery and Landscaping is making an impact on the Portales community and economy. They have gone from a small rented location to owning and operating on a half city block. The business has managed to increase sales repetitively even in the times of severe drought. Garden Source Nursery and Landscaping has been fostering relationships with its customers by informing and educating the customer on their Facebook page since November 19, 2011. Garden Source Nursery and Landscaping has maintained a 4.9 star rating with a following of 1,000 plus people. Curt and Lisa Jaynes pride themselves on being a community partner and giving back when the opportunity is at hand.



"...preparing the business plan...it can be overwhelming, but with the SBDC help it wasn't as daunting as we thought" – Curtis Jaynes

Garden Source Nursery and Landscaping plans to continue its growth as a business and community partner. They will continue to reach out to the SBDC for continuous assistance with general business planning and share their success story with those who may want to start a business in the future.



THE FEASTING PLACE

Norma Naranjo

Highway 68
House 312
Ohkay Owingeh Pueblo
Espanola, New Mexico 87532

NORTHERN
New Mexico College



YEARS IN BUSINESS: 18

TYPE OF BUSINESS: Innovative Cultural Traditional Experience Tourism

NUMBER OF EMPLOYEES: 1 Full Time 5 Part Time

COMMUNITY: Ohkay Owingeh Pueblo-Place of the Strong People

SBDC: Northern New Mexico College

Sustainable Cultural Traditions Key to a Sustainable Future

The Feasting Place is growing by sharing and preserving the traditions of Ohkay Owingeh pueblo in Northern New Mexico.

Norma Naranjo welcomes people into her home to experience a pueblo feast meal, hands-on horno baking classes, and traditional cultural experiences at The Feasting Place.

"It's important to respect how the food was grown. I prepare the meal with love because it is nourishment and a time to enjoy with family and community," Naranjo said.

Naranjo grew up in Ohkay Owingeh and served in the U.S. Navy before returning to the pueblo to become a social worker. But food was her calling. She began a traditional catering business and served traditional foods for the governor as well as legislative events. As interest grew, she and her husband Hutch, who builds and maintains the hornos, expanded the business with the help of the SBDC.

Naranjo has been working with the Espanola Small Business Development Center for 17 years and was awarded the SBDC Business of the Year Award in 2002. "The Espanola SBDC has helped The Feasting Place with international exposure, marketing, and building international and congressional relationships," Naranjo said. "Julianna Barbee, director of the SBDC, has involved me through the years with the International Visitors Program where I hosted groups from Africa, Bosnia, Russia and Asia."

U.S. Senator Tom Udall said: "The Feasting Place is a great example of local businesses finding a creative way to address a local need and create jobs in the process. Supporting economic development in New Mexico is my top priority, and I'm excited to see the Espanola SBDC in New Mexico helping businesses like The Feasting Place become even more successful."

Look for The Feasting Place on The Travel Channel soon. Andrew Zimmerman will be featuring the restaurant on the channel soon.



SAN JUAN CLOSET WORKS

Thomas Gibbons

5101 College Boulevard
Farmington, NM 87402

YEARS IN BUSINESS: 6

TYPE OF BUSINESS: Custom Closet Systems

NUMBER OF EMPLOYEES: 2

COMMUNITY: Farmington, NM

SBDC: San Juan College



SAN JUAN COLLEGE



Beautiful Closets for any Budget

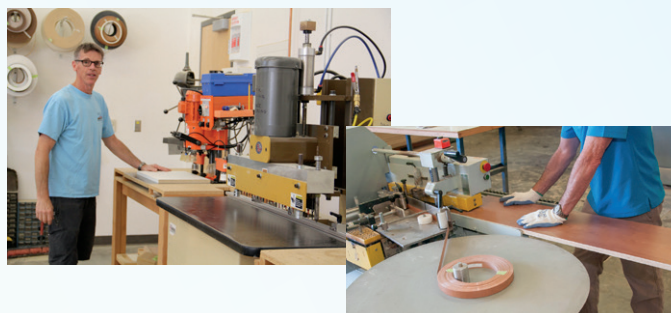
When Tom Gibbons retired as a geologist from the State of New York in 2010, he and his wife relocated to Bloomfield New Mexico. While Tom had a 30-year career as a geologist, he has always had a passion for woodworking, and a dream of having his own business. He knew it would take preparation and planning. With this goal in mind, he apprenticed with a custom closet company in Albany, NY to develop his skills in the custom storage business. A family friend referred him to the SBDC where his dream began to take shape.

San Juan Closet Works is a custom closet and storage specialist located in the heart of the Four Corners area. They specialize in transforming underutilized space in your home or office. They have an eye to be able to show how form and function come together to not only bring order to your world, but to create storage systems that go beyond functionality. This company is exceptional at showcasing an individual's style and space in their home. Tom loves his work, especially his clients.

A thoughtful design is at the heart of any new storage space. San Juan Closet Works listens closely to his clients, their ideas and their dreams to help create designs that bring together a customer's unique needs, their creative vision and aesthetic considerations to insure that their new space flows seamlessly with the broader design elements of their home.

Whether it's a pantry, walk-in closet or multi-use space, the design features that come into play with their distinctive space revolve around a client's specific needs, the dimensions of their space, the items they need to store, budget considerations and their individual taste in design, function, texture and color. When these elements come together, their new storage space maximizes its usefulness and showcases the best of their vision and their or the companies design expertise.

San Juan Closet Works makes it easy to see what customers have imagined. Their 3-D design software is the best in the closet industry and allows them to see exactly what their new storage area will look like BEFORE they begin installation. Changes to designs are easy and design discrepancies are avoided. All elements of the design are clearly displayed at multiple vantage points in order to assure



awesome customer satisfaction! All renderings are presented as 2-D and 3-D scale drawings and the unique elements to their storage space (dimension, color, texture, accessories, etc.) make their product a snap to visualize.

Lastly, customers can rest easy once their new space is completed. They will follow up with them to ensure their new installation has met or exceeded all their expectations. Finally, all San Juan Closet Works installations are guaranteed for as long as the client owns their home.

"I have been a client of the SBDC since my business journey began in 2011. Not only did the SBDC work closely with me to develop my vision, along with my business plan, they have been with me every step of the way as I tackled each challenge of operating a successful business; from one-on-one engagement, offering numerous seminars and meetings on topics related to owning your own business, helping me engage with business networking groups and, most importantly, giving me the confidence to believe in myself and my vision." Says Tom Gibbons.

For Tom, what was once a dream has become a successful business. Most of SJCW's revenues come from customers in Durango, CO, which helps our local economy. Tom attributes his success to detailed craftsmanship, fair pricing and excellent customer service, along with the ability to bring the customers' vision to life. Tom was able to receive help in obtaining a line of credit with Animas Credit Union when he started the business with the help of the SBDC. Tom has also received assistance from WESST in finding his design software for the business.



RED ROCK SECURITY & PATROL, LLC

Matthew and Geri Hughbanks

124A S. Boardman Ave
Gallup, NM 87301

YEARS IN BUSINESS: 4

TYPE OF BUSINESS: Security, patrol and training

NUMBER OF EMPLOYEES: 30 Full Time/60 Part Time

COMMUNITY: Gallup, New Mexico

SBDC: University of New Mexico Gallup



The most important thing to entrepreneur Matthew Hughbanks and his wife Geri is family. When they founded Red Rock Security & Patrol, LLC in 2013 the couple didn't realize what an impact they would have in their community. The company provides armed and unarmed security services for corporate and government facilities. That includes stationary guards, surveillance monitoring, screening equipment, access control, visitor control, roving patrols, escorts, and all event security services to deter crime with visual presence.

With a rising crime rate, compounded by economic issues driving a need for more security services, Hughbanks' business launched at the right time. Red Rock Security & Patrol grew its full and part-time employee base carefully, basing it on client needs. "We went from a six-person department to more than 50 people literally overnight with two contract wins."

Besides being licensed, insured and bonded, Matt and Geri have built trust with clients by creating partnerships with them. All of that is underscored by a corporate culture Matt and Geri have instilled and developed their team with an attitude of professionalism upheld by a practice of safety first with frequent, planned training, compliance, verification, and quality assurance.

Hughbanks is a former career deputy sheriff; a Lieutenant with impressive credentials and a long career of proven past performance in domestic operations and training (SWAT, interviews and interrogation, criminal investigations, weapons training, and instructor). His partner and wife, Geri, is a 20-year employee and currently Judicial Manager of the New Mexico 11th Judicial District Court. This family knows the law.

Beyond Gallup, Red Rock Security & Patrol has expanded into the Albuquerque, Alamogordo, and Grants areas. The company has grown quickly and now employs 30 full time and some 60 part time security professionals.

Matt has good advice for other entrepreneurs. "Using the tools the Gallup SBDC has trained us in, we've enjoyed growing our business. Not only has our capacity expanded to meet demand, we've met and



"We went from a six-person department to more than 50 people literally overnight with two contract wins."

are providing professional services to a really great variety of clients. That includes businesses and personal clients, and government entities," said Matt.

"A lot of business owners don't realize the wonderful tools that there are to help them understand how to operate and run a business. My best advice is to make sure to research and tap into local resources; and many of them are free, like SBDC and PTAC. It's the most important thing. Ask yourself, do you have a niche or a service that is better or different? Make sure that your business does something no one else does, or does it better; and in that, is there a market demand for your product or service."

He also knows that having loved ones behind him is important. Matt says, "If you have a supportive family, you can do anything; we did, and looking forward to continuing it."

GRIJALVA'S CUSTOM WOODSHOP

Anthony and Juan Grijalva

**701 N. 1st Street
Grants, NM 87020**

YEARS IN BUSINESS: 20 years +

TYPE OF BUSINESS: Custom Cabinetry

NUMBER OF EMPLOYEES: 3

COMMUNITY: Grants, NM

SBDC: New Mexico State University Grants



A Family Affair

The owners of Grijalva's Custom Woodshop in Grants, NM are no strangers to success. Brothers Anthony and Juan Grijalva opened their custom woodworking business in 1993 in Grants, NM - leasing a building and borrowing their dad's tools. In 1995, they needed to expand, so they went from bank to bank seeking financing only to hear 'No' from everyone. That is when a friend told them about the Small Business Development Center (SBDC) at New Mexico State University (NMSU) in Grants, NM.

Grijalva's Custom Woodshop specializes in designing, building and installing custom kitchen and bathroom cabinets, hutches, bookcases, doors and entertainment centers for new construction as well as remodeling projects. Anthony and Juan hand make all of their products to the individual specifications of their customers - no two are alike. Their craftsmanship can be seen in homes and businesses throughout New Mexico. Their work has also been featured in Homes and Land, Greater Albuquerque and Su Casa Southwestern Homes magazines.

"The SBDC treats you as their friends. When we needed money for our expansion, they were there helping with the financial aspects and putting together the paperwork so the bank would say 'Yes'. Ultimately we were able to get an SBA guaranteed loan" said Anthony. He also expressed his appreciation of the SBDC for the continued assistance in other aspects of his business such as payroll taxes and training on business accounting software.

The Grijalva brothers have built an outstanding business in Grants, NM, selling their craftsmanship throughout New Mexico. They appreciate their relationship with the SBDC at NMSU Grants, NM and encourage other small businesses to use their services. As Anthony said, "Their services are FREE!"





THE STRIPING COMPANY, LLC

Christopher Olivas

1401 S. 6th Street
Lovington, NM 88260

YEARS IN BUSINESS: 7

TYPE OF BUSINESS: Asphalt Services

NUMBER OF EMPLOYEES: 8

COMMUNITY: Lovington, New Mexico

SBDC: New Mexico Junior College



The Striping Company, LLC is a fully licensed and insured contractor serving New Mexico and West Texas since 2010. With the assistance of the New Mexico Junior College – Small Business Development Center, The Striping Company, LLC has grown to be the area's leader in parking lot striping and asphalt maintenance. The Striping Company, LLC team provides a full suite of repair services to match customers' specific needs. From pothole repairs to seal-coat re-surfacing or line-striping, the team is able to preserve the integrity of a customer's asphalt and prolong its life. Most importantly, they are able to provide advice on maximizing safety and improving clients' investments.

The Striping Company, LLC was founded by Christopher Olivas of Lovington, NM. After graduating with an associates degree in applied science from NMJC, Christopher worked for 5 years for a paving and dirt work contractor acquiring a variety of different skills including computer assisted drafting, creating traffic control plans, project management and field survey construction layout, grading, and topographic surveys utilized to determine quantities for estimating costs. Christopher decided to return to school to pursue a career in civil engineering. Taking an internship with a local engineering and surveying company, Christopher was assigned to drafting for the firm's engineering and surveying divisions and was promoted to Lead Subsurface Utility Engineering Field Technician and Head Estimator of the firm's materials testing and surveying divisions. After 9 years, Christopher decided to establish his own company by purchasing some used asphalt and striping equipment. With the success of his start-up business, Christopher established a stable clientele base and decided it was time to expand by purchasing new equipment and diversifying his business.

The Striping Company, LLC serves both commercial and residential customers. The team of experienced, highly trained technicians uses the latest equipment, technology and products to provide cost-effective repairs and installations that improve the look and utility of any home or business. Whether it's a project with more than a million square feet of asphalt or their next-door neighbor's driveway, the company takes the same care and attention to detail.



"Brandon Hunt at the NMJC-SBDC took the time to listen to our needs and helped us create a business plan and secure financing. We value his knowledge and expertise and encourage anyone looking to start a business to seek help from their local SBDC"

With the continued support of the New Mexico Junior College – Small Business Development Center, The Striping Company, LLC is currently pursuing the expansion of the business to include an asphalt manufacturing division. This continued growth and expansion will be a successful new market expansion to support the economy of New Mexico.

PALETERIA LA REYNA MICHOACANA, INC.

Silvia Terrazas

870 E. Madrid
Las Cruces, NM 88001

YEARS IN BUSINESS: 17

TYPE OF BUSINESS: Ice cream shop

NUMBER OF EMPLOYEES: 15

COMMUNITY: Las Cruces, NM

SBDC: Doña Ana Community College



Persistence, Ice Cream, and Hard Work Make Success

Las Cruces, New Mexico (Doña Ana County) - In 2000, while searching all over town for videos to rent in Spanish, Silvia Terrazas realized that there was a niche she could fill in Las Cruces. With a \$5,000 SBA microloan from WESST, Silvia opened up her business Video Exitos. Soon after, she found her market was not only people whose primary language was Spanish, but also students who were interested in learning the language. During that time, she placed a freezer in her video store and filled it with paletas (Mexican ice cream popsicles). As the paletas began to sell, Silvia and her husband, Javier, set out to learn everything they needed to know about producing their own paletas from scratch.

In 2005, with the assistance of the SBDC at Doña Ana Community College and another microloan from WESST, Silvia and her husband, Javier Terrazas, expanded the business into a larger space. With the expansion, she began to make her own paletas, thus decreasing the cost of sales as well as phase out the video rentals since that industry was taking a downturn. Silvia added household items, piñatas, and other popular Mexican products her customers were seeking. As a result, her business continued to grow as well as the number of employees in the business.

Silvia has continued to learn what her customers and community want and seeks to fill those needs. Recently, the SBDC assisted Silvia with obtaining a SBA 504 loan through Capital CDC and The Loan Fund for another expansion. The expansion includes the construction of a 3,520 sq. ft. building across from one of the busiest parks in the community and equipment that will produce twice the amount of paletas than what is currently being produced. When referring to the SBDC, Silvia states, "The SBDC has supported me for years in growing my business. They speak my language, which makes me feel comfortable going to the SBDC for by business needs. Jo Ann and her staff continue to motivate me. They have helped me in everything; from questions about my business, how to obtain financing, to directing me on where I need to go for assistance."



The new building will have more seating indoors and outdoors, plus a drive-thru window; this will allow the business to serve three times as many customers as it does currently. Since one of Silvia's main objective is to meet her customer's needs, the building will also have an area for customers to sit with their pets while they enjoy their ice cream as well. The plans for the future are to add new food products such as tortas and tacos. The new Paleteria is set to open its doors by the end of December 2017 and will add eight to twelve more employees.



LAS VEGAS KARATE ACADEMY

Margaret Montoya

605 Mills Ave.
Las Vegas, NM 87701

YEARS IN BUSINESS: 15

TYPE OF BUSINESS: Karate School

NUMBER OF EMPLOYEES: 1

COMMUNITY: Las Vegas, NM

SBDC: Luna Community College



Constant Success

Karate Academy, a woman-owned business based in Las Vegas, NM, specializes in martial arts training, with an emphasis on Karate. The small business is owned by Margaret Montoya who has been teaching kids in the Las Vegas and surrounding areas martial arts, since she was a freshman at the New Mexico Highlands University. Margaret received her black belt in 1993 and has been instructing ever since. Margaret is committed to providing her expertise to those in her area and has been doing so for over 15 years. She has the ability to train the younger generation with her exceptional skills and serves as a mentor that has a positive influence on the children she has in her academy.

Owning her own business has been extremely rewarding. When asked how many students she has seen through the doors of her business she stated humbly, "probably thousands." She went on to explain how she enjoys watching the students she teaches progress, learn, and grow. She is a part of these students' lives and it is a rewarding job to have. Margaret can truly see the impact that she is having on the community because students that she once instructed return with their own children. Training and mentoring the students is an activity in the community of Las Vegas that provides positive youth development.

Margaret first approached the SBDC in August of 2002 and was seeking information about loans in hopes of acquiring an existing karate school in Las Vegas. She was able to acquire the needed start-up costs through a small loan with Accion through the direct assistance of the SBDC. Margaret stated, "I personally want to thank Don Bustos for assisting me in gaining the financial capital I needed to start my business. The SBDC staff has always been very professional, friendly and welcoming." Margaret also stated, "I would like to thank the community of Las Vegas for their continued support over the 15 years I have been in business."

When walking into the Karate Academy, you don't have to look far to see the success that the business has had over the years once you see the walls adorned in trophies and metals. When asked how she would



describe her business over the 15 years, Margaret replied, "It has been a constant success." Margaret has a tremendous amount of appreciation for her community, and the community has a tremendous amount of appreciation for her business that provides the community with positive youth development.

LOS ALAMOS DOGHOUSE PHD, PET HOTEL & DAYCARE

Ruth Scott and Amanda Robertson

**127 East Gate Drive
Los Alamos, NM 87544**

YEARS IN BUSINESS: 3

TYPE OF BUSINESS: Pet Hotel & Daycare

NUMBER OF EMPLOYEES: 11

COMMUNITY: Los Alamos, NM

SBDC: University of New Mexico Los Alamos



In March of 2015, Ruth Scott, owner of LA DogHouse, LLC began providing safe and enjoyable daycare services for the dogs of Los Alamos and surrounding communities. In 2016, Amanda Robertson started New Mexico Ready Set Sit, LLC to provide dog training in both private and small group setting for dogs and owners. In 2017, they joined forces to create Los Alamos DogHouse PhD, which provides a full-service pet hotel and daycare.

They have found a perfect market for pet care in Los Alamos. They provide doggie daycare, overnight boarding and dog training, in both private and group settings.

Ruth and Amanda have been working with the SBDC in Los Alamos since before they opened their combined business in 2017. According to Ruth, "The SBDC was extremely helpful in guiding us down the most immediate and direct path to success."

Ruth Scott is a 28 year resident of Los Alamos. She has a lifelong ongoing love story with dogs and is fired by the desire to be an advocate for the voiceless. Her compassion fuels this desire to continue giving exceptional love and care to the animal family she is so fond of by opening this professionally operated facility and providing services her community is in need of. Ruth is no stranger to the entrepreneurial path, this is her fifth time out of mainstream employment; her leadership skills honed with each new experience.

Dr. Amanda Robertson has been training competitive working dogs for over 16 years. She is a member of the Endeavor Working Dog Club and is in her second year serving as the club's president. As a former manager at Los Alamos National Lab, she has many years of experience managing people and projects in a complex and dynamic environment. She holds a Doctorate in Chemistry from Auburn University and has an MBA from the University of New Mexico.

Los Alamos DogHouse PhD is a full service pet care facility focused on canine daycare, training and overnight boarding (including cats). Our 9500 square foot facility affords luxury accommodations, attentive care and expert training for dogs and their owners.

"So clear and convinced are both of us by our mission, it is clear to understand why Los Alamos DogHouse PhD is growing and flourishing."



HUMMEZE

Mark & Rebecca Evanko

Peralta, NM 87042

YEARS IN BUSINESS: 1

TYPE OF BUSINESS: Manufacturing/Retail

NUMBER OF EMPLOYEES: 2

COMMUNITY: Peralta, NM

SBDC: University of New Mexico Valencia



The SBDC at UNM Valencia Campus is pleased to announce Mark and Rebecca Evanko, Owners of Hummeze Hummingbird Feeder Cleaner, as their 2017-2018 Star Clients. We first met Rebecca Evanko when she came into the SBDC after hearing about our services, working as an English Professor at UNM-Valencia Campus. Dr. Evanko and her husband, Dr. Mark Evanko, are the ingenious inventors of this humming bird feeder cleaner that works without scrubbing. Dr. Evanko is also a physician, who, along with his wife, recently opened another small business in Peralta, New Mexico—Still Point Medical—a Direct Care medical practice serving patients who prefer to pay for their services on a cash basis, rather than hassle with health insurance.

We are particularly proud of the Evankos because in July of 2017 they signed a contract with Walmart, placing their products in 200 stores! Dr. Evanko is autistic, which shows that women with disabilities can prosper in the small business arena!

Business Advisor, Christopher Garcia was thrilled to help Dr. Evanko with some market research and is excited that a client from the small town of Peralta, NM has received national attention. In an email to Mr. Garcia, Dr. Evanko writes, "In that time, we've secured a trademark, a utility patent submission, two national distributorships and now product placement in Walmart. We don't really think it's us (after all, neither of us have any formal business background or training). Rather, we have a great product, a willingness to listen and learn, and -- especially important -- some great support systems around us, such as the SBDC."

Hummeze is a proprietary, patent-pending formula that gently cleans and sanitizes hummingbird feeders through a simple and safe oxidizing process. There is no need for scrubbing, brushing or use of harsh chemicals, such as bleach. The feeders soak in hot water with Hummeze and the unique colormetric formula changes the water from colored to clear when the feeders are clean.

A video showcasing the ease with which Hummeze cleans feeders is on the webpage and also YouTube.

JENNIFER HOMES, ROOFING LLC.

Jennifer Tenorio

PO Box 76
Dexter, NM 88230

YEARS IN BUSINESS: 9

TYPE OF BUSINESS: Private Roofing Contractor

NUMBER OF EMPLOYEES: 2 Executive, 12 Crew Members

COMMUNITY: Roswell, NM

SBDC: Eastern New Mexico University Roswell



Jennifer and Emiliano Tenorio have the makeup of champions! Both possess unique skill sets that together create one of the most dynamic and dominant private roofing contracting firms in the State of New Mexico. Jennifer Tenorio, with an extensive background in education, real estate, and the gentle art of persuasion- convinced Emiliano (her husband, and also a journeyman expert in the field of construction) to go into business together (Nov. 2007) in what turned out to be one of the most challenging and difficult economic eras in history! After a slow start up the first year, Jennifer Homes was one of the hardest hit by the crash of 2008; home construction starts were abysmal, home improvement spending came to a grinding halt, and consumer confidence was practically non-existent. In spite of massive adversity, this awesome and dynamic duo persisted in weathering the most disastrous economic climate since the Great Depression - emerging as one of the greatest success stories in SE NM History!

Often it's the simplest and subtlest change that affects monumental and sweeping results. Running ragged for years and spread out over numerous sectors, Jennifer and Emiliano decided to simplify and specialize. Their systems and processes in roof protection and preservation services produced efficient, cost effective, and timely results. Coupling this with combined experience and expediency in dealing with the insurance industry (claims) gave them a corner on the market, and they decided they could be of most value to Homeowners by pressing their strategic advantage - speed and efficiency with the highest quality. They knew they had something very special!

Jennifer Tenorio first approached SBDC-Roswell in May 2016 wanting to grow her Company. When asked how she made it this far she replied, "We survived because we had to- diversifying across a broad scope of home preservation and improvement services we knew our markets desperately needed, yet often could not afford, it could have gone either way." Jennifer and Emiliano's unique ability to remain focused through adversity, their commitment to the long term, and their faith, dedication, and intense perseverance enabled them to turn the corner and persist!

During her initial visit with Small Business Development- Roswell (May 2016), Jennifer shared her unique strategy for focusing, specializing,



and turning the Roof Contracting sector on its ear; she knew exactly what she wanted to do and was determined to make it happen. She also talked about how she had been working with Jonnie Loadwick at PTAP on her 8A Certification, WESST on business development ideas (great leaders are sponges), and was looking for help translating her Vision and Mission into a plan of action to go big. That is where we focused our attention. We helped her with Strategic Business Planning, guided the fine-tuning of her Execution Strategy, and provided a little help with her Financial Management Plan, HRM, and Tax Planning- but Jennifer and Emiliano would have done it without us! They are simply driven to make a difference and could not, cannot be stopped!

Jennifer's Company has flourished and continues to improve! Their sales have grown from \$500,000 to nearly \$2,000,000 per year- now utilizing and disbursing daily 3 crews of 3 to 4 crew members with plans to expand and duplicate! Not only that, they've recently become 8A Certified (thanks to the help of PTAP) and have already won their first Government Contract - the sky is the limit for Jennifer Homes! We are so proud of this TEAM! Congratulations on being Chaves County's STAR Client of the year!



MIS AMIGOS

Sheryl Aspelin and Johnny Sanchez

109 E Main
P.O. Box 697
Tucumcari, NM 88401

YEARS IN BUSINESS: 6

TYPE OF BUSINESS: Care Provider for Disabled Adults

NUMBER OF EMPLOYEES: 36

COMMUNITY: Tucumcari, NM

SBDC: Mesalands Community College



In 2011 employees Sheryl Aspelin and Johnny Sanchez purchased their company to prevent its closing. Being the only care-providers for disabled adults within 90 miles meant securing those services and retaining twenty-six jobs. The economic impact of saving the company is projected to be \$1,400,000 for 2018. Mis Amigos now employs 36 and has added a second office. Reduced overhead and focused management practices resulted in being debt-free in 2-years. Their combination of business management and counseling skills has brought many successes. A major accomplishment is the attainment of a 3-year Accreditation with the Commission on Accreditation of Rehabilitation Facilities and a 3-year status for Medicare renewal. Goals include Johnny's passion for providing a proactive presence in client lives and creating broader life experiences. Working with the Department of Vocational Rehabilitation, clients gain skills for volunteer and workplace opportunities. These clients participate in Special Olympics and support their events by fundraising. Sheryl is growth-oriented and strives to keep the business financially stable. With each partner "doing the jobs of 5-people," Mis Amigos is surpassing all ambitions. Mis Amigos has earned a stellar reputation with the NM Department of Health, resulting in DOH's request that they expand into other cities. This year's goals include a larger building in Tucumcari and continued expansion in other towns. They also plan to create an educational component to further enhance client learning.

Sheryl and Johnny are consummate entrepreneurs, seeking advice to manage the intense oversight of government regulations and compliance requirements. While each has a specialty, each knows every facet of the operation. Sheryl often says, "The SBDC team are our cheerleaders who keep us moving forward!"

"We get invested in our clients, and their success is our success."



SANTA FE OXYGEN AND HEALING BAR

Kadimah Levanah, Mya Kass, Noah Kass, Miriam Levanah

**133 West San Francisco Street
Santa Fe 87501**

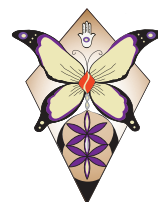
YEARS IN BUSINESS: 3 1/2

TYPE OF BUSINESS: Oxygen bar & alternative wellness treatments

NUMBER OF EMPLOYEES: 25

COMMUNITY: Santa Fe, NM

SBDC: Santa Fe Community College at the
Higher Education Center



santa fe
oxygen & healing bar

Coming up on their fourth anniversary, the owners of Santa Fe Oxygen and Healing Bar are constantly amazed by their growth. With mother Kadimah Levanah at the helm as the conceptual visionary, the business is a family collaboration with her children Mya, Noah, and Miriam. Opening with less than \$3,000 startup capital, they all worked long, hard hours to build the company from the ground, up. Although they never expected the growth and opportunity that has come to them, from day one Kadimah envisioned a downtown establishment offering stellar customer service and high quality wellness treatments centered on the healing arts for body, mind, and spirit.

Today Santa Fe Oxygen and Healing Bar (SFO2&H) is part of the growing movement of experiential tourism businesses across the country. The family has realized the dream of their downtown location – in fact they have grown to two locations on the historic Santa Fe Plaza – and employ 25. The SFO2&H Sanctuary, in its private upstairs retreat, offers spa services as well as deep inner work with the guidance of their expert healers. The SFO2&H Apothecary across the street is the spacious gathering place where folks generally experience a sampling of these services for the first time; practical oxygen treatments for folks unaccustomed to Santa Fe's altitude, music events, art workshops and an assortment of unique retail items enhanced by a menu of exotic nonalcoholic elixirs and vegetarian fusion cuisine. Visitors find their experience at Santa Fe Oxygen and Healing Bar to be an uplifting, out of the box experience.

Working with their counselor at the Santa Fe SBDC since 2015, the owners have created unique career opportunities for their staff that empowers them to grow individually and collectively. Teaming with SCORE Counselor Marcia Swain, the SBDC assisted the owners to craft their company mission, vision and operating plan. The company financed some of their expansion with non-profit lender Accion, and received expert marketing and planning assistance from UNM's Anderson School of Management as one of their semester-long projects.

This year Santa Fe Oxygen & Healing Bar was selected by locals as "Best of Santa Fe" in Alternative Healing Treatments and third in Spa Services (behind powerhouses Ojo Caliente and Ten Thousand Waves). Most recently Kadimah was recognized by the Santa Fe Chamber of



Commerce as their Woman-Owned Business of the Year. "Being an entrepreneur is exciting and inherently full of positive and challenging growth thresholds" said Kadimah. "Deborah Collins has presented guidance that has given us discernment, and positive next steps for success and growth. Our consistent meetings have kept us on course in ways we needed for our accelerated movement toward success. The SBDC has positioned us to be a stable and successful business".

A third space is presently being created below the Apothecary – The Kavern will be an immersive art experience reflecting the natural world such as "walking into a hand carved bee hive" and other experiences intended to invoke a sense of inspiration, peace, and well-being. It will house a float tank and a salt cave, as well as space for yoga, meditation and other wellness activities. Kadimah's vision has grown as well. She sees locations all over the country someday. Levanah says, "Our next steps are to solidify what we have created in preparation for an inevitable and exciting movement to be a unique model of business and beacon for interactive wellness and a sense of humanity in an ever changing and challenging society."

POWER & LIGHT PRESS

POWER & LIGHT PRESS

Kyle Durrie

601 N. Bullard Street
Unit F
Silver City, NM 88061

YEARS IN BUSINESS: 9

TYPE OF BUSINESS: Letterpress Print Shop

NUMBER OF EMPLOYEES: 5

COMMUNITY: Silver City, NM

SBDC: Western New Mexico University



Kyle Durrie has been designing, producing and marketing a unique line of often-edgy greeting cards and paper gifts at Power & Light Press since 2009. The company was founded in Portland, Oregon, and five years ago she relocated to Silver City, New Mexico, seeking sunshine and blue skies. Every item produced at Power & Light is created on letterpress printing presses using a technique invented in the mid-15th century. Letterpress is a process of relief printing that requires a high degree of craftsmanship. Type is set by hand and antique presses are operated by foot treadle. The result is a unique look that is the hallmark of the trade.

For the first seven years, Kyle was a one-woman shop. She did everything from mopping the floors to shipping orders. In 2016 she took the big step of hiring her first employees. She came to the Small Business Development Center at Western New Mexico University for help in making the transition from doing everything herself to creating a workflow and production process. Since then, the SBDC, Kyle and her staff have worked together to ready the business for growth.

An unexpected boost to the business came at the end of 2016. Kyle posted a photo on Facebook of a tote bag she designed to promote Planned Parenthood's women's health services. Within 24 hours 4,000 orders came in and within two months over 20,000 bags were sold. The tote bag became a must-have accessory at the 2017 Women's March on Washington. Power & Light Press was featured in Huffington Post, Teen Vogue and other national publications.

Kyle reports, "The SBDC has helped me so much - to solidify my business goals, project future growth, articulate and create systems for my work flow, better define roles for my staff, and so much more. My business advisor has been a sounding board, a mentor, and an ally at times when being a business owner has felt isolating and challenging. I have received valuable guidance on my finances and the help I needed to position my business for growth and success."

Power & Light Press is growing. Currently the company is in the process of moving to a larger facility in historic downtown Silver City. In November 2017, Kyle opened a retail space in the old mining town of Madrid, New Mexico. The company continues to expand their retail and wholesale customer base across the USA and is looking at international markets.



BALLET TAOS

Megan Yackovich

1037 Calle del Sol
Taos, NM 87571

YEARS IN BUSINESS: 1

TYPE OF BUSINESS: Dance Studio

NUMBER OF EMPLOYEES: 1

COMMUNITY: Taos, NM

SBDC: University of New Mexico Taos



Megan Yackovich is the owner and operator of Ballet Taos. In her studio she teaches several different levels of Classical Ballet, as well as contemporary ballet and Pointe. She also offers modern dance classes for both adults and teens.

Megan began working with the SBDC at UNM Taos office in December of 2016 looking for help in a number of areas, such as; writing a business plan, business structure and help with a construction loan. Her intent was to leave the dance studio she had been working with to open her own. A space she owned, once remodeled, would serve as her new studio. She worked with adviser Marko Schmitt to clarify some of the obstacles she was faced with. Things such as: where to start, how to structure her business, putting together a business plan and working on a loan package. After many months of putting all the paperwork together she was able to approach a local banking institution to request her funds. However, she was declined. Not to be deterred, Megan and Marko sought out the help of The Loan Fund, an alternative lender located in Albuquerque. The Loan Fund recognized the potential of Megan's business and was able to make the loan. After several months of construction and remodeling - Ballet Taos opened its doors!

Having been opened since the summer, Megan and her students have already put on several shows at the local community auditorium. Every show is sold out and the reviews are spectacular. They are currently working on a production of the Nutcracker to run during the holiday season. "We are still new - but have accomplished so much in such a short period of time. The Taos community is excited that Ballet Taos exists!"

Megan has been able to accomplish a major business goal and credits UNM/Taos SBDC as a big help in her success, "The staff was knowledgeable and realistic! They helped me focus my passion and make productive choices." Megan already had the abilities, but now she possess the facilities to continue to teaching and molding future dancers and performers in the Taos area. When asked for what she would recommend SBDC services to other businesses for, she states "A complete understanding of the appropriate business structure for your organization and the resources available to you to make your dreams come true."



New Mexico's Small Business Development Centers provide existing and new small businesses with free expert counseling in planning, marketing, financing, licensing, accounting, government contracting and many more areas.

2017 SBDC NATIONAL RESULTS

America's SBDCs Latest Annual Results

\$5.16 billion
in financing



**EVERY
FEDERAL
DOLLAR**

**\$2.13 Federal
Revenue**

**\$2.73 State
Revenue**

**\$43.50 in
new capital**

\$100,000
in capital every 10 minutes

RETURN ON INVESTMENT
Cost vs. Revenue Generated by SBDCs



Federal Appropriation:
\$118.5 MILLION

Federal Revenues Generated:
\$252 MILLION

State Revenues Generated:
\$324 MILLION



192,205
entrepreneurs
received business
consulting



261,369
entrepreneurs
trained

+ JOBS +

96,095

new jobs created

A new job every 5.5 minutes

↑ JOB GROWTH ↑

1.8%

national average

14.8%

average
SBDC client

+ CREATE NEW BUSINESSES +

66%

of pre-venture
SBDC in-depth
clients start
new businesses

17,174

new businesses
started by
in-depth clients
between 2015-2016

A new business every 30 minutes

+ SALES +

**\$6.4
BILLION**

in new sales

\$100,000

in new sales
every 8.2 minutes

↑ SALES GROWTH ↑

13.6%

average SBDC
client annual
sales growth

4X

GREATER
than the
national average

WOMEN, MINORITIES, VETERANS



46% women

37% minorities

7% veterans

Source of Statistics: SBA; and the "Economic Impact of Small Business Development Center Counseling Activities in the United States: 2015-2016," by Professor James J. Chrisman of Mississippi State University

nearly 500,000

received other SBDC
professional services

1.24 million

total hours of
consulting services

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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.

Produced by the NMSBDC State Office at Santa Fe Community College

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