



# Introduction to SBDC

**Helping existing and new business grow and prosper in the Pikes Peak Region**



**The Colorado SBDC is a Nationally Accredited Technology Development Program  
Enterprise Zone Project | Colorado Business Foundation**

THE PIKES PEAK SMALL BUSINESS DEVELOPMENT CENTER HAS BEEN DEDICATED TO HELPING EXISTING AND NEW BUSINESSES GROW AND PROSPER FOR MORE THAN 30 YEARS.



FREE  
CONSULTING



PRACTICAL  
TRAINING



BUSINESS  
RESOURCES



*Funded in part through a cooperative agreement with the U.S. Small Business Administration*

[WWW.PIKESPEAKSBDC.ORG/CONSULTING](http://WWW.PIKESPEAKSBDC.ORG/CONSULTING)

[WWW.PIKESPEAKSBDC.ORG/WORKSHOPS](http://WWW.PIKESPEAKSBDC.ORG/WORKSHOPS)

Number of Small Businesses	611,495
Percent of CO	99.5%
Employees	48.6% of all businesses
Net New Jobs	52,209
Minority Owned	85,809
Exporters	5,027
Largest Share of Employment	Firms of 100 or less

# SMALL BUSINESS IN COLORADO

*2018 SBA Colorado Profile*





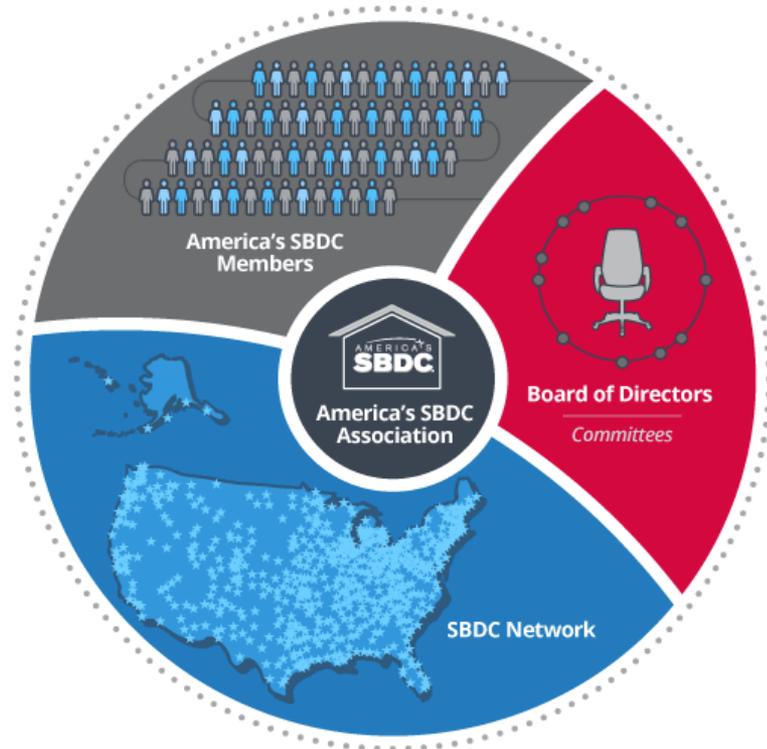
## OUR MISSION

Helping existing and  
new business grow &  
prosper in the Pikes  
Peak Region

El Paso | Teller

# National Presence

- 1,000+ Offices  
Partnership between  
U.S. Congress, SBA, Private/Public Sector  
Most Comprehensive



# Colorado Network

- 14 Service Centers  
80+ with satellite offices  
Award Winning



## Awards:

2018: Boulder #1

2017: North Metro Denver Top 10

2016: Southern Colorado Top 10

2014: Pike Peak SBDC Top 10

2012: Denver Metro #1

# Why do we help small business?

- Creates character and uniqueness
- Builds stronger communities – creating local impact
- Local decision making by local ownership
- Keep dollars in our local community
- Innovation
- Environmental Sustainability (less cars, more walking!)
- Competition
- Product Diversity

# Strategic Partners



U.S. Small Business  
Administration





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# CORPORATE SPONSORS

# Our Staff



Aikta Marcoulier  
Executive Director



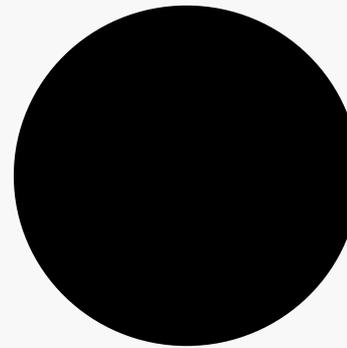
Dustin Kunkle  
Program Manager



Becky Hager  
Program & Admin  
Assistant



Brianne Smith  
Marketing Coordinator



Interns

# Consultants & Facilitators

- 40 Volunteers
- 10 Paid

### CONSULTING TOPICS INDEX:

Accounting/Finance.....	Kelly Pike, Lora McMullen, Chris Bink, Brad Wilcox	Insurance (for businesses).....	Tom Fitzgerald
Bookkeeping.....	Chris Bink, Brad Wilcox, Kelly Pike, Lora McMullen	Intellectual Property.....	John Labraz, Tom Dougherty, Loran Larocca
Bookkeeping.....	Tim Fitzgerald, Mark Etkin, Jennifer Bridges, Jacqueline Staples	International Business, Import/Export.....	Rich Hill, Loran Larocca
Budgeting.....	Dorell Fleck, Becky Fuller, Jacqueline Staples	Business Development.....	Bradley Solberg
Business Growth/Expansion.....	Janet L., Sandy L., Cora C., Mark S.	Leadership/Personal Development.....	Corne C., Janet L., Bob K., Sandy L.
Business Litigation.....	Gene Thomas, Jackie Schires	Legal Counsel.....	John Lubas, Gene Thomas
Business Planning.....	General Business Consulting Team	Legal Issues.....	Gene Thomas, John Labraz, John Dougherty, Cora C.
Business Valuation & Appraisal.....	Rob Aronow, Robin Roberts, Loran Larocca, Brad Wilcox	Management Issues.....	Janet L., Arthur S., Sandy L., Cora C.
Buying a Business.....	Rob Aronow, Dorell Fleck, Sewa Inda	Manufacturing.....	Rich Hill, Loran Larocca, Jennifer Bridges
CDOT.....	Andra Progerson	Market Research.....	Very Zandy, Mark Etkin, Cory Aronow
Capitalization.....	Cory Aronow, Andra Progerson, Sewa Inda, Gene Thomas	Marketing for the Government.....	Andra Progerson, Roy Giggs
Community/Integration.....	Tasha Yoder, Jennifer Bridges	Marketing Plan.....	Tim Fitzgerald, Mark Etkin, Jacqueline Staples, Rich Hill
Contracting.....	Sewa Inda	Mergers & Acquisitions.....	Dorell Fleck, Rob Aronow, Sewa Inda, Loran Larocca, John Labraz
Customer Service.....	General Business Consulting Team	Non-Profit.....	Dorell Fleck, John Labraz, John Bigger, John Schires
Cybersecurity/Business Plan.....	Cyber Team	Operations.....	General Business Consulting Team
Cybersecurity for Small Business.....	Cyber Team	Organization, Goal Setting.....	Cora C., Tasha Y., Bob K., Sandy L.
E-Commerce.....	Sewa Inda, Jacqueline Staples	Partners.....	Tom Dougherty, Loran Larocca
Employee Development.....	Janet L., Janet L., Sandy L., Bob K., Jennifer L.	Payroll.....	Jennifer Bridges, Loran Larocca
Employee Issues.....	Gene Thomas, Janet Bigger, Janet Bigger	Product Development.....	Loran Larocca
Employee vs. Independent Contractor.....	Janet Bigger, Gene Thomas	QuickBooks & QuickBooks Online.....	Chris Bink, Lora McMullen, Dorell Fleck, Kelly Pike
Employment Law.....	Gene Thomas	Real Estate/Commercial.....	Paul Larson, Brandon Grob, John Labraz
Event Promotion.....	General Business Consulting Team	Rent.....	Dorell Fleck, Jennifer Bridges
Expanding Business Model.....	General Business Consulting Team	Sales.....	Mark Etkin, Bob K. Bridge, Tasha Yoder
Financing.....	Dorell Fleck, Rob Aronow, Jacqueline Staples, John Labraz	SEA Lending.....	Jacqui Gonzalez, Robin Roberts, Becky Fuller
Financial Analysis.....	Becky Fuller, Dorell Fleck, Jacqui Gonzalez	Search Engine Optimization (SEO).....	Tim Fitzgerald, Jacqueline Staples
Financial Plan.....	Dorell Fleck, Jacqueline Staples, Becky Fuller, Robin Roberts	Selling a Business.....	Rob Aronow, Sewa Inda, Loran Larocca, John Labraz
Financing.....	Jacqui Gonzalez, Loran Larocca, Becky Fuller, Robin Roberts	Social Media.....	Jennifer Bridges, Tim Fitzgerald, Jacqueline Staples, Tasha Yoder
Food & Beverage, Restaurant Management.....	Paul Larson, Dorell Fleck	Starting a Business.....	General Business Consulting Team
Franchising.....	Dorell Fleck, Jackie Schires, Sewa Inda	Strategy.....	General Business Consulting Team
Marketing.....	Loran Larocca, Robin Roberts, Jacqui Gonzalez, Becky Fuller	Succession Planning.....	Bob K. Bridge, Rob Aronow, Tom Dougherty, John Labraz
Government Contracting.....	Sandy Lamb, Roy Giggs, Andra Progerson	Taxes.....	Brad Wilcox, Kelly Pike, Lora McMullen
Health & Wellness.....	Jennifer Bridges, Tasha Yoder, Sandy Lamb	Trademarks and Copyright.....	Tom Dougherty, John Labraz
Healthcare.....	Cory Aronow	Website Design & Development.....	Tim Fitzgerald, Jacqueline Staples
Hiring an Employee.....	Gene Thomas, Janet Bigger, Jennifer Bridges		
Human Resources.....	Janet Bigger, Jennifer Bridges		




## GUIDE TO CONSULTING

The Pikes Peak Small Business Development Center offers **free** consulting services to help you lay the foundation for starting and growing a successful and rewarding business.

### CONSULTING LOCATIONS INDEX:

Southeast Colorado Springs.....	Janet Bigger, Cory Aronow	Woodford Park/Teller & Park Counties.....	Jacqui Gonzalez, Paul Larson
Warranty/Tristate Area.....	Rich Hill, Jackie Schires	Colorado Springs.....	All Counties



### CONSULTING DEMOGRAPHICS INDEX:

Women.....	Jan O'Hara, John Labraz, Roy Giggs	Wine/Beer/Alcohol.....	Roy Christenson, Jennifer Christenson
Minority or Hispanic-Owned.....	Cory Aronow, Janet Bigger	Food & Beverage/Restaurant.....	Paul Larson, Dorell Fleck
Family-Owned.....	Janet Bigger	Gift/Hobbies/Hobby.....	Sewa Inda

www.pikespeaksbdc.org/consulting      719.667.3883      sbdc@elpasoo.com








The Colorado Small Business Development Center Network is a partnership between the State of Colorado, the Office of Economic Development and International Trade, the United States Small Business Administration (SBA), and the Colorado Small Business Development Centers. Funding is provided through a cooperative agreement with the U.S. Small Business Administration (SBA).

# Locations



**Headquarters**  
Catalyst Campus



*Satellite*  
Tri Lakes Chamber



*Satellite*  
Sand Creek Library



*Satellite*  
Fort Carson

What we do



# Services & Training



# Program Overview

Connect2Dot

Courses for Creatives

Disaster Relief

Health & Wellness

Leading Edge

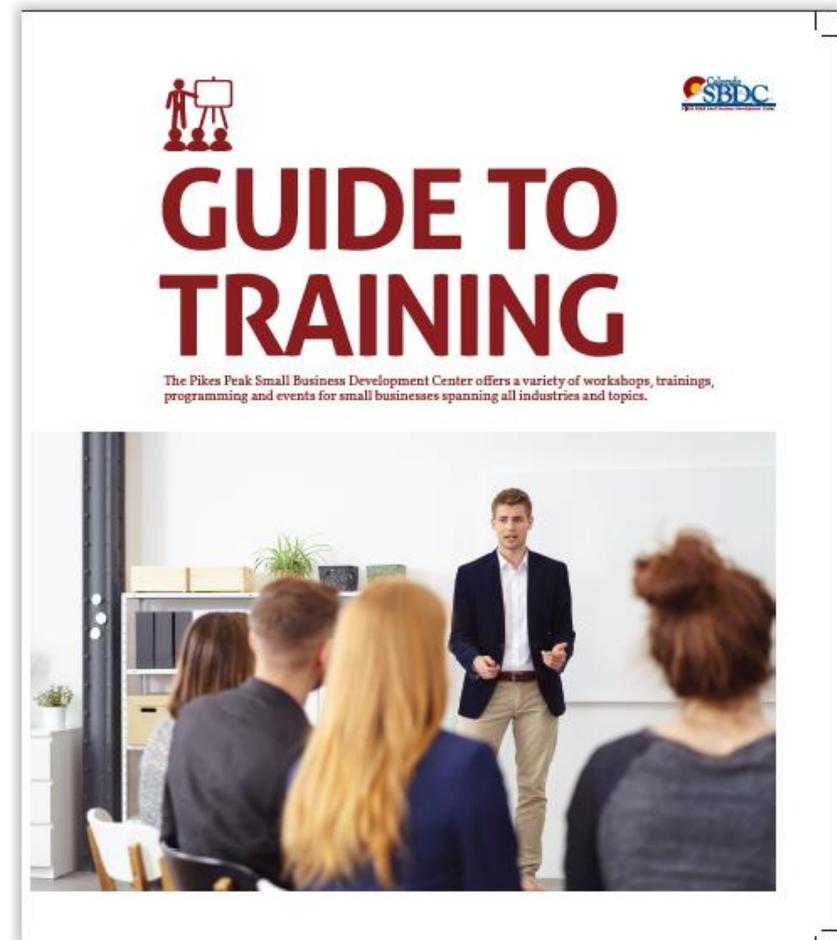
Minority Business Office

SBDC Techsource & Cyber:CYA

Small Manufacturer's AdvantEDGE

Southeast COS

Veterans Small Business



# Work with CDOT



- Connecting Small Business to CDOT Opportunities
- Get certified as an Emerging or Disadvantaged Small Business and open doors to new opportunities in the transportation industry.
- Consulting with transportation experts.
- Workshops, webinars, networking on construction projects and highway design.
- *Leading Edge for Transportation: January 10 – March 7*

# Creatives!



Courses for Creatives  
Where your left and right brain connect.



## Workshop Examples:

Legal Considerations for Creatives

Artist's Portfolio Workshop & Panel

Performing Arts

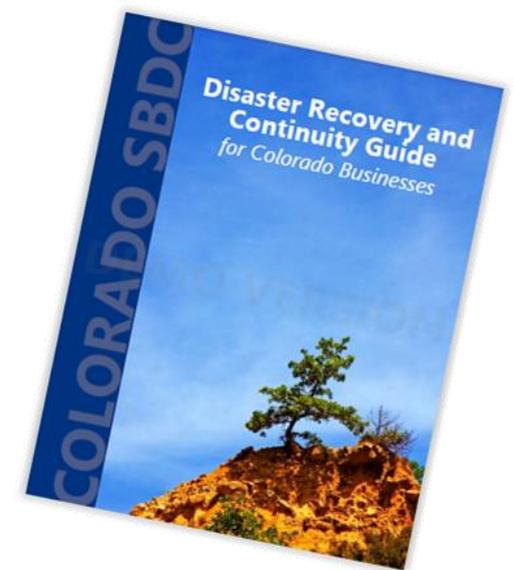
Funding Options for Creatives

# Business Continuity



Relief | Recovery | Preparedness

- Award winning program
- Business Assessment
- Debt/Loan Restructuring
- CDBG / DR Grants/Loans
- Legal, Insurance, Marketing Assistance



# Health & Wellness

- Entrepreneur Wellness
- Employee Health and Wellness
- Educational Workshops
- One on One Consulting

**FOR THE HEALTH OF IT!**  
*Partnering with CSBJ 6035 Lifestyle Awards*

Visit the **Pikes Peak Small Business Development Center** to receive a **FREE** health and wellness consultation to amplify your business!

**BENEFITS:**

- Enhanced employee productivity
- Reduced absenteeism
- Increased employee retention and attraction

**CONSULTATION INCLUDES:**

- Assessment of wellness culture.
- Customized action plan.
- Access to resources upon completion.
- Continued support to ensure success.

Request a free consultation at [www.pikespeaksbdc.org/health](http://www.pikespeaksbdc.org/health). #healthYEAH

# Strategic Planning Series



**LEADING EDGE™**

Strategic Planning Series

a program of the Colorado SBDC Network

- Eight 2.5-hour sessions, including **interactive group work, guest speakers, & roundtables** with Subject Matter Experts
- A minimum of five hours of **one-on-one consulting** with certified SBDC consultants
- **Direct connections** with local and statewide lenders, key business leaders, and industry experts
- Continuous **feedback** on your business plan and strategy during the course
- **Free registration to workshops** (excluding QuickBooks) at the Pikes Peak SBDC while enrolled
- **Free industry reports** from IBIS World and financial benchmarking with ProfitCents
- Entry into an annual **statewide business plan competition** with cash prizes
- Annual statewide graduation ceremony at the Governor's Mansion in Denver
- Leading Edge for Entrepreneurs:
  - *Spring: March 14 - May 16*
  - *Summer: July 18 - Sept. 12*

# Minority Focused



**COLORADO**

**Office of Economic Development  
& International Trade**

Minority Business Office

- For veterans, minorities, and women-owned businesses
- Assistance with city, state, federal and private certifications
- Help determine which certifications to participate in for certain types of government contracts
- Tools and resources
- Consulting & Workshops
- *Event: Minority Business Enterprise & Diversity Summit – January 29<sup>th</sup>*

# Technology



The Colorado SBDC is a Nationally Accredited Technology Development Program.

## Smart Zones:

1. Tech Commercialization/SBIR
2. Cybersecurity Awareness and Implementation
3. Agriculture Technology

# Cybersecurity



CYBER: CYA   
Education to Cover Your Assets

The Colorado SBDC is a Nationally Accredited Technology Development Program.

1. Virtual Training
2. Workshops & Industry Roundtables
3. Cybersecurity Statewide Road Tour

Areas of Focus:

ISAO's	Cyber 101	Risk Assessment	Business Continuity
Cyber Insurance	Malware	Using Mobile Apps	Ransomware
HIPAA Compliance	Government Compliance & Regulations	Social Engineering	....and more!



# Manufacturing



**Small Manufacturer's Advantage (SMA) and the Pikes Peak SBDC leverages state and federal funds to bring industry experts to provide coaching, consultation, and/or training based on the challenges each manufacturer is facing.**

**This expertise could be in: business finance, marketing & research, operational excellence, growth services and export assistance, ISO consulting and training, lean manufacturing, organization & layout, and more.**

# Southeast COS



## Focused Education & Consulting:

- Collaboration with Thrive Colorado Springs and Sand Creek Library
- Workshops
- One-on-One Consulting
- Satellite Office

# Veterans

Most robust Veterans small business program in the SBDC network



- Veteran led consulting
- State-wide conference
- Focused workshops
- Boots2Business/Reboot
- TAP
- Veterans Entrepreneurial Week

# Tracks!



# Annual Events

Leading Edge for Transportation | January 10 – March 7

Minority Business Enterprise and Diversity Summit | January 29

Veterans Small Business Conference | March TBD

Leading Edge for Entrepreneurs | March 14 – May 16

Small Business Week | May 5 – May 11

Leading Edge for Entrepreneurs | July 18 – Sept. 12

Colorado SBDC Cybersecurity Summit for Small Business | October 25

Veterans Entrepreneurial Week | Nov. 4 - 8, 2018

Small Business Saturday | November 23

State of Small Business | Fall TBD

Cybersecurity Series & Small Business Road Tour (Year Long)

**We Exist**  
so that our **Clients**  
may **Succeed.**



# 2018 Statewide Impact

Business Starts	311
Jobs Created	2323.5
Jobs Retained	3072.60
Capital Infusion	\$99,051,585
Increased Sales	\$181,847,732
Increased Contracts	\$208,973,201
Client Count	6,446
Total Workshop Attendees	14,662

# 2018 Pikes Peak SBDC Impact

Business Starts	17
Jobs Created	102
Jobs Retained	202.50
Capital Infusion	3,786,725
Increased Sales	\$23,394,319
Increased Contracts	\$137,675,831
Client Count	590
Total Workshop Attendees	2,941

# 2016-2018 Pikes Peak SBDC Impact

Business Starts	181
Jobs Created	733
Jobs Retained	733.5
Capital Infusion	\$13,257,572
Increased Sales	\$33,709,893
Increased Contracts	\$150,056,930
Client Count	1,650
Total Workshop Attendees	7,268

# Why we are successful

- We provide programs, advice and recommendations that work
- We help keep mistakes small if not eliminate them
- We provide **free** consulting and **low cost** workshops from experts that usually cost hundreds
- If we can't help, we know who can!

# Testimonial





Find us on:



[/pikespeaksbdc](#) [#pikespeaksbdc](#)



# QUESTIONS?

559 E. Pikes Peak Ave., Suite 101, Colorado Springs, CO 80903

719-667-3803  
[sbdc@elpasoco.com](mailto:sbdc@elpasoco.com)

[www.pikespeaksbdc.org](http://www.pikespeaksbdc.org)

## OUR SPONSORS:



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