ENTREPRENEUR SHOWCASE

30TH ANNIVERSARY
ANGELO STATE UNIVERSITY
SMALL BUSINESS DEVELOPMENT CENTER
JANUARY 30, 2020
The Angelo State University Small Business Development Center (SBDC) was created in 1990 to provide business advising and training services to the 10-county area of the Concho Valley. Since it opened, the SBDC has assisted thousands of small businesses with free and confidential services to help start, grow and/or expand their businesses.

Angelo State University serves as the host institution for the SBDC program. The center is proud of its relationship with Angelo State University, a member of the Texas Tech University System. In addition, the SBDC is a part of the South-West Texas Border SBDC Network, which is located at the University of Texas at San Antonio Institute for Economic Development. Funding for the center primarily comes from a combination of state and federal funding. Federal funding comes from the U.S. Small Business Administration (SBA) through a partnership program.
Currently housed in the Business Resource Center downtown, the staff at the SBDC consists of expert advisors with backgrounds in business ownership, management and business education. Some areas of their expertise include business start-up, business planning, business financing, human resources, marketing, government procurement and much more. The advisors are also required to earn a series of business certifications that enhance their advising skills. They regularly travel to rural counties in a “circuit ride” to meet with clients and provide advising and training assistance. A training coordinator creates and plans over 90 business seminars, workshops and events each year. A full-time administrative assistant helps the staff by providing excellent customer service to past, present and future clients. The SBDC employs a select group of graduate assistants in Angelo State’s MBA program to assist the certified business advisors and the training program.

The SBDC works with lenders, CPAs, government entities and other local economic development organizations to promote economic well-being for the Concho Valley. These partners include, but are not limited to, City of San Angelo Development Corporation, San Angelo Chamber of Commerce, Concho Valley Workforce Development Board/Workforce Solutions, Howard College Workforce Training, Downtown San Angelo, Inc., and other area chambers and economic development organizations.
On behalf of the Angelo State University SBDC staff, I am pleased to present this 30th Anniversary report. The SBDC staff is dedicated to helping small businesses succeed. Whether looking to start or expand, the SBDC is committed to assisting small business owners.

The steady growth of the San Angelo economy could not have been possible without the hard work and dedication of small business owners. Humbled by their enthusiasm and courage, we revel in helping them make their dreams come true while they benefit the local economy. We are proud of their accomplishments and feel honored to be able to assist them.

The SBDC is happy to have Angelo State University as its host. The ASU administration have shown to be tremendous supporters of the SBDC program. With their support, we have accomplished much for the economic development of San Angelo and its surrounding areas.

I would like to thank the three former SBDC directors for starting and shaping the program – Mr. Harlan Bruha, the founding director, along with Ms. Pamela Brown and Dr. Patricia Warrington, were important in turning the SBDC into what it is today. Not only were they all dedicated to the success of small businesses, they were also innovators of the program. Harlan and Pamela moved on to start various successful businesses of their own.

I would also like to acknowledge and give thanks to the SBDC staff. Their hard work and dedication truly make the SBDC clients feel special. The staff go the extra mile to take care of their clients and help make their dreams of owning or expanding their small business come true. The SBDC staff will always be the heart and soul of the program.

Finally, I would like to thank our elected officials and economic development partners, many mentioned in this report. To the people of Concho Valley who have been our clients, we wish you the absolute best with the success of your small business!

Best regards,

Dave Erickson
Director, Small Business Development Center
MEET THE SBDC STAFF

David Erickson, Director and Certified Business Advisor
Dave Erickson joined the Small Business Development Center in 1999 as a business advisor. He has served as director since 2005. He holds the Certified Business Advisor IV designation and has 20 years experience in managing businesses. Erickson received a BBA in marketing from the University of Texas at Arlington and an MBA in management from Angelo State University. His areas of expertise include marketing, loan packaging, financing options, managing cash flow and buying/selling a business.

Olivia Leyva Castro, Office Coordinator
Olivia Leyva Castro works as an office coordinator during the day for the SBDC and contributes her time in the evening to her two small family businesses. She graduated from Angelo State University in 2001 with a BBA and earned an MBA in global management in 2009 from the University of Phoenix. She has owned and operated a small family business over the past 20 years. Four years ago, she started a second venture and now works diligently to see them both succeed. She continues to encourage her family to provide great customer service and have a positive outlook on life.

James Leavelle, Senior Certified Business Advisor
James Leavelle joined the SBDC in November 2011 as a business development specialist. He earned his undergraduate degree in business management from the University of Phoenix and completed his MBA from Angelo State University in December 2011. After a career in the United States Air Force, Leavelle has owned and managed a floorcovering business. Additionally, he has been a store manager and a multi-unit manager in the convenience store industry. He further utilized that retail management experience training store management and staff for a large convenience store chain. While his career has led him to multiple parts of the world, San Angelo has become home for him and his family.

Dezaray Johnson, Program Coordinator and Certified Business Advisor
Dezaray Johnson joined the SBDC in June 2013. She holds an MA and BA in communication with a specialization in advertising and public relations from Angelo State University. Johnson coordinates the SBDC’s training program, which consists of over 100 events per year. Johnson obtained her Certified Business Advisor IV designation from the SBDC South-West Texas Border Region. She has been assisting clients in the areas of marketing and advertising.

Alejandro Castañon, Certified Business Advisor
Alejandro Castañon joined the SBDC in March 2018 as a business development specialist. He received his bachelor’s in marketing with a focus on e-Commerce from Ashford University. Originally from Torreon, Mexico, he grew up in the U.S. armed forces, traveling abroad for several years. In San Angelo, Castañon has owned Vino Dipinte Art Gallery since 2011 and works as a professional artist. Managing a small business in San Angelo has provided him with meaningful insight for advising small businesses.
OUR ANNUAL RESULTS

FY 2019 ASU SBDC Highlight of Actual Economic Impact Accomplishments

- **267 Jobs Created**
- **154 Long-Term Clients (5 hours or more in the fiscal year)**
- **3,697 Total Client Hours**
- **36 Business Expansions**
- **548 Total Clients Assisted**
- **88 Total Training Events**
- **1,108 Training Attendees**
- **55 Business Starts**
- **331 Jobs Retained**
- **$10.4 Mil Dollar Amount of Loans & Equity**
**ANNUAL RESULTS**  
**SOUTH-WEST TEXAS BORDER SBDC NETWORK**  
**FY 2019 Highlights**

SBDC Client vs. Average Texas Business  
Return on Investment Equals Increased Jobs, Sales, Financing and Tax Revenues.

SBDC long-term advising assistance is highly valuable from a public policy perspective because it returns tax revenues to state and federal governments, as well as value and capital to its clients, that are greater than the direct cost of providing the service. For every $1.00 invested in the South-West Texas Border SBDC, a return of $7.80 is generated.

### Sales Growth
- **Average Texas Business:** 8%
- **SBDC Client:** 26.8%

### Employment Growth
- **Average Texas Business:** 2.3%
- **SBDC Client:** 21.1%

### New Taxes Generated
- **Federal:** $11,838,038
- **State:** $33,376,109
- **Total:** $45,214,147

### Cost per Job
- **Texas Employee:** $1,282

## Service Results
- **Total Businesses Served:** 27,094
- **Training Participants:** 20,937
- **Consulting Cases:** 6,157
- **Training/Seminars & Courses:** 937

## Impact Results
- **Jobs Created:** 4,517
- **Jobs Retained:** 4,443
- **New Business Starts:** 566
- **New Tax Revenue Generated:** $45,214,147
- **New Financing/Investments:** $179,803,649
- **New Sales/Contracts & Exports:** $747,057,189

*2019 findings from a national independent study by James J. Chrisman, Ph.D.*
MOTIVATED
VISIONARY
INNOVATIVE
PASSIONATE
COMMMITTED
ADAPTABLE
DETERMINED
CREATIVE
Principal LED is a fast-growing LED lighting company that focuses on the sign industry. It provides LED solutions to sign industry clients, as well as other clients interested in LED lighting solutions. It has even launched a new residential line of bulbs to be sold through a retail blind company with nationwide reach.

Bryan Vincent first contacted the SBDC and director Dave Erickson in 2015 for help in finding someone to head his marketing effort. Principal LED was growing fast as the time and was ready to move to its new location. Erickson was able to assist and provide guidance throughout the search process. The SBDC also helped with an employment handbook, safety issues and marketing research for its residential line of bulbs.

“The SBDC and Dave’s team were critical in launching a new division with market research! They also helped with corporate documentation.”

-Bryan Vincent

In addition, Erickson nominated Vincent for the Small Business Administration Small Business Person of the Year Award, which Vincent received in 2017 for the San Antonio district.

Principal LED has continued to grow in revenue and support the community through job creation over the past few years. Vincent is also a strong supporter of Angelo State University and serves on the ASU Norris-Vincent College of Business Advisory Committee. Vincent and his family, along with Lloyd Norris, became the namesake of the Norris-Vincent College of Business.
In October 2017, Jody and Michele Babiash contacted Dave Erickson with the ASU Small Business Development Center for help in creating their dream of a Bed and Brew at the empty Old Central Firehouse near downtown San Angelo. The Babiashs are longtime business owners and had the skills to perform much of the renovation work needed to complete the project. Erickson assisted them with beginning the process of seeking resources, building a business plan and financial projections. In addition, Erickson and the SBDC staff assisted with the TIRZ grant application, which supplied needed funds to go along with the owners’ investment and commercial loan.

Their dream has come true and the Old Central Firehouse Bed & Brew is a reality. The Babiashs are very appreciative of the assistance from the SBDC.

“The staff at the SBDC is wonderful. The help, guidance and support we received has been invaluable. We could not have done this project without their help and knowledge. The work they have done for us and do for other business owners is amazing.”

- Jody and Michele Babiash
Vickie Enriquez has always had an innate passion for vegetation and has been working with flowers since the 1990s. She developed her knowledge in floriculture at a local flower shop, starting as a plant care employee, and ultimately became a florist. Fortunately, this experience allowed Enriquez to learn about flowers and plants, as well as work in the management side of the business learning about vendors, costs, finances, etc.

Enriquez had the opportunity to purchase the floral section of the business she was working at, and after talking to a local lender, she was referred to the SBDC to obtain assistance with the process of creating a business plan. Enriquez and advisor Adriana Havins worked closely in developing the business plan and its financials.

“Adriana helped me with the business plan and all the questions I had.”
-Vickie Enriquez

Havins continues to meet with Enriquez and assist her in any area she needs, from employees to the expansion of the business into a new location.
Chris and Cheryl DeLeon visited the SBDC with true entrepreneurship goals in mind. They were in the process of researching how to buy into the Fitness: 1440 franchise, and they reached out to the SBDC advising team for assistance.

Over the course of a year and a half, the two worked to establish their business from the ground up. The SBDC advising team was available throughout the process to answer the start-up and financing questions Chris and Cheryl had along the way. The clients started with a great marketing plan and began signing up members before the doors opened, which generated a great deal of interest for the gym. In February 2019, Chris and Cheryl opened the doors to Fitness: 1440.

“Dezaray and the SBDC have been awesome with help and following up with us every step of the way. We greatly appreciate everything they have done.”

- Cheryl DeLeon

The SBDC team is excited for the new business owners and plan to continue assisting them as needed with any business management needs they may have.
Jeff Perrine and Royce Pyssen worked together in an oil field service company. They initially wanted to start a service business of their own. Several years later, they had the opportunity to purchase an established business, All-Tex Irrigation. They came to the Angelo State University Small Business Development Center and met with business advisor Paul Howard for assistance with a business plan, cash flow, and profit and loss projections.

The clients presented their business plan and projections to their lender and secured a loan to purchase the business. They are now owners and excited that sales are doing well. The purchase of this business boosted the local economy and saved three full-time jobs, as well as created two full-time jobs.
Onboarding Solutions' mission is to provide innovative HR solutions with integrity and excellence. Owner Brent Jameson worked with SBDC advisor Dezaray Johnson when she assisted him with his business overview, allowing him to move forward in the 2017 San Angelo Business Plan Competition. Johnson was able to then assist Jameson and his employees with developing the business plan, projections and the presentation to the judging panel. She also assisted with developing the entry into the Texas Rural Challenge Fast Pitch Competition and worked with him on his presentation.

“Dezaray Johnson was amazing. She spent countless hours meeting with us and helping us refine our business plan.”

- Brent Jameson

Onboarding Solutions won first place in the 2017 San Angelo Business Plan Competition, and was selected to present as one of the eight finalists in the Texas Rural Challenge Fast Pitch Competition, where they won third place.
Feliciano Hernandez and his wife, Priscilla, first met with the SBDC advising team after they purchased a car wash and lube center from the previous owner. They sought guidance on how to better manage and take on employees, as well as on how to implement price increases for services, as they hoped to one day open a second location in town.

Due to Feliciano’s previous industry experience, he felt improving employee retention and training would play a critical factor in their success and growth of the business. The advising team met with them several times to help them understand important human resource regulations and best practices. They were also trained on reading financials in order for them to optimize operations and increase profit margins.

Feliciano and Priscilla were successfully able to take on more employees and grow operations, as well as upgrade the facility in order to match the price increases, which added more value for their customers. They are now planning on opening a second location.

“The SBDC helped us better understand our business and prepare for our expansion next year by providing understanding of our financials, as well as offering classes for us to take. They helped us make sure we handled human resource issues according to state regulations, which helps us retain and employ the right people for our lube center.”

–Feliciano and Priscilla Hernandez
Lee and Kary Warden were presented with a great opportunity to purchase Junction Laundry. As new business owners, the couple visited with SBDC advisor Dezaray Johnson to get assistance. For what is now named Buster’s Laundry, Johnson was able to assist Lee and Kary in setting up their bookkeeping, as well as make sure they had their permits in place. She has also assisted with marketing and other various aspects of business management.

“The SBDC is a wonderful organization. Dezaray is a wonderful person and was very helpful in every aspect of what we needed. We look forward to working with her in the future.”

– Lee and Kary Warden
The SBDC advises over 500 small business clients each year in our 10-county service area, both start-up and existing. Our advising services are no-cost, individualized and confidential. We advise on many topics in the area of business start-up and operating an existing business.

Advising is confidential and provided by a team of certified business advisors. We advise on many technical business topics, such as business start-up, business expansion, business planning, financing a business, financial analysis, marketing human resources and government procurement, and much more.
Members of our team of experienced business advisors have owned and operated their own business or have operated an autonomous business. All have extensive business education and go through a certification process, which enhances their business experience and knowledge. Through a team approach, each individual advisor brings a diverse knowledge base to provide the clients with a comprehensive advising experience.
The SBDC offers over 90 technical business workshops, seminars and other events each year. These events are provided free or at low cost for participants.
Our goal is to educate small business owners and entrepreneurs through quality, technical business training. Some of the topics covered are:

**SMALL BUSINESS MANAGEMENT CERTIFICATE PROGRAM**

The SBDC Small Business Management Certificate Program was developed to help meet the needs of aspiring small business owners. The program includes eight face-to-face training events, two online courses, and meeting with an SBDC certified business advisor. Hundreds have successfully graduated with their certificate in past years, and we are looking forward to more graduates in the years to come.

**NO-FEE ONLINE TRAINING PORTAL**

Our online training portal makes it possible for entrepreneurs and small business owners to take technical business training in their own time and place to improve their business acumen. Topics include starting your business, managing your finances, foundations of marketing and government contracting.
ECONOMIC DEVELOPMENT PARTNERSHIP

The SBDC works with various economic development partners for the betterment of the San Angelo economy. We collaborate with them on referring clients, as well as planning and conducting various events, seminars and workshops that lead to an increase in business development through education. The SBDC works hand-in-hand with these organizations to create a better environment for small business owners and entrepreneurs. The SBDC is the business development arm of the economic development partnership.

SBDC staff are involved in business-related organizations. We serve as committee members and participate as board members of various organizations, such as the San Angelo Chamber of Commerce, Business Factory-Business Incubator, Texas Business Women, Howard College, Concho Valley Economic Development District, Downtown San Angelo Inc., Young Professionals of San Angelo, ASU Norris-Vincent College of Business and various chambers of commerce of the Concho Valley.

RURAL BUSINESS PROGRAM

The mission of the SBDC Rural Business Program is to support small business growth and development in the economically distressed communities throughout the Concho Valley area. Our SBDC certified business advisors travel on a regular basis to serve clients in our 10-county service area. They provide the same one-on-one and confidential business advising services as they do in San Angelo.
The SBDC collaborates with the U.S. Small Business Administration (SBA) and Goodfellow Air Force Base to bring the Operation Boots to Business program to transitioning service personnel and to veterans and their dependents in the community. Boots to Business is an entrepreneurial education and training program offered by the SBA as part of the Department of Defense Transition Assistance Program (TAP). The program is delivered at the Business Resource Center.

The curriculum includes steps for evaluating business concepts, the foundational knowledge required to develop a business plan, and information on resources available to help access start-up capital and additional technical assistance.

Coordinated by the SBA district office in San Antonio and conducted by SBDC certified business advisors, along with advisors from the Veterans Business Outreach Center, technical specialists in the community come together to deliver the training modules.

Our goal is to assist minority and women business owners of the Concho Valley to succeed. We provide one-on-one business advising and training in the different Small Business Administration (SBA) and state programs designed to assist minority- and women-owned small businesses. Our advisors assist clients who are interested in the SBA 8(a) or SDB programs, SBA Women-Owned Small Business (WOSB) program certification, and the SBA HUBZone (Historically Underutilized Business Zones) program certification at the federal level, as well as the state of Texas HUB (Historically Underutilized Business) program. With the presence of an SBDC Spanish-speaking advisor, we have also been able to serve a specific community in need of small business assistance.
In its fourth year, the San Angelo Business Plan Competition is a three-phase business plan competition for start-up and existing businesses that plan to grow their business in San Angelo. Coordinated by the SBDC, City of San Angelo Development Corporation (COSADC), and the ASU Norris-Vincent College of Business (NVCOB), cash prizes worth $70,000 from the COSADC are awarded to winners, as well as valuable in-kind prizes donated by local businesses.

The NVCOB participates in the competition by providing a team of graduate accounting students to work underneath the SBDC advisors to help the contestants create a draft business plan and presentation for a prestigious judging panel in a shark-tank-like format. The accounting students gain valuable experience working with entrepreneurs and they provide a tremendous service to the competition contestants through their financial expertise.
In its second year, the purpose of the ASU BizPitch Student Business Competition is to promote and foster student entrepreneurship at ASU. The competition is co-coordinated between the SBDC and ASU’s Norris-Vincent College of Business.

BizPitch provides student learning opportunities through interaction with SBDC business advisors and ASU alumni who are successful in business. The awarded cash prizes are considered seed money for these specific start-ups, but also as investments in the university’s overall ecosystem for entrepreneurship. SBDC graduate assistants and the Delta Sigma Pi business fraternity assist with conducting the competition, which is open to all ASU students, regardless of academic discipline. The judging panel consists of successful ASU alumni.
Our graduate assistants are current students in ASU's MBA program. Being a SBDC graduate assistant allows students to put what they're learning in the classroom into practice by working behind the scenes with small business clients and other economic development and civic professionals. It is a very interesting and rewarding service-learning environment. Our students are pushed out of their comfort zone and gain résumé-building experiences, which will help as they move into their future careers or entrepreneurship endeavors.

2019 GRADUATE ASSISTANTS

BLAKE HARRISON  JONISTY KNIGHTON

SAVANNAH MORROW  ANA BARBARA URIBE  SIMBA CHAVUNDUKA
It is with great pride and pleasure that I congratulate Dave Erickson and his staff on their 30 years of success addressing the needs and challenges of small businesses in San Angelo and the surrounding communities. Through the years, ASU SBDC clients have grown and helped the local, state and national economy by creating jobs, accessing capital for growth, starting businesses and generating tax revenue to the economy.

I would also like to thank all of the key stakeholders for their commitment to and partnership with the ASU SBDC as they work to build the economy one business at a time. Working together, you have improved the quality of life and the local workforce, and you have created an environment that truly supports small businesses throughout the Concho Valley.

Wishing you another 30 years of success!

Sincerely,

Al Salgado
Executive Director
South-West Texas Border SBDC Network

Congratulations on celebrating your 30th anniversary of the Angelo State University Small Business Development Center. I am honored to join in the celebration of this huge milestone and personally congratulate you tonight at the Spirit of the Entrepreneur event.

Over the past 30 years, the honorable efforts of the ASU SBDC have been instrumental in helping numerous small businesses in the community grow and prosper. Your admirable services are a notable example to the surrounding area and deserve the utmost recognition. Thank you for your work within the community as an integral player in San Angelo’s thriving economy. I wish you nothing but continued success!

Sincerely,

K. Michael Conaway
Member of Congress
Congratulations to the ASU Small Business Development Center, a department of the Norris-Vincent College of Business, on 30 years of outstanding service to the small business community. Assisting small businesses with start-up and expansion through no-cost and confidential advising and low-cost training greatly enhances the economic development of the Concho Valley. I am very proud that a good many of these small business owners are also ASU alumni.

I appreciate the dedicated staff of the SBDC who work tirelessly to help make their clients’ dreams come true. They assist their clients by working in conjunction with many other economic development organizations, including ASU faculty and staff.

I am especially proud that in recent years, the SBDC and the Norris-Vincent College of Business have collaborated together with other outside entities to provide valuable service-learning opportunities for ASU students. Some of these opportunities include the annual BizPitch Student Business Competition, the annual San Angelo Business Plan Competition and the Business Factory-Business Incubator. These partnership programs have provided tremendous service-learning opportunities to not only business students, but for students in other disciplines, as well.

The SBDC has employed MBA graduate students and undergraduate business students for many years. These student employees work behind the scenes assisting the SBDC professional advising and training staff. They also receive valuable service-learning opportunities and engagement with the business community, all to enhance what they have learned in the classroom.

Thank you for your service to the mission of Angelo State University and its Norris-Vincent College of Business. Best wishes for many more years of great success serving the Concho Valley.

Sincerely,

Dr. Brian J. May, President
Angelo State University
It is with great pride that I send you and the rest of the SBDC staff my heartfelt congratulations on your 30th anniversary of service to small businesses in San Angelo and the Concho Valley!

Over these 30 years, the ASU SBDC has provided professional and confidential business consulting to thousands of entrepreneurs and small businesses in our area. By virtue of the funding provided by federal and state partnerships, the ASU SBDC is able to provide these valuable services at no cost to the clients.

Over the past five years that I have been in San Angelo, I have seen the long-lasting positive impact that the ASU SBDC has on the local business community. Countless small businesses have been assisted by the SBDC staff, which has led to an unending stream of job creation and capital investment in our community. The successes of these small businesses have had ripple effects throughout the community, including tangible support for the many nonprofit organizations in the Concho Valley that enhance the quality of life for its residents.

None of this would be possible without the dedication and commitment to service exemplified by you and your staff. Again, I congratulate you all on your many accomplishments, and am confident that they will continue for many years into the future.

Sincerely,

Clifton T. Jones, Ph.D.
Dean and Professor of Economics
Norris-Vincent College of Business
I would like to congratulate you on your 30th anniversary. The Angelo State University Small Business Development Center has grown and developed a strong reputation in assisting all types of businesses in the Concho Valley and surrounding areas. Your commitment to the education of business owners and their teams helps secure their success for years to come. Your team’s ability to adapt to the intricacies and differences of each business in the West Texas market has established a lasting legacy.

I am always pleased to see new businesses open and expand in West Texas. Your commitment to education, business development, and planning for all businesses keeps the entrepreneurial dream and spirit alive. I am honored to represent you as your State Senator and wish you continued prosperity in all of your future endeavors.

Here’s to another 30 years of success!

Best regards,

Charles Perry
Texas State Senator
Senate District 28
Congratulations to the Angelo State University Small Business Development Center (SBDC) on the celebration of your 30th anniversary. This commemoration is well recognized as a huge milestone for the dedication and devotion of the SBDC in assisting small businesses for three decades. The SBDC has proven to be an invaluable asset to entrepreneurs and small businesses. Its assistance has continued to produce positive results by helping small businesses grow in prosperity with remarkable accomplishments in the Concho Valley and surrounding area.

As you know, I am a strong believer that small business owners are the backbone and leaders of our United States and Texas economies. Through the creation of new private sector jobs, these small businesses will ensure the growth of our economy, and our great State of Texas will continue to be the leader in creation of new jobs for America.

Congratulations on your continued success and a job well done. Thank you for your outstanding service to the community, the Concho Valley and to the great State of Texas.

Respectfully submitted,

Drew Darby
Texas State Representative
District 72