OVERVIEW & HISTORY
SMALL BUSINESS DEVELOPMENT CENTER
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 aid in the start, growth and expansion of businesses in the community.

Angelo State University serves as the host institution for the SBDC program. The center is proud of its relationship with ASU, which is 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 SBDC primarily comes from a combination of state and federal sources. Federal funds come from the U.S. Small Business Administration (SBA) through a partnership program. The SBDC’s purpose is to foster small business success in the 10 counties it serves and to strive to be a premier business development organization in the Concho Valley through the use of the core values of integrity, excellence, service and innovation.

Currently housed in the Business Resource Center located in downtown San Angelo, the SBDC staff 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 also regularly travel to rural counties on “circuit rides” to meet with clients and provide advising and training assistance. A training coordinator plans and implements 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 also employs a select group of graduate assistants from Angelo State’s MBA program to aid the certified business advisors and the training program.

The SBDC works with lenders, CPAs, government entities and other local economic development organizations to promote the economic wellbeing of the Concho Valley. These partners include, but are not limited to, the 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.
A NOTE FROM THE DIRECTOR

What a challenging year for the small businesses of San Angelo and the Concho Valley! The effects of the COVID-19 pandemic were widespread. The SBDC team was very busy helping hundreds of small business owners, lenders, CPAs, and others understand the various CARES Act funding sources. In addition, the SBDC team was a key player in the development of the San Angelo Business Recovery Task Force and Recovery Plans, which gained regional and statewide notice. My thanks to the great SBDC team for their exemplary work and resilience during this time.

I want to thank all the area small businesses for being the resilient, passionate and persevering business owners that they are. They provided all of us tremendous inspiration as they showed the grit that describes successful small business owners. They are truly the backbone of our economy! We have highlighted in this report 16 of the dozens of SBDC success stories during the past year.

There is a tremendous amount of small business support in San Angelo that has developed into a great atmosphere of encouragement for small businesses. We wish to thank all the area economic development partners and elected officials, whom we work with regularly, especially COSADC for housing the SBDC in the Business Resource Center. The partnership is alive and well in San Angelo!

The SBDC is very fortunate to have Angelo State University as its employer and program host. The ASU administration at all levels has shown to be tremendous supporters of the SBDC program. Their support has enabled us to accomplish great things for the economic development of San Angelo and the Concho Valley. To the entrepreneurs of San Angelo and the Concho Valley, we wish you the best with the recovery and 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 the director since 2005. He holds the Certified Business Advisor IV designation and has 20 years of 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.

DEZARAY JOHNSON
PROGRAM COORDINATOR AND CERTIFIED BUSINESS ADVISOR

Dezaray Johnson joined the SBDC in June 2013. She holds an M.A. and B.A. 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 90 events per year. Johnson obtained her Certified Business Advisor IV designation from the SBDC South-West Texas Border Region. She enjoys assisting clients in all areas of startup and business management but has a true passion for marketing and advertising.

ALEJANDRO CASTAÑÓN
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.

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.

ANNIE JONES
OFFICE COORDINATOR II

Annie Jones has been a part of the Ram Fam for over 11 years. She joined the SBDC as the office coordinator in January 2021. New to the team and eager to serve the small business community, Jones serves the SBDC clients with a smile and a helpful hand. She contributes to the overall success of the SBDC mission by providing support to our advising team and Angelo State University. She is always providing encouragement to our small business clients.

LESLIE MACKIE
COVID BUSINESS ADVISOR

Leslie Mackie joined the ASU SBDC in the fall of 2020 as a COVID business advisor. Her assistance provided much-needed support to the advising team, as many businesses were reaching out for immediate assistance. The role of the COVID advisor focused on funding programs offered by the SBA and the CARES Act. Mackie was able to step in and assist clients with much-needed support.
## Our Annual Results
FY 2020 ASU SBDC Highlights of Actual Economic Impact Accomplishments

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Clients Counseled</td>
<td>757</td>
</tr>
<tr>
<td>Long-Term Clients (Since Start of Fiscal Year)</td>
<td>128</td>
</tr>
<tr>
<td>Total Counselor Hours</td>
<td>2,643</td>
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<tr>
<td>Business Start-Ups</td>
<td>35</td>
</tr>
<tr>
<td>Business Expansions</td>
<td>21</td>
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<tr>
<td>Jobs Created (Full and Part Time)</td>
<td>197</td>
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<tr>
<td>Jobs Retained</td>
<td>440</td>
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<tr>
<td>Capital Infusion Total (All Loans and Equity)</td>
<td>$10,352,076</td>
</tr>
<tr>
<td>Total Training Events</td>
<td>89</td>
</tr>
<tr>
<td>Training Attendees</td>
<td>1,632</td>
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</tbody>
</table>
ANNUAL RESULTS
SOUTH-WEST TEXAS BORDER SBDC NETWORK
FY 2020 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 invested in the South-West Texas Border SBDC, a return of $4.70 is generated.

<table>
<thead>
<tr>
<th></th>
<th>SALES GROWTH</th>
<th>EMPLOYMENT GROWTH</th>
<th>COST PER JOB</th>
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<tbody>
<tr>
<td></td>
<td>4.8%</td>
<td>2.3%</td>
<td>$1,705</td>
</tr>
<tr>
<td>AVERAGE TEXAS BUSINESS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SBDC CLIENT</td>
<td>14.4%</td>
<td></td>
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</tr>
</tbody>
</table>

| NEW TAXES GENERATED | $9,403,100 | $18,297,100 | $27,700,200 |
| FEDERAL             | $9,403,100 | $18,297,100 | $27,700,200 |
| STATE               | $0          | $0          | $0          |
| TOTAL               | $9,403,100 | $18,297,100 | $27,700,200 |

<table>
<thead>
<tr>
<th>SERVICE RESULTS</th>
<th>IMPACT RESULTS</th>
</tr>
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<tbody>
<tr>
<td>31,868</td>
<td>3,455</td>
</tr>
<tr>
<td>TOTAL BUSINESSES SERVED</td>
<td>JOBS CREATED</td>
</tr>
<tr>
<td>25,198</td>
<td>3,682</td>
</tr>
<tr>
<td>TRAINING PARTICIPANTS</td>
<td>JOBS RETAINED</td>
</tr>
<tr>
<td>1,031</td>
<td>354</td>
</tr>
<tr>
<td>TRAINING/SEMINARS &amp; COURSES</td>
<td>NEW BUSINESS STARTS</td>
</tr>
<tr>
<td>6,670</td>
<td></td>
</tr>
<tr>
<td>CONSULTING CASES</td>
<td></td>
</tr>
</tbody>
</table>

2020 Findings from a national independent study by James J. Chrisman, Ph.D.
MOTIVATED
VISIONARY
INNOVATIVE
PASSIONATE
COMMITTED
ADAPTABLE
DETERMINED
CREATIVE
Jack Graves has owned a local deer processing plant, J’s Processing, for several years. In the off-season, he would assist ranchers in South Texas with specialty meat processing for shipping to other national markets. His experience in this began to ignite an idea in Jack’s mind about opening his own meat processing business in San Angelo. He researched potential revenue streams and began to formulate a plan and business model. He contacted his banker and was referred to the ASU Small Business Development Center for assistance with writing a business plan with financial projections.

Jack met with James Leavelle, senior certified business advisor, and learned more about what was needed for his business plan. The two worked diligently together over several weeks to collect all the information needed for the plan and financial projections. At the end of the process, Jack was awarded the loan funds he needed to start his business. Jack then learned about the San Angelo Business Plan competition. Jack entered the competition and worked with James to further refine his business plan as he moved through the various levels of competition. Jack ultimately took first place in the 2019 San Angelo Business Plan Competition.

Jack was very happy with and appreciative of the assistance he received from James and the SBDC. He says,

“James helped me throughout the entire process of the SBA loan. I feel like he was the sole reason the process was so successful.”
Victor and Amanda operated their automotive service and repair business in downtown Big Lake, Texas, for several years. They leased a building that limited the kind and amount of work they could do. It was suggested they contact the Big Lake Economic Development Corporation for some possible assistance. After meeting with a representative from the Big Lake EDC, they were referred to James Leavelle at the ASU Small Business Development Center for assistance in writing a business plan.

Amanda met with James regularly over several weeks as she worked out the specifics of her business plan. Together they worked out the market analysis, sales strategy, operations plan, financial projections and other parts of the plan. Ultimately, her work paid off as she and Victor were awarded a large grant to assist them in purchasing some much-needed equipment, and a loan to purchase a piece of property owned by the EDC that was better located and suited for their business.

Amanda and Victor have been more than satisfied with the assistance they received from James and the SBDC. In addition to the business plan, he was instrumental in assisting them with their SBA Economic Injury Disaster Loan application during the COVID-19 pandemic. Amanda says,

“James is there when I need him. He helped us with our business plan for the EDC.”
In 2017, Scott and Laurie Deckers entered the San Angelo Business Plan Competition, where they took third place winning $15,000 and in-kind prizes. They took their winnings and increased their production capabilities and expanded their market service area. Additionally, the Deckers leased a facility that allowed them to streamline their processes.

In the years since, they have outgrown the original facility and have now moved into a new location closer to downtown. Working with their lender, they were able to purchase the property and remodel it to suit their needs. They continued to work with their business advisor, James Leavelle, senior certified business advisor, at the ASU Small Business Development Center.

The Deckers are appreciative of their business relations with the SBDC, saying,

"SBDC is a priceless tool for any business! We are so thankful for James Leavelle and all of the SBDC staff! It is so great to know if we need anything the answer is not far away! We really do think of our local SBDC as if they were our business partners!"
The San Angelo To Go team entered the 2020 Business Plan Competition with the hopes of expanding their food delivery business into retail delivery. They were matched with business advisor Alejandro Castañon to help them prepare a business plan to present to the review committee. After advancing to the final stage of the competition, the San Angelo To Go team won the top prize of $40,000. With the help of the student team and SBDC staff, San Angelo To Go is now expanding their services to reach and deliver retail items to its current customers that total over 30,000 local San Angelo consumers.

Alejandro helped us understand the financial aspect of our business, our marketing plan, and a thorough breakdown of our customer acquisition cost through the development of our business plan for expansion.
Jessie and Daniel Browning .  Business Start .  Jobs Created: 10

Being an entrepreneur can be a lonely existence. During the height of the COVID crisis, the contact we made at the SBDC was crucial to knowing what was happening, changing, and important to know regarding financial assistance.

Jessie and Daniel were new to San Angelo in 2019 and had recently moved from the Big Bend area where they own two businesses. They visited with advisor Alejandro Castañon to help start a new café business. After being invited to the SBDC’s annual Meet the Lender event, they were matched with a lender that could help them finance the business. They acquired funding in late 2019 and purchased property in a central location that also allowed for a drive-thru window. In 2020, they faced several challenges that delayed their opening, but they persevered. In early 2021, they opened their doors to an eager audience and are now seeing record revenue week over week.
Jody and Michele Babiash are true entrepreneurs, some might even say serial entrepreneurs. With a few successful businesses under their belt, they decided to embark on a new adventure. A few years prior, the couple had purchased an old Firehouse in downtown San Angelo on Magdalen St. After some major renovations, love, sweat, and even a few tears, they opened a beautiful Bed & Brew. With phase one of the dream project complete, they turned their attention to the other half of the building in which they envisioned a pizzeria with a self-serving tap wall. The Babiashes reached out once again to the SBDC for help in the startup phase of this new venture. Advisors were able to assist them with industry research, financial projections, marketing and human resources. Just as they were getting ready to open their doors for the first time, COVID-19 cases began to rise in San Angelo, and local and state governments encouraged restaurants to close their doors. This did not deter Jody and Michele— they had a wonderful plan, a great business idea and hope that San Angelo would thrive again. They started their business in April 2020, even with all the tremendous challenges they faced during that time. The SBDC advisors are so glad to see this small business now open, successful, and serving the San Angelo community.

"The team at the SBDC and all of their resources have been fundamental in starting our business. We continue to work with them and appreciate their services and hard work."
Bart and Wendi Neff began their journey with another SBDC center in the state of Texas. They were ready to be small business owners and the first place they visited was the small business development center network to get assistance in purchasing their business.

With less than a year of business ownership under their belt, COVID-19 traumatically impacted their business operations. Luckily, as new business owners in the area, Bart and Wendi had already established a relationship with the local SBDC office. The advisors of the SBDC were quick to respond to the ever-changing environment of the COVID-19 pandemic. After receiving news and information about the available SBA programs, the Neffs reached out to SBDC advisors for additional information on how to apply for and implement the various federal funding programs that were available under the CARES ACT. The Neffs were able to alter their day-to-day business operations to continue receiving limited guests in their wine tasting room. With the help of the SBA funding programs, they were able to maintain their employees’ wages and continue the production of wine. The Neffs stated,

“The SBDC has been an incredibly useful resource to us in the process of purchasing, and ultimately running, a new business.”
David Solis contacted the SBDC early on during the COVID crisis to learn if he could qualify for relief funds. However, it was found his business did not qualify. David and his business advisor Alejandro Castañon began to work on plans to help market his business during this difficult economic crisis. Advisor Castañon provided useful guidance for marketing David’s restaurant business by encouraging him to pursue online ordering and targeted ads on Facebook. The result was Tacos Locos not only surviving the crisis, but also thriving and retaining jobs.

We appreciate so much that our advisor was on top of us. He helped us to apply for the new programs. But more importantly, he told us how to improve the business with just getting online. They were an excellent source of information. This pandemic was an excellent way to improve.
Kevin Kirkland contacted the SBDC for help with starting his gymnastics gym at the mall. Kevin has worked as a coach and trainer for two decades and has won several national awards as a gymnast. He has several clients that will be transitioning with him as he starts his new business with the proposed location.

Business advisor Alejandro Castañon assisted Kevin with applying for and securing the space at the mall. This required contract negotiations, since the proposed space needed improvements to update it to his gym specifications. After working on the project for nearly two years, Kevin was able to open his gym and break new registration records in the first month.

"Rise would not exist without the expertise and assistance of this organization! Absolutely incredible."
Ronnie Cajas contacted SBDC business advisor Alejandro Castañon by referral. Ronnie had dreamed of opening his restaurant business for many years. He worked as a chef for several well-known restaurants in San Angelo, and after losing his job due to COVID, he decided to pursue his dream. Ronnie and his advisor began meeting to discuss all the necessary steps he would need to begin.

Ronnie was able to learn that starting his restaurant would require understanding his start-up budget, legal entity formation, health permit application, lease contract and marketing plan. Within two months, he had several meetings with his advisor, and he was able to open his doors to his restaurant. Ronnie has seen record-breaking weeks since opening, and is planning on expanding within a year.

“
Alejandro helped with all beginning official paperwork process and all advice needed for a first-time business owner.
”
Bryan Abernathy is a long-term client of the Angelo State University Small Business Development Center. He first started working with the SBDC in 2014. Many advisors over the years have worked with Bryan to help his business grow and expand. During the recent COVID-19 pandemic, like many other businesses, Medical Arts Pharmacy was affected. Bryan reached out to advisor Dezary Johnson to get assistance and clarification on the new legislation announced in early 2020 regarding funds associated with the CARES ACT. Medical Arts Pharmacy was a prime candidate for the paycheck protection loan. Bryan worked with his local banker, as well as the SBDC advisors, to coordinate the financial information needed to submit his application. With the funds provided by the paycheck protection program, Medical Arts Pharmacy was able to retain 11 employees throughout the COVID-19 pandemic. Bryan was also able to receive the Economic Injury Disaster Loan Advance. All these programs assisted Bryan in maintaining business operations and keeping his employees on staff and actively working to serve the community.
Owners Chrys Forbes and Andi Markee met with advisor Alejandro Castañon at SBDC before the pandemic to get help with an expansion project. They had recently acquired the business and were interested in expanding into a larger space. This would allow them to take on bigger projects and more employees. Not long after COVID impacted their business, as it did scores of others, Media Advantage pivoted and needed help applying for COVID relief funds. Castañon assessed their needs and recommended, as well as explained, both the PPP loan and EIDL programs. Media Advantage was able to maintain its level of employees while also covering overhead costs. After using the funds appropriately, they refocused their efforts on expanding their business.

We are big fans of the SBDC, not only for the services they have provided our agency, but for the services they provide to all small businesses. For Media Advantage, we learned about the different certifications we are eligible for and what paperwork is needed. They were also there for all businesses during the pandemic and provided valuable information regarding the PPP Loan. We encourage our clients to reach out to the SBDC so that they can take advantage of the many resources they have to offer. All of the staff have been a joy to work with and we look forward to a long partnership in the future.
Rodney Mayberry  .  EIDL Loan  .  COVID CARES Act Funding

Electrical contractor and owner of R.M. Electrical Contractors, Rodney Mayberry, has been a longtime client of the SBDC. In recent years Rodney and his son and daughter-in-law have attended the 10-week FastTrack small business growth program. They have also taken the ProfitMastery two-day financial acumen program, which gave them high-level skills in understanding how money flows through their business.

Early on during the COVID-19 pandemic, Rodney contacted the SBDC for help with SBA EIDL loans and SBA PPP forgivable loans. Rodney also attended many webinars related to COVID-19 funding sources and recovery. Today, Rodney’s business has recovered from the effects of the pandemic, and although they are still looking for good electricians, the business is doing well. Rodney stated,

“The Zoom online meeting gave guidelines on loan application and provided assurances that while the COVID-19 could be a detriment to business, steady minds and innovative approaches to problems will result in workable solutions.”
Misty Mullin came to the ASU Small Business Development Center to seek advice on purchasing a local premier niche chocolate-making business. She met with director Dave Erickson on buying a business process and reviewed the various ways of valuing a business, financial analysis, and borrowing to buy a business. Misty and her family settled on a price and other terms and did purchase the business. She is working alongside the original owner and learning the premier chocolate-making business! Recent sales have been very promising. They continue to use the ASU Small Business Development Center for help with QuickBooks. She stated,

“\nThe SBDC guided me in purchasing the business and developing a business plan and goals for company growth.\n”
Ranch Road Boot Company owner Sarah Ford has an impressive background that helps make her a successful entrepreneur. Sarah has an MBA from Harvard University and is a former consultant with Boston Consulting Group, a global management consulting firm. Sarah is also a former U.S. Marine Corps officer. She started her boot manufacturing company a number of years ago and manages the design, manufacturing, marketing, sales and distribution, which until recently, was solely online sales. She recently opened a retail store and office on Chadbourne St. to showcase her well-designed and made boots in her hometown of San Angelo. She survived the COVID-19 pandemic and sales turned out to be better than ever, thanks in part to her great online sales platform. In 2019, Sarah won second place in the San Angelo Business Plan Competition. Sarah spoke of SBDC services, saying, “I sincerely appreciate the proactive approach Dave and team have taken to support my business in San Angelo.”
SBDC HIGHLIGHTS
TECHNICAL BUSINESS ADVISING

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, government procurement and much more.
Professional ASU Small Business Development Center business advisors work with both existing and start-up companies in all areas of business growth and management. Our team provides confidential, one-on-one services, so business owners have the opportunity to discuss their unique challenges and learn specific tools to enhance business operations.

Members of our team are experienced business advisors that have various levels of business management or ownership experience. All have an extensive business education and complete a certification process, which enhances their business experience and knowledge, allowing them to provide a well-rounded counseling experience.

Through a team approach, each advisor brings a diverse knowledge base to the team providing a comprehensive advising experience through co-advising.
The SBDC offers over 90 technical business workshops, seminars and other events each year. These events are provided at no to low cost for participants. These events are conducted by experts in their field and by the SBDC advising team. These events and seminars are content-focused to help small business owners learn tools and techniques to improve business operations, management and marketing skills. These workshops are conducted through various means, including live in-person in events, online through virtual webinars, and live in our rural service area. The SBDC team reviews event and client feedback regularly to assess the training needs of the small business community.
Our goal is to educate small business owners and entrepreneurs through quality, technical business training. Some of the topics covered are:

- Business Start-Up
- Business Expansion
- Business Financing
- Marketing of All Types
- Business Plans
- Cash Flow
- Understanding Financial Statements
- Financial Analysis
- Government Contracting
- Human Resources

**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 various online training modules to help educate small business owners on the process of starting and managing a small business. Along with the training, it is also encouraged for the attendees to meet with a certified business advisor to get one-on-one support to answer any questions and begin working on a business plan. 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 access technical business training anytime to improve their business acumen. Topics include starting your business, managing your finances, foundations of marketing and government contracting. These specific courses are also offered in Spanish.
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.

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 ASU SBDC Spanish-speaking advisor, we have also been able to serve a specific community in need of small business assistance.
In its fourth year, 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 ASU 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.
The Graduate Assistant position with the ASU Small Business Development Center played a vital role in my professional and personal development. I was fortunate to have the opportunity to apply the skills and lessons discussed in the classroom while being surrounded by a supportive group of knowledgeable mentors. As a GA, I assisted the business advisors with client research and projects, worked with the Business Factory business incubator, and helped coordinate the San Angelo Business Plan Competition. I also witnessed the pandemic from a small business perspective and met the small businesses in our community who persevered with the help of the entire SBDC staff. I entered the SBDC with little knowledge of small businesses and I am exiting with invaluable experiences applicable to any profession. I highly recommend working alongside the SBDC to any student seeking out an opportunity to develop into a business professional!

To me, working at SBDC is as meaningful as having an actual professional job. I’ve acquired various hands-on experiences and a substantial amount of knowledge. As a part of Business Resource Center, the majority of my work is helping the business advisors research clients’ projects and preparing for an array of training classes that SBDC offers. Moreover, I received opportunities to execute amazing things that appear to be my biggest pride: BizPitch Coordinator, writing a complete business plan, and presenting at multiple events. I truly appreciate SBDC advisors for letting me become a ‘game player’ and always support me as I need help and instruction. My experience with SBDC indeed shaped my growth as a professional and became a priceless asset for me to carry throughout my future career.

Working as a Graduate Assistant at the SBDC provided me with great opportunities to learn and explore the American business environment. I have a chance to understand more about the small businesses network in the U.S. that Vietnam, my home country, needs to learn about. Here, at SBDC, I love spreading the spirit of entrepreneurship to everyone, especially to ASU students who are not business majors. There is always support from Dave, Dezaray, Olivia and the rest of the staff at SBDC. I am very grateful that I am a part of the SBDC.

For never having had an office job beforehand, interning for the ASU Small Business Development Center was a wonderful real-world learning experience. I had the privilege of coordinating Meet the Lender, in which I interacted with local lenders, promoted the webinar, and worked behind the scenes for the live event with the guidance of Dave and Dezary. I’m thankful for being part of a team who works to serve the community wholeheartedly through events like these and business advising. I truly received a hands-on experience with many opportunities for networking and increasing my professional development.
THE STATE OF TEXAS
GOVERNOR

To all to whom these presents shall come,
Greetings: Know ye that this official recognition is presented to the:

Economic Resources Task Force

in recognition of the creation of the

San Angelo COVID-19 Economic Recovery Plan

As Governor of Texas, it is my pleasure to commend the Economic Resources Task Force and its members—the local public health authorities, government entities, economic development groups, and public servants in the San Angelo and greater Concho Valley area—for their dedication and devotion to protecting the health and well-being of Texans and answering the call to face the challenges of the novel coronavirus (COVID-19) pandemic.

In response to this crisis, the men and women of the Lone Star State got to work. In the city of San Angelo, the Economic Resources Task Force was formed to assist businesses in San Angelo and the surrounding Concho Valley area as they grappled with a changing economic landscape and countless challenges presented by the pandemic. This collaboration resulted in the creation of the COVID-19 Economic Recovery Plan.

Since its inception, this plan has epitomized the can-do spirit Texans have always been known for, and has provided rapid and essential economic support to the San Angelo community. Throughout the recovery process, the COVID-19 Economic Recovery Plan has aided local businesses in a variety of ways, whether by encouraging greater connection with customers, offering mentorships, or assisting employees. The Task Force has galvanized local governments to reaffirm their commitment to supporting business owners, assisted local businesses with refilling previous employees as well as recruiting and training new ones, and provided a number of financial resources to assist struggling business owners overcome obstacles and hardships throughout the recovery process.

In Texas, local and small businesses remain a vital part of our continued economic growth and prosperity. Texans also know that it is not our challenges that define us, but rather how we rise above them, and this sentiment has never been more true as we continue to recover from and respond to the challenges of these unprecedented times. It is my pleasure to send my deepest appreciation for all of your hard work and your enduring commitment to the well-being of your community. Working together, Texans will overcome this challenge.

First Lady Cecilia Abbott joins me in thanking you all for your work and wishing God’s blessings for you and yours.

In testimony whereof, I have signed my name and caused the Seal of the State of Texas to be affixed at the City of Austin, this the 13th day of April, 2021.

[Signature]
Governor of Texas
“We truly appreciate Governor Abbott’s recognition of the ASU Small Business Development Center and the economic development partnership for services to the small business community during the COVID-19 pandemic.”

- Dave Erickson
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