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Small Business Bouncing Back...



2015 annual report



Small Business is Bouncing Back!

Small businesses, important engines of growth for the New York State economy, are expanding and hiring again after the recent recession, Hurricane Sandy, and other events that impacted them during the past five years. From waterfront restaurants on Long Island and food producers in the Hudson Valley to manufacturers in Central New York, small businesses are reporting growing demand, increasing sales, and an improving outlook. Conditions are ripe for small business growth now and into the coming years, and with SBDC assistance, small businesses are rebounding strongly.

Since 1984, the New York SBDC has assisted more than 412,000 New York entrepreneurs and small business owners in starting, growing and expanding their local economies by investing \$5.6 billion in their businesses while creating and preserving more than 182,000 jobs. New York SBDC Regional Centers have trained more than 434,000 individuals seeking to know more about a wide range of business management issues. SBDC guidance has helped business owners survive in challenging economic times and bounce back as conditions improve. When small business owners face challenges, SBDC professionals help them rebuild their businesses, their families, and their communities with better profitability and resiliency.

The SBDC helps businesses rebound after down times through its customized approach to technical assistance. This type of approach has helped businesses and entrepreneurs prosper while facilitating access to university-based research and converting the great ideas of innovators into products and services for the marketplace. Clients receive personalized, confidential, and free business counseling; moderately priced training; and focused, accurate, and timely research related to their businesses and the industry in which they operate. Each entrepreneur or business owner undergoes an individualized assessment with his or her Business Advisor to determine the current situation, identify issues that need to be addressed, and take steps toward the desired outcome. Together, they gather information to make decisions that will lead toward a productive and profitable future and they work together to develop a strategic plan of action. SBDC clients can work with their advisors through start-up, expansion, and throughout the life of their businesses.

The SBDC program is available for all citizens of New York State, but emphasizes services for those with special needs, including veterans, members of the Guard and Reserve and

individuals serving in the armed forces; ethnic minorities and immigrant communities; disabled individuals; women business owners; small exporters and manufacturers; businesses and individuals in economically distressed areas of New York; and inventors, innovators, and researchers. One of the SBDC’s top priorities is helping businesses maintain improved productivity and profitability in New York’s 21st century innovation economy and build resilience to help them survive future disasters.

The NY SBDC recognizes outstanding small businesses in a variety of ways. There are 25 stories printed in this report, one from each of the regions served by the program. The SBDC presents Entrepreneur of the Year awards to a select group of business owners at its annual awards dinner held each spring. In addition, a committee of Center Directors and Business Advisors selects the “best of the best” for inclusion in the New York Small Business Hall of Fame. As of 2015, 41 exceptional businesses have been named to the Hall of Fame.

What do clients say about SBDC services?

The NY SBDC evaluates the quality of services clients receive by conducting a post-service survey, post-training surveys, and periodic follow-up surveys. Results from the surveys conducted in 2015 indicated they are very satisfied:

- 92% said their inquiries received prompt attention
- 62% said they could not have afforded private counseling
- 89% said they would recommend SBDC services to other small businesses
- 72% said they received specific recommendations that improved their business’ bottom line

Strategic partners and allies

The New York SBDC’s collaborative relationships with its many partners and allies enable its business professionals to offer comprehensive business and management assistance on a range of small business issues. Effective working relationships with these organizations, as well as affiliations with chambers and other local business and economic development agencies, contribute to the success of the SBDC program – and to the productivity, efficiency, and sustainability of SBDC clients.

albany
creative sport concepts

Creative Sports Concepts specializes in the sales, service, and rental of interior and exterior sports surfaces, primarily basketball flooring. Additionally, the company offers related equipment for sale and rent, special event production, and logistics coordination under its current service umbrella. Under the direction of owner Michael Taylor, Creative Sports Concepts has grown since its formation in 2012 into a trusted industry solution provider for organizations needing permanent court installations or floor resurfacing, as well as those pursuing high-end temporary events and customized private gymnasiums. The company, a regional authorized dealer for Connor Sports Flooring, now has a national presence with mainstream customers like Under Armour, Nike, and Jordan Brand. Mike Taylor has been working with the Albany SBDC for the past year in identifying growth opportunities and better organizing his financial reporting. As a result, he has better positioned his company to take advantage of incentive programs and funding opportunities. Creative Sports Concepts was recently approved for \$300,000 in SBA funding, primarily to assist in expanding equipment offerings and providing much-needed working capital as the business continues large contract relationships with Nike and similar partners. Mike continues to work with the SBDC on a much larger ambition: relocating the business to owner-occupied property that will provide enough space to resurface up to 4 full-sized courts for many of the Northeast’s NCAA basketball programs. “When I was referred to SBDC by my bank to help me plot the vision for my business future, I didn't know what to expect,” says Mike. “Now I can say it has been an invaluable and enlightening experience and I thank them for their help and expertise.”



The SBDC’s key partners are the U.S. Small Business Administration, the State of New York, the State University of New York, the City University of New York, and several private universities. The SBDC works hand in hand with its SBA resource partners, SCORE and the Women’s Business Centers, both of which are dedicated to aiding in the formation, growth, and success of small businesses nationwide.

The NY SBDC has strong working relationships with numerous organizations in the public and private sector. There isn’t enough space in this publication to acknowledge all of the organizations that collaborate with the New York SBDC to help small businesses in New York grow and thrive.

The SUNY Research Foundation

The Research Foundation for The State University of New York (RF) is the largest, most comprehensive university-connected research foundation in the country, and administers the federal grant from the Small Business Administration that supports SBDC’s network of 24 Regional Centers and outreach locations in New York.

Serving SUNY and New York State, the RF provides essential sponsored programs administration and innovation support services to SUNY faculty, students and staff who are performing life-changing research in life sciences and medicine; engineering and nanotechnology; physical sciences and energy; social sciences; and computer and information sciences.

The RF manages grant funds and ensures compliance with university, sponsor and government requirements, enabling faculty, students and staff to focus on their work.

SUNY ranks among the nation’s top patent-producing universities. The RF works with business and industry, government agencies and other partners to convert SUNY’s research capacity into economic growth.

- SUNY’s Networks of Excellence harness expertise from across 64 campuses, enabling faculty-led teams to successfully compete for large awards and contracts from federal and industry sponsors that address grand challenges of state, national, and global significance.

- The SUNY Technology Accelerator Fund (TAF) invests in proof-of-concept projects to advance SUNY innovations that have the greatest potential to impact human health and welfare.
- The RF is an integral partner in the execution and administration of START-UP NY, the innovative program that establishes tax-free areas associated with colleges and universities across the state. About 90% of the businesses expanding in or locating to the Empire State under START-UP NY are affiliated with a SUNY campus.

Disaster relief & recovery

In 2011, Hurricane Irene and Tropical Storm Lee caused the largest and most expensive natural disaster in the history of New York State. In October of 2012 Superstorm Sandy ripped through the downstate area devastating everything in its path. As these storms become a faded memory, dedicated SBDC staff members continue to work with business owners still trying to recover, proving the SBDC is not only one of the key first responders but that we are here long after other programs have moved on.

The SBDC is far more than a first responder that reacts after a disaster strikes. We use our experience dealing with disasters to create policies and programs that will be used as the gold standard for disaster assistance in the future. Our organized and long term response to Irene, Lee, and Sandy has gained the respect of our federal, state and local partners, all of whom continue to reach out to us to implement their disaster assistance programs for small business.

In September 2015, the NYS Department of Conservation launched a new grant program funded by the National Oceanic and Atmospheric Administration to help the Fisheries Industry recoup revenue losses resulting from Superstorm Sandy. The SBDC played a major role in developing this program, implementing it and assisting fisheries business owners with their applications. In November 2015, the Small Business Administration reopened its Disaster Assistance Loan Program. The SBDC once again will be the “go to” source for helping small business owners complete the loan applications.

The SBDC has worked with thousands of businesses, helping

binghamton

the insulation man

When her boss at **The Insulation Man** told Susan Gahagan that he was going to retire and sell the business, she resisted the urge to panic and instead began to envision herself as the owner of the company that had employed her for 20 years. As Office Manager, Susan knew every one of the hard-working employees and had seen the business grow exponentially over the years. Susan shared her entrepreneurial thoughts with co-worker David Currie and they decided to buy the business. Susan and David knew that they could continue to provide residential spray foam insulation services. They also saw potential increased revenues and capacity if they expanded the business by selling to commercial customers and pursuing procurement opportunities. They consulted Advisor Ginny Thompson at the Binghamton SBDC for help in developing their business plan and financial projections. When Ginny retired from the SBDC, Advisor Jocelyn Thornton began working with the partners. In 2015, Susan and David fulfilled their dreams of being business owners. They secured a loan with M&T Bank that came with an SBA guarantee, and also obtained a line of credit from M&T. Most importantly, they saved the jobs of 14 employees and plan to create two additional jobs. Susan and David participated in the SBDC’s MWBE Contractor Bond Readiness Program this year and will pursue MWBE certification once they have been in business for the required one year. Susan commented that “Jocelyn’s guidance and enthusiasm were essential to us reaching our goal.”



brockport

buta pub



The father and son team of Ed and Asa Mott came to the SBDC with the dream of opening a restaurant. Ed, a retired contractor, and Asa, an executive chef at several of the Rochester area’s finest dining venues, found what they believed would be the perfect location. The restaurant housed a dining room, a theater, and private banquet room under one roof, and was located in the heart of the city’s newest up and coming South Wedge neighborhood. Finally after months of deadlines, reconfiguring financials and planning with Advisor Jim Soufleris at the Brockport SBDC, the place was theirs. Ed and Asa were able to obtain

a \$260,000 SBA 7a loan to purchase the business. They also made a \$120,000 personal investment to get the business off the ground. They had an initial challenge when an event scheduled by the previous owners was threatened by a delay in the transfer of ownership. But Ed and Asa got permission from the previous owners to use the premises, held the event as scheduled, and it’s been full-speed ahead since then! The business is exceeding previous years’ sales by more than 35% and the enterprise has created 40 new jobs. **Buta Pub** is an American pub with menu inspiration from Asia, a community gathering place for anyone who likes good food, good drink and a casual atmosphere. While still in their startup phase, Buta Pub has garnered a lot of attention. They were most recently named best new restaurant and best new pub by City magazine!

them prepare and submit applications for grant and loan funding, and helping them develop resiliency for the future. Business Advisors have worked diligently with the Governor's Office of Storm Recovery and the business community to ensure compliance with policies and procedures and submittal of successful applications for the State's review. As of the end of 2015, \$43,991,751 in disaster grants and loans has been awarded to small businesses throughout New York State to bolster disaster recovery. The SBDC network continues to advocate for the business community to ensure its recovery needs are communicated to the State. Innumerable small businesses have been able to rebuild, reopen and prosper as a result of SBDC dvocacy efforts.

Helping small business sell to government agencies

The NY SBDC Procurement Assistance Center (PAC) located at the Mohawk Valley SBDC provides specialized assistance for small- and medium-sized firms interested in supplying goods and services to federal, state, and local government agencies.

An increasing number of businesses are looking to government contracting as a way to open up a new and potentially stable and lucrative market to improve their bottom line. Procurement Assistance Business Advisors in every SBDC Regional Center in the state assist local small business owners in navigating the often-complex process of doing business with the government at all levels. Advisors help clients understand procurement regulations; market to government agencies; apply for applicable certifications and socio-economic programs; prepare documentation; analyze and respond to bids and RFPs; and position themselves to win contracts. The PAC's toll-free phone number – 877-789-BIDS – makes it easy for Business Advisors and small business owners to contact the PAC for assistance in understanding the myriad issues inherent to doing business with government agencies.

In the past year, the New York SBDC has grown registration in its proprietary government contract bid-matching service called **BidLinx™** to nearly 1,300 clients. With this service, businesses can access government bid opportunities relevant to their products and services through a sophisticated matching algorithm. The service accesses state, federal, local, and even foreign procurement databases and websites.

The resource pool includes:

- Federal Government Agencies, Including Military
- State Agencies and Authorities
- County and Local Governments
- All 50 States and U.S. Territories
- International Government Websites

The U.S. government is the largest buyer in the world, purchasing a wide array of products and services. In fiscal year 2015, the federal government awarded \$90.7 billion in government contracts exclusively to small businesses. Finding appropriate bid opportunities is one of the key hurdles to government contracting. With more than 87,000 agencies at the federal, state, county, and local levels, it is overwhelming for an individual to monitor them all. Bidlinx can save a small business owner many hours of research by delivering bid notices based on very specific criteria describing the firm's capabilities and areas of interest. With over 2,200 sources monitored daily, including 200 in New York State, Bidlinx streamlines the process for identifying government contracting opportunities for SBDC clients, especially at the county and municipal levels. Commercial bid-matching services can cost hundreds, sometimes thousands, of dollars. The NY SBDC is pleased to offer BidLinx free of charge to SBDC clients statewide.

More profits through energy

The goal of the NY SBDC energy savings program is to assist small business owners in improving their business's energy efficiency and their business's bottom line. The program is available to all businesses, though the focus is on small and medium-sized ones.

The NY SBDC launched this program in 2009 because efficient use of energy resources has a significant impact on small business profitability. The SBDC's energy program began with two partners - the New York State Energy Research and Development Authority (NYSERDA) and the New York Business Development Corporation (NYBDC). During the course of the first year of the program, SBDC recruited National Grid, the Long Island Power Authority (LIPA) and Central Hudson and Gas to the program. In 2010, Consolidated Edison became a partner, giving the SBDC energy program full

bronx

alba business solutions

Franklin J. Fabre was born in the Dominican Republic and immigrated to New York in 1988 at the age of 16. He graduated from Lehman College in 2004 with a degree in Computer Information Systems, and in 2008 completed an MBA in management of technology from the New Jersey Institute of Technology. After graduating from Lehman, Franklin decided to open his own financial services business. **Alba Business Solutions**, named for Franklin's wife Alba, has provided clients with expert tax services for more than 10 years. At the beginning, the business focused more on services used mostly by the immigrant community, such as money transfers, international calling cards, and bill payments, but eventually the business prioritized income tax preparation and financial services. Franklin consulted Sam Ballena at the Bronx SBDC for assistance with marketing and financing. He obtained a loan through ACCION and contributed \$200,000 in equity. The business grew rapidly and Franklin was able to expand his business by opening stores in Queens and New Jersey. Franklin, a proud member of the Latino Association of Tax Preparers, is currently part of the First Cohort of The Bronx Business Bridge, a business incubator program sponsored by Lehman College and SBDC. He is a member of the Cooperative Education Program at Hostos Community College that provides internships to students. Franklin's philosophy in business and in life is that everyone deserves five minutes of respectful attention no matter their education level or professional status.



brooklyn

fusion east



Serial entrepreneur Andrew Walcott has been a client of the Brooklyn SBDC for more than five years, working with several of the advisors. He is the son of immigrant parents, who raised him in the inner-city community of East New York. He is a product of local NYC public schools and a graduate of Brooklyn College, where he is currently an adjunct-professor. He is an Air Force Veteran who worked his way through law school and also has earned CPA credentials. He has owned and operated his own law and accounting practice for many years. Earlier this year Andrew and his childhood friends opened **Fusion East**

Caribbean & Soul Food, an exciting restaurant in the very neighborhood in which he grew up. East New York is a section of Brooklyn that has suffered from economic hardship, but through the efforts of many key local stakeholders, it seems to be on the rise in terms of commercial opportunity and affordable housing. This meteoric business superstar is a product of this historic Brooklyn neighborhood and now is serving his community by giving back in many ways. Providing high quality food mirroring the tastes and preferences of the community is the highest tribute he can give to the community that shaped his rise to success. Fusion East is not just a restaurant. It is a social and community eating establishment that will serve as a cornerstone for families as East New York rises to prominence in its much anticipated renaissance. If outstanding authentic Caribbean/soul food at a fair price is high on anyone's priority list, "Fusion East" is a "must visit"!

exposure downstate. As utility companies have recognized the benefits of the energy savings program, they have become eager to participate.

The complicated array of energy efficiency programs now available has become very confusing for most small business owners. Therefore the SBDC focuses on NYSEDA's free energy efficiency assessment. It is the best first step, often required to be eligible for other programs, and the most comprehensive analysis that considers both electric and natural gas usage. Then, based on the results, the SBDC advisor assists the client in applying to other NYSEDA programs and/or to the programs of the other service providers, explaining the options available based on the recommended measures. In some cases, clients have unique needs better suited to other programs such as the electric utilities' lighting retrofit, NYSEDA's Multifamily Performance Program (MPP) or the New Construction Program (NCP). Therefore SBDC maintains close relationships with all of the other service providers and the NYSEDA contractors for the other programs.

When Governor Cuomo introduced the Consolidated Funding Application (CFA) to streamline and expedite all funding requests from state agencies, NYSEDA and their energy programs were included. The implementation of this online system significantly increased the complexity for the typical small businesses to apply for the free energy assessments. Therefore, the SBDC took on the role of completing the application for our clients, providing another very valuable and necessary service in the energy efficiency program.

In addition to financing options available through the NYBDC and many of the utilities, NYSEDA now has a loan program that includes two options. One provides 50% of the loan amount, up to \$50,000, at 2% interest. A bank provides the other 50% of the loan amount at market rate so clients can receive up to \$100,000 in energy efficiency financing at a reduced rate. The other option, an On-Bill Recovery Loan, was introduced midway through 2012. Clients work with a participating lender of their choice to secure a NYSEDA loan of up to \$50,000 and repay it through a charge on their monthly utility bill. The maximum energy efficiency loan amount is \$50,000 and the interest rate is 2.5% (Note: the rate is subject to change).

Federal, State and local governments have mandated energy efficiency and renewable energy programs, and the SBDC energy

savings program helps achieve these goals. In the words of New York SBDC State Director Jim King when the program was launched, "We're enthusiastic about the potential to identify and work with small businesses throughout New York State, and to work with NYSEDA and NYBDC to help implement changes in business operations that will save energy while helping the environment through reduced emissions and cutting back on imported oil. This simply makes good sense for the business and the State."

Visit the New York SBDC website for more information about the energy savings program – www.nysbdc.org/services/energy/energy.html.

Global trade and business development

The NY SBDC's International Business Development (IBD) program strategically positions small- and medium-sized businesses to take advantage of opportunities in the global marketplace. With a focus on China, the SBDC has nurtured contacts, resources, and an unparalleled network within government and business circles in China on local, regional, and national levels. The IBD works with partners to develop new cooperative arrangements to create business and trade opportunities for SBDC clients interested in or active in international trade, and to help business owners adapt to changing economic conditions in the marketplace.

Business in the global marketplace represents major growth opportunities for the New York State economy. In accordance with the U.S. and NYS government's export initiative, the IBD continues to promote Governor Cuomo's START-UP NY and Global NY programs, assists an increasing number of small and medium-sized firms in their global marketing efforts, and works to attract direct investment by Chinese companies. Successful trade and international business development is an important step in creating jobs for New York's small and medium-sized businesses.

The IBD program, working in concert with Business Advisors at the Regional Centers, provides business counseling to hundreds of new clients each year for market identification and penetration, feasibility analysis, product sourcing, financial issues, regulations, customs, taxes, tariffs, trade shows, and the latest information on opportunities for trade, investment, and

buffalo

living green

Living Green Insulation Products and Services, Inc. has worked with the Buffalo State SBDC for several years. Co-owners Jabril and Ellen Shareef have been engaged in construction-related enterprises for more than 20 years, and completed the Buffalo SBDC's Minority and Women Bonding Readiness Program. When they approached the Buffalo SBDC recently, they were forming their first green business enterprise, which converts recycled paper into cellulose insulation. Jabril and Ellen worked with Advisor Bill Grieshober to develop a complex funding proposal for \$960,000 that included funding from First Niagara Bank and the Erie County Industrial Development Agency. They also secured an energy savings grant from NYSEDA for \$300,000. Funding was used to purchase equipment and rehab a historic building within the City of Buffalo that houses their manufacturing operations. More recently they secured \$165,000 in funding from the Western New York Power Authority to further enhance their plant. Today the Shareefs employ more than 20 people. This summer they participated in a pilot training program – Entrepreneurial Effectiveness – the SBDC offers to experienced minority and women entrepreneurs. The program provided Jabril and Ellen with training in creative problem solving, the Seven Habits of Effective People, and social media communications. Jabril and Ellen plan to continue working with the SBDC well into the future. "Our business advisor was there with us whenever we needed him," said Jabril. "Bill became a friend and a trusted confidant that made all the difference for us - thanks isn't enough."



canton

four sites camp wildwood

Dennis and Kelly Forsyth have owned property on Black Lake for many years and love the region. They were offered the opportunity to purchase Camp Wildwood, a business that had been in business for more than 50 years. The property included a gorgeous house as well as four cottages and four RV sites. Black Lake, often called a "freshwater fisherman's paradise," attracts thousands due to its proximity to the St. Lawrence Seaway, the Thousand Islands, the Adirondack Park, and Canada. Dennis and Kelly realized that if Camp Wildwood closed, it would impact tourism in their area. They felt they were uniquely suited

to run the facility due to their connections in the region and skills at maintaining the cabins and grounds. They came to the Canton SBDC for assistance in developing a business plan and financial projections to obtain financing to purchase the property. With assistance from Advisor Jennifer McCluskey, Dennis and Kelly were successful in purchasing Camp Wildwood, which they renamed **Four Sites Camp Wildwood**. They obtained a loan from SeaComm Federal Credit Union for \$300,000, to which they added personal equity of \$125,000. The project resulted in the creation of two jobs for the owners. Dennis and Kelly reported that their first summer and fall tourist season resulted in nearly full bookings for Camp Wildwood, many from customers located beyond the borders of New York State. They reported that many of their customers had been coming for several years, and several of them referred new friends to Camp Wildwood. Dennis and Kelly are very thankful for the assistance received from the SBDC.



business development. The program organizes training and business meetings to share information about the opportunities, challenges, and practices involved in international business. The IBD Director organizes and hosts business and trade development matchmaking events with visiting business and trade delegations around the state. These events bring the latest information and opportunities to NYS businesses interested in selling to the Chinese market or interested in attracting Chinese investment, and help local companies network with Chinese firms.

In 2015, the IBD successfully organized two business and trade missions to China and Taiwan to promote individual NYS businesses, explore business and trade opportunities, match SBDC clients’ initiatives with Chinese businesses, and further enhance the SBDC’s relationship with Chinese officials and agencies in foreign trade and economic development. During the missions, the NY SBDC mission participants attended the Global Entrepreneurial Development Conference and Projects Matchmaking and Signing Event in Tangshan, and NY SBDC State Director James King delivered a keynote speech at the event. Business & Trade Matchmaking and Exchange and Business & Investment Development events were organized in Huludao, Jinan, and Taiyuan. IBD Director Jinshui Zhang was invited to speak at these events to provide an overview about SBDC services, small business development in NYS, and the START-UP NY and Global NY initiatives.

In a new initiative, the New York SBDC is facilitating the export of New York products to the northern region of China to enhance the entry and competitive position of NY products in the Chinese market. In a collaboration of the NY SBDC and Tangshan Municipal Government, an America’s New York Merchandise Center is being created by the Chinese in the nearby Greater Beijing area as an entry point into the Chinese market for NY beverage, food and complementary products and to maximize NY export opportunities. The America’s New York Merchandise Center is located within the Tangshan Free Trade Zone, which is a one hour drive from Beijing. The exclusive America’s New York Merchandise Center is one of a series of services provided in the free trade zone. The joint effort will greatly improve overall promotion of New York products, particularly wines, and facilitate exporting through direct sales, and will substantially lower the cost of entering the rapidly expanding Chinese market.

The America’s New York Merchandise Center will serve as the

entry point and launch pad that showcases and promotes New York products in a year-round display via the unique direct sale mode to China’s network channels to reach targeted customers. The Center combines the functions of exhibition, promotion, trading, and sales services. This represents a strategic and low cost means for New York products to enter and expand in the Chinese marketplace. It will enable smaller ventures to explore exporting with low risk, substantial cost savings, and without the need to develop an independent distribution network. The NY SBDC’s IBD is working with the ESD’s International Division to support activities to increase exporting by small businesses through the State Trade & Export Promotion (STEP) program. The Global NY Export initiative, under the STEP program, enables eligible wine, beverage and food producers to participate in trade missions and trade shows, and showcase their products at global exhibitions. These activities will implement investment and trade development strategies for NYS. Qualified small business enterprises could apply for reimbursement of export development activity expenses. In September 2015, the NY SBDC helped recruit and organize a group of fifteen wine and beverage producers that participated in NYS wine, beverage and food outlet shows in China.

The **New York State Wine Outlet** (NYSWO), which is located within the China International Exhibition & Trading Center of Wine & Beverage in Shanghai, continues to showcase and promote NYS wine products. In 2015, the NYSWO staff developed materials to promote NY wine products through local media, attended wine trade shows, organized wine promotional events in different regions, and helped NY wineries promote and export their wine products. In 2015, three participating wineries got orders from Chinese customers through the NYSWO for more than 33,000 bottles of wine. The resulting increase in export sales is already motivating interest in exporting in more New York State businesses. More wine, beverage and food producers in NYS are planning to enter the Chinese and Asian markets.

The New York SBDC office in Beijing, China continues to provide assistance to companies entering and expanding their business and trade initiatives in the Chinese market, facilitating matchmaking arrangements with local businesses, coordinating travel and business activities, and supporting investment by Chinese businesses in New York. The Beijing office staff focuses on building cooperative working relationships between Chinese and U.S. companies to enhance business development opportunities. The NY SBDC will work with the Beijing office

columbia fivesky

Fivesky managing member Reza Pourkhomami found the Columbia Harlem SBDC by doing a Google search. When Reza first consulted the SBDC, his company was in startup mode, and he sought assistance with access to capital, business planning, and development of financial projections. Advisor Glamis Haro was impressed by the fact that he had already planned his business mentally. Reza put his plan on paper and started using it as a tool for management. During his second year, he obtained a loan in the amount of \$250k to expand the company’s staff. Fivesky currently has 20 employees, and has expanded to Canada and Europe. Fivesky designs, deploys, and maintains advanced technologies to help customers achieve operational excellence at substantial savings. Fivesky helps businesses add value at every step by providing enhanced access to inventory, streamlined credit, integration with procurement and real time status information. The company’s commitment to excellence has earned Fivesky a sterling reputation in the industry after only a few short years in business. The company offers world-class procurement services at affordable prices, and has continually demonstrated an unwavering commitment to customer service, which has made Fivesky stand out. In 2015, Reza was named New York Circle of Excellence Finalist by the Smart CEO magazine. “The concept of ‘the perfect time’ is a myth,” says Reza. “Work hard, start now, and you’ll find yourself in a different place than where you started.”



corning walushka auto house



his business. Advisor Susan Buchanan reviewed his business plan and helped him make some foundational decisions. Chris started small by self-financing his business with a \$100,000 floor plan loan, and created three jobs. In just a few months, he was selling 30 cars a month. Chris is currently in the process of opening a second location at the other side of Corning. He is hoping to open a third location in the near future. “This business venture is fulfilling a great dream of mine to be my own boss while incorporating my family and providing the flexibility to be a more involved father and husband,” says Chris. “It also provides me a great opportunity to continue to make lifelong friends on a daily basis with anyone who steps through the door at Walushka Auto House”.

to open more markets in different areas under the Chinese sponsorship, the logical next step in promoting New York and its products. Several meetings and exchanges with representatives from varied regions have been held with individuals and organizations interested in developing their own small business service delivery systems, exploring import and export opportunities, and developing partnerships with NY businesses. In 2015, the IBD coordinated and hosted several government and business delegation visits from different regions of China to explore opportunities for business, trade, and investment development.

In September 2015, the NY SBDC participated in the Sino-U.S. Small & Medium-sized Enterprises Forum hosted by the General Chamber of Commerce in the US and Bank of China in New York City. Brian Goldstein represented the NY SBDC at the event, serving as a speaker and one of panelists for the Forum. Other panelists included Howard Zemsky, President and CEO of Empire State Development; Delaware Governor Jack Markell; Stefan Selig, U.S. Under Secretary for International Trade at the Department of Commerce; Guoli Tian, Chairman of Bank of China; and Hong Zhu, Minister for Commercial Affairs at the Chinese Embassy to the U.S.

In 2015, IBD Director Jinshui Zhang began serving as a member of the SUNY Board of Directors for the Confucius Institute for Business (CIB). Inaugurated in 2010, the CIB at SUNY is the fourth of the eight CIBs in the world and the only one in North America.

For more information on the International Business Development program, consult the New York SBDC website, at www.nysbdc.org. Click on the “International Business” button at the bottom of the front page for information.

Teaching entrepreneurship

The Office of Entrepreneurial Education (**oe2**) is committed to promoting entrepreneurship through its educational products: **EntreSkills™**, **EntreSkills™ for Veterans**, and **EntreSkills™ for Entrepreneurs**. All three products are interactive online programs designed to introduce users to entrepreneurship and teach them the skills needed to start and operate, or expand, a business.

EntreSkills is designed to be used by students with a teacher’s guidance, while EntreSkills for Veterans and EntreSkills for Entrepreneurs are designed to be used by adults with guidance from a business advisor.

The original EntreSkills was created for use by high school educators and conforms to the New York State Education Department (NYSED) learning standards, Career Development Occupational Studies (CDOS), and the Common Core Standards. Features include tests and auto-grading, along with resources such as vocabulary worksheets, case studies, and links to additional relevant information.

All three entrepreneurial products offer users a flexible platform from which they can learn at their own pace. The programs may be used in their entirety or selected components may be used, depending on the users’ needs. The programs provide interactivity through the use of case studies, website links, video clips, and a business plan builder.

The embedded Business Plan Builder enables users to create their own business plan by responding to questions. As they work their way through the curriculum, their answers to the questions is captured and compiled into a draft business plan which can then be revised and polished. Once edited, the users have a completed business plan ready for implementation.

EntreSkills undergoes continual revision to ensure users have the most up-to-date information available via user-friendly technology. The oe2 taps into the resources offered by the NY SBDC to make this happen. A new version scheduled to be released in March 2016 features a new user interface and a branding overhaul.

The EntreSkills products have been used outside the traditional high school teacher-student and client-advisor realms. The US Department of Labor has used EntreSkills in its “Start Young Initiative” to promote entrepreneurial skills among disadvantaged youth. The Retired Military Officers Association (RMOA) has used EntreSkills for Veterans as a part of its RMOA Business Institute. The Greater Binghamton Scholastic Challenge, now in its sixth year, uses EntreSkills for its business plan builder. New York community college professors are incorporating EntreSkills into their teaching, and SBDC clients are using EntreSkills to satisfy course hour requirements for the New York State Department of Labor’s Self-Employment Assistance Program (SEAP).

farmingdale

harmony early learning

Allison Ulin, the owner of **Harmony Early Learning**, started her career in the child care industry by entertaining at children’s parties, writing children’s music and teaching Music Together classes. She held on to the dream of owning her own child care center that would give parents a sense of peace that their children are being cared for in a safe and fun environment. In 2012, Allison visited the Farmingdale SBDC looking for guidance with starting her business and working through permitting issues. With the help of SBDC Advisor Erica Chase-Gregory, Allison finished her business plan and developed financial projections. She secured a private loan in the amount of \$550,000. Harmony, which opened in 2013, provides a place where children can learn, create, and explore the world around them. In its first year, Harmony served five children and offered a separate summer program. Harmony Early Learning has grown to be a profitable and well-respected child care program that currently has 51 students in four fully enrolled classes including an infant room, and a waiting list of eight. Allison recently refinanced the original loan and purchased the building in which Harmony is located. Her next goal is to open a second location, and she is working with the SBDC to research properties and financing options. “My partnership with the SBDC has been an incredible experience,” she says. “With the help of the advisors, my business went from an idea to reality. Not only has the SBDC helped my company start, it also continues to help it grow.”



jamestown

jamestown mattress

Jamestown Mattress, a manufacturer of quality handcrafted bedding, was founded in 1886. The Pullan family, the current owners, purchased the business in 1982. Three generations of the Pullan family work for the business, which employs a staff of 35. Jamestown Mattress has an extremely strong and growing wholesale and private label business with nine factory direct retail showrooms across Western New York and Northern Pennsylvania. Customers include institutions, colleges, hotels, other bedding retailers and several internet companies. Jamestown Mattress has been a client of the SBDC since 2012, working with

Advisor Curt Anderson. The primary goal was to establish a new website and then to institute a strong internet marketing initiative to attract new customers. With encouragement from thier advisor, Jamestown Mattress joined the Social Media Intern Program with tremendous excitement. Two interns were placed at Jamestown Mattress to build a Facebook following. The interns also created a fantastic video that provides a tour of the facility and the company history. In June, Jamestown Mattress landed a \$3.5 million contract with the Dormitory Authority of the State of New York, which will involve the manufacture of 6,000-8,000 mattresses per year for the next five years. “The Social Media Intern program was a huge success for us,” says President Jim Pullan Jr. “We’re now in the social media realm and are already seeing the benefits. It truly is a win-win initiative. Keep up the great work - Your group is truly making a difference!”



Training to use the EntreSkills programs is available for individuals and groups upon request.

MWBE Bonding Initiative

In 2015, several of the Regional Centers offered a series of contractor bond readiness workshops for women and minority contractors with the goal of increasing the number of contractors in NYS with the ability to be bonded. This was the eighth year of the NY SBDC’s participation in this effort, and a few additional Regional Centers offered the training. Bonds are the government or customer’s assurance that the work will be completed once it has started. The training helps MWBE contractors to secure bonding, which expands their opportunities to bid on larger projects, or increase their bonding levels. SBDC’s partners in the initiative are the Surety & Fidelity Association of America and Empire State Development. Topics covered in the workshops include construction accounting and financial management, project management, bidding and estimating, surety bonding requirements, and financing. Over the years, the Regional Centers offering the workshops have refined the bond readiness curriculum and the way in which the workshop series is structured, utilizing feedback from the participants and presenters to implement improvements. Most of the workshop participants are established business owners, and most have NYS MWBE Certification. The NY SBDC continues to participate in Empire State Development’s NYS Surety Bond Assistance Program to provide critical credit, training and technical assistance support to qualified small businesses and MWBEs to help them secure surety bonds for State contracts. Small businesses and MWBEs bidding on construction or transportation projects that need assistance securing bid or performance bonds for specific projects are eligible to participate in the NYS program. The NY SBDC provides training and technical assistance to all businesses participating in the program.

Technology and productivity

Technology is one of the core areas identified in the 2015-17 NY SBDC Strategic Plan, which was released at the NY SBDC Staff Training conference in Saratoga Springs in April. The plan states that the SBDC is committed to the development of technology literacy at all levels of the program; to the furtherance of client

technology utilization capabilities; and, to enhance the use of programmatic technology resources to drive operating technology in the Regional Centers through improvements in information utility, efficiency and shared resources. The NY SBDC Technology-Entrepreneur-in-Residence (TEIR) program is still active at the Albany, Binghamton, Brockport and Stony Brook SBDCs even though support from the SUNY Chancellor’s office has been discontinued. The SBDC TEIRs are serial technology entrepreneurs with experience in business modeling, pursuit of SBIR and STTR awards to support product development, intellectual property protection, and funding for new technology products – typically through equity investments via private investors, angel investors and venture capitalists. The Regional Centers with TEIRs have New Technology Company clusters in their service areas and therefore have many of these New Technology Companies as clients. To this end, these SBDCs, through funding from the SBA’s Federal and State Technology (FAST) program, provide seminars and workshops about the SBA-managed SBIR and STTR grant programs.

The Regional Centers participated in a variety of technology-related activities in 2015. In March, Staten Island SBDC representatives participated in a meeting with the College of Staten Island’s Vice President of Information and Technology and his staff to discuss potential clients for SIEDC START-UP NY program. Stony Brook University currently has 19 companies in the START-UP NY program. Only New Technology and certain manufacturing companies are eligible for START-UP NY in the downstate region, which includes both Staten Island and Stony Brook. In July, the Brockport SBDC Director and the NYS FAST Coordinator met with executives from Excell Venture Partners to discuss statewide implementation and promotion of the new \$2 million M/WBE Tech Venture Fund. They also discussed the NYS M/WBE Certification program and application process. In July, the Stony Brook SBDC held its second annual clinic to help companies prepare specific SBIR or STTR grant applications. The first day of the clinic focused on SBIR Phase I applications and the second day focused on SBIR Phase II applications. The Stony Brook SBDC runs a regional SBIR (Equipment) Matching Program funded by Empire State Development, which provides grants that reimburse up to 20% of the cost for eligible laboratory equipment purchased by SBIR winning companies up to a maximum of \$50,000. The funding is in place and applications for the grant are in process. In September, the Binghamton SBDC held a two-day conference on SBIR during which the Greenwood Consulting Group presented material that

laGuardia

michael riotto design

Michael Riotto is the principal of **Michael Riotto Design, LLC** (MRD), a lighting manufacturer and design firm in Long Island City that was established in 2005. MRD designs are modern, contemporary and vintage, and its staff manages all aspects of project work from consultation through product development, sourcing, specification and installation. The company’s mission is to provide the highest quality of service combined with the latest technology and expertise to create successful projects for its clients. MRD manufactures lighting for piers, parks, cruise ships and theaters, among other places. Michael consulted the LaGuardia SBDC when seeking a line of credit to stabilize the company’s cash flow. Director Rosa Figueroa assisted him by connecting him with several lenders. Ultimately, Santander Bank was the best fit for the business. Santander Bank approved a \$100,000 line of credit, which solved the client’s working capital needs. As a result, Michael was able to save 18 jobs and create a new position. Michael has plans to grow the business and will continue to consult the SBDC as needed. “Thanks to the SBDC for all your hard work, efforts and generosity in connecting us with several potential lenders,” says Michael. “I really appreciate all your help and everything you have done with our business to see it grow and succeed.”



mid-hudson

the garden cafe



Lea Fridrich’s love for vegetarian food is only surpassed by her love for people! Lea had her eye on a well-established, well-loved vegetarian restaurant in Woodstock that she knew was for sale, and in June 2014 she offered to purchase it. A customer who frequented the restaurant Lea managed at the time was so impressed with Lea’s skills and passion that she agreed to finance the purchase of the restaurant and to become a limited partner. Lea was left with the task of determining a reasonable valuation for the business and estimating the total amount of financing required to realize her vision for the restaurant. Mid-Hudson SBDC

Advisor Sam Kandel worked closely with Lea to determine a fair valuation, manage the expectations of the private investor/partner, act as a sounding board in the final negotiations, and craft a financial plan moving forward. In late May 2015 the “new” **Garden Café** opened its doors. There were various staff changes, a considerable amount of cleaning, and some redecoration and spiffing up. Part of the plan moving forward was to construct an outdoor juice bar for the garden seating area. It was completed in June and was a big hit all summer long. From day one the reviews have been outstanding and revenues have exceeded all expectations. Business is so good that after only six months Lea took over and renovated the retail space next door to double the indoor capacity. This project is a study in what passion, dedication, tenacity, experience, collaboration, hard work and especially love can accomplish. The Garden Café is definitely here to stay!

covered preparing SBIR proposals as well as the accounting and commercialization of the products being developed. Representatives from the Corning, Niagara and Mohawk Valley SBDCs participated in the conference.

Veterans: Serving those who have served us

The New York State Veteran Business Outreach Center (NYS VBOC) is one of fifteen programs in the country established by the US Small Business Administration (SBA) to serve veterans, service-disabled veterans and their immediate families. VBOC provides outreach in the form of public workshops, targeted business training, counseling, and on-going mentoring for veterans, including service-disabled veterans. The mission of the VBOC program is particularly timely as the nation faces a mass transition of soldiers, sailors, marines, and airmen who are seeking new careers or returning to their small businesses after deployments overseas. VBOC is working with the NYS National Guard, Military Reserve units and veteran service organizations to educate service members returning from deployment.

The NYS VBOC has dedicated Veterans Business Advisors located in the Albany, Farmingdale, Buffalo and Brooklyn SBDCs to perform outreach and service delivery to the veterans’ population in NYS. The VBOC program supports targeted outreach in areas with a dense population of veterans, with online counseling, distance learning, and coordinated resources to improve access to services. Two websites — www.nyvetbiz.com and www.nysbdc.org/veterans.aspx provide information about the VBOC and SBDC programs and access to an electronic request for business counseling form.

The range of veteran-targeted activities conducted by the program in 2015 demonstrates the VBOC program’s absolute commitment to assisting this special client group. The VBOC held several veterans’ small business resource days in various regions throughout the state, and unprecedented numbers of veterans have participated in programs offered by the VBOC program. Key relationships have been fostered and nurtured with academic, political, non-profit and business organizations, which have yielded more robust and well-attended workshops, information forums, and networking opportunities. Strategic partners vary depending upon the region of the state, but some examples of these vital partners are Chambers of Commerce, SBA district offices, Veterans Administration vocational

rehabilitation counselors, legislators, the Watervliet Arsenal, the NYC Mayor’s Office of Veteran’s Affairs, and SBDC host institutions.

VBOC Program Director Amy Amoroso continues to work with state legislators on **OORAH** (Opening Opportunities, Resources and Access for Heroes), a comprehensive, data-driven bill with bipartisan support. It is designed to provide veteran business owners with the same access to economic programs and incentives, including increased opportunities in state contracting, that are currently offered to minority and women business owners.

During the last year, VBOC and SBDC Advisors participated in several transition assistance programs at military facilities for service men and women separating from the armed services. Through the SBA’s and DOD’s **Boots to Business (B2B)** initiative, service members learn the nuts and bolts of how to start and grow a business. They are introduced to the SBA’s resource partner network for support throughout the lifecycle of their businesses. The Watertown SBDC collaborates with the Soldier For Life – Transition Assistance Program (SFL-TAP – formerly the Army Career Alumni Program) at Fort Drum to provide counseling and training to veterans and civilian Department of Defense workers who are out-processing or retiring and interested in self-employment. The Albany VBOC also works with the West Point ACAP offices and The Watervliet Arsenal in the same capacity. Key relationships have been cultivated by VBOC representatives with other veteran support organizations (such as Yellow Ribbon Reintegration Program) to help communicate with transitioning servicemen and women. SBDC Advisors supporting the VBOC team have achieved amazing results with local military commands in supporting out-processing events, career fairs, and ad-hoc educational forums. These efforts have yielded a significant number of counseling requests from veterans and their family members.

National Guard Bases have been reaching out to the NYS VBOC to offer Boots to Business to their service members as well as one-on-one counseling being held directly on base to those service members that request it.

The VBOC, SBDC and SBA have collaboratively delivered 28 Boots to Business classes statewide to 648 veterans. B2B has been taught at three military transition bases in NYS over the past two years - West Point, Fort Drum, and the Saratoga Naval Activity Center. The VBOC and the SBDC are currently in

mohawk valley nortek powder coating

A Cambodian immigrant who escaped the Khmer Rouge in Cambodia in the 1970’s, Borin Keith came to North America, where he learned the powder coating industry. He worked his way into key management and acquired 20 years of experience prior to forming **Nortek Powder Coating**. Borin established his company in 2005 with business plan assistance from Advisor Eugene Yelle at the Mohawk Valley SBDC. Nortek manufactures a wide range of high-quality powder coatings that are sold to industrial and commercial powder coaters throughout the U.S. and Canada. Sales have steadily grown each year since the company's inception. Nortek's manufacturing process and facility are designed to readily accommodate both large and small production runs, with a capacity of over 10 million pounds annually. The company's 45,000 sq. ft. facility in an Empire Zone Rome was originally leased from Mohawk Valley EDGE. In 2014, the company purchased the facility from MVEDGE in anticipation of projected production and storage needs with loans from NBT Bank and NYBDC totaling just over \$1 million. Today, the company is a significant player in the powder coating industry, offering over 200 standard colors. Nortek sells direct and through regional sales representatives, as well as online through its website and online store. The company has sustained an average annual growth rate of 15% per year since its inception. Borin’s accomplishments are an excellent example of self-achievement, and he exemplifies the essence of American entrepreneurship.



niagara faery's golf & landscape

In the fall of 2014 Tony Grenzy decided to purchase **Faery's Golf & Landscape**, a business that had employed him for the last 10 years. He worked with the Niagara SBDC to help make the purchase possible, and Advisor Dinene Zaleski help Tony develop a funding package. This included hours spent developing the narrative, exploring market opportunities, and analyzing the financial feasibility of the project. The comprehensive loan package included multiple funding partners. Tony has grown Faery's Golf & Landscape into a full-service golf course renovation contractor. He has an extensive client list that includes regional courses as well as those across New York State and beyond. Services focus on renovation and construction of all golf course features including tee construction, leveling, bunker renovation and construction, irrigation installation and retrofitting, drainage systems, and much more. The company uses specialty equipment, which means little or no disruption to play and as little damage as possible done to the golf course. Tony retained 12 employees at the time of purchase, added three soon after, and plans to add one or two more in 2016. He is excited about his business’ future. “Dinene was a pleasure to work with,” he says. “Without her and the SBDC we would not be to the point we are at now.”





Message from The State University of New York

The State University of New York is in the business of enhancing people's lives and contributing to the creation of vibrant communities through education. This means providing broad access to high-quality higher education, as well as world-class business advisement through our partners and affiliates.

As the largest comprehensive public university system in the country, SUNY has the power to provide New Yorkers with access to higher education like no other entity. The system enrolls more than a half-million students each year, employs more than 88,000 people in every profession at all levels, and offers more than 7,500 degree and certificate programs. The University's modus operandi prioritizes our vast potential to drive economic growth, nurturing our ability to create jobs, discover new technologies, conduct ground-breaking research, and provide new paradigms for energy use. The SUNY system and its partners help entrepreneurs infuse local communities throughout the state with vibrancy that contribute to a better quality of life.

In collaboration with other higher education partners—CUNY and Columbia and Pace universities—and the U.S. Small Business Administration, SUNY powers the Small Business Development Center (SBDC). Through the SBDC network, SUNY connects to entrepreneurs and business owners and assists them in fulfilling their entrepreneurial goals while guiding them through the challenges of operating a small business in today's economy.

The SBDC assists business owners as they overcome challenges such as access to capital, regulatory compliance, marketing, global competition, expansion, and technology implementation. The SBDC's business advisors provide valuable pro-bono advice, often with SUNY and partnering faculty and students. The SBDC and its partners in the educational and economic development communities can help open doors to opportunities through which New Yorkers can introduce their innovations to national and global marketplaces. Our SBDCs across the state are ready, willing, and able to nurture these businesses and help them plan for success.

SUNY reaches deep into every region and community in New York. Our commitment to serving as the state's foremost generator of big ideas, new knowledge, jobs, and careers is a critical part of making New York the place to be as we continue into the 21st century. More than ever, SUNY looks forward to working collaboratively with our key stakeholders to promote innovation, discipline, and acumen toward helping individuals and businesses overcome challenges and continue on the path to success.

Nancy L. Zimpher
Chancellor



Message from The City University of New York

The great promise of The City University of New York has always been a result of our vision of broad access, affordability and a high quality education for some of the most ambitious young people in our city. Since our founding, in 1847, we have opened our doors to those most eager to climb the ladder to prosperity and to build strong communities, including immigrants, first generation college students and low-income families. We now have 275,000 degree students at our 24 campuses in all five boroughs of New York City.

This pathway to success has produced numerous business leaders, entrepreneurs, 13 Nobel Laureates, high achieving scholars and many of the school teachers, artists and professionals who provide the backbone of our economy and society. By constantly revitalizing our mission and capabilities, we have positioned CUNY for continued success in the decades ahead.

One of our notable partnerships, along with the State University of New York, is with the New York Small Business Development Center. Together, we have supported advances in entrepreneurship and innovation throughout New York City, building careers, providing jobs and invigorating the city's economy.

CUNY is happy to provide a new dimension to economic development through its participation in the StartUp NY program, which authorizes tax-free zones on higher education campuses statewide for new and expanding businesses. Five CUNY campuses, each located in targeted economic communities, host these tax-free zones. CUNY and the SBDC work hand-in-hand through these hubs to help nurture businesses and train leaders in the kind of entrepreneurship that boosts our economy.

In addition, six of CUNY's campuses are home to SBDC service centers. These offices provide one-on-one counseling to aspiring business leaders, customized business research and topical seminars on ways to develop, expand and improve their companies. The CUNY and SBDC partnership is helping New York build stronger businesses and create new jobs that improve our communities.

Our work with the SBDC also helps establish links between our campuses and businesses and industries in the city, ensuring that CUNY students are well prepared for their careers, not only as participants in the workforce but often as leaders in innovation and the development of new fields into the 21st Century.

I am excited about our partnership with the SBDC and leading CUNY into that new future.

James B. Milliken
Chancellor

negotiations to offer the Boots to Business classes at Fort Hamilton in Brooklyn as well as Fort Dix in New Jersey. This year, Watertown SBDC Advisor Robin Stephenson was named by SBA as one of the top five Boots to Business instructors in the nation.

With the huge success of the Boots to Business program, the SBA has decided to adapt the curriculum and host Boots to Business Reboot training geared towards service members that may be currently out of the service as well as for family members, spouses and or dependents. In 2015, the NYS VBOC and SBA have successfully taught at six Reboot training events throughout the State, with most being held at the U.S. Watervliet Arsenal in the Capital District.

As a result of the New York’s success rate with Boots to Business, SBA Washington contacted NYS VBOC to request a list of Veteran Business owners that completed the Boots to Business and are currently in business. A film crew was sent to New York to interview three of the Veteran business owners about their experience taking the Boots to Business class and the resources they used to start or expand their business. The video is currently being shown worldwide at all transition bases. You can view the video on You Tube at this address:
www.youtube.com/watch?v=Af_Kcf-FD68

The Service Disabled Veteran Owned Small Business Act (SDVOSB) was signed into law on May 12, 2014, enabling eligible veteran business owners to become certified and participate in NYS contracting opportunities. The NYS VBOC and SBDC Regional Centers are working with the NYS OGS in all phases of roll out, including application and certification assistance. 160 service-disabled veteran business owners have been certified since November 2014. The program is a huge success and these veteran business owners have been receiving and fulfilling NYS contracts.

There are times when veterans requesting counseling cannot physically meet with a VBOC advisor. To meet that need, EntreSkills for Veterans, an online educational tool that teaches the basic concepts of business ownership, is available 24/7 for those with Internet access. The online tool includes lessons on developing a small business concept, legal and marketing issues, financial statements, and ultimately enables the user to build a business plan suitable for financing. There is a link from the Veterans page on the SBDC website, as well as a direct link from the SBDC home page. EntreSkills is available for all veterans,

particularly those unable to participate in more traditional educational and work environments.

The SBDC Research Network

Since 1991, the professional librarians of the SBDC (known collectively as the Research Network) have worked quietly behind the scenes for the small business owners of New York. Their primary function is to provide value-added research to help clients meet their varied information needs. They also provide expert advice on where to turn for more information as future needs demand.

Frequent research needs include knowing the current regulatory environment for a client business; where to find local sources of inventory and equipment; how to identify reputable contacts in a foreign country; and how to better utilize sophisticated demographics databases to target a market.

Because requests from a more information-literate clientele have been increasing in complexity, it remains paramount that SBDC advisors stay atop of the latest technological trends relating to information sharing, creation, and distribution. The librarians of the Research Network have access to webinars from the Special Libraries Association to improve their skills. They also access the Lynda.com website, where content on myriad professional subjects is available.

The Research Network underwent a significant reduction of its print catalog during the past year. Digital versions of traditional business reference materials have become the dominant medium (as opposed to print). The remaining print materials will be augmented to reflect general business topics of interest to business advisors and their clients.

SBDC advisors continue to advance social media as a vital marketing tool for a business. The Research Network serves as a point of contact for the Regional Centers, providing them with guidance on how to navigate the ever-changing social media landscape.

For each and every SBDC client business, the Research Network maintains its dedication to value-added, customized research, as well as improving its collection of materials, educational materials, and communications tools.

north country lake champlain physical therapy

Lake Champlain Physical Therapy is a new clinic in Crown Point owned and operated by Leonardo Lopes-Gomes, a board-certified physical therapist. When working at a local hospital, Leo noticed that patients were willing to wait two to three weeks to schedule an appointment with him, and was inspired to start his own successful practice. After eight years at the hospital, Leo took the plunge and decided to start his own business. Lake Champlain Physical Therapy offers a full-range of physical rehab services for the general population in the greater Southern Essex County & Ticonderoga Area with state of the art equipment and personalized one-on-one physical therapy. Leo may expand the practice in the future to include other therapies and wellness services such as massage therapy, acupuncture, fitness classes and wellness programs. Due to limited collateral, the bank required an SBA guarantee to facilitate lending. Leo visited the North Country SBDC for assistance in preparing a business plan and financial projections to secure funding. Advisor Angela Smith worked with Leo to carefully identify all startup costs and research the local market to build realistic financial projections for this rural practice. The outcome was a well-rounded business plan and financials, which resulted in the approval of a \$50,000 7(a) SBA guaranteed loan though Glens Falls National Bank. “The SBDC provided me with invaluable service, excellent feedback and advice,” says Leo. “They were very attentive and the bank said it was the best business plan they ever saw.”



onondaga n.k. bhandari architecture & engineering

Christopher R. Resig became President and owner of N.K. Bhandari Architecture & Engineering, P.C. (NKB) in January 2015 after his brother Jim became ill. For more than 35 years, NKB has provided architectural and engineering services for federal, state, health, corporate, industrial, education, and facilities organizations. Chris has been with the firm for 18 years and he and his brother became co-owners in 2012. The firm acquisition was a private transaction that involved both financing by the seller and cash provided by the client. The seller also financed working capital with the client and the client

secured a line of credit from Key Bank. The sale saved nine jobs and created four new jobs. Since becoming the sole owner, Chris has focused on growing and diversifying the business, and has been working with Advisor Joan Powers at the Onondaga SBDC on an ongoing basis to develop strategies and resources available for the acquisition and leadership transition. The firm’s projects include: restoration of the Hanley Federal Building in Syracuse; expansion of the Massachusetts National Cemetery in Bourne, MA; and a new parking structure at the Veterans Administration Medical Center in San Juan, PR. Recently the firm has been selected as the most highly qualified small business design firm and probably will be awarded a \$12,000,000 term contract with the General Services Administration Special Projects Division. For this contract, NKB would provide architectural and engineering services throughout the northeastern United States at a wide range of federal installations. As a result of this contract and other revenue streams, Chris is assessing office requirements for existing and new employees needed to satisfy the anticipated workload.

Our Website

NYSBDC.org is the online home of New York Small Business Development Center and the place where clients, potential clients and stakeholders can go for up-to-date information about the program. With more than 167,000 visits in 2015, the website hosts guidance on starting or operating a business in New York State, information on local training events, and Regional Center contact information. Users can make an appointment for counseling or ask a question through the website, beginning the process of online counseling for those less able or willing to come to a physical SBDC location. Data drawn directly from the WebMQS data management system provides up-to-the-minute statistics on economic impact and job creation. The faces of SBDC clients appear throughout the site, highlighting how the program helped their small businesses succeed.

In addition, social media tools allow for more online interactivity with the SBDC. By the end of 2015, the New York SBDC had attracted 1,674 Facebook fans and 2,570 Twitter followers. The SBDC also maintains a presence on Google +, LinkedIn, Pinterest and YouTube. One of the great strengths of social media is that it enables the NY SBDC network to share information from all over the State and the country. 2015 saw increased efforts to coordinate that sharing, promoting stories and events from Queens to Niagara Falls. Posts about or for the NY SBDC network use a common hashtag, like #nysbdc, to link related content. The hashtag #SBDC links SBDCs all around the country.



Our Vision

The New York SBDC brings world class business expertise to the Small and medium-sized enterprise (SME) community.

Our Mission

The New York SBDC, as the premier SME access and service delivery network, provides customized solutions through highly effective advisement, education & research; provides individualized economic assistance; and advocates for SMEs, entrepreneurs, and innovators while addressing business’ evolving needs.

pace
GKIDS Inc.

GKIDS is the distributor of top-caliber, award-winning animated films from around the world. It was ounded in 2006 by Eric Deckman, who is also a founder of the New York International Children’s Film Festival. The company has scored four Best Animated Feature Oscar nominations, the most for an independent distributor, with *The Secret of Kells* (2010), *A Cat in Paris* and *Chico & Rita* (2012), and *Ernest & Celestine* (2014). As his business grew, Eric found that many NYC banks were unable to understand his industry and financing needs. GKIDS purchases rights upfront and receives the revenue in future periods. The revenue stream was fairly consistent and predictable but banks were unwilling to open their minds to his industry. The demand for GKIDS products were increasing and further investment was needed. Eric explained these difficulties to Advisor Rawle Brown at the Pace University SBDC, who was impressed with Eric’s depth of experience and industry knowledge. Rawle reached out to several local bank contacts and received a similar response. Eric decided he was too busy to spend more time on financing and eventually put his capital raising plans on hiatus. Several months later, Rawle was introduced to Roy Berman from City National Bank (CNB), a West Coast bank that was well versed in the film and creative industries. Rawle connected Eric to CNB and the synergy was immediately apparent. CNB approved a line of credit for Eric and they are currently working on other aspects of financing. Eric looks forward to growing his business with the assistance of CNB.



queens
blue sky landscaping services



Blue Sky Landscaping Services, Inc. was started in March 1998 to provide landscape design, installation and maintenance. The woman-owned small business located in Howard Beach in Queens, was forced to close in October 2012 when Superstorm Sandy made landfall in New York City and devastated the business and the neighborhood. More than anything else, Joanne McNeil, Blue Sky’s owner, needed financial assistance to re-open her business, and she was seeking funds for renovation, equipment, and working capital. The storm had destroyed the business physically and economically. In November 2012, Joanne initially talked to York SBDC Advisor Brian Yeung at the Disaster Relief for Small Business Forum. Over the subsequent months, Brian worked with Joanne to assemble the documentation for disaster loan and grant applications. Ultimately the SBDC was able to help Joanne get a disaster loan from SBA and a NYS Sandy grant and loan from NYBDC, which gave her the working capital she needed to get the business started again. With the disaster funding, the business was able to re-open and provide its full range of services. Joanne also was able to add green and organic services to her business. She created two new jobs and saved six. Blue Sky is proud to be a member of the Nassau Suffolk Landscape Gardeners Association, New York State Landscape and Grounds Association and Cornell University Cooperative Extension.

National and Regional Awards

US Small Business Administration Awards

- 2015 Boots to Business Instructor of the Year**
Robin Stephenson, Advisor, Watertown SBDC
- 2013 Veterans Business Outreach Center of the Year**
(for hard work, innovative ideas and dedication to the veterans community and a role in driving the nation’s economic growth)
- 2013 SBDC Service Center Excellence & Innovation Award**
Albany SBDC – National Finalist (also a National Finalist in 2009)
- 2012 Veteran Small Business Champion**
Robert Piechota, Director, Brooklyn SBDC
- 2010 SBDC Service Center Excellence & Innovation Award**
(for the innovative way it champions small businesses while providing programs and services for entrepreneurs)
Watertown SBDC
- 2008 Veteran Small Business Champion**
Patrick MacKrell, President and CEO
NYBDC, Albany
SBDC Advisory Board
- 2003 National Phoenix Award**
Outstanding Contributions to Disaster Recovery by a Public Official
Jim King, State Director
NYS SBDC
- New York State Awards**
- 2013 NYS Assembly Citation - 104th District**
(In appreciation and recognition of your work with thousands of businesses, helping them to invest in the area’s local economy and to create and save jobs)
Mid-Hudson SBDC
- 2006 Small Business Advocate of the Year**
Ray Nowicki, SBDC Advisory Board
- 2005 Library Journal Notable Document Award**
NYS SBDC Research Network - What’s Your Signage?
- 2004 (& 1996) Small Business Advocate of the Year**
Lee Borland, SBDC Advisory Board
- 2003 Governor’s Award - Small Business Organization of the Year (non-profit)**
NYS SBDC - World Trade Center Small Business Recovery Loan Fund
- 2002 Small Business Advocate of the Year**
Loretta Kaminsky, SBDC Advisory Board
- 1997 Governor’s Award - Small Business Organization of the Year (non-profit)**
NYS SBDC

Regional and Local Awards

- 2014 African-American Heritage Celebration Leadership Award**
Clarence Stanley, Director, Bronx SBDC at Lehman College
- 2014 King of Kings County**
(For outstanding leadership and contribution to the Brooklyn community)
Dean Balsamini, Director, Staten Island SBDC
- 2014 Queens Courier’s 12th Annual Top Women in Business**
Rosa Figueroa, Director, LaGuardia SBDC
- 2013 President’s Award for Exemplary Community Engagement from the University at Albany**
(for enhancing economic and social development in distressed communities)
Albany SBDC
- 2013 Paul Harris Award from the Five Rotary Clubs of Staten Island**
(for outstanding service with the SuperStorm Sandy relief effort)
Staten Island SBDC
- 2013 Community Service of the Year award from the National Black MBA Association - Metro NY Chapter**
(in appreciation for hosting the CASH/Leaders of Tomorrow program at the Business School)
Columbia-Harlem SBDC
- 2012 Entrepreneurs’ Hero Award from Clarkson University’s Reh Center for Entrepreneurship**
(for providing resources that increase the viability of multiple entrepreneurs)
Dale Rice, Director, SUNY Canton SBDC
- 2012 Tribeca Disruptive Innovation Award from The Tribeca Film Festival, in association with Harvard Business School and the Disruptor Foundation**
(for an innovative way of looking at, and changing the world)
Small Enterprise Economic Development (SEED) Program - Albany SBDC and the University at Albany
- 2010 Award of Excellence in Community Development from the University Economic Development Association**
(for work in developing stronger communities)
Organization of Latino Entrepreneurs (Olé) Program - National Finalist
- 2009 Trade Partner of the Year from Tech Valley Global Business Network**
(for active participation in the international trade arena)
NYS SBDC International Business Development Program

rockland cornerstone restaurant

The **Cornerstone Restaurant** in Congers opened in September 1994 when owners Barbara Nochturft and Andrea D’Andrea, who had previously worked together, decided to start a venture on their own. Since 1994, the pair has served clientele savory and healthy breakfast and lunch options, and looked forward to growing the business. When Superstorm Sandy hit, an extended power outage forced the Cornerstone to close, caused extensive inventory losses, and derailed their growth plans. Further complicating the restaurant’s recovery was the inability of suppliers to deliver fresh inventory as soon as the storm passed because many roads were still inaccessible. With true entrepreneurial spirit, Barbara and Andrea never quit. They continued to pay their employees, who could not afford to lose their wages. The Cornerstone staff cleaned out spoiled food and prepared to re-open. When Barbara and Andrea learned about the disaster assistance available, they reached out to Advisor Andrea Giraldo at the Rockland SBDC Business Recovery Center. She helped them to quantify their losses, develop the required documentation, and set the Cornerstone on the path to recovery. Barbara and Andrea received \$34,777 in direct NY Rising assistance, which enabled them to re-open the restaurant and get back on track for growth. They have now doubled in size and have hired two new employees to handle the additional demands of their new space. Barbara and Andrea say they are once again “envisioning a bright future now that the SBDC has cleared the storm clouds from our horizon!”



assistance of the El Paso SBDC office. That office reached out to the Staten Island SBDC when the business needed financing, and Johnny was referred to Staten Island Advisor George Telmany. He reviewed their business plan and cash flow projections, verifying that they were realistic and clarifying the weekly revenues needed for a successful business. George told the clients about a newly created veteran loan program offered by the Renaissance Economic Development Corporation and they submitted an application. The clients were quickly approved for a \$48,000 veteran loan at a 4% interest rate. As they were beginning the build out, they were faced with two unexpected problems: work on the NYC gas lines and extra work needed at the storage space they were leasing. Renaissance representatives conferred with George about the brother’s request for a loan increase of \$25,000 to deal with these issues. Ultimately, an increase of \$20,000 was approved, bringing the total investment for the project to over \$150,000.

Advisor of the Year

At the Annual Staff Training event in April, the SBDC recognized five outstanding Business Advisors from across the State with “Advisor of the Year” awards, signifying their consistent excellence in providing professional services, generating positive outcomes, and creating client satisfaction. Outcomes achieved in terms of economic investment and job creation are key determinants in selecting these awardees. **Walter Reid** (Farmingdale) received the top honor in 2015 - *Advisor of the Year*. Also among the top advisors in NYS this year: **Ann Garbarino** (Stony Brook), **John Skrobela** (Albany), **Kate Baker** (Albany), **Ken Homer** (Binghamton), and **Ritu Wackett** (Stony Brook). The consistently outstanding performance of these advisors has earned them recognition as top advisors several times in recent years.

In addition, three other individuals received special awards at the annual awards dinner. One Business Advisor for her contribution to the Hurricane Sandy disaster assistance effort at her center, **Assunta (Sue) Cuttone** (Farmingdale), and another Business Advisor for his support of his Center Director and his colleagues, **Ed Piszko** (Staten Island), received the *Lead by Example* award, which is given to individuals who provide outstanding service in special projects, publications development, mentoring, and other activities beyond routine counseling and training. **Patricia Demarco**, secretary at the Rockland SBDC, received the *Above and Beyond* award, which is presented to clerical staff for outstanding performance in support of their center.

Sam Kandel, Business Advisor at the Mid-Hudson SBDC, was honored with the *2015 Star Performer Award* by the Association of Small Business Development Centers at their annual conference in San Francisco, CA. In his 13 years with the SBDC, Sam has counseled more than 2,040 small business owners and entrepreneurs. These individuals invested more than \$93.6 million in their businesses and created and saved more than 2,090 jobs. The Advisors of the Year and Star Performer award winners are examples of the dedication and expertise of the SBDC’s extraordinary cadre of Business Advisors.



Top Advisors in 2015 – (Pictured from left) Ann Garbarino (Stony Brook); State Director Jim King; Advisor of the Year Walter Reid (Farmingdale); Ken Homer (Binghamton); Kate Baker (Albany).

stony brook
mindwick, inc.

Elena Yakubovskaya, a research scientist in the Pharmacology Dept. at SUNY Stony Brook, received her Ph.D. in the field of molecular and structural biology from the Institute of Molecular Biology in Moscow. About 10 years ago, she was one of the founders of SchoolNova, a Stony Brook University program that provides supplemental STEM instruction on weekends for elementary school students. Elena is currently the director of a summer STEM educational camp for gifted students. During 2014, Elena decided to sharpen her focus on STEM education by starting **Mindwick, Inc.** to promote early science education among public elementary school students (grades 1-3). When she needed assistance with her venture, Elena was pleasantly surprised to discover that the SBDC was conveniently located on the Stony Brook campus. Elena has worked with Senior Advisor Bernie Ryba for the past two years and attended two SBIR/STTR workshops that were held on campus to learn more about submitting applications for grant funding. In June 2015, Mindwick was awarded a \$150,000 Phase I SBIR grant from the National Science Foundation (NSF) to develop “Ready for STEM,” a new educational program for improving reasoning skills in elementary school students. Elena intends to apply for a Phase II \$750,000 NSF grant and two new Phase I grants at other agencies in 2016. Elena joined the Stony Brook incubator system in September 2015 and is confident that with the support of the Stony Brook SBDC her dream of developing a commercialized version of “Ready for STEM” can be realized.



watertown
medical gas technologies inc.



David Farrell was working with a private contractor doing work at Ft. Drum when he learned that the contractor had lost his contract. Meanwhile, his friend Bryan Benson was working part-time with a local company, **Medical Gas Technologies, Inc.** (MGT), that services, tests and performs maintenance on medical gas and vacuum systems. The market for the company’s services includes hospitals, doctors’ offices and even veterinary clinics. MGT’s owner wanted to retire, and Bryan needed a partner to help purchase, operate and expand the business. David entered the NYS Department of Labor Self Employment Assistance Program to retain his unemployment benefits and attended the Watertown SBDC’s seven-week Entrepreneurial Training course. With the assistance of SBDC Director Eric Constance, the business plan came together, supported by financial forecasts and research information. The business needed an employee with a Federal license to verify the service process, and Bryan was able to acquire a license based on his experience working with the previous owner of MGT. They purchased the business with a combination of owner financing, private investors and client cash investment totaling \$361,500. The partners are on the road several days a week and have added several facilities to their customer list. While the business currently operates just within New York State, its owners are looking to adjoining states as a future market. The new company has seen success as it continues to grow its client base and may be adding employees in the future.

2015 Entrepreneurs of the Year

The Albany SBDC and Central Office hosted the 2015 New York SBDC Staff Training Conference, which was held at the Gideon Putnam Hotel in Saratoga Springs. At the awards banquet, the best and brightest entrepreneurs of the year were honored. The 2015 “Entrepreneurs of the Year” are pictured here. For more information about these entrepreneurs and their businesses, visit www.nyssbdc.org.



Phoenix Award
Jonathan Randazzo
Castaway Bar and Grill
Farmingdale SBDC



Woman Entrepreneur of the Year
Donna Williams
FieldGoods.com
Mid-Hudson SBDC



Technology Business of the Year
Janine and Walter Szczepanski
Helios Remote Sensing Systems, Inc.
Mohawk Valley SBDC



Minority Entrepreneur of the Year
Marc Alleyne
Spartan Demolition Company LLC
York SBDC



Manufacturer of the Year
Sonya and Alejandro del Peral
Nine Pin Ciderworks
Albany SBDC



Agricultural Entrepreneur of the Year
Steve, Susanne, Peter and David Messmer
Lively Run Goat Dairy
Binghamton SBDC



Exporter of the Year
Tom Kryzak
Air and Earth
Albany SBDC



Innovative Entrepreneurs of the Year
Michael and Susan Shea
NYC Daylighting
York SBDC



Veteran Entrepreneur of the Year
Chris Nolte
Propel Bikes
Brooklyn SBDC

Boots to Business Instructor of the Year: Robin Stephenson, Watertown SBDC

Advisor **Robin Stephenson** from the Watertown SBDC has had a few interesting experiences this year. She has been working with veterans and active service members at nearby Fort Drum for about eight years, providing training and counseling to those interested in small business ownership. Robin presents the *Boots to Business* program on Fort Drum on a monthly basis through the *Soldier for Life - Transition Assistance Program*. In addition, she conducts a monthly two-hour briefing called “Build Your Own Business” to military spouses interested in starting a business. When U.S. Secretary of Defense Ashton Carter visited Ft. Drum in March, Robin was invited to be in the group that



SBA Administrator *Maria Contreras-Sweet* and Watertown SBDC Advisor *Robin Stephenson*

met with him. She had the opportunity to talk to him about what the SBDC does for individuals transitioning out of the military. Thanks to Robin’s work at Fort Drum over the past eight years, the facility was one of the first nationwide to offer the Boots to Business training that was launched by the Department of Defense in 2013. In November, Robin travelled to Washington, DC to accept an award from SBA for her work at Fort Drum. She was one of the five individuals from across the nation recognized as *“Boots to Business Instructors of the Year.”* She and the other award recipients were honored for “their expertise, their dedication and for their skill in inspiring so many veterans to pursue their dream of business ownership.”



NY SBDC Participates in White House Initiative to Promote Entrepreneurship

In September, NY SBDC State Director **Jim King** and **Rector José Morales Orozco** from the ITESO-Universidad Jesuita de Guadalajara signed a Memorandum of Understanding (MOU) to implement joint actions to support entrepreneurship in the United States and Mexico. ITESO stands for Instituto Tecnológico y de Estudios Superiores de Occidente, which translates to Western Institute of Technology and Higher Education. Mid-Hudson SBDC Director **Arnaldo Schwerert** travelled to Guadalajara in late September to be the NY SBDC’s official representative at the signing ceremony. The NY SBDC-ITESO MOU stipulates that the two organizations will cooperate to exchange ideas, methods and technologies for advisory services to small businesses and participate in trade missions and activities to promote trade between the two nations. With the signing of the MOU, the two organizations are now partners in the Small Business Network of the America program, a White House initiative launched to promote entrepreneurship and innovation throughout the Western Hemisphere. Participants build lasting International Sister Center partnerships with the goal of helping small and medium enterprises take advantage of business opportunities and create jobs throughout the region. Roughly 80 organizations from 17 countries, including Canada, Mexico, and Brazil, are expected to participate in the program. The program is supported by the SBA, US Department of State, and the Association of Small Business Development Centers.



ITESO Rector *José Morales Orozco, SJ* (left) and Mid-Hudson SBDC Director *Arnaldo Schwerert* in Guadalajara

NY SBDC Hall of Fame Members

Adirondack Champlain Guide Service (Plattsburgh) - 2004
All Bright Electric (West Nyack) - 2004
Alteri Bakery, Inc. (Watertown) - 2004
American Rock Salt (Retsof) - 2004
Audubon Machinery Corporation (North Tonawanda) - 2007
Candlelight Cabinetry, Inc. (Lockport) - 2004
Cedar Knoll Log Homes, Inc. (Plattsburgh) - 2008
Chautauqua Woods (Dunkirk) - 2004
Designer Glass, Inc. (Queens) - 2004
Donut Connection (Jamestown) - 2004
Flight 9 Group, Inc. (New City) - 2004
Foro Marble Company (Brooklyn) - 2004
Gooding Company, Inc. (Lockport) 2007
Hartgen Archeological Associates, Inc. (Rensselaer) - 2004
La Palapa (Manhattan) - 2004
Laurel Ave Café Corp. (Binghamton) - 2004
Les Enfants Montessori School (Astoria, Queens) - 2004
License Monitor (New City) - 2006
Life Style Street Gear (Buffalo) - 2004
Lou-retta's Custom Chocolates (Buffalo) - 2004
Matrix Imaging Solutions (Sanborn) 2005
Mid-Hudson Communications Inc. (Pine Bush) - 2004
Multi-Media Services (Corning) - 2004
Neil’s Archery (Endicott) 2008
Never Alone, Inc. (Hurley) - 2004
Otis Products, Inc. (Lyons Falls) - 2004
Potsdam Agway (Potsdam) - 2004
Pro-Mold, Inc. (Rochester) - 2004
Relax on Cloud Nine (Staten Island) - 2005
Rose's Funeral Home, Inc. (North Bayshore) - 2004
Route 11 Truck and Equipment Sales (Canton) - 2004
Salem Organic Soils (Staatsburg) - 2004
Shining Stars Daycare (Manlius) - 2007
Sullivan County First Recycling & Refuse, Inc. (Woodbourne) - 2004
Swigonski Management Group (Sherrill) - 2004
TarJac (Waterloo) - 2004
Total Electric Distributors (Staten Island) - 2004
Tutor Time (Medford) - 2004
United Biochemicals (Sanborn) - 2008
Ursula of Switzerland (Waterford) - 2004
W.L. Concepts and Production (Uniondale) - 2004

SBDC Advisory Board

The New York SBDC Advisory Board serves the program by providing insight, guidance, and support to the State Director and the network of Regional Centers. The Board members, a diverse group of small business owners and others with small business interests, meet a few times a year to discuss SBDC and small business issues. In 2015, Advisory Board members attended the annual Staff Training event and met with SBDC Business Advisors. The SBDC appreciates the board’s tremendous contributions to the program.

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Mohawk Valley client **Michael Marchio** (center) of **Toast Tees** celebrates the Grand Opening of his custom apparel store in Utica. Also attending were Utica Mayor **Robert Palmieri** (left), and **Meghan Fraser McGrogan**, Executive Director of the Greater Utica Chamber of Commerce (right).



In September, the NY SBDC business & trade delegation attended a matchmaking event with local companies and government economic developers in Taiyuan to explore business opportunities and cooperation in Shanxi Province.



At Staff Training, NY SBDC staff members from across the region who provided services in the areas impacted by Hurricane Sandy, were recognized for their efforts. They dedicated countless hours to assisting small business owners whose businesses were affected by the storm.



Senator Kirsten Gillibrand visited Tam Ceramics in Niagara Falls, a Niagara SBDC client. She was there to announce new legislation which will help small businesses expand their manufacturing operations and create/keep high-skilled manufacturing jobs in the United States.



The NY SBDC participated in the Sino-U.S. Small & Medium-Sized Enterprises Forum hosted by the General Chamber of Commerce of the U.S. and Bank of China in Manhattan. NY SBDC Director of Operations **Brian Goldstein** spoke at the Forum, along with U.S. and Chinese government officials.



Business Advisors certified in 2015: (From left) **David Chiaro** (Farmingdale), **Melissa Zomro** (Onondaga), **David Bull** (Onondaga), **Gifty Oduro-Ostrander** (Stony Brook), **Benigno Sam Ballena** (Bronx), **Andrew Delmonte** (Buffalo), **Jocelyn Thornton** (Binghamton), and **Susana Ortega** (Stony Brook).



The Rockland SBDC's 4th Annual Hispanic Business Awards Luncheon was held in Haverstraw in October. The event recognizes successful Hispanic Business and Civic leaders in the community. (From left) **Steve Breen**, Branch Manager, M&T Bank, State Assemblyman **Ken Zebrowski**, **Susan Oelkers-Ramos**, Environmental Construction Inc. - Rockland SBDC 2014 *Latina Entrepreneur of the Year*, **Rafael Espailat**, El Clarin Newspapaer, **Howard T. Phillips**, Haverstraw Town Supervisor



NY SBDC State Director **James King** (3rd from left) and his delegation met with **Zhang Bo**, Director General of Shandong Department of Environmental Protection, and his staff to promote bilateral business development and opportunity.



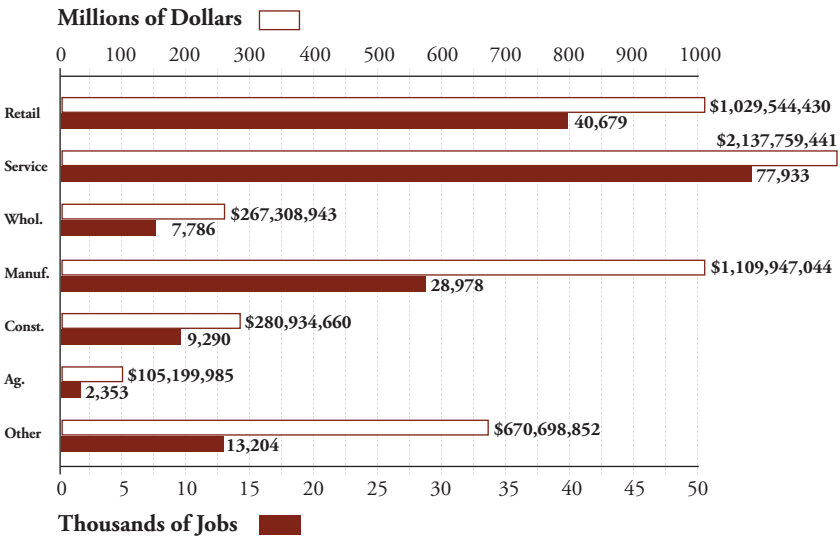
Congressman **Daniel Donovan, Jr.** (NY-11) and Staten Island SBDC Director **Dean Balsamini** at a Rotary Club event.



York SBDC Director **Harry Wells** and **Fred Hochberg**, Chairman and President of the Export-Import Bank of the U.S. at a White House briefing on international trade in November.

SBDC 2015

Business Sectors
Economic Impact
(From Inception)



Program Inception to September 30, 2015

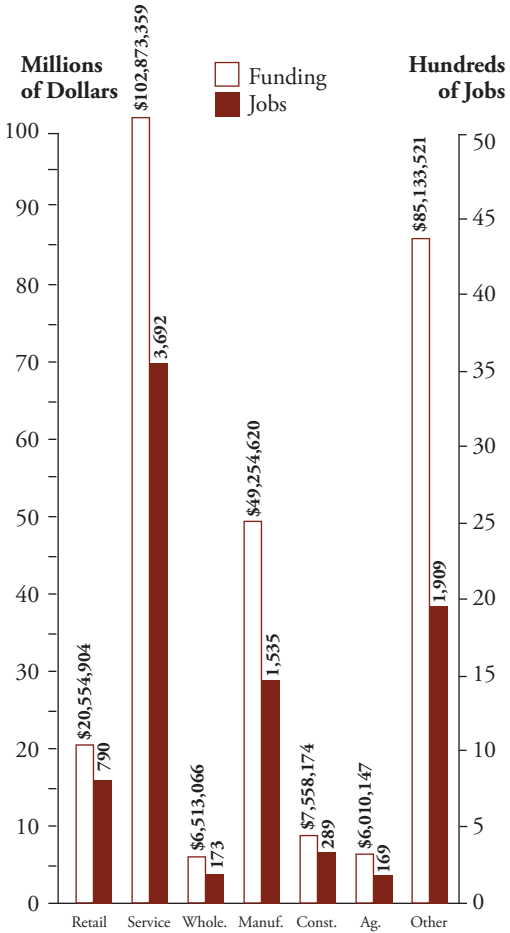
Total Investment Impact: **\$5,601,393,355**

Total Number of Jobs Created: **111,249**

Total Number of Jobs Saved: **68,974**

Investment in niche market and specialized manufacturing continues to grow in New York.

Business Sectors
Economic Impact
(Fiscal Year 2015)



October 1, 2014 - September 30, 2015

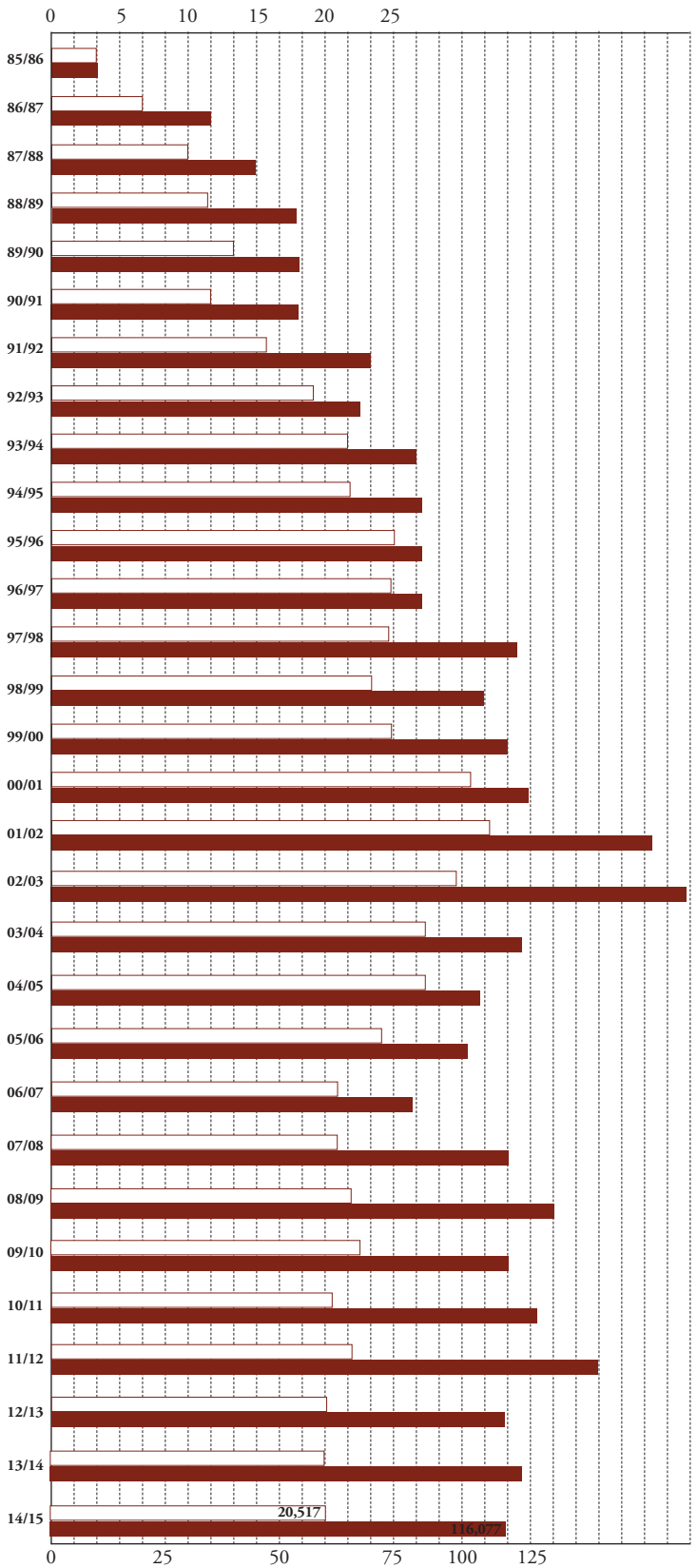
Total Investment Impact: **\$277,897,791**

Total Number of Jobs Created: **2,903**

Total Number of Jobs Saved: **5,580**

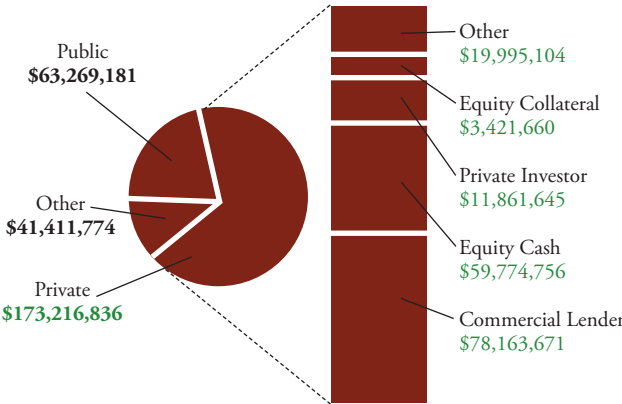
In just the past 12 months, SBDC clients invested more than **\$275 million** to impact more than **8,000 jobs**.

Counseling Statistics
(From Inception)



Thousands of Clients
Thousands of Hours

Funding/
Investment
(Fiscal Year 2015)



October 1, 2014 - September 30, 2015

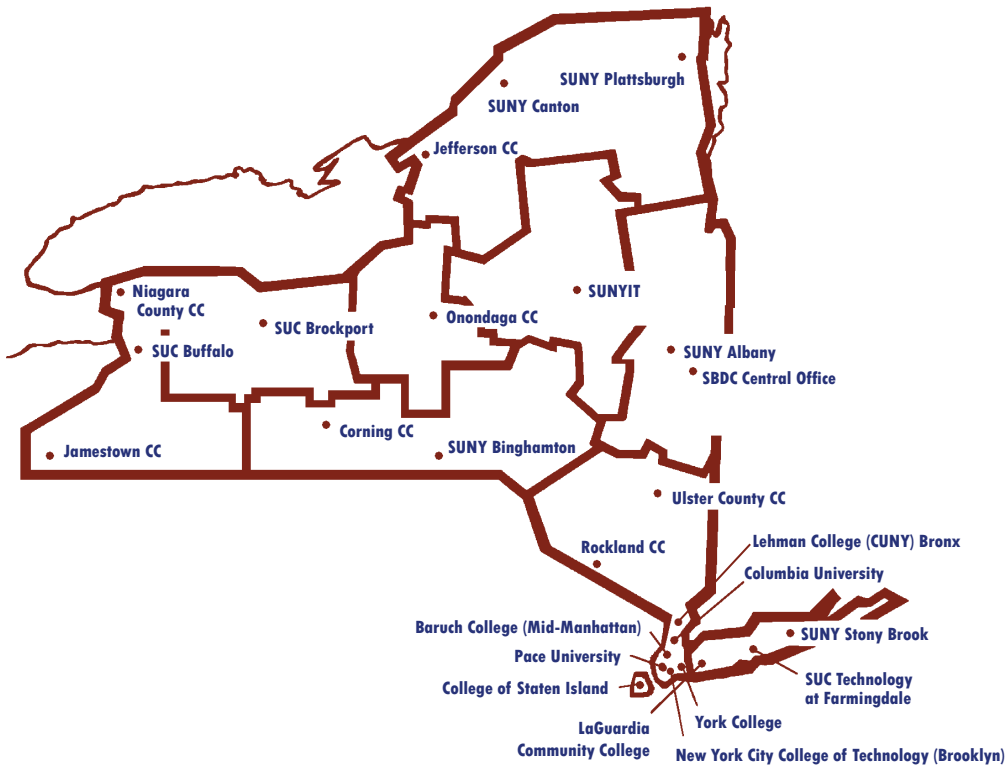
Total Investment: **\$277,897,791**

Scarce owner equity is leveraged by public and private funding to bring entrepreneurs' dreams to life.

SBDC Regional Centers

The statewide network of 24 SBDC regional centers – and numerous full-time outreach locations – is a fully integrated and interactive small business consulting and training delivery system. The New York State SBDC Central Library in Albany supports the system with up-to-date business information and electronic search mechanisms. When you seek business counseling at one of the SBDC’s regional centers, the resources of the entire system are at your disposal. The centers and founding dates:

7.1.84	Albany	8.15.88	Stony Brook
7.1.84	Binghamton	9.1.93	College of Staten Island (CUNY) / Staten Island
7.1.84	Buffalo	9.1.94	Baruch College (CUNY) / Manhattan
7.1.84	Niagara	10.1.98	SUNY Canton
10.1.85	Farmingdale	12.1.98	SUNY Plattsburgh
10.1.85	Mid-Hudson (Ulster County Community College)	1.1.00	Lehman College (CUNY) / Bronx
4.1.86	Watertown	10.1.01	LaGuardia Community College (CUNY) / Queens
7.1.86	Jamestown	1.1.08	Rockland Community College
7.1.86	Utica / Rome	4.1.08	New York City College of Technology (Brooklyn)
9.20.86	Onondaga / Syracuse	1.15.09	Columbia University
10.1.86	Pace University / Manhattan		
4.1.87	Corning		
4.1.87	Brockport / Rochester		
8.15.88	York College (CUNY) / Queens		



Message from The Governor

New York is a state of opportunity once again, and our goal is to reach even higher. Business - the engine that pulls the economic train - is rebounding from the recession and Hurricane Sandy. It's critical that we keep the economy growing, and job creation is central to these efforts. Comprising 98% of our business population, small businesses are the life blood of New York and ground zero for job creation, and we will continue to do all we can to support them.

All across the world, regional job growth is consistently linked to not only small business but higher education institutions. That's why we're taking our SUNY and CUNY systems and turning them into commercialization and job generators, pairing one of the best higher educational systems in the world with New York-based entrepreneurs and small business owners. The New York Small Business Development Center (NY SBDC) is an integral part of that process.

The SBDC network of regional centers is located on college and university campuses throughout New York, collaborating with the U.S. Small Business Administration (SBA) to foster entrepreneurship, innovation, and growth through assistance to businesses, communities, and regions throughout our state. The SBDC staff has helped more than 411,000 New York entrepreneurs and small business owners start, grow, and expand their business and local economies by investing \$5.9 billion creating and preserving more than 181,000 jobs. The SBDC's customized approach has helped businesses and entrepreneurs prosper while facilitating access to university-based resources, converting ideas into products and services for the marketplace.

The SBDC not only helps business owners survive in challenging economic times and thrive in better times, it also helps entrepreneurs impacted by natural and other disasters rebuild their business, support their families, and communities across our state. The SBDC's ongoing work with business owners impacted by Hurricane Sandy has been particularly exemplary. In collaboration with my Office of Storm Recovery, SBDC Advisors have helped thousands of resilient business owners secure grants and loans to rebuild their business and retain thousands of jobs. Together, we've faced the biggest challenges and overcome obstacles while working to minimize the impact of future disasters.

New York is once again leading the way through partnership, innovation, and excellence. Working together, we are making New York stronger, better, and more competitive. I applaud SUNY and CUNY and their partners for continuing to work together to help small business owners and entrepreneurs lead our economy forward and create jobs. With our innovative economic development strategies and one of the best education systems in the world, we will continue to build a better state and a better future for all New Yorkers.

Andrew M. Cuomo
Governor of New York State