



SAN ANTONIO
SMALL BUSINESS DEVELOPMENT CENTER
THE UNIVERSITY TEXAS AT SAN ANTONIO

2010

ANNUAL
REPORT



BUILDING THE TEXAS ECONOMY
ONE **BUSINESS** AT A TIME



DIRECTOR'S MESSAGE



Dear Stakeholders,

San Antonio garnered attention from many cities around our nation in 2010 because of our relatively strong economic performance. That performance is indicative of the economies in most of the surrounding counties that the Small Business Development Center (SBDC) serves. That is not to say that things could not be better – they could, and the small businesses in our communities will lead the climb out of the recession.

Small businesses were responsible for much of the economic success in San Antonio and the surrounding communities during 2010. About 96 percent of companies in our 11-county service area employ fewer than 50 employees, and those companies account for approximately 44 percent of total employment. The San Antonio SBDC is here to help these small businesses succeed.

The San Antonio SBDC had a strong year in 2010 despite the sluggish economy. We served a total of 1,321 clients through confidential, professional business advising and provided high-quality training to 5,494 workshop attendees. San Antonio SBDC clients obtained almost \$19 million in capital to start or expand their businesses during 2010, resulting in the creation of 664 jobs and the retention of 686 jobs.

The accomplishments of the SBDC in 2010 are highlighted throughout the following pages. The 14 SBDC clients showcased in our report bring to life the entrepreneurial spirit of Texas and the United States that will drive our economic recovery. Their stories are truly inspirational.

The San Antonio SBDC staff would like to thank all our stakeholders for helping us provide economic benefit to our communities. I look forward to working with our many stakeholders in the coming year to further strengthen the small business sector and contribute to the economic recovery of our communities.

Sincerely,

A handwritten signature in blue ink, appearing to read "Morrison Woods".

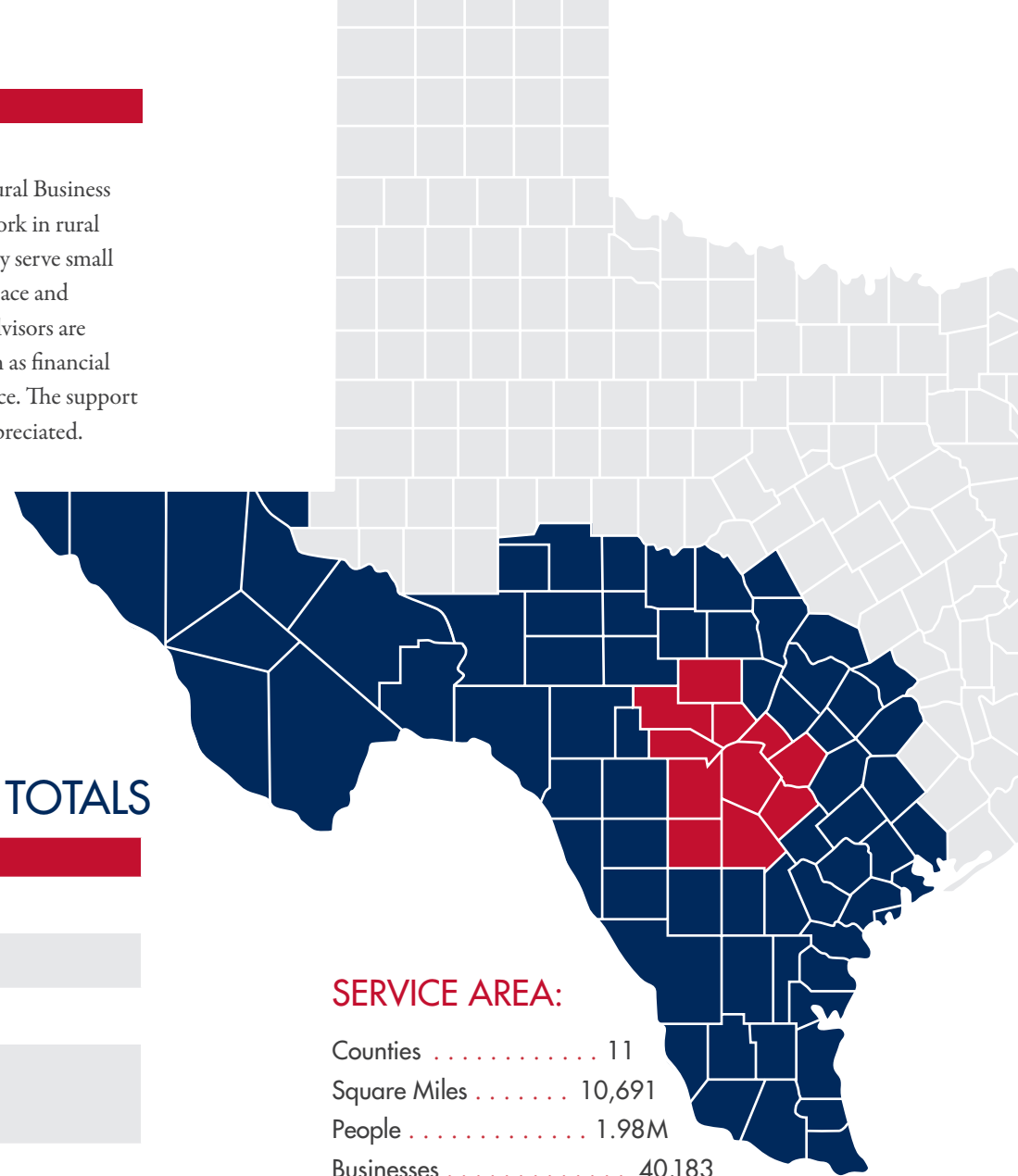
Morrison Woods
Director
San Antonio SBDC
www.sasbdc.org



SERVICES

The San Antonio Small Business Development Center (SBDC) offers integrated services to meet the needs of experienced small business owners as well as individuals interested in starting a business. The SBDC offers its services in Bexar County and the 10 surrounding counties. The SBDC provides professional, confidential, one-on-one business advising services at no charge. In addition to personalized advising services, the SBDC offers low-cost workshops for both experienced and prospective business owners. These workshops cover a variety of topics to help entrepreneurs start or grow businesses.

Through the San Antonio SBDC's Rural Business Program, business advisors live and work in rural communities enabling them to directly serve small businesses in those areas. The office space and training sites used by rural business advisors are provided by community partners such as financial institutions and chambers of commerce. The support from these organizations is greatly appreciated.



SAN ANTONIO SBDC COMMUNITY IMPACT TOTALS

	2009	2010
Number of Loans	84	72
Amount of Loans	\$18,141,815	\$12,307,965
Average Loan Amount	\$215,974	\$170,944
Projected Additional Sales of Client Businesses	\$10,923,247	\$18,935,418
Jobs Created by Client Businesses	775	664
Jobs Retained by Client Businesses	666	686
Business Advising Clients and Training Attendees	5,990	6,815

SAN ANTONIO SBDC TEAM



Patrice McElfresh - Senior Certified Business Advisor Patrice McElfresh joined the San Antonio SBDC in 2005 and has 10 years experience in the financial industry.
Expertise: marketing, business plan development, financial projections, restaurants, day care centers, service-oriented businesses, family-owned businesses, veterans

Tom Hansis - Senior Certified Business Advisor Tom Hansis joined the San Antonio SBDC in 1996 and has an extensive background in finance, management and consulting.
Expertise: business plan development, market analysis, sales strategies, budget projections, day care centers, fitness centers, QuickBooks

Phillip Webb - Rural Business Advisor Phillip Webb, based in Kerrville, joined the San Antonio SBDC in 2010, bringing 20 years of experience as a small business owner and manager.
Expertise: real estate, restaurant management, franchising, custom home building

Mark Ahrens - Certified Business Advisor Mark Ahrens joined the San Antonio SBDC in 2006 and has over 10 years experience in small business ownership and management.
Expertise: marketing, Web development, site analysis, business planning, QuickBooks

Erika Tarin, MBA - Business Advisor Erika Tarin joined the San Antonio SBDC in 2010 and has over 10 years experience as a small business owner.
Expertise: marketing, brand development and promotion, wholesale and retail businesses

Tom Kennelly - Certified Business Advisor Tom Kennelly joined the San Antonio SBDC in 2009 and has over 10 years experience in commercial and retail banking.
Expertise: marketing plans, financial projections, commercial lending

Jaime Martinez, MBA - Senior Certified Business Advisor Jaime Martinez joined the San Antonio SBDC in 2007 and has experience in the areas of consumer and business lending and international business.
Expertise: marketing, sales, customer service strategies, business training

Wayne Loeff - Senior Certified Rural Business Advisor Wayne Loeff, based in Seguin, joined the San Antonio SBDC in 2001, bringing more than 25 years of business experience.
Expertise: restaurant and food service industry, real estate, preparing business plans and financial projections

Mike Reyes, MBA - Senior Certified Business Advisor Mike Reyes joined the San Antonio SBDC in 1997 and has 23 years of experience in the banking industry.
Expertise: business plan development, strategic growth planning, cash flow management, financial planning, loan packaging, business training

Ben Garza, MBA - Certified Rural Business Advisor Ben Garza joined the San Antonio SBDC in 2007 and is based out of Pleasanton.
Expertise: small business and telecommunications, intellectual property development, strategic planning, marketing and sales, and accounting and finance

Chris Delgado - Business Advisor Chris Delgado joined the San Antonio SBDC in 2010. He has a strong background in sales and marketing, business planning, business growth strategies and needs assessments.
Expertise: loan packaging, investment advising and business continuation planning



STAR PERFORMER

Morrison Woods, MBA - Director Morrison Woods joined the San Antonio SBDC in 1989 and has held various positions within UTSA since 1984. He manages the daily operations of the center including strategic planning, policies and procedures, project management, and committee involvement in the UTSA Institute for Economic Development, as well as participates in numerous other economic development activities.

David Baenziger - Counseling Coordinator David Baenziger joined the San Antonio SBDC in 2000, where he mentors business advisors and presents seminars to the community. David has 20 years of experience as a small business owner in the grocery and convenience store industry; he is also a Certified Global Business Professional.

Yanet Gómez, MA - Training Coordinator Yanet Gomez joined the San Antonio SBDC in 2006 and is responsible for all aspects of SBDC's training and development program. She has over 14 years of adult education and staff development experience.

Anna Borrego - Stakeholder Communications Coordinator Anna Borrego joined the San Antonio SBDC in 2007, where she communicates the economic impact of SBDC services to key stakeholder groups including local, state, and federal elected officials.

Erica Rodriguez - Training Assistant Erica Rodriguez joined the San Antonio SBDC in 2007 and is responsible for organizing and promoting the SBDC training and development program to existing and prospective business owners.

Heather Halstead - Administrative Professional Heather Halstead joined the San Antonio SBDC in 2009, where she provides administrative support for the daily operations within the SBDC. She has small business ownership experience.

Janie Paschal - Administrative Professional Janie Paschal joined the San Antonio SBDC in 2009 and is responsible for guiding potential and existing business owners on how the SBDC services can help them. She has over 20 years of customer service, management, and small business ownership experience.

Lisa Owens - Administrative Professional Lisa Owens joined the San Antonio SBDC in 2010 and is responsible for assisting existing and potential clients with information about SBDC services and tracking client successes for key funding partners.

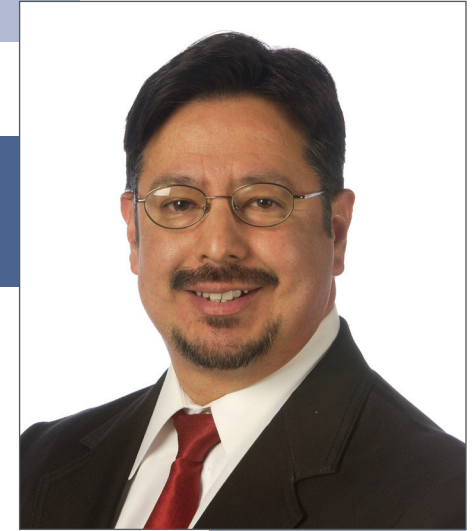
RICHARD SIFUENTES

The Association of Small Business Development Centers named Senior Certified Business Advisor Richard Sifuentes the 2010 "Star Performer." He earned the top honor through his outstanding performance results during the year which include assisting 39 clients to either start or expand their businesses, helping those clients create or retain 391 jobs, and helping those clients obtain almost \$5 million in capital.

Richard Sifuentes joined the San Antonio Small Business Development Center in 2005. With over 20 years of experience, he is an expert in the areas of business set-up, business plan development, management, operations, small business certifications, government contracting, mortgage consulting, construction and real estate. Richard has also owned a small business consulting practice.

Richard graduated from Trinity University in San Antonio with a Bachelor of Science degree in business administration. He has successfully completed the Entrepreneurial Development Program at the University of Texas at San Antonio and the Community Minority Business Development Program from the University of Texas at Austin. He is a Certified Acquisition Professional Level I in Program Management and Level II in Acquisition Logistics.

Richard has been actively involved in SBDC veteran and contracting programs. He consistently received high ratings from his clients, achieving an overall rating of 91 percent in customer feedback surveys in 2010. He is described as doing his job in a "quiet and efficient manner without promoting the fact that he is accomplishing great things." Richard was recognized at an awards ceremony during the 2010 ASBDC National Conference in San Antonio. His accomplishments are brought to life through his clients—Confidential Search Solutions, Smith/Associates, and Ogo Services—whose stories are featured within the pages of this report.



2010 COMMUNITY OUTREACH CONTACTS

Cerise Merritt Ripps
Bandera County Chamber of Commerce

Kathleen Banse
Bulverde/Spring Branch Area Chamber of Commerce

Kim Morris
Canyon Lake Area Chamber of Commerce

Ashlee Bates
Castroville Area Chamber of Commerce

Frances Rushing
Fredericksburg Chamber of Commerce

Terri Politi
Greater Boerne Chamber of Commerce

Patsy Ritchey
Greater La Vernia Chamber of Commerce

Rita Kaufmann-Powell
Greater New Braunfels Chamber of Commerce

Gerri Lawing
Guadalupe Valley Electric Cooperative

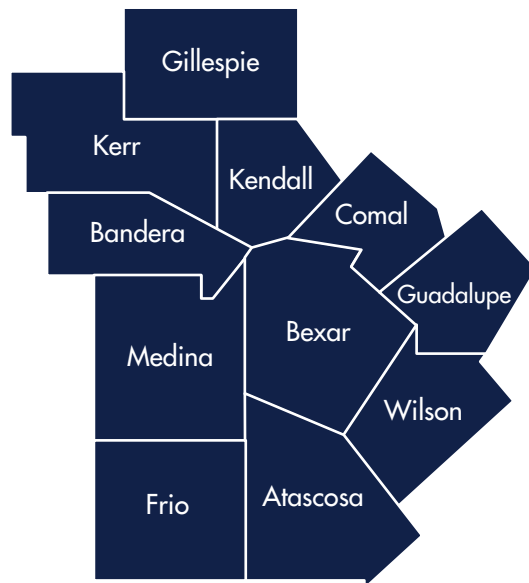
Wade Smith
Hondo Area Chamber of Commerce

Brian J. Bondy
Kerrville Area Chamber of Commerce

Pat Cox
Pleasanton Chamber of Commerce

Shanta Kuhl
Seguin Area Chamber of Commerce

SBDC AND SBA PARTNERSHIP



Bexar County	
Number of SBA Loans	257
Total \$ Amount of Loans	\$59,515,200
Average Loan Amount	\$231,576
Number of Counseling Clients	980
Total Businesses	32,613

Atascosa, Frio, Medina and Wilson Counties	
Number of SBA Loans	9
Total \$ Amount of Loans	\$3,336,600
Average Loan Amount	\$370,733
Number of Counseling Clients	46
Total Businesses	2,041

Bandera, Gillespie, Kendall, and Kerr Counties	
Number of SBA Loans	17
Total \$ Amount of Loans	\$8,531,200
Average Loan Amount	\$501,835
Number of Counseling Clients	91
Total Businesses	3,885

Comal and Guadalupe Counties	
Number of SBA Loans	62
Total \$ Amount of Loans	\$17,213,300
Average Loan Amount	\$277,633
Number of Counseling Clients	153
Total Businesses	4,625

BUILDING BUSINESS EXCELLENCE

In 2010, the San Antonio SBDC, in collaboration with the UTSA Center for Professional Excellence, conducted the Building Business Excellence (BBE) program. Now in its ninth year, this program recruits businesses that have a potential for high growth. Over the course of several months, participants learn leadership and strategic planning skills that enable them to grow their business. The Building Business Excellence Class of 2010 included businesses from a variety

of industries from manufacturing to retail. Participants worked closely with SBDC business advisors and lecturers from the UTSA Center for Professional Excellence. They also engaged in individual advising sessions with a strategic growth specialist. Special events are offered exclusively to BBE program alumni so participants continue their lifelong learning experience, update their leadership skills, and maintain contact with the other small business owners who have completed the program.



2010 BBE Class

SPECIAL EVENTS AND COMMUNITY OUTREACH

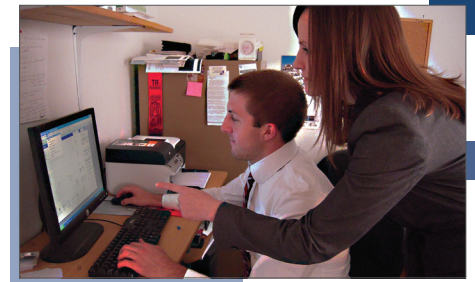
QuickBooks Internship Program – During fiscal year 2010, the San Antonio SBDC teamed with the UTSA College of Business to create an internship program aimed at providing QuickBooks assistance to small businesses. This program matches senior-level accounting students with San Antonio SBDC small business clients. The interns provide technical support to the businesses and gain valuable hands-on experience which enhances their college learning experience. During the 2010 spring and fall semesters, the program was led by UTSA Senior Lecturer Gary Bridges and San Antonio SBDC Senior Certified Business Advisor Tom Hansis. Approximately 60 businesses and 50 interns participated in this valuable program. The interns spent a total of 1,000 hours assisting small business clients with their QuickBooks business accounting software. Due to the success of this program, it will be continued in 2011.

Business Success Workshop for Teen Parents – In January 2010, the San Antonio SBDC joined forces with the UTSA and the Child and Adolescent Policy Research Institute (CAPRI) to conduct a small business workshop for teen parents in the Edgewood Independent School District. A total of 20 new teen parents and at-risk students spent the day at the UTSA Downtown Campus learning about small business ownership. These teen parent workshops were held in an effort to increase youth entrepreneurship, increase access to higher education, and increase chances of obtaining a job out of high school. The

program was sponsored by the United States Department of Housing and Urban Development and continues to be an important program to the local community.

The 10th Annual Small Minority, Women & Veterans Business Owners Conference – The San Antonio SBDC worked closely with Bexar County and University Health System to present the 2010 Small, Minority, Women & Veteran Business Owners “Contracting Conference” on December 8, 2010. More than 170 exhibitors and an array of speakers were on hand to provide valuable information to over 4,000 small business owners in attendance. Workshops covering topics such as “Strategic Planning for Business Success” and “Doing Business with Federal Agencies” were also offered.

Rural Business Program – As part of the South-West Texas Border Small Business Development Center Network’s outreach initiative, the Rural Business Program (RBP) was formed. The RBP is reaching out to Texas small towns to diversify the economy and access new markets. This initiative promotes small business growth and development in rural communities throughout the South-West Texas Border SBDC Network’s 79 counties. The San Antonio SBDC partnered with leaders of this program to offer business advising services and training events in the 10 counties surrounding San Antonio.



QuickBooks Intern, Clinton Butler



2010 SMWVBO Conference

CLIENT PROFILES

CONFIDENTIAL SEARCH SOLUTIONS, LLC

8000 IH 10 W., Suite 1521 — San Antonio, TX 78230



No one believed that T.J. Haygood was serious about starting a recruiting and training company in the middle of a major recession, when over 50 percent of the recruiting industry had gone out of business. After experiencing a corporate layoff, she decided to do just that — and she has not looked back. With strong support from family and business partners, a deep personal faith, and lots of sweat equity, Ms. Haygood launched Confidential Search Solutions, LLC in May 2009. Confidential Search Solutions offers executive and professional recruiting services, career development training classes, and personalized career coaching services. Hoping to further develop and expand her new business, she then took advantage of the business training available through UTSA's Small Business Development Center

and the expert advice of Senior Certified Business Advisor Richard Sifuentes. Richard met with Ms. Haygood on several occasions to develop a business plan that included short and long-term business expansion strategies. Together, they also worked on obtaining small business certifications and registering the business on the federal level to allow the company to bid on government contracts.

“Richard Sifuentes is absolutely the single source of the most powerful information and resources I could have received during my startup stage. Because of him, I started my business with the end in mind. I am now certified through our local South Central Texas Regional Certification Agency, and will qualify for my 8A status in May.”

- Business Expansion Assistance
- Business Certifications Assistance
- Two New Jobs Created
- Four Existing Jobs Retained

RITCHIE LIMB AND BRACE, LLC

1069 E. Gonzales — Seguin, TX 78155



David Ritchie's desire to help others began in 1981 when his father had his leg amputated below the left knee due to vascular disease and diabetes. The service his father received as an amputee was marginal; today, Mr. Ritchie is in business to provide a higher standard of care for amputees. A graduate of the Northwestern University Medical School Prosthetic and Orthotic Center, Mr. Ritchie has long wanted to open his own business. When he saw an opportunity to purchase a building in Seguin last year, his dream began to become a reality. First, he approached Schertz Bank and Trust for a business loan, and was referred to Wayne Loeff, Senior Certified Rural Business Advisor with the San Antonio Small Business Development Center. With Wayne's help, he revamped a business plan and created three years of financial statements. He and his wife Lori opened the doors to Ritchie Limb

and Brace, LLC, in August of 2010. The company markets to doctors, nursing homes, and other medical-related businesses in Seguin and surrounding areas. Ritchie Limb and Brace provides comprehensive orthotic and prosthetic services. Mr. Ritchie has a specialty in prosthetics, pediatrics, cranial remolding helmets, and diabetic feet. He has built his business with the idea that each device a patient receives is provided with exceptional quality and care, just as if he were building it for his own father.

“Wayne Loeff was instrumental in fulfilling the dream that I have had for over 20 years of opening a prosthetic and orthotic practice of my own. He helped me complete my business plan in order to apply for the small business loan needed to open our practice.”

- Business Startup Assistance
- Business Plan Assistance
- Loan Packaging Assistance
- Two New Jobs Created



PET, BATH AND BEYOND

12730 NW Military Highway, Suite 103 — San Antonio, TX 78231

Alma White owns Pet, Bath and Beyond, a professional pet grooming business in San Antonio that provides quality pet grooming in a safe, serene, and loving environment. After 15 years of providing pet grooming services at two veterinary clinics, Ms. White decided to open her own business. In August 2008, she approached Senior Business Advisor Jaime Martinez at the San Antonio SBDC for assistance with starting her own animal grooming business. With Jaime's guidance, Ms. White developed and refined her business plan and financial projections in preparation for her loan request. Ms. White also worked with Jaime regarding site location. She was able to open her facility through an SBA loan and a commercial loan from United San Antonio Federal Credit Union. Ms. White's pet salon opened its doors in June of 2010 in a prime location in northwest San Antonio. The salon

features a hydro-massage therapy bathing system, safe nail trimming and polishing methods, and other high quality pet grooming care procedures. Ms. White's goal at her pet spa is to make it a comfortable and peaceful place for pets and their owners. She employs three professionals, including herself, and she projects her first year sales to be significant.

"Now that I've had the opportunity to receive expert advice from Jaime, I realize that the process of starting my business was much easier and more attainable than I thought. Jaime helped me to research the market and encouraged me to continue to pursue my dream of owning my own pet grooming business."



- Business Startup Assistance
- Business Plan Review
- SBA Loan from United SA FCU
- Three New Jobs Created

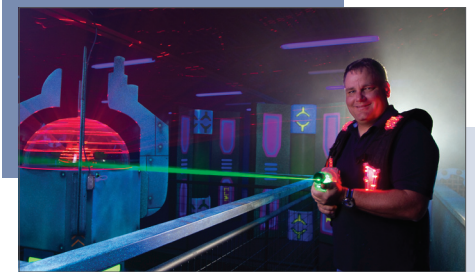
LASER LEGEND

7505 North Loop 1604 East — San Antonio, TX 78233

Jason Overman and his family had always enjoyed the game of laser tag. For them, it was a way to bond, work as a team for a common goal, and come out with huge smiles. A former Air Force pilot with an entrepreneurial spirit, Mr. Overman contacted Senior Certified Business Advisor Tom Hansis in May 2009 for help in starting a family-friendly indoor play venue featuring his favorite game. With Tom's help, Mr. Overman created a business plan, market analysis, and financial projections for a laser tag and video game business on San Antonio's fast-growing northeast side. Mr. Overman's vision included large, clean, well-equipped party rooms, as well as large comfortable couches throughout the facility where parents could sit and relax while their kids played. Laser Legend offers top-of-the-line equipment, a

range of configurable spaces, pizza and other snacks, for kids and kids at heart in this one-of-a-kind gaming arena.

"I doubt if I could have created the pro forma projections that my bank needed without the help of Tom. He was there at a moment's notice as my loan officer wanted to explore minor alterations to our business model. These updated projections were paramount in getting the bank to approve the loan. I can't over emphasize how the free help I received from Tom and the SBDC program was truly invaluable."



- Business Startup Assistance
- Loan Packaging Assistance
- Market Analysis Assistance
- 23 New Jobs Created

TIN STAR RESTAURANT

7863 Callaghan Road, Suite 101 — San Antonio, TX 78229



With nearly 30 years of experience working in restaurants, Jay Battle and his wife Sarah were determined to follow their dream of owning a restaurant franchise. They focused on the Tin Star restaurant concept because it provides a healthier choice of Southwest and Mexican cuisine and is an emerging leader in the “fast-casual” dining category. The Battles met with Senior Certified Business Advisor Jaime Martinez to discuss options and have their business plan and financials reviewed. In June 2010, Mr. and Mrs. Battle funded the opening of their own Tin Star restaurant, which is located in an active area of central San Antonio. Noticing their restaurant’s immediate success, the Battles knew they needed working capital to move forward. They again met with Jaime for assistance with a loan request, as well as advice

- Business Startup Assistance
- Business Plan Assistance
- Commercial Loan
- 25 New Jobs Created

throughout the loan process. With Jaime’s help, the Battles were approved for a commercial loan from United San Antonio Federal Credit Union. With these loan proceeds, the Battles continue to realize their dreams of restaurant ownership, which also created 25 new jobs.

“Jaime was able to provide contacts to us which led to financing for our first restaurant. Without Jaime and the Small Business Development Center, we would not have been able to complete our dreams of ownership. He is the consummate professional and a friend.”

SMITH/ASSOCIATES

700 N. Saint Mary’s Street, Suite 1290 — San Antonio, TX 78205



SMITH/Associates is a small, woman-owned consulting firm that focuses on bringing numerous parties with divergent goals and approaches together to achieve measurable results. Their clients are the U.S. military, federal government agencies worldwide, as well as local government agencies. SMITH/Associates was founded in 2001. Patti Muller-Smith is the owner and Leigh-Ann Fabianke is the company’s Vice-President. Ms. Fabianke began working with Senior Certified Business Advisor Richard Sifuentes in 2006 to seek advice on how to grow the business and obtain additional government contracts. At that time, the company had fewer than 10 employees in their San Antonio office. With Richard’s help, the company developed strategies for increasing their government business. The company also sought the advice of the SBDC Contracting Resource Center for assistance with

- Business Expansion Assistance
- 55 New Jobs Created
- 10 Existing Jobs Retained
- GSA Schedule

human resource policies. Since then, the company has expanded their sales force to 65 employees throughout the country, as well as in Korea and Portugal. The company has also created a German limited liability company, so they may conduct business in Germany and other overseas areas. SMITH/Associates recently obtained their GSA schedule.

“Throughout this journey we’ve found advice from Mr. Sifuentes and the events facilitated by the SBDC to be extremely helpful in growing and sustaining our business. Since that time, the company has experienced tremendous growth, increasing our manpower by over 300 percent. The company will continue to pursue and grow its government contracting opportunities with its recently obtained GSA schedule.”



HILL COUNTRY BLUEBONNET HOME DÉCOR AND IMPORTS

3951 Bandera Highway — Kerrville, TX 78028

Family-owned and operated since November 2009, Hill Country Bluebonnet Home Décor and Imports specializes in unique home and garden furnishings from the United States, Mexico and beyond. The store features Mexican folk art, Talavera pottery and dishware, hand-carved furniture, sterling silver jewelry, indoor and outdoor ironworks, and other merchandise from vendors in and around the Hill Country and Texas. When Elsa Villarreal's journey toward business ownership began, she worked with Senior Certified Business Advisor Patrice McElfresh, who offered guidance on how to start a retail business. With Patrice's help, Ms. Villarreal developed a business and marketing plan that she used as a guide to stay on task. Ms. Villarreal purchases

her unique inventory directly from artisans, so her prices remain very competitive. And, her store is strategically located in a high traffic area between Kerrville and Bandera, beckoning locals and Texas Hill Country tourists alike.

"From drafting my business and marketing plan, to the day I opened my doors for business, Patrice has continued to offer encouragement, counsel and expert guidance. As a first-time business owner, the odds were certainly against me during this challenging economy; however, when you combine hard work, determination and professional support from experts like Patrice, success becomes more attainable."



- Business Startup Assistance
- Business Plan Assistance
- Marketing Strategy Assistance
- Two New Jobs Created

OGO SERVICES

4949 Champlain — San Antonio, TX 78217

Frank E. Ogo is the owner of Interior-Exterior Construction Services, LLC, a commercial general contractor that provides a wide range of construction services, including construction, renovation, modifications, and design build. The company is operated by Mr. Ogo and his son, who fulfill the jobs of president and chief financial officer, respectively. Mr. Ogo began his construction career in 1978, working for the United States Army. He retired in 1999 and then used his 21 years of experience to establish his construction company, which is certified as a Service-Disabled, Veteran-Owned Small Business and a small disadvantaged business. With the assistance of Richard Sifuentes, Senior Certified Business Advisor at the San Antonio Small Business Development Center, Mr. Ogo obtained an SBA 8(a) certification in January 2009, directly leading to approximately 400 percent in

increased sales. Now operating as OGO Services, the company specializes in general construction for the Department of Defense, their largest customer. OGO Services is the recipient of the "Excellence Through Safety" Large Contract Award from the United States Army Corps of Engineers. Richard has also been able to assist the company in obtaining new funding to meet their expansion needs through an SBA Loan from Wells Fargo Bank.

"After almost two years of trying to get accepted into the Small Business Administration's 8(a) program, I finally went to seek the expertise of Richard Sifuentes who then reviewed my SBA application and business plan, and helped me develop a new approach. Thanks to him and the SBDC my business has since grown substantially."



- Business Expansion Assistance
- SBA Loan through Wells Fargo
- Increased Sales
- 16 Jobs Retained

THE ENRICHMENT ACADEMY

7702 Eckhert Road — San Antonio, TX 78240



- Business Expansion Assistance
- Seven New Jobs Created
- 24 Existing Jobs Retained
- Increased Sales

The Enrichment Academy is a unique, comprehensive children's center that provides quality child care in a nurturing, developmentally appropriate environment. Owner Mandy Pruitt has used the services of the San Antonio Business Development Center since 2007. Most recently, Ms. Pruitt sought assistance from Mike Reyes, Senior Certified Business Advisor for help in expanding into a new location. Mike helped research the competition in the area and also reviewed the center's new location layout. With Mike's guidance, Ms. Pruitt learned about marketing and pricing strategy, financial projections, budgeting and strategic planning. Mike helped Ms. Pruitt focus on ways to grow the business while maintaining cost containment and monitoring operating expenses. Ms. Pruitt received Mike's assistance with reviewing and updating her business plan and financial projections.

Since their expansion in May 2010, the business has significantly increased annual sales and has grown from 24 to 31 staff members.

"Thanks to Mike Reyes and the SBDC, I was able to expand my child care business and increase the number of people we employ. I was able to significantly increase the value of my business while creating additional jobs within our community. The assistance I have received through the years from Mike and the SBDC has been invaluable to me."

IMPACT MARTIAL ARTS

1230 Bandera Hwy — Kerrville, TX 78028



- Business Startup Assistance
- Business Plan Assistance
- Lease Negotiations Assistance
- Two New Jobs Created

Lance Leach has 31 years of martial arts training and 27 years of teaching experience in the martial arts system known as Chun Kuk Do. He spent the past 12 years teaching for Chuck Norris in the KICKSTART martial arts program in Dallas, Carrollton, and Pflugerville, Texas. He wanted to bring the same quality instruction to the Texas Hill Country, so in 2010, he contacted Phillip Webb, Rural Business Advisor, for help with the business startup process. Mr. Leach also attended a business startup workshop at the San Antonio SBDC that helped him become more knowledgeable about business ownership. With Phillip's help, he researched demographic and density data for Kerrville and the surrounding area, and looked for potential commercial realtors who could help with finding the best building

site possible. Mr. Leach invested his own funds and opened the doors to Impact Martial Arts in September 2010, in Kerrville. The academy specializes in teaching martial arts to students who are 3 years old to 103 years old. They also offer a fitness kickboxing class to students 13 years and older.

"The SBDC and Phillip Webb have been instrumental in helping me start my martial arts school in Kerrville. Mr. Webb helped me find opportunities to move my business forward to open the doors."

NAIL STUDIO

14414 US Highway 87 West — La Vernia, TX 78121

Gwyne Allen had worked in the beauty industry for 35 years in the small town of La Vernia. When her community landed its first major grocery store, she saw an opportunity for innovation by opening a nail salon inside the grocery store for customers who would appreciate a convenient and relaxing way to take care of their nails.

Ms. Allen met with an SBA lender who gave her what would prove to be an invaluable resource — a referral to Ben Garza, Certified Rural Business Advisor at the San Antonio SBDC. Ben and Ms. Allen extensively reviewed and updated her business plan and all the required bank loan paperwork. They developed a startup budget, business model requirements, a revenue model and alternative growth scenarios.

With Ben's help, Ms. Allen successfully negotiated the best floor space offering and price with the grocery store. Ms. Allen injected some of her own funds and was approved for an SBA loan from Schertz Bank and Trust. Due to her new venture, seven new jobs were created. Now, the proud owner of Nail Studio, Ms. Allen believes she could not have found success without the assistance of Ben Garza.

"Ben literally guided me through every step of the process, including helping me to prepare the paperwork and negotiating the lease. When I would get frustrated, he just kept pushing me forward, saying, 'You can do this.'"



- Business Startup Assistance
- Lease Negotiations
- SBA Loan - Schertz Bank and Trust
- Seven New Jobs Created

FAITHFUL FITNESS, LLC

119 Old Boerne Road — Bulverde, TX 78108

Jo Ann Lopez has a personal motivation for helping others live a healthier lifestyle — she, herself, comes from a family with a history of diabetes. With more than 10 years experience in management, five years of fitness industry experience (including certification as a personal trainer) and her strong personal faith, Ms. Lopez opened Faithful Fitness in 2009. The business designs one-on-one, customized fitness regimens and promotes a deep understanding of health and wellness.

From this foundation, she wanted to expand into a full-service, storefront fitness center in Bulverde, Texas. Assisted by Certified Business Advisor Tom Kennelly, Ms. Lopez developed a business

plan, financial projections, break-even analysis, marketing plan, and key personal and business objectives. The company was approved for a line of credit from United San Antonio Federal Credit Union, which enabled Faithful Fitness to sign a lease agreement and obtain equipment for the new location which officially opened in May 2010. The new venture created one job and is projected to increase its annual sales.

"Tom's guidance was a blessing. I will never forget as I shared with him all that I had in mind and he just simply looked at me and said, 'Now you only need to put it in writing.' Such simple and kind words built me up to help me take the next step towards my dream."



- Business Expansion Assistance
- One New Job Created
- Line of Credit - United San Antonio FCU
- Increased Sales

ZORO-USA

5110 Blanco Road, Building 1 — San Antonio, TX 78216



Richard Murray, owner of Zoro-USA, has been a client of the Small Business Development Center since 2007. He worked with Tom Hansis, Senior Certified Business Advisor, on developing a business plan and in 2009, he purchased Zoro Sportswear, a 37 year-old sports apparel manufacturer. The company specializes in embroidering, screen printing, and custom sewing on polo shirts, T-shirts, jackets, and team sports apparel. In 2010, Mr. Murray contacted the SBDC for help in expanding into online sales. Mark Ahrens, Certified Business Advisor, provided the guidance required to pursue online sales via E-bay listings. Mark helped Mr. Murray with business and promotional planning, merchandising and product pricing for a new e-commerce store. With Mark's guidance, the company developed a website to showcase

their sportswear apparel as well as other products. The company serves clients across the country and has expanded into caps, band uniforms, and casual apparel. Mr. Murray also took advantage of the QuickBooks Internship Program, where he was matched with a senior-level accounting student from UTSA. The intern provided hands-on assistance with organizing the company's bookkeeping and providing guidance on how best to use the program for their business needs. Mr. Murray continues to work with Mark on ways to enhance and further develop his website.

"I have really appreciated the good, solid business direction the San Antonio SBDC has provided me over the years. Their assistance has helped us grow our sales with the addition of Internet marketing."

- Expansion into Online Sales
- Increased Sales
- QuickBooks Internship Program
- Six Existing Jobs Retained

SERENITY HOME CARE

2819 Woodcliffe Street, Suite 102 — San Antonio, TX 78230



With 15 years experience in the nursing profession, Adam Katz, Licensed Vocational Nurse, started Serenity Home Care in 2005. The company's mission is to help seniors live independently in their own homes. Serenity Home Care also specializes in caring for elderly affected by Alzheimer's, dementia, and stroke, as well as those in hospice care. Last year, Mr. Katz saw an opportunity to secure a business contract with the State of Texas. He knew he needed funding from an external source to use as working capital, so he contacted Erika Tarin, Business Advisor at the San Antonio SBDC, for assistance with preparing a loan package. With Erika's assistance, Mr. Katz reviewed three years worth of financial projections and revamped his business plan to include a market analysis and an operations plan. He was successful in obtaining an SBA loan from United San Antonio

Federal Credit Union for his business expansion in September 2010. The company's state certifications also helped him to bid for and be awarded a state contract with the Texas Department of Family and Protective Services.

"Without the help of all the wonderful people at SBDC, I would have never been able to expand my business and hire additional people. Erika and the rest of the staff worked diligently on my file to make it acceptable to the banks. They helped me out every step of the way, from our introductory meeting to our celebration of getting approved."

- Financial Projections Assistance
- SBA Loan Packaging Assistance
- 10 New Jobs Created
- 25 Jobs Retained

CORPORATE AFFILIATES

The San Antonio SBDC gratefully acknowledges the support received from our Corporate Affiliates. Their support makes it possible for us to provide outstanding service to our clients through low-cost business training, top-quality business advising, program enhancement initiatives and professional development opportunities for our staff. If your organization is interested in becoming a Corporate Affiliate, please contact Morrison Woods at (210) 458-2460 or send an email to morrison.woods@utsa.edu.

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BRONZE LEVEL



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We're here for good.

Lynn Walsdorf
(210) 283-5327

STRATEGIC PARTNERS



The University of Texas at San Antonio's Institute for Economic Development is dedicated to creating jobs, growing businesses and fostering economic development. Our 12 centers and programs provide professional business advising, technical training, research, and strategic planning for entrepreneurs and community leaders. Our programs serve San Antonio, the Texas-Mexico border area as well as regional, national and international stakeholders. Together with federal, state and local governments, and private businesses, the UTSA Institute for Economic Development fosters economic and community development in support of UTSA's community engagement mission.

UTSA The University of Texas at San Antonio is one of the fastest growing higher education institutions in Texas and one of nine academic universities and six health institutions in the UT System.

As a multicultural institution, UTSA aims to be a national research university providing access to educational excellence and preparing citizen leaders for the global environment.

UTSA serves more than 30,000 students in more than 130 degree programs in the colleges of Architecture, Business, Education and Human Development, Engineering, Honors, Liberal and Fine Arts, Public Policy, Sciences and Graduate School.



The South-West Texas Border SBDC Network is funded in partnership with the U.S. Small Business Administration (SBA), The University of Texas at San Antonio (UTSA), as well as universities and colleges throughout South and West Texas. Strategically located throughout our 79-county service delivery area are 10 SBDCs which provide business advising, training, and research services. Confidential business consulting services are free of charge to SBDC clients. The SBDC program supports the growth and development of the South Texas economy by assisting in job creation, economic diversification, and business expansion.



The mission of the U.S. Small Business Administration (SBA) is to maintain and strengthen the nation's economy by aiding, advising, assisting, protecting the interests of small businesses, and preserving free competitive enterprise. The SBA recognizes that small business is critical to our nation's economic recovery and strength, to building America's future, and to helping the United States compete in today's global marketplace. Through an extensive network of field offices and partnerships with public and private organizations, the SBA delivers its services to people throughout the United States, Puerto Rico, the U.S. Virgin Islands, and Guam.

Photography: Heather Halstead, San Antonio TX, (210) 683-5562 / Roberta Barnes, San Antonio TX, (210) 829-5641

The University of Texas at San Antonio
San Antonio Small Business Development Center
The Institute for Economic Development

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