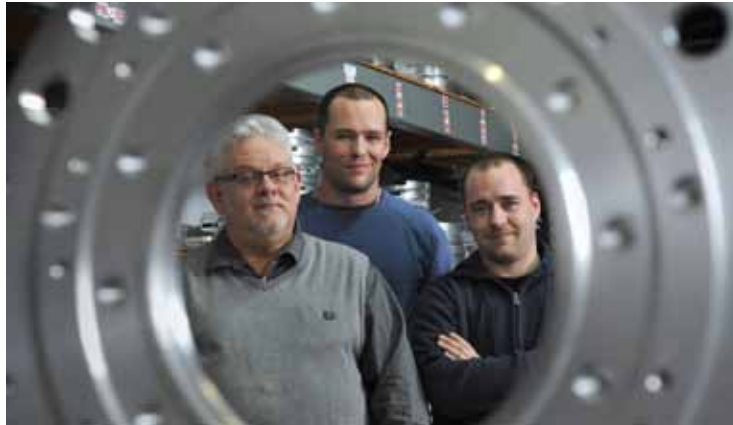




Ohio | Small Business Development Centers



Development
Services Agency

John R. Kasich, Governor

David Goodman, Director



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Small Business Development Centers

What is the Small Business Development Center Network?

The Ohio Small Business Development Center (www.ohiosbdc.org) Network is Ohio's proven, cost-effective and accredited network focused on small businesses – Ohio's job creators.

With a depth of expertise, the Ohio SBDC Network connects small business owners and entrepreneurs with more than 100 Certified Business Advisors (CBA®) and professional consultants at more than 40 centers located across Ohio, housed in colleges, universities, chambers of commerce and community organizations.

We are the program that consistently demonstrates to congress the greatest impact with verified small business results and investments:

- Jobs created and retained
- New business starts
- Sales & export growth

We make services to minorities, women and veterans a priority, driving regional economic strategy and tech commercialization across the country.

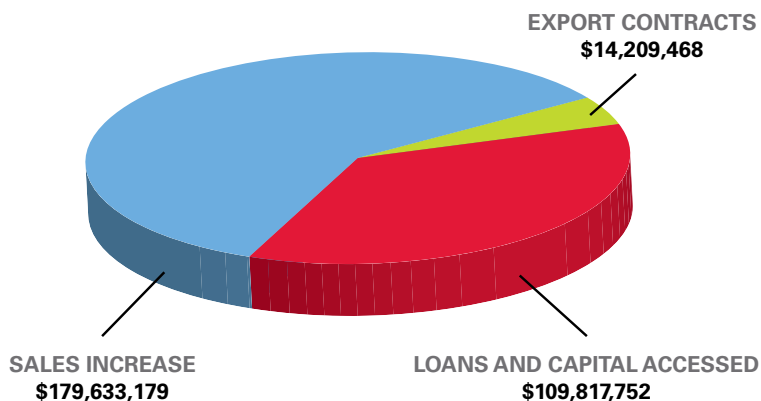


Our clients – some of whom are profiled in this yearbook – come from all industries, at all stages of business development and have received confidential, one-on-one, no-cost business counseling in areas including:

- Strategic business planning
- Cash flow and financial analyses
- Capital source identification and loan packaging guidance
- Market feasibility and research
- Marketing strategy development



2013 KEY ECONOMIC IMPACT DATA (Statewide)



John R. Kasich, Governor

Development
Services Agency

David Goodman, Director

SBDC Specialty Programs

Manufacturing and Technology SBDC (MTSBDC)

Through the MTSBDC, specialists provide businesses with assistance in the development and commercialization of innovative technologies and advanced manufacturing. Designed for manufacturers with fewer than 50 employees, our specialists focus in the following areas:

- Lean manufacturing
- Business process improvements
- New product development and commercialization strategies
- Technology marketing
- Licensing basics and strategy
- Patenting, trademarks and copyrights
- Intellectual property issues and marketing

International Trade Assistance Centers (ITAC)

With the ITAC, international trade specialists provide export assistance for new-to-export businesses as well as for exporters looking to expand overseas markets. These efforts strengthen individual companies, and also diversify Ohio's economy, create additional job and help to restore America's balance of trade through Ohio's participation in global markets. Specific services include:

- Export documentation and readiness assessment
- Market research and strategies
- Trade mission preparation
- Export compliance education and financing
- Pilot programs for new-to-export companies

Latino SBDCs

Beginning in 2007, Ohio was first in the nation by staffing the Ohio SBDC network with bilingual, culturally competent personnel, available to provide counseling and training to start-up and existing businesses. Awareness-building is conducted through community partnerships, through Latino media and other key relationships.

Opportunities for Ohioans with Disabilities

Ohio Abilities is a program collaboration between the SBDC and the Opportunities for Ohioans with Disabilities Agency that helps Ohioans to explore self-employment and microenterprise opportunities to start, sustain and grow their businesses.

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History of Our SBDC

The Ohio SBDC at Warren County Port Authority is funded through a unique model called the Warren County Small Business Development Center Alliance. The benefit of this alliance is that the SBDC is accountable to each member. The SBDC also works closely with the Urban League of Greater Cincinnati Women's Certification Program.

Some of the Businesses We See

Approximately eighty percent of our clients are business in the service industry that need low capital injection to get started. Our area has a growing number of individuals purchasing existing businesses.

Favorite part of being a Director

"It is rewarding to help business owners understand the decision making process of bankers and investors. I enjoy helping clients develop business plans, cash flow projections, and ultimately achieve their dream of being a small business owner."



To Schedule an Appointment Please Call

Joe Schiesler, Director

Ohio SBDC at Warren County Small Business Alliance

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Success Story The Avenue Salon

Karie Lacy dreamed of becoming a cosmetologist and once she graduated from high school, she earned her cosmetology and manager's licenses. Her instructors recognized her ambition and connected her with the Warren County Small Business Development Center (SBDC) housed at the Warren County Port Authority.

SBDC Director Joe Schiesler worked to help Lacy develop a business plan and cash flow sheet which she presented to a bank when she applied for a business loan. Initially she was turned down, but with Schiesler's help Lacy was able to get a loan so she could grow her business. After receiving the loan, she was able to begin remodeling the building for The Avenue Salon in Lebanon. Lacy still meets with Schiesler to monitor her progress. Although the salon has been open for a few months, she has already added stations for three stylists.

The Avenue Salon is located in a building that was built in the 1890's. Her goal is not to be a "big box salon", but one that is comfortable with a small town feel. "Without the SBDC I would have not received a loan to move my business forward," Lacy said. "Cosmetology school provided the skills to be a beautician, but the SBDC taught me to how to run a business."



Success Story EVIS LLC

History of Our Manufacturing and Technology Small Business Development Center (MTSBDC)

The Ohio Manufacturing and Technology Small Business Development Center (MTSBDC) has been a part of the economic development offerings of The Ohio State University South Centers since 2001. The MTSBDC provides one-on-one confidential consulting and workshops on relevant topics for Ohio's small manufacturing businesses and technology industries. The MTSBDC serves as the initial point of contact for information, resources, referrals, and counseling for both prospective and established small manufacturing companies.

Some of the Things We Do

The MTSBDC works closely with the SBDC to help farmers apply for agriculture grants that support continued growth of their businesses. The MTSBDC also has a specialist that works to strengthen local farmers markets in the area. They have access to the OSU South Centers program manager who works to formulate co-operatives that allow similar opportunities to businesses partner and increase buying power.

Some of the Businesses We See

Typical businesses are small to midsize manufacturing companies, and companies looking to commercialize new products. In 2013, the MTSBDC worked with 44 total clients who had a combined increase in sales of \$1.9 million and assisted in the creation of 154 new jobs and retention of 584 jobs.

Favorite part of being a Director

"I enjoy assisting business owners in achieving their goals and profiting from their hard work."



THE OHIO STATE UNIVERSITY
South Centers

To Schedule an Appointment Please Call

Brad Bapst, MTSBDC Director
Ohio MTSBDC at The OSU South Centers
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Rob Fuller and Sandra Stevens, co-owners of EVIS LLC, developed devices that facilitate the emergency evacuation process in buildings. Stevens, a Nursing Consultant, taught safety measures by performing drills on fire safety response to alarms and evacuations.

During safety drills, Stevens observed that a great deal of time was lost while staff and rescuers re-entered rooms that had already been evacuated. This lost time could cost patients and rescuers their lives.

Stevens' dream was to create a device that could tell hospital staff and rescuers at a glance that a room had been evacuated. Partnering with Fuller, who had almost 15 years of engineering and manufacturing experience, they designed and patented a system.

With a great idea and little resources, Fuller and Stevens turned to the Ohio State University (OSU) South Centers Manufacturing and Technology Small Business Development Center (MTSBDC). Brad Bapst, MTSBDC Director and Certified Business Analyst®, provided free business counseling regarding funding options, business planning and cash flows. Bapst also connected them with the Ohio Development Services Agency TechGrowth Ohio Entrepreneurial Signature Program (ESP). According to Fuller, "the ESP provided funds in the beginning of the process for a patent attorney to help get patents, create prototypes and for evaluation of the electronics and software part of the Evacuation Identification System."

Fuller said, "The SBDC at OSU South Centers has been tremendous. They have been a very helpful group and I think that the whole idea of no cost small business counseling is very good for people like us who could not do it on our own. I just can't say enough about it -- we would not have been able to manage or move our business forward without them."

History of Our SBDC

The Ohio SBDC at Columbus State Community College (CSCC) has been a part of the network since 2004 and currently houses the SBDC, ITAC, MTSBDC, and the Latino SBDC. This enables the clients to work seamlessly with each specialty service.

Some of the Things We Do

The SBDC at CSCC sponsors the Ohio Growth Summit, featuring local and national experts in their field. The CSCC SBDC also features WISE Women a yearlong program where participants receive training and peer-to-peer networking opportunities. The Capital Crash Course is a one day event that features state and federal funding programs, crowd funding, non-traditional financing, bankers, and entrepreneurs who explain the process of getting a loan.

Some Of The Businesses We See

The SBDC at CSCC sees a variety of small business however, the recent increase in food businesses has resulted in the SBDC developing two events centered on food. The Go Mobile Food Truck Style event includes the health department, city zoning, and bankers to discuss financing. The From Kitchen to Market: Commercializing Your Food helps companies sell their products to stores. It includes participants from the Ohio Department of Agriculture, distributors, grocery stores, commercial kitchens, and banks to talk about financing.

Favorite part of being a Director

"Watching our team work with clients to help them achieve success through starting their dream business or helping our clients through tough economic times that enables them to keep their doors open and prosper in the long run."



To Schedule an Appointment Please Call

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Success Story Guardian Care Services LLC

Shaun Smart worked in the banking industry for many years. Smart was good with numbers but it was not his passion. It was then Smart's father suggested he shadow a friend who owns his own business. Smart quickly learned he wanted to start his own business working with people with disabilities, something he's always loved.

Shortly after he started Guardian Care Services, he lost his job at the bank. This enabled him to work full-time on his business. Smart found his first clients by word of mouth, mailing out brochures and networking, but soon realized he needed some help.

Smart went to the Small Business Development Center at Columbus State Community College and met with Certified Business Advisor® Nancy Stoll. "It is good to have someone from the outside give feedback and constructive criticism," said Smart. "Nancy is fantastic with her advice and insight." Stoll offered assistance with the marketing, brochure updates and also helped with the structure of the business in regards to job duties for employees.

In a few short years, Smart has grown his business from 6 to 30 employees, and he recently started the Supportive Employment Division within the company. This division will help disabled individuals find jobs within the community. He will provide entry level job training, mock interviews, resume building and help with filling out job applications.

Smart is proud of the accomplishments he has made, and continues to recommend the SBDC to those starting or expanding their businesses. "I will put my reputation on the line for the SBDC's because I know they will do a great job," said Smart.



History of Our ITAC

The Ohio International Trade Assistance Center (ITAC) at The Ohio State University South Centers started in October of 2011 joining the established and recognized SBDC and MTSBDC housed at the same location.

Some of the Things We Do

The ITAC and the other SBDC affiliates utilize the circuit rider model, where the counselors go directly to various counties and provide counseling. The ITAC uses office space belonging to local Chambers of Commerce and Economic Development Offices to save clients travel costs and meet them locally.

Some Of The Businesses We See

The main industries in southern Ohio are food, forest and wood products industries. Due to the amount of forestry in southern Ohio there is a focus on assisting small businesses in exporting forestry and wood products. Most of our clients are existing businesses. In 2013, the ITAC had 58 total clients and assisted in the creation of 70 new jobs, retention of 348 jobs and worked with 11 new to exporting clients.

Favorite part of being a Director

"Helping entrepreneurs and companies achieve their goals of growing or starting their operations."



THE OHIO STATE UNIVERSITY
COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

To Schedule an Appointment Please Call

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Success Story Saucy Sows

For years, sweet pepper mustard was a staple in the Scherer home. In 2011, Scott Scherer decided to share the mustard sauce with a few friends. They loved it and interest grew quickly. In January 2012, Scherer launched his company called Saucy Sows and began promoting the sale of his mustard sauce to a broader audience.

When Scherer began producing his product, he located a kitchen co-op that had a bottling line feature. Scherer can now produce 4,000 bottles per day. Scherer, along with the help from family and friends, meet every couple of months to prepare and bottle his delicious concoction. Saucy Sows sauce is sold in 12 states at 150 locations. Scherer has three distributors now offering his products.

Kelly O'Bryant, former Director of OSU South Centers International Trade Assistance Center has helped Scherer get into international markets in Mexico and Canada. Scherer says, "Kelly has been very helpful reaching out to international markets. Her assistance is a free service offered to small business owners. When we get further along in the international trade process, Kelly will help me to adjust our website to accommodate different languages."

"One thing about Kelly is that she is available 24/7. I have her office number and her cell number. Whenever I need something, I can always reach her and she gets back to me very quickly," Scherer said.



Success Story Muddy River Bike Shop

History of Our SBDC

Rhodes State College (formerly Lima Technical College) has been serving the small business community in Northwest Ohio for more than 24 years. The local Chambers of Commerce and/or Economic Development offices work closely with the SBDC and act as sub-centers for referrals, promotion and space in their respective communities. A satellite office was opened in Findlay in 2013 through a collaborative effort of the Findlay/Hancock Business Alliance and the Hancock County Small Business Resource Center.

Some of the Things We Do

The SBDC at Rhodes State College works closely with the business and marketing professors at Rhodes State College, University of Findlay, Bluffton University, and Ohio Northern University. As part of a local business competition the students evaluate all areas of the business and present their findings to the company on improving operational efficiencies. The SBDC at Rhodes State College was the first center in Ohio to teach youth entrepreneurship to area middle school students in Ohio. This initiative is currently used in the local school system.

Some Of The Businesses We See

The most prevalent types of businesses served are business with 20 or fewer employees. The second largest group of clients are micro businesses ten or less employees.

Favorite part of being a Director

"I thoroughly enjoy interaction with people. Every entrepreneur is different and has a unique situation, therefore no two client sessions are alike. While the problem or situation may not be a new one to me, the circumstances and expected outcomes of our clients are very diverse. It is a pleasure assisting them with a problem, brainstorming new ideas and seeing them succeed with the assistance of the SBDC staff."



To Schedule an Appointment Please Call

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Eric McKee lived in a family of cyclists, and when he went to purchase bikes or have repairs, he would have to travel to Columbus, Cleveland or Indiana. With more than 13 bikes he could not afford to get them repaired. He began to read books about bike repair and maintenance, and soon he was working on his own and his friend's bicycles. He learned that high-end bike owners were going to mechanics outside of the city. McKee said, "When you have a \$10,000 bicycle you want a certified mechanic to do repairs and maintenance."

McKee began to research the feasibility of opening a bike store in Findlay and in 2011, McKee opened the Muddy River Bike Shop, a mid-to high-range bicycle store, with two certified bike mechanics. When McKee was going through the process of starting his business a friend and small business owner recommended that he meet Craig Brown, Certified Business Advisor® at the Small Business Development Center (SBDC) at Rhodes State College.

Brown was part of a collaboration between the SBDC at Rhodes State College and the business college at the University of Findlay. The Findlay business students encouraged McKee to update his logo and develop a marketing plan that was used to get a business loan. "The SBDC has so much information available to help small businesses get started. Craig has been with us every step of the way," said McKee.



History of Our ITAC

The Ohio SBDC at Youngstown State University has shared space with an International Trade Assistance Center (ITAC) since 2012.

Some of the Things We Do

The International Trade Advisor teaches Economics and International Business at the University. The students work with ITAC clients and upon completion, give an oral and written report to the ITAC advisor and client. The report includes a seven country marketing research plan, market supply change, international management, and more than 200 leads of buyers and distributors for the companies to investigate. The International Trade advisor is fluent in several languages and is available for translation support. Some of the students gain internships from the companies they assist.

Some Of The Businesses We See

We see new and existing businesses in manufacturing that are interested in exporting.

Favorite part of being a Director

"I am able to help educate the clients, and understand that exporting is an opportunity and with our assistance expand their sales. It is very rewarding to see the satisfaction of my students and companies success."

Youngstown
STATE UNIVERSITY

To Schedule an Appointment Please Call

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Success Story Redex Industries

Redex Industries, a family-owned and operated business, was started by Bill Kennedy in the basement of his home with the help of a Small Business Administration (SBA) loan. Udderly Smooth, a skin moisturizer originally used for dairy cattle, was noticed by the farmers for the profound change in their own skin. The company has manufactured Udderly Smooth product lines for more than 30 years in Salem, Ohio.

Redex Industries has expanded their facilities and their product line. The company now offers eight different products globally. This global expansion has helped introduce Udderly Smooth products to the world. The company distributes its products in more than 13 countries around the globe. Linda Kuzior, director of operations, has worked closely with the International Trade Assistance Center (ITAC) and the Small Business Development Center (SBDC) at Youngstown State University, hosted by the Williamson College of Business Administration.

The ITAC has aided in this global expansion by reaching out and introducing the company to services like the export financing program, export compliance education, trade mission preparation and the SBA E200 Emerging Leaders program. The SBA E200 Emerging Leaders program exposes qualified small business owners in the area to powerful benefits including innovative strategies to grow their businesses.

When asking Kuzior if there was any advice that she would recommend to other entrepreneurs and aspiring business owners, she suggested to "know the ins and outs of your product." She also suggested to "thoroughly know your market and what you and your company are capable of." Kuzior recommended seeking out the resources available to you like the SBA, the SBDC, ITAC and the Ohio Development Services Agency. "Knowing your resources will help you become a stronger business as these resources are there to help you succeed", Kuzior said.



Success Story Westbrooks Cannery

History of Our SBDC

The Ohio SBDC at Kent State at Tuscarawas campus is a full service center with training facilities and support personnel. The office serves ten counties that are located in Appalachia. The Center at Kent State has been a part of the network for over 10 years.

Some of the Things We Do

Being located in a university the SBDC promotes youth entrepreneurship by hosting the Great Idea Contest. Through the Jobs Bill program allowed the SBDC to hire 10 independent contractors that had specialties in human resources, social media to assist in training entrepreneurs.

Some Of The Businesses We See

The district has a mixed and diverse customer base. Customers seeking assistance are from many different industries. Agriculture is the dominant industry in most of the counties. Shale development has changed the area significantly.

Favorite part of being a Director

"My favorite part of being an SBDC Director for me is working with the clients and then watching them obtain some level of success and/or achievement. To be able to observe this first-hand and realize that we played some part in this is very satisfying."



To Schedule an Appointment Please Call

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Kristina Clark loved working in her garden. Soon her garden became so large that she began to donate her food to the community. A neighbor suggested that she should try canning her vegetables. Clark began canning her food and taking it to the local festivals where she sold most of her goods. Her canning venture became so successful, once Clark decided to get her food and processing license, she never looked back. In four years she has grown from a home-based business to 14 full- and part-time employees.

Clark is active in her local community; she is involved with takeexit93.com, which ties all Tuscarawas County businesses together. She sponsors local events and donates baskets to many causes. She met Joe Belinsky, counselor and Certified Business Advisor® of the Small Business Development Center (SBDC) at Kent State University Tuscarawas Campus at a local business event.

Clark met with Belinsky on a weekly basis; he helped her write a business plan and offered solutions for training her employees. "Joe is amazing, and always available, I can call him anytime for advice," said Clark. Belinsky has helped Clark figure out how to train employees versus contractors and helped her develop sales commission and bonus plans.

The cannery is selling products in the Mid-Atlantic, Midwest and Northeast regions of the United States. Clark has hired a sales team in Texas to represent her company overseas. She is working with Mousa Kasis, International Trade Advisor and Certified Global Business Professional at the International Trade Assistance Center (ITAC) at Youngstown State University.

"By the end of the year my product will be in 20 states and it will be sold globally. This became possible through the assistance I received from the SBDC at Kent Tuscarawas, and the ITAC at Youngstown State University," said Clark.

History of Our SBDC

The Ohio SBDC at BizTech joined the SBDC network in 2008. They recently moved the Butler County at Hamilton Mill.

Some of the Things We Do

The Butler County SBDC at Hamilton Mill has partnered with a local community action agency to develop a microenterprise program with a focus on business development training for low to middle income families. The SBDC partnered with several local entities to form retention committees to provide resources and assistance to small businesses. They work with Miami University and its affiliate campuses to offer various workshops for small businesses.

Some Of The Businesses We See

The Ohio SBDC at Hamilton Mill sees an equal number of existing and starting business clients. The office is working to increase the number of existing businesses.

Favorite part of being a Director

"Developing community resources and working with my advisor Mark Lankford."



To Schedule an Appointment Please Call

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Success Story My Dad & I

Rick Finley had a dream of developing athletes while strengthening families. His passion for sports and family established a company called MD&I Baseball Academy, which stands for "My Dad and I". Finley began by coaching a friend's travel baseball team. There are a lot of organizations that parents pay for their children to play, but the parents were not involved with the actual coaching of the kids. Finley's idea was to have the parents become active participants in learning the fundamentals of baseball and softball in a camp.

Finley went to the Small Business Development Center (SBDC) at BizTech and met with counselor Mark Lankford, who helped him develop a business plan, and provided him with an attorney and a certified public accountant. "Mark had compassion and the ability to listen and guide me where I needed to go," said Finley.

Finley works in the central, southwestern Ohio and Northern Kentucky areas, and has big plans for the future. One of his goals is to have national baseball camps and tournaments in metropolitan areas.

"I am often asked how did I move my business forward in such a short time? I tell them to get help from an SBDC advisor, because it will pay big dividends," says Finley. He further states, "Know your strengths and weaknesses and surround yourself with knowledgeable people."

History of Our SBDC

The Ohio SBDC at Terra State Community College has been on campus since 1988 providing confidential one-to-one advising, training and education programs to prospective and existing small business owners in Erie, Ottawa, Sandusky, and Seneca Counties. Our center engages in outreach activities designed to link resources of the federal, state, and local governments with the resources of the educational community, the economic development community, and the private sector to meet the diverse needs of the small business community.

Some of the Things We Do

Our SBDC is offering a pilot program that will give Terra students the opportunity to consider entrepreneurship as an option upon graduation. It begins with three one hour sessions of small business training for interested students taken during the first semester of school. The results have shown at least 20 percent of clients receiving services are current or past students.

The SBDC at Terra offers a weekly Small Business Basics class in a different county each week, for anyone who wants to start, buy or expand a business. Upon completion of the class the attendee becomes a SBDC client.

Some Of The Businesses We See

The center works with a wide variety of small businesses, such as agriculture, forestry, fishing and hunting, construction, small manufacturing, arts, entertainment and recreation, accommodation and food services, and many other types of services.

Favorite part of being a Director

"My favorite part of being a SBDC Director is the pleasure I receive from helping start, sustain, and grow small businesses, and watching them become successful."



To Schedule an Appointment Please Call

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SBDC at Terra State Community College
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Success Story Catawba Island Brewing Company

Mike Roder has a longstanding passion for craft beer. He spent years brewing at home, exploring different tastes and techniques, and has visited some of the world's best breweries. When Roder and his family announced plans to start their own production brewery in Port Clinton, it came as a surprise to no one—he had talked about it for years. Though Roder knew plenty about the brewing trade, he didn't have any experience owning a business. He looked to the Small Business Development Center (SBDC) at Terra Community College for guidance.

Roder began by attending a seminar for first-time business owners, where he learned the basics of entrepreneurship. He then worked one-on-one with Certified Business Advisor® Bill Auxter to do financial projections, market research and create a business plan. In May 2013, Roder and his business partners opened Catawba Island Brewing Company.

The company plans to brew 1,500 barrels of their craft beer each year, selling it directly to the public and in the brewery's tasting room. Though Catawba Island Brewing Company is less than a year old, it is built on decades of brewing experience. Roder advises potential business owners to "do your research and complete your business plan."



Success Story Militerriers Inc.

History of Our SBDC

The Ohio SBDC at Wright State University (WSU) has been a part of the Dayton business community for over two decades. The SBDC serves Darke, Preble, Shelby, Miami, Montgomery, Champaign, Clark, Greene, and Clinton counties. This area represents approximately 10 percent of Ohio's population.

Some of the Things We Do

The SBDC at WSU is the only SBDC in Ohio to use the U.S. Small Business Administration's Boots to Business, and Vetrepreneur Academy program. It is also the only center that has direct access to a military base which helps military veterans, active duty personnel, and their spouses. The center is the home for various military veteran programs and offers a very active training schedule for early stage and established entrepreneurs. The SBDC provides very strong IT counseling, in addition to internet sales and marketing; web design, and human resources.

Some Of The Businesses We See

Women owned and Veteran Owned businesses in addition to start up and existing businesses.

Favorite part of being a Director

"Being a SBDC Director is like being on the show Shark Tank every day. You get to hear great ideas and then help people realize their dreams."



To Schedule an Appointment Please Call

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When Bandit, a young Jack Russell Terrier, joined the Gonzalez household they had no idea how he would change their lives. Rob Gonzalez was an Army Reserve operations supervisor training at Fort Knox when he rescued the pup. Gonzalez noticed whenever Bandit was outside he would dig up bugs in the yard. His wife, Reene Whitson-Gonzalez, saw a news program that showed dogs detecting bed bugs, and after some initial research found that her dog was a good candidate for sniffing bed bugs. Whitson-Gonzalez took Bandit to Ironheart Training Center in Shawnee Mission Kansas to be tested, and he was trained in five months. When she started her enterprise only two companies were training bedbug dogs.

The couple was referred to the Small Business Development Center (SBDC) at Wright State University where they met with Certified Business Advisor® Earl Gregorich. "He had us look at our business plan to see if we could be funded. This experience made us think hard about Militerriers being a viable business," said Whitson-Gonzalez. "Earl was tough but fair and through his work we were able to get a loan to move our business forward."

"We used the SBDC for all of our important milestones. For example, is the cash flow sufficient to purchase an additional dog? Can I afford an accountant so I can expand my business? Earl always returned phone calls, offered excellent advice and made us feel like we were important," said Whitson-Gonzalez.

In the future the Gonzalez's are considering franchising their business. They would like to mentor veterans in a city where there is a need for their service. "If you're thinking about starting a business do the research and make sure there is a market for your service," said Gonzalez. "Set aside savings for at least one year. People tend to run out of money before the business is profitable."

History of Our SBDC

The Ohio SBDC at Summit Medina Business Alliance, Inc. (SMBA) opened in 2006 and covers a segment of Northeast Ohio. Some of the services offered are management training and education; one-on-one counseling; and technical assistance to support entrepreneurs. The SBDC at SMBA is one of 12 SBDC's that receives referrals from the Opportunities for Ohioans with Disabilities.

Some of the Things We Do

The SBDC at SMBA resides in an incubator who refers our services to high end companies that would otherwise be unfamiliar with our services. We are co-located with the International Trade Assistance Centers, and the Procurement Technical Assistance Centers, giving us the ability to offer a triage of services to businesses in need.

Some Of The Businesses We See

Manufacturers, Machine shops; Bio-Medical Labs; Retail; Women-Owned; Minority-Owned; Artists; Social Services; Accounting; Crafts; Distributors; Restaurants; Fitness Centers; Doggie Day Cares; Retail; Entertainment Centers; Barbers; Beauty Salons; Landscaping; Construction; Software; Day-Care; Home-Care; Pharmacy; Golf Specialty; Oil& Gas; and Energy Companies.

Favorite part of being a Director

"To witness satisfaction when an Entrepreneur's dreams are realized! It is the BEST! I am proud of the high quality service that we give to clients and to be part of a team that can show excellent results."



To Schedule an Appointment Please Call

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Success Story Koinonia Education and Family Resource Center*

Shelia Smith, Certified Grief Recovery Specialist®, has been fulfilling the needs of others for many years so in March 2013 she decided to open Koinonia Education and Family Resource Center (KEFRC). As a grief recovery specialist, Smith recognized a need to provide these services to employers as a benefit to employees who are in need of emotional assistance in dealing with their grief and loss, including loss of a loved one, divorce, family crisis, death of friend, financial loss, job loss, lifestyle and other life changes that can alter a "person's" well-being.

Smith began working with Anita Newkirk, Akron Summit-Medina Small Business Development Center (SBDC) Consultant, to assist her with her business needs as a start-up organization. The SBDC services offered to Smith were apropos as she had just opened KEFRC. Smith had recently obtained certification as a Certified Grief Recovery Specialist® and wanted to place much of her focus on promoting these services to her target audience such as corporations. Newkirk worked with Smith to create a marketing plan also recognizing her need to obtain an employer identification number (EIN), article of organization as a limited liability company, a business plan and referral for legal assistance.

The Akron SBDC has been instrumental in helping Smith navigate issues pertinent in the start-up phase of Koinonia. "Their business advice, referral for legal assistance, marketing workshop and assistance with writing my business plan were above expectations. I advise all entrepreneurs to seek expertise prior to launching their own business," said Smith.

***Funded in part by Jobs Act Program**

History of Our SBDC

The Ohio SBDC at Zane State College was established in 2006 and is a part of the Center for Workforce Solutions and Entrepreneurship. The Center provides a variety of workforce solutions and trainings for residents in eastern Ohio including training for a Commercial Driver's License. The organization is designed to meet the needs of small business owners and assist employers and potential employees with various job-related needs. The SBDC also provides assistance to entrepreneurs who would like to start local businesses, and provides specific counseling to entrepreneurs interested in gaining access to the oil and gas supply chain.

Some Of The Businesses We See

Almost 60 percent of our clients are existing businesses in retail and service industry. We help our clients set goals and strategies.

Favorite part of being a Director

"As an entrepreneur in a family owned business, I enjoy working with individuals and being able to make a difference in their lives by sharing resources that help them build or grow their dreams."



To Schedule an Appointment Please Call

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Success Story Watch Me Grow

For expectant parents, an ultrasound is a powerful experience. It's that first chance to connect with the life they are bringing into the world, Zanesville residents Kelly Johnson and Melissa O'Donnell wanted to provide local families with even more. Johnson and O'Donnell, both nurses, had experience with 3D/4D ultrasound, a method that provides more detail and depth than a traditional ultrasound. The pair decided to start a business offering the service.

Since neither had experience running a business they came to the Small Business Development Center (SBDC) in Zane State College for help. Certified Business Advisor® Cindy Voorhies walked them through the process. "Voorhies worked with us on each step of the process, taking one thing at a time and making sure we didn't rush into anything. Her business advice truly guided us in the months of preparation that led us to where we needed to be," said O'Donnell.

In 2014, O'Donnell and Johnson opened Watch Me Grow Studio and began offering affordable 3D/4D ultrasounds to the community. They have two ultrasound technicians on staff, a maternity/newborn photographer, a pregnancy massage therapist and a touch aroma therapist. "Coming from a non-business background, we could not have been successful without Cindy and the SBDC. Her support continues to be invaluable to us," said Johnson.

History of Our SBDC

The Ohio SBDC at Youngstown State University (YSU) was established in 1987.

Some of the Things We Do

The SBDC at YSU works closely with undergrad and graduate students on various projects such as the creation of spreadsheets, focus group management, and development of a social media presence. The students will have an opportunity to present their findings to the SBDC and the client. The students gain experience by helping a business with a real world situation. The SBDC also has the ability to tape focus groups which enable them to give clients valuable feedback. The SBDC at YSU was one of twenty programs chosen by SBA to partner with the Emerging Leaders Program, an executive-level training that provides the tools business owners need to sustain and grow their businesses. The training is focused on small companies that have the potential for quick growth and job creation.

Some Of The Businesses We See

The SBDC at YSU sees a mix of start-up and existing companies in various industries.

Favorite part of being a Director

"Receiving thanks from our clients is very meaningful. I feel good about the education that we impart to our clients so they can make well-formed decisions. Working in a university allows us to impact students and get them to think about starting their own business."

Youngstown
STATE UNIVERSITY

To Schedule an Appointment Please Call

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Success Story Flaming Ice Cube

In 2002, Michele Stratton opened a Vegan Café called the Flaming Ice Cube in Boardman, Ohio. Stratton created her own recipes and was recently named one of the Top Ten Veggie Burgers in the country! "The Vegan Burger at The Flaming Ice Cube delivers in providing its patrons with a scrumptious dish and one of VegNews Street Teamer Adam E.'s top picks." Her Vegan Café was so successful that Stratton opened a second location in Cleveland, Ohio in 2011.

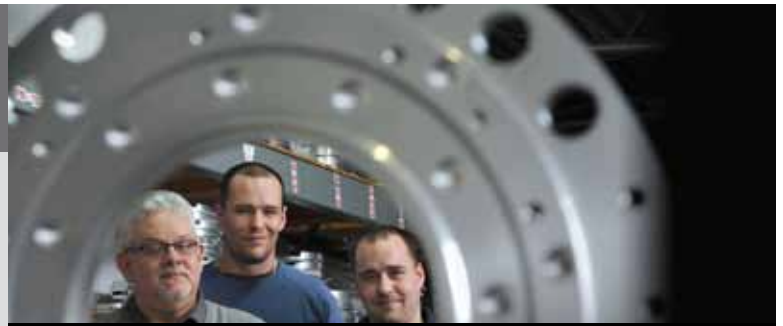
Despite growth since its inception, the Flaming Ice Cube was becoming inefficient and unprofitable due to a lack of structure and procedures. While sales continued to grow, profit was diminishing. Monthly financial losses were creating late payments on loans, payroll, and taxes. The business was in jeopardy of closing.

Stratton approached the Ohio Small Business Development Center (SBDC) at Youngstown State University in late 2013 for assistance in turning her business around. Christine Dailey, Business Advisor, assisted Stratton in analyzing the functions, products, services and business sectors of The Flaming Ice Cube. They identified those that could be streamlined or removed and those that should stay. Once identified, an optimization plan was developed and implemented. Financial reports were developed and included key metrics to track progress.

Today Stratton is combining her creativity with organization and optimization - turning her business around. Sales are up in both locations and the internal improvements have made significant changes in the financials. Boardman's prior year Net Loss was 21 percent compared to Net Income of 1 percent during the same time in 2013. The Cleveland location increased their net profit by 11 percent.

Stratton remarked, "The SBDC has evolved my thinking regarding key business principles. I could not have turned my business around without them!"

The Flaming Ice Cube is working with the Small Business Development Center to continue to improve the business. Stratton now has 27 employees with revenues over \$750,000.



Success Story Fidanza Performance

History of Our SBDC

Lake County Ohio Port and Economic Development Authority and Lakeland Community College joined the SBDC network in 2009. This partnership was designed to expand the impact of helping small businesses in the Lake and Geauga counties. As the only SBDC in Ohio with co-directors, both entities recognize that a partnership is the best way to build effectiveness and efficiency.

Some of the Things We Do

The SBDC's have consistently delivered over 10 million dollars a year of capital infusion to local clients. They hold an annual symposium in northeast Ohio, which centers on human resources, financing, marketing, and women in business.

Some Of The Businesses We See

More than sixty five percent of their clients are existing businesses and the majority of those clients are seeking financing and growth opportunities for their business.

Favorite part of being a Director

"I enjoy the variety and the ability to help transform businesses. The satisfaction that comes from assisting a business in thinking differently about how they can accomplish their goals is very rewarding."

Gretchen Skok-DiSanto
SBDC Director Lakeland Community College

"Seeing an entrepreneur make his or her dream of business ownership become a reality is the most rewarding part of this job!"

Cathy Walsh, SBDC Director Lake County Port and
Economic Development Authority

Fidanza Performance builds lightweight aluminum flywheels, performance clutches and adjustable cam gears for the racing and performance car industry. Jeff Jenkins started with the company in 2003 as an independent contract salesperson. Within three months, he was offered a full-time sales position with the firm. By 2007, he was the Sales Manager/Vice President of all sales. In 2010 the owner of the company came to him, asking him to take over as the company President and help turn around its declining profits.

The biggest surprise came when the owner of the company came to him in 2012, offering to sell the company to him. That is when Jenkins came to the Small Business Development Center (SBDC) at Lake County Port Authority. Although not in his plans, Jenkins was very interested in the offer and looked for assistance on how to make it happen.

Marty Gareau, of the SBDC at Lake County Port Authority, looked over the firm financials and a business plan put together by the business owner. Gareau suggested some changes that would strengthen the position of the company making it easier for him to find financing to make the purchase. Jenkins worked on the plan, reduced the company debt and improved their profits. With the financing from Lake National Bank and the Lake County Commissioners, he successfully purchased Fidanza Performance.

When challenges came his way, he received the support and guidance he needed from the SBDC and Gareau. "I wouldn't have been able to do it without the tremendous, prompt support and strong endorsement of the SBDC," said Jenkins. "It bordered on the unbelievable."

He encourages other entrepreneurs to not let go of their dream and to be willing to put the time and effort into achieving their goals. "Go after support," says Jenkins. "Impossible things can happen...just don't give up."



To Schedule an Appointment Please Call

Gretchen Skok-DiSanto or **Cathy Walsh**

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History of Our SBDC

The Ohio SBDC based in Athens, Ohio has been located at Ohio University for over 25 years. The SBDC is part of the Entrepreneurship and Regional Development umbrella of the Voinovich School of Leadership and Public Affairs. It is uniquely positioned to serve clients based upon the close proximity to the Economic Development partners Center for Entrepreneurship, TechGrowth Ohio, Innovation Center, and the Ohio University College of Business.

Some of the Things We Do

Help small business owners take advantage of conventional and non-conventional loans. The Ohio University SBDC serves clients in a four county region much of which is economically distressed.

Some Of The Businesses We See

As seen across much of Ohio, the primary sectors of business owners that we assist are in service and retail. There is also a growing technology sector as well. Organizations such as Tech Growth Ohio and the Innovation Center help serve as a catalyst in businesses focusing on technology and innovation. The SBDC partners with these organizations to provide comprehensive technical assistance.

Favorite part of being a Director

"Prior to joining the SBDC at Ohio University I worked for multiple national and regional management consulting firms. Providing no-cost assistance allows me, to impact more clients than I would have ever been able to assist in the previous firms where I was employed. At the SBDC, we work with any client that requests technical assistance. Building and developing long lasting relationships with clients is extremely satisfying."



OHIO
UNIVERSITY

To Schedule an Appointment Please Call

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Success Story Shagbark Seed & Mill Success Story

Take one bite from a crisp corn tortilla chip from Shagbark Seed & Mill and taste the future of the sustainable farming model in the Ohio region. All of Shagbark's tortilla chips and crackers are made from certified organic corn grown in Ohio. Shagbark Seed & Mill, located in Athens, Ohio, grew out of the efforts of the Appalachian Staple Foods Collaborative (ASFC) to develop a staple crop value chain in the region. The company produces whole grains, beans, seed and flour to develop a high-nutrition crop through sustainable farming techniques. The company's owners want to share information and resources about organic farming to build a regional network of food security.

Shagbark Seed & Mill has created a local sustainable farming model, producing nutritious-rich grains and beans while working to eliminate local health, economic and environmental problems. The Small Business Development Center (SBDC) at the Ohio University Voinovich School of Leadership and Public Affairs has assisted Shagbark with business and financial planning as well as continuous financial advice. The SBDC provides business consulting in all areas of start-up and operations for businesses in southeast Ohio.

"The tools provided by the SBDC have created a great foundation for us," says Michelle Ajamian co-founder of Shagbark Seed & Mill.

"Shagbark Seed and Mill has become a huge asset to our community and region by providing sustainable, locally grown, non-GMO products into the region's food supply. The SBDC looks forward to continuing to provide no-cost assistance as the company continues with future expansion efforts," says Lissa Jollick, Director of the Ohio University SBDC.

"The Athens community's support is outstanding," said Ajamian.

Shagbark products can be found in over 70 venues in the Midwest Region. Their products are sold in restaurants, farmers markets, and local grocery stores. Some of the products available are stone-ground spelt flour, heirloom popcorn, black turtle beans, corn tortilla chips and crackers, and 100 percent spelt pasta.

History of Our SBDC

The Ohio SBDC at Kent State University at Stark Campus has been a member of the SBDC network for nearly 20 years. In 2009, they created the Entrepreneurship Experience Program a series of events for entrepreneur advocates, that gives small business owners the opportunity to exchange ideas.

Some of the Things We Do

Kent Stark SBDC is one of the founding partners of the Stark Entrepreneur Alliance (SEA) an one-stop shop for start-up, early-stage and small/medium size companies in Stark County, Ohio. The alliance provides assistance in all aspects of creating and growing a business including business consulting, recruiting management, financing, real estate, product innovation, mentoring and coaching, legal and accounting, and more.

Some Of The Businesses We See

Types of businesses typically seen are: retail and service, light industrial and manufacturing, steel distributors, fabricating shops, and wholesale distributors.

Favorite part of being a Director

"I want to be here! I feel like I can contribute to the growth of entrepreneurs."



To Schedule an Appointment Please Call

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Success Story YardGameCREation

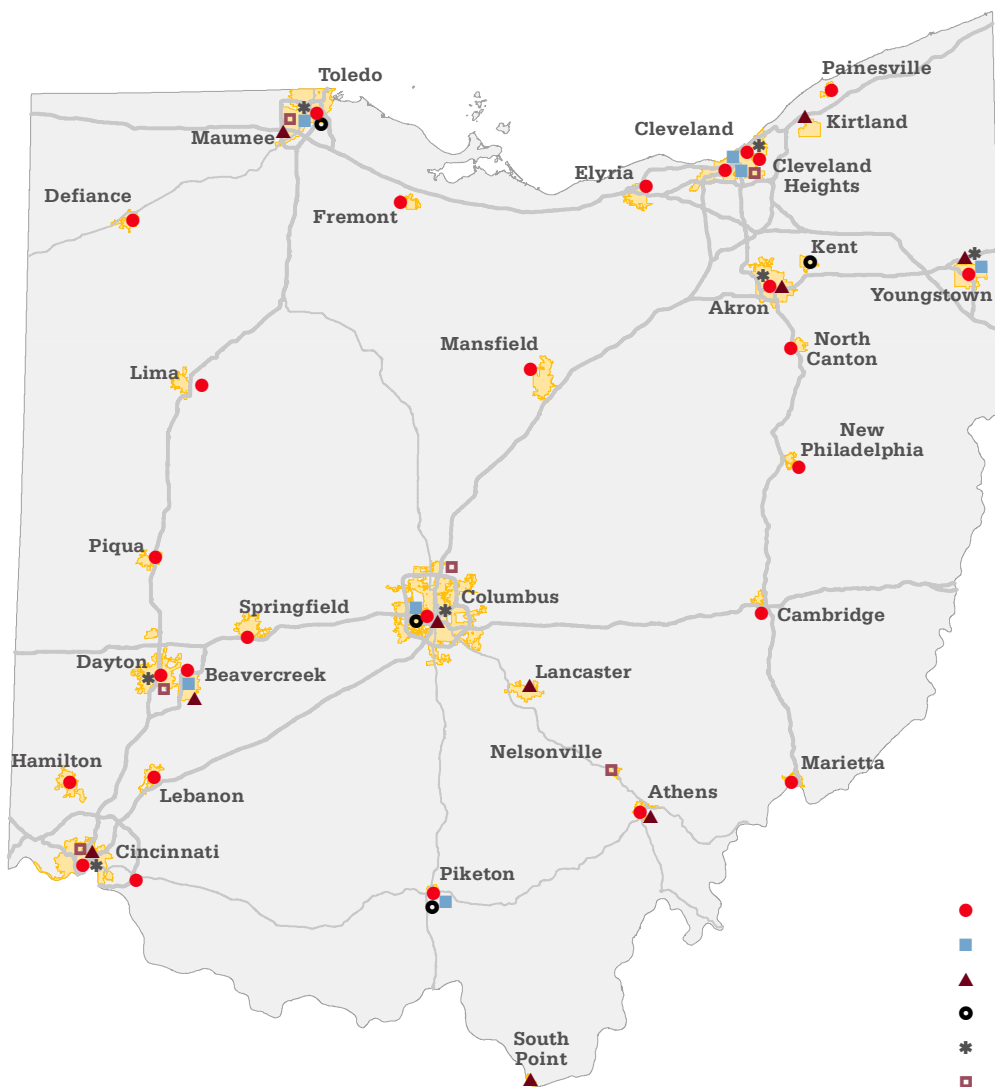
Craig Etheridge started YardGameCREation with the encouragement of family and friends. Games designed and manufactured by YardGameCREation are designed for people aged eight to 80. They are "variably challenging" games that are low impact and very entertaining. While their first game, "BagWheel™", was well received, the construction was not conducive to easy transportation by the players. Between 2012 and 2013, several designs were developed and tested. A focus group was used to test the packaging, assembly and play instructions.

Initially, Etheridge attended a "Start Your Own Business", class taught by Holly Bolinger, counselor and Certified Business Advisor® at the Small Business Development Center at Kent Stark campus. "The most valuable takeaway from this class was to keep personal and business information separate," said Etheridge.

Etheridge soon met with Bolinger to develop a business plan, who connected him with the Manufacturing Technology Small Business Development Center for suppliers to form the plastic pipe he needed to replace the PVC pipe he was using. She also provided market study information and provided him several opportunities to showcase his product. "The follow up was great. Many organizations promise to help but the SBDC and Holly deliver the help," said Etheridge.

Last summer, Etheridge had an opportunity to display his game at The Ohio State Fair where several hundred people came through to play. Feedback from the booth workers and hundreds of fair goers provided great input on designing a more portable version.

Etheridge is working on the supply chain to support higher volumes of sales. He is initiating contacts with retail leaders for licensing and selling the game in their store. His second game is scheduled to launch in 2014 with his next 4 games presently in prototype testing.



Minority Business Development Division (for MBAC's)

614-466-5700 • www.minority.development.ohio.gov

Office of Business Assistance (for SBDC's, ITAC's, PTAC's, & MTSBDC's)

614-466-2711 • www.development.ohio.gov/bs/bs_entrepreneurship.htm

Office of Technology Investments (for MEP's)

614-466-2775 • www.development.ohio.gov/bs_thirdfrontier/mep.htm



John R. Kasich, Governor

Development
Services Agency

David Goodman, Director



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