A man with glasses and a red sweater is smiling while working in a machine shop. He is positioned in front of a large industrial machine with a blue top and a grey frame. The machine has several circular openings, some of which contain red and green components. A copper-colored tool or part is visible on the right side of the machine. The background shows a typical industrial setting with various equipment and a 'wtc' logo on a panel.

Ohio Small Business Development Centers

# Stronger Than Ever

2012 Report to the Community

**Ohio**

**Small Business  
Development Centers**

John R. Kasich, Governor

David Goodman, Director  
Ohio Development Services Agency



## Small Business Development Centers



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Interim State Director

Small Business Development Centers of Ohio

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City of Mentor-Department of Economic & Community Development

We are pleased to present the 2012 Small Business Development Centers Annual Report to the community.

Successful small businesses are transforming Ohio's economy. Business owners and entrepreneurs are exhibiting resilience, intuitiveness and resourcefulness as they navigate this economic landscape. Through experienced professional counseling, technical assistance and training the Ohio Small Business Development Centers (SBDC) continue to play a major role in supporting and helping our small businesses grow to the next level. Across all Ohio SBDC Network programs, small business clients created and retained 16,184 jobs, started 589 businesses and had approximately \$132 million in capital infusion for 2012. It is wonderful to see businesses not only surviving but thriving. This annual report highlights small businesses that have leveraged the resources provided by the Ohio SBDC program to develop, grow and be stronger than ever.

The Ohio SBDC program provides high-impact, front-line services designed to facilitate small business growth, job creation and access to capital. The SBDC provide confidential one-on-one business advising at no cost, management training and education programs and technical assistance to entrepreneurs and small business owners. The Ohio SBDC Network includes the specialty programs – International Trade Assistance Centers (ITAC) and Manufacturing and Technology Small Business Development Centers (MTSBDC). The network includes 39 centers throughout Ohio located centrally and in easily accessible areas, which are staffed with approximately 120 people plus volunteers. Each center is staffed with highly trained industry experts to assist the local small business community with growth strategies. Through in-depth, substantive, ongoing business counseling and training, the intended outcomes for Ohio SBDC clients include successful business start-ups and business expansions, job creation and retention and increased company revenue and profit.

The SBDC program is a collaborative effort that links the resources of the private sector, educational community, incubators, chambers, economic development organizations and federal, state and local governments. These partnerships build community capacity to increase access to small business resources and help foster a strong climate for small business survival and growth.

We thank all of our stakeholders for their continued support in allowing us to serve the small business community of Ohio.

Daryl Hennessy  
Interim State Director  
Small Business Development Centers of Ohio

*"SBDC helped me focus on things that are possible now, that I can commercialize and implement. Talk to people at the SBDC early on. The earlier you talk with them the more quickly you'll get on the right track."*

*– Dr. Anthony Ananthanarayanan, Innovative Weld Solutions*

**On the Cover:** SBDC client Dr. Anthony Ananthanarayanan of Innovative Weld Solutions produces aluminum structures twice as strong as anything else in the industry and has authored 25 patents.

The SBDC at the Entrepreneurs Center in Dayton helped Dr. Ananthanarayanan focus his ideas, convey why his techniques are important and successfully market his services.

## Our Mission

To accelerate Ohio's economy by helping people start, sustain and grow their business.

## Our Vision

Transform Ohio into an innovative entrepreneurial-based culture.

## SBDC, ITAC and MTSBDC 2012 Statistics

### 2012 Client Economic Impact

Increased Sales	<b>\$129,852,684</b>
Capital Infusion	<b>\$115,523,764</b>
Export and Government Contracts	<b>\$65,941,282</b>

### 2012 Clients and Counseling Hours

Jobs Created and Retained	<b>13,909</b>
Clients Served (Counseled and Trained)	<b>20,779</b>
Hours of Counseling	<b>54,941</b>

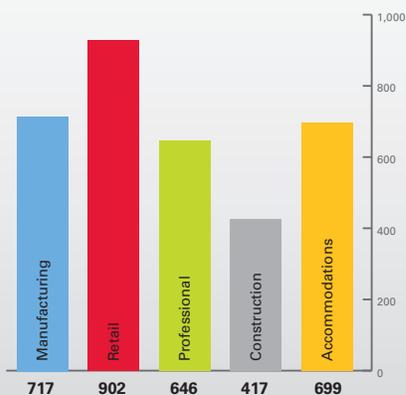
### Return on Investment

- Clients start **1.8 businesses** each working day (250 working days per year)

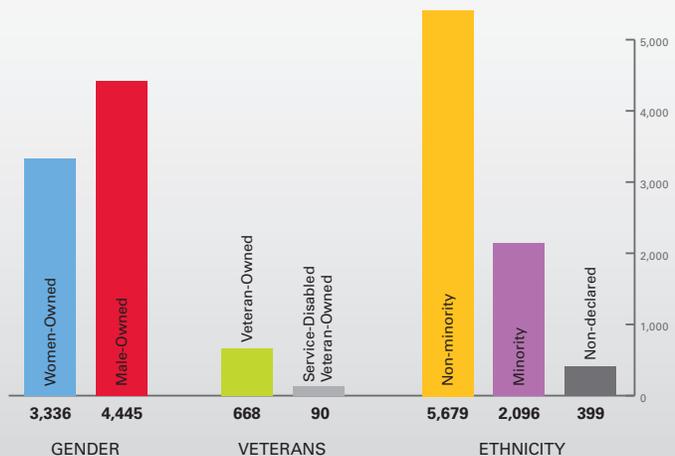
### Every 60 minutes

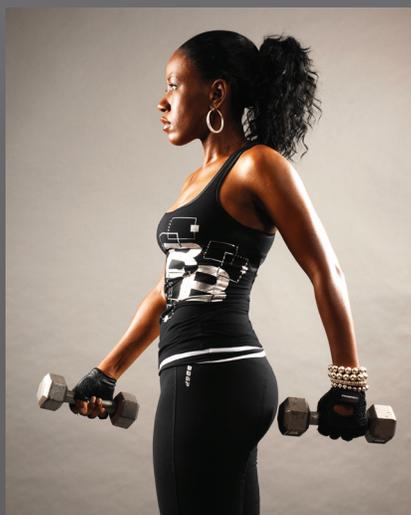
- Clients generate **\$14,813** in new sales

### Statewide Top 5 Business Sectors



### Ownership





## The Small Business Development Centers Network of Ohio

The Small Business Development Centers (SBDC) Network of Ohio is a statewide program designed to assist small businesses at all stages of growth. By staffing all locations with Certified Business Advisors that offer integrated services, the SBDC Network meets the needs of small business owners and entrepreneurs in all industries. The high-impact program delivers a variety of services including:

- Free, one-on-one business counseling
- Workshops and training programs
- Strategic business planning
- Marketing strategy development
- Human resources management
- Capital source identification
- Loan packaging guidance
- Disaster assistance

## International Trade Assistance Centers

The International Trade Assistance Centers (ITAC) have international trade specialists on-hand to provide export help to exporters that are new to the exporting business or looking to expand an existing export business. ITAC assists Ohio small businesses in becoming competitive by increasing their reach to international markets. International trade specialists help companies participate in the global market by offering help with:

- Export readiness and documentation
- Logistics and financing
- Market research strategies
- Cultural/language assistance

## Manufacturing and Technology Small Business Development Centers

The Manufacturing and Technology Small Business Development Centers (MTSBDC) offer specialized business counseling to manufacturing and technology business owners and entrepreneurs with fewer than 50 employees. MTSBDC specialists assist the businesses with the development and commercialization of their innovative technologies and advance manufacturing managerial and educational services including:

- New product development and commercialization strategy
- Technology marketing
- Patenting, licensing, trademarking and copyrighting
- Intellectual property issues

## 1st Stop Business Connection

The 1st Stop Business Connection is an online program that connects businesses with free, customized comprehensive start-up kits providing information and various government forms for more than 280 types of businesses.

Go to: [Business.ohio.gov/starting](http://Business.ohio.gov/starting)

## Right Ride

### *Small Business Development Centers Success Story*

Sometimes good things can come out of bad situations. That, at least, is the experience of Chad Spohn of Beverly, Ohio. After breaking his neck and back in a car accident Spohn was unable to continue his work as a roofer. While recovering, he became dissatisfied with the medical transportation services that were available. Spohn saw room for another service provider in his area and knew he could provide safer and more accommodating medical transportation.



With this opportunity in mind he contacted Certified Business Advisor® Pamela Lankford at the Small Business Development Center (SBDC) at Washington State Community College. The two drafted and refined a business plan and explored different options for the company, and eventually secured a loan.

“The SBDC provided support to me throughout all of my business ideas and provided great guidance and support in developing a business plan and securing financing. I anticipate I will continue to lean on them for advice and support,” said Spohn.

The loan allowed him to purchase two vehicles and begin offering transportation services to the community. By focusing on customer service – being on time to pick up clients, having drivers certified in CPR and First Aid and staying with customers during their appointments – Right Ride began to grow.

Though the business is only nine months old it already services five counties, has added two more vehicles and has secured major medical transportation contracts in the state of Ohio. Spohn plans to offer taxi services to the Beverly area, and hopes to secure a loan to buy four additional vehicles.

## SIS Health Care

### *Latino Small Business Development Centers Success Story*



Gretchen Silva has been a social worker in Cuyahoga County for more than 20 years. In this position, she saw the need for a company that would serve the area’s diverse population. For more than six months she researched her idea, and when she left social work to launch her business she never looked back.

Silva named her company SIS Homecare which stands for Service Integrity and Serenity. Her company serves patients of all ages who need healthcare assistance while living at home. All of her employees are bi-lingual, speaking Spanish and English.

Silva searched on the internet for assistance and attended several events sponsored by the Small Business Development Centers (SBDC) before becoming a client. In 2011, she met with Jason Estremera, SBDC Director at the Hispanic Business Center. The SBDC provided bank presentations, business plans and growth projections. Ultimately, with their assistance Silva was able to get a Small Business Administration loan from the Economic Community Development Institute. This loan has enabled her to hire three employees.

The SBDC also helped SIS Healthcare become certified by the Joint Commission, a necessity for businesses in the health care industry. This certification allows doctors to refer clients to her company, and she is able to acquire Medicaid and Medicare patients. Silva continues to work with the SBDC to seek new markets. “The SBDC provided me with tools of education, business planning and contacts to have my idea become a reality for the community,” said Silva.



## Transmet Corporation

### *International Trade Assistance Centers Success Story*

Transmet Corporation is a manufacturer of aluminum and zinc metal particles for use in a wide variety of applications. Typical customers are in the chemical, roofing, battery, high-strength nano-grained metals and abrasive cleaning industry. Transmet's unique manufacturing process allows them to make products with significant advantages to their competition.

Most of Transmet's current customers are in the U.S. Business owner Doug Shull and two other employees identified that automotive-related companies in the U.S. that also manufacture outside of the country were buying their abrasive cleaning products. They approached the International Trade Assistance Center (ITAC) at Columbus State for assistance.

Certified Business Advisor® Papa Omar Diop was able to educate Shull on different aspects of international trade including market research, due diligence, export-pro-forma invoice, inco-terms, international shipping, method of payment as well as other rules and regulations. Production increased by 5 percent when the ITAC helped Transmet get a letter of credit for a shipment to a distributor in Spain.

Shull stated, "We know that there are a lot more opportunities beyond Spain. We need to find more distributors."



## Wiseman Brothers Fabricating and Steel

### *Manufacturing and Technology Small Business Development Centers Success Story*

Generation after generation, entrepreneurial determination appears to be part of the genetic code. Brothers Shane and Derek Wiseman certainly remember the hard work and late nights their father put into his business. In 1995, the two brothers continued on that entrepreneurial path as they opened their own metal fabrication business, Wiseman Brothers Fabricating and Steel, LTD.

Wiseman Brothers Fabricating and Steel is a family-owned and operated business. They have grown to employ 20 people, totalling 150 years of metal fabrication experience in many different areas of fabricating and manufacturing custom steel products. As business increased, they've expanded their facilities and personnel accordingly. Along the way, they met with Brad Bapst, Certified Business Advisor® and director of the Manufacturing and Technology Small Business Development Center at OSU South Centers in Piketon, Ohio.



"Brad told us about a variety of opportunities that were available to us and we selected what we thought would work best for us," Shane Wiseman explains. "Brad helped us get a discounted rate on a loan to expand our facilities. That discount saved us a lot of money," Derek Wiseman said. "Brad stops by periodically to tell us about new opportunities that we might be interested in, and he let us know about workshops available at the South Centers. Brad is very thorough in his job and helps out a lot."

Wiseman Brothers have worked with several southern Ohio companies, large and small. They have also shipped products to a number of countries outside the U.S. and continue to take on jobs from people coming in off the street such as projects from farmers, timber cutters, saw mill operators and the Amish.

## B. Hill Exclusive Cutz Barbershop

### *Small Business Development Centers Partnership with Rehabilitation Services Commission Success Story*

The Rehabilitation Services Commission (RSC) works with partners in business, education and nonprofits to facilitate customized employment plans for Ohioans with disabilities. The partnership role of Ohio Small Business Development Centers (SBDC) is to assist those Ohioans in reaching their entrepreneurial goal of self-employment. Certified Business Advisors® counsel RSC clients on small business opportunities and guide them in all aspects of operating a business.

### **B. Hill's Exclusive Cutz Barbershop**

When Brian Hill of Columbus opened B. Hill's Exclusive Cutz Barbershop, he reached out to the SBDC at Columbus State for assistance. He needed help writing a business plan and finding a location to house his business.



Hill found an excellent vacancy for his business and his landlord, who owns a beauty salon next door, also benefited from the SBDC's services. The SBDC assisted B. Hill's Exclusive Cutz Barbershop and the beauty shop, Hair Styles with an Attitude, with promotions, marketing and branding. Both businesses benefit from residing next door to each other, and Hill's clientele has grown exponentially since his grand opening.

The Linden Development Corporation has mentioned the positivity B. Hill's Exclusive Cutz Barbershop has brought to the surrounding neighborhood as a thriving minority business in an area that once held no family barber shops.

## R.E.S.E.T and Restored Citizens

The Restored Citizen Program provides high-quality entrepreneur workshops and training through partnerships with re-entry job readiness programs to restored citizens throughout Ohio who are ex-offenders. This program, along with the SBDC DVD series "Restoring Ex-offenders into Society through Entrepreneurship and Training (R.E.S.E.T)," provides resources, motivation and information to inmates, ex-offenders and the community at large regarding entrepreneurship opportunities as a means of transitioning into mainstream society. These initiatives support the Governor's effort in the Collateral Sanction Reforms.



### **Rezilyantz, Inc.**

#### *Small Business Development Centers Partnership with Restored Citizens Success Story*

Weslee Pullen attended the first Restored Citizen Workshop, "The Best Way to Start Your Business as a Restored Citizen" a program for ex-offenders and people with criminal records who desire to start their own business. After attending he opened his business Rezilyantz, Inc., a nonprofit organization providing services to ex-offenders. Pullen is featured in the R.E.S.E.T DVD.

## Check Ohio First

Check Ohio First is a free web-based service that expands contracting opportunities by connecting buyers and sellers with platforms for training, webinars and procurement events. Check Ohio First encourages the use of Ohio businesses by enabling small businesses or agencies to register in this free directory. Contact us: [www.checkohiofirst.com](http://www.checkohiofirst.com) or (614)466-2711.



## Small Business Development Centers (SBDC)

### Akron

SBDC at Summit Medina Business Alliance  
(330) 375-2111

### Athens

SBDC at Ohio University The Ridges  
(740) 593-1797

### Cambridge

SBDC at Zane State College  
(740) 432-6568

### Cincinnati

SBDC at Urban League of Greater Cincinnati and Latino SBDC  
(513) 487-1155

### Clermont

SBDC at Clermont County Chamber of Commerce  
(513) 576-5000

### Cleveland

SBDC at Cleveland State University  
(216) 359-0220

SBDC at Northeast Ohio Hispanic Center for Economic Development and Latino SBDC  
(216) 281-4422

SBDC at Urban League of Greater Cleveland  
(216) 622-0999

### Columbus

SBDC at Columbus State Community College and Latino SBDC  
(614) 287-5294

### Dayton

SBDC at the Entrepreneurs Center  
(937) 281-0118

SBDC at Wright State University  
(937) 775-3503

### Defiance

SBDC at Maumee Valley Planning Organization  
(419) 782-6270

### Elyria

SBDC at Lorain County Community College  
(440) 366-4370

### Fremont

SBDC at Terra Community College  
(419) 559-2210

### Hamilton

SBDC at BizTech  
(513) 737-6543

### Kent

SBDC at Regional Economic Growth Corporation  
(330) 474-3597

### Lebanon

SBDC at Warren County Port Authority  
(937) 748-4350

### Lima

SBDC at Rhodes State College  
(419) 995-8184

### Mansfield/Shelby

SBDC at North Central State College  
(419) 755-9011

### Marietta

SBDC at Washington State Community College  
(740) 373-5150

### New Philadelphia

SBDC at Kent State University Tuscarawas Campus  
(330) 308-7479

### North Canton

SBDC at Kent State University – Stark Campus  
(330) 244-3290

### Painesville

SBDC at Lake County Port Authority and Lakeland Community College  
(440) 357-2290

### Piketon

SBDC at The Ohio State University South Center  
(800) 860-7232

### Piqua

SBDC at Edison Community College  
(937) 381-1516

### Springfield

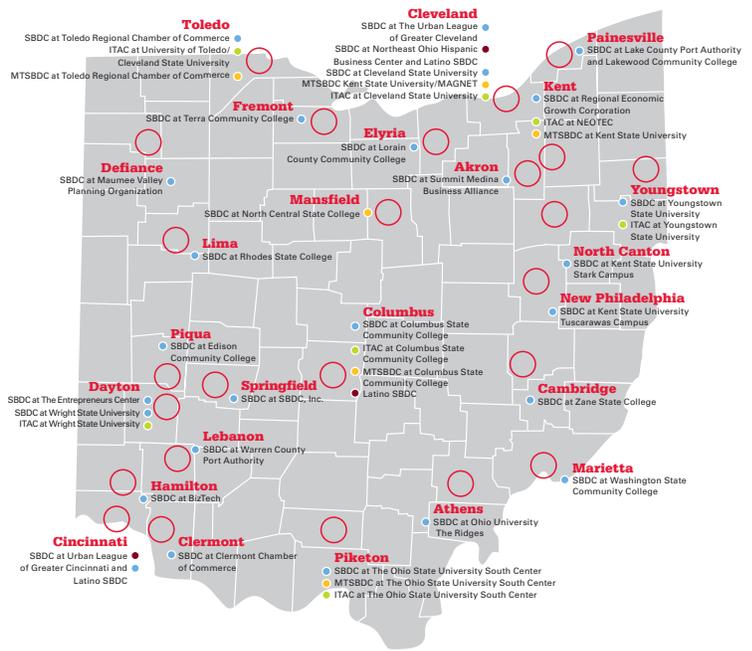
SBDC at SBDC, Inc.  
(937) 322-7821

### Toledo

SBDC at Toledo Regional Chamber of Commerce  
(419) 243-8191

### Youngstown

SBDC at Youngstown State University  
(330) 941-2140



- Small Business Development Center (SBDC)
- International Trade Assistance Center (ITAC)
- Manufacturing & Technology Small Business Development Center (MTSBDC)
- Latino Small Business Development Center

## International Trade Assistance Centers (ITAC)

### Cleveland

ITAC at Cleveland State University  
(216) 523-7347

### Columbus

ITAC at Columbus State Community College  
(614) 287-3850

### Dayton

ITAC at Wright State University  
(937) 775-3524

### Kent

ITAC at NEOTEC  
(800) 793-0912

## Manufacturing and Technology Small Business Development Centers (MTSBDC)

### Cleveland/Kent

MTSBDC at Kent State University  
(330) 672-0793

### Columbus

MTSBDC at Columbus State Community College  
(614) 287-2553

### Piketon

ITAC at The Ohio State University South Center  
(800) 860-7232

### Toledo

ITAC at University of Toledo/ Cleveland State University  
(419) 530-5682

### Youngstown

ITAC at Youngstown State University  
(330) 941-2140

### Piketon

MTSBDC at The Ohio State University South Centers  
(800) 297-2072

### Toledo

SBDC at Toledo Regional Chamber of Commerce  
(419) 243-8191



The Small Business Development Center (SBDC) program of Ohio is funded in part through a cooperative agreement with the U.S. Small Business Administration (SBA). The SBDC program is also funded in part by the Ohio Development Services Agency. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact the SBDC at (614) 466-2711.



John R. Kasich, Governor

## Small Business Development Centers

David Goodman, Director  
Ohio Development Services Agency