

2021 IMPACT REPORT

New Hampshire Small Business Development Center



Elijah Sobel
North Country Kayak
Bethlehem, NH



Strengthening New Hampshire's
economy one small business at a time

Letter from the State Director

TOGETHER, WE ARE MOVING OUR SMALL BUSINESSES TOWARD A RESILIENT FUTURE.

The theme of 2021 was resiliency in every sense of the word. New Hampshire’s businesses used their ingenuity and fortitude to pivot and adapt. Through all of the ups and downs and unexpected challenges, SBDC’s team was there by our clients’ sides supporting them every step of the way. We guided our clients through workforce challenges, pandemic protocols, supply chain issues, shifting consumer behaviors, cash flow planning, and more.

We know that access to an SBDC business advisor makes a difference. Since March 9, 2020, SBDC assisted more than 10,601 business owners through direct advising and training. Together we helped our clients obtain over \$94M in disaster relief and other sources of capital, while increasing their sales by \$30.7M.

Across the country and certainly here in New Hampshire, we have seen how CARES Act funding, SBA disaster relief programs, state, and local relief funds made a tangible difference in people’s lives. Those programs helped keep businesses open and people employed. With the support of CARES Act funding, SBDC stood up a number of new programs, including the first ever Small Business & Community Resiliency Academy, a joint Cybersecurity Initiative with the NH Tech Alliance, twelve new eCourses, and three phases of the statewide Business Resiliency Survey. In addition, we successfully completed a rigorous accreditation exam through our national network, America’s SBDC.

As we head into the third year of this pandemic, I am exceedingly proud of the SBDC team. We hire team members that are dedicated to and passionate about serving small businesses, and it shows. Despite the challenges brought on by the pandemic, our team is stronger than ever and ready to take on whatever comes next.

I am also grateful for our economic development partners at the federal, state, regional and local level. We will remember this period of time for bringing out the best in all of us, pulling us together in that distinctly New Hampshire spirit of community and goodwill.

On behalf of our team and our clients, thank you for your continued support of the NH SBDC. Our efforts have made and will continue to make a difference for business owners, employees, their families, and communities across the Granite State.

Sincerely,

Liz Gray
State Director
NH Small Business Development Center



\$196M Total Annual
Economic Impact

2021 by the Numbers

SBDC ASSISTANCE



4,483

Advised and Trained
Clients



98.3%

Client Satisfaction Rate



111

Delivered Training
Events

CLIENT IMPACT



1,848

Created and Saved Jobs



\$49.2M

Raised New Capital

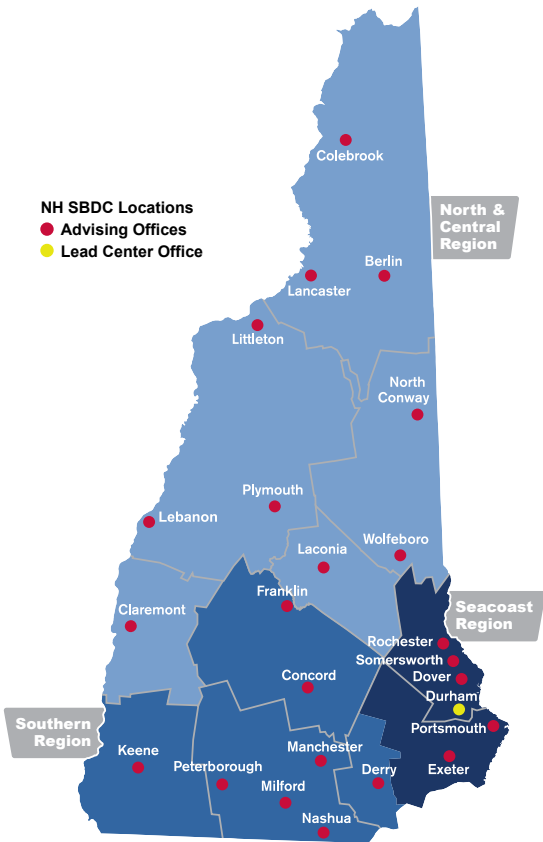


\$22.8M

Increased Sales

Our Locations

NH SBDC has business advising offices that cover the state, from the towns along the Connecticut River to the Seacoast to the North Country and every point in between.



Cooperative Agreement Partners

Thank you to all our partners who have supported the NH Small Business Development Center throughout our 37 years. We look forward to continued collaboration in the years ahead.



Amy K. Bassett
District Director, NH District Office, U.S. Small Business Administration

The NH Small Business Development Center is a tremendous resource for small business owners and entrepreneurs throughout the State of New Hampshire. The business counseling provided by their dedicated team of advisors is truly helping businesses start, grow and recover in New Hampshire. As we continue to see a high demand for services, the NH SBA values our partnership with NH SBDC and we look forward to continued collaboration.



Taylor Caswell
Commissioner, Department of Business and Economic Affairs

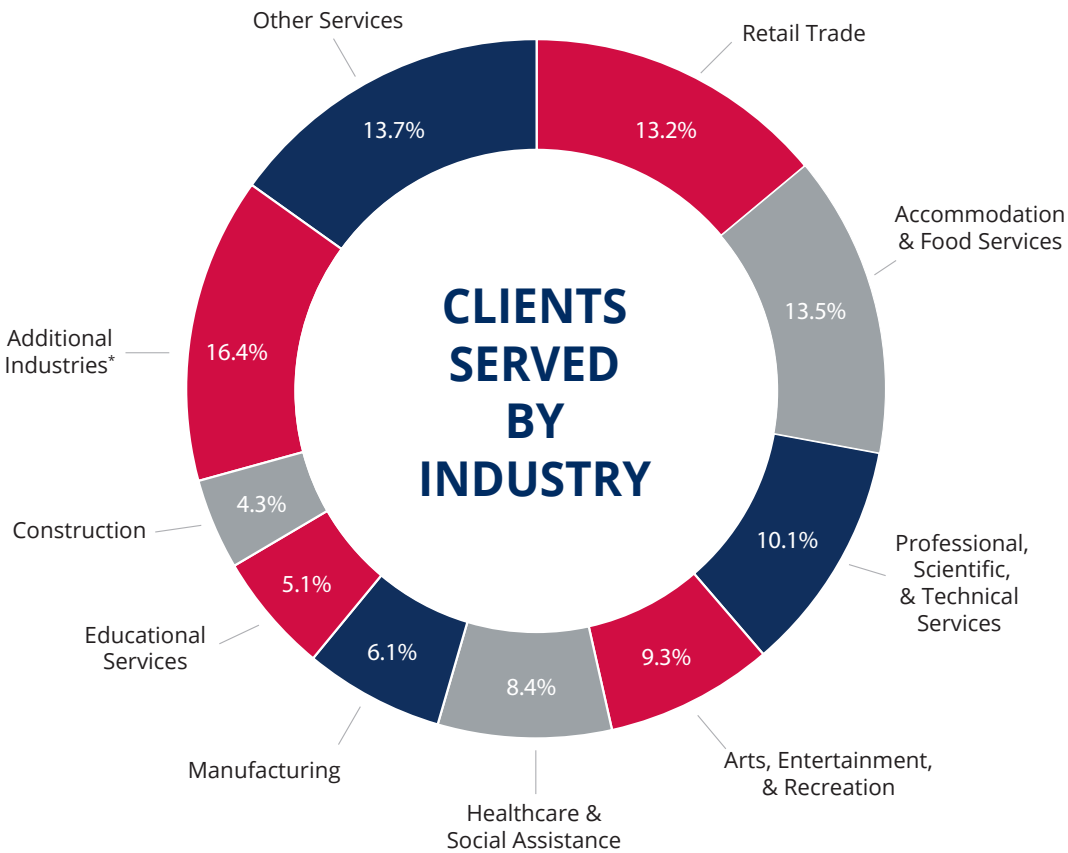
NH SBDC has been a strong partner for businesses across the state. Small businesses are critical to the health and vitality of New Hampshire, and NH SBDC offers expert technical knowledge and assistance to these businesses. Together with NH SBDC, the Department of Business and Economic Affairs helps ensure that our small businesses thrive, grow, and prosper in the Granite State.



James W. Dean, Jr.
President, University of New Hampshire

UNH is proud to have been the host institution for our state’s SBDC for 37 years, and we look forward to continuing our work together in support of New Hampshire, its small businesses, and its entrepreneurs. NH SBDC’s work in the state provides important outreach for the university, allowing us to establish partnerships, share our expertise and resources, and positively impact the state’s economy.

2021 Client Demographics



ADDITIONAL INDUSTRIES*			
Agriculture, Forestry, Fishing & Hunting	2.6%	Finance & Insurance	1.7%
Real Estate & Rental & Leasing	2.4%	Administrative & Support	1.3%
Information	2.4%	Utilities	1.0%
Transportation & Warehousing	2.2%	Mgmt. of Companies & Enterprises	0.9%
Wholesale Trade	1.7%	Public Administration	0.2%

GENDER

50.5% Male

49.5% Female

RACE & ETHNICITY

4.3% African American

3.1% Asian

4.0% Hispanic

1.3% Native American

0.3% Pacific

87% White

7.5% Veteran

Featured Programs & Services



Advising & Education

NH SBDC is the state's leading resource for business advising and education. SBDC works with small businesses to help them start, grow, create jobs, and be resilient.

Our team of certified business advisors provides highly individualized, confidential advising at no cost to the Granite State's businesses. SBDC also offers relevant eCourses and webinars. SBDC's programs and services are designed to help our clients establish best practices in financial management, marketing, sales, human resources, cybersecurity, workplace culture, etc.

SBDC's advising team works regionally, with locations around the state so that entrepreneurs can easily access our services. Additionally, advisors utilize technology to engage with clients remotely and our educational programs were all online in 2021, which made connecting easier and safer throughout the pandemic. SBDC advised and trained 4,483 small business owners in 2021, helping them create and retain 1,848 NH jobs.



Pathway to Micro

NH SBDC's new Pathway to Micro program helps entrepreneurs create their pathway to success.

There is no one blueprint for owning a small business. SBDC advisors can help new entrepreneurs achieve their dream of starting a business, whether they are artists, landscapers, aspiring consultants, or HVAC experts.

PTM offers unemployed or under-employed individuals the opportunity to launch a micro business (1-5 employees) of their own. Participants get confidential, highly individualized business assistance at no cost. Specialized education offerings for participants will be rolled out.

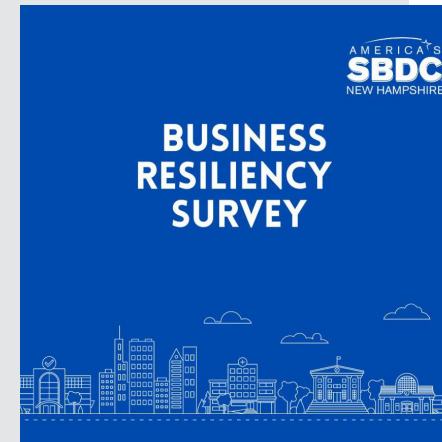


Cybersecurity Initiative

In partnership with the NH Tech Alliance, SBDC launched cybersecurity education for NH small businesses.

Small businesses can no longer afford to remain unaware of cyber threats or remain complacent with inadequate technology. They have to take action and enhance their systems and processes to remain resilient in today's online economy.

The Cybersecurity Initiative provides a web-based training program that guides businesses through cybersecurity best practices. Content includes a webinar series, blog articles, and eCourses, with additional Cybersecurity Reviews on the horizon. Businesses can also access one-on-one confidential advising from SBDC's team of business advisors. All program offerings are provided free of cost to New Hampshire small businesses.



Business Resiliency Survey

SBDC, in partnership with the UNH Survey Center, conducted three Business Resiliency Surveys (Phase 1 in June 2020, Phase 2 in February 2021, and Phase 3 in October 2021) to assess the impact of COVID-19 on small businesses throughout New Hampshire. The three-survey approach provided significant data and a longitudinal analysis of the effects of the pandemic on New Hampshire's business community. Another survey is planned for summer 2022 to continue that analysis.

Across the three surveys, there were 4,217 responses from 174 NH towns and cities. Sixty-five survey partner organizations across the Granite State shared the survey links.

By better understanding the challenges and needs of New Hampshire business owners, economic development partners can more effectively help businesses recover and become more resilient. Visit nhsbdc.org for key findings and survey reports.



Inclusivity Project

For 37 years, NH SBDC has been proud to support entrepreneurs and small business owners from every walk of life. We provide the same great services to anyone that walks through our doors, regardless of race, ethnicity, gender, sexual orientation, socio-economic status, age, religious or political beliefs. But like many organizations, we know we can do more to have our services be welcoming and inclusive to all.

The demographics of New Hampshire are changing. According to 2020 U.S. Census data, People of Color who previously made up 10% of the state now represent 14% of the Granite State's population.

NH SBDC is taking action by launching its Inclusivity Project. The purpose of the project is to provide confidential, highly individualized business advising, education and resources to more POC entrepreneurs and small business owners to help them start or grow their businesses.



COVID

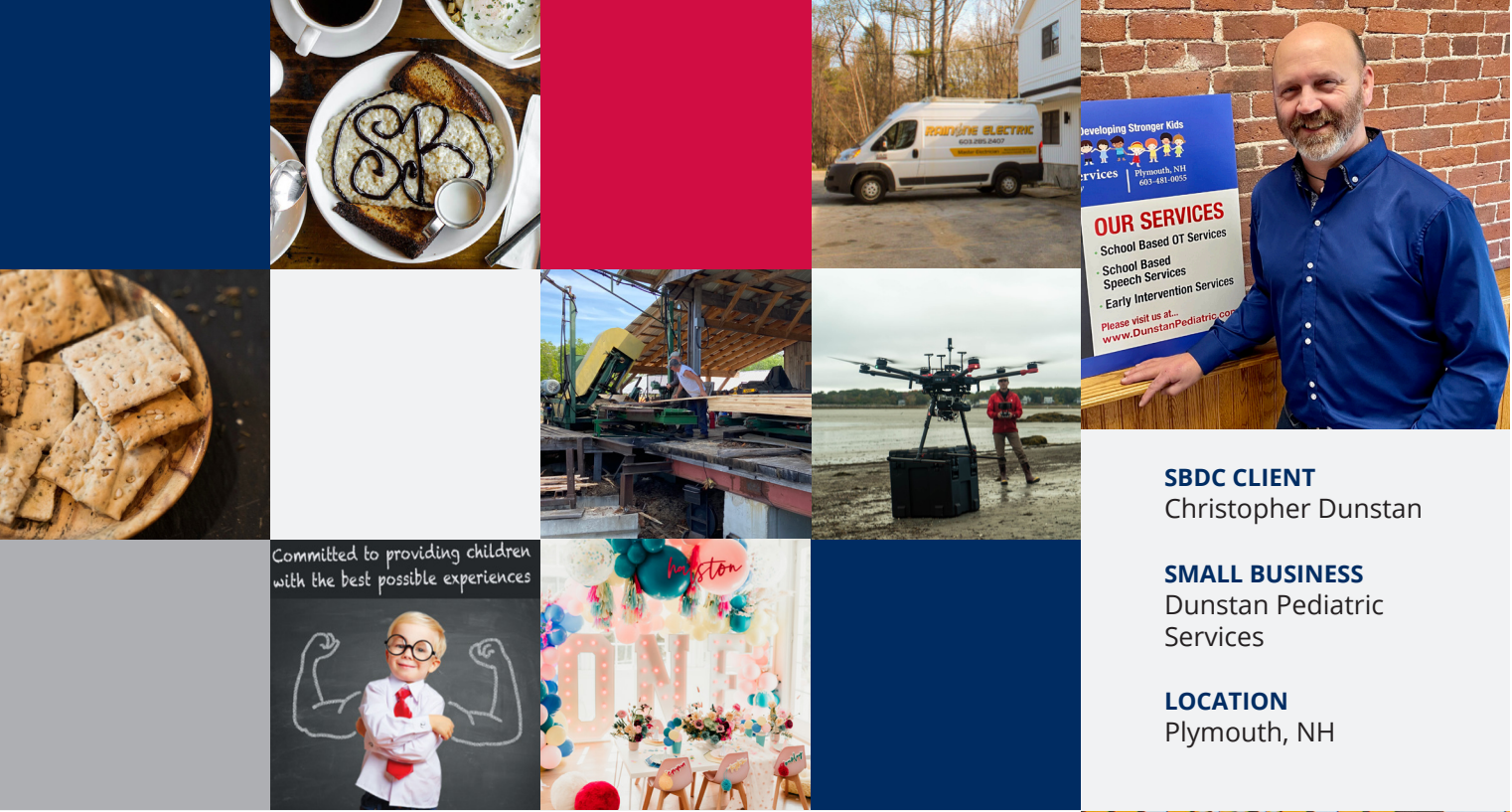
SBDC addressed the highly increased demand for our services to provide information and help navigate COVID relief programs, global supply chain and logistic issues, recruiting and retention of employees, and many more resiliency challenges arising from the pandemic. With funding from the CARES Act, we have added business advising capacity, and developed new programs.

From March 9, 2020 through 2021, SBDC advised 2,400 client businesses that received \$89 million in capital infusion.

SBDC launched new programs, including the **Cybersecurity Initiative** (in collaboration with the NH Tech Alliance), **Pathway to Micro**, **FAME** (a program to connect clients with financial and marketing consultants for up to five free hours), the **Business and Communities Resiliency Academy** (in partnership with UNH Cooperative Extension), the Chambers of Commerce Collaborative, and the **Business Resiliency Survey** (conducted by the UNH Survey Center).

Client Profiles

Owning a small business is challenging, which is only heightened during the stress of a pandemic. The success stories that have emerged from the resulting economic challenges serve as an inspiration to businesses, new and old.



SBDC CLIENT
Christopher Dunstan

SMALL BUSINESS
Dunstan Pediatric Services

LOCATION
Plymouth, NH

DUNSTAN PEDIATRIC SERVICES

Christopher Dunstan, owner of Dunstan Pediatric Services, a school-based related services provider in central New Hampshire was able to pivot on a dime and create a new paradigm for intervention at the beginning of the pandemic. They quickly opened up Zoom meetings and were able to see into the lives of the children they were servicing. Like many other businesses, they have made more of a shift to the online space since the start of COVID-19.

Dunstan Pediatric Services has made many resources available to the communities they serve via social media and virtual classrooms designed by their therapists.

“Taking the advice of Rita Toth, our business advisor, we have been focusing on market development and looking to understand how our customers receive information. We now have a presence on Instagram, Facebook, and we are using LinkedIn more effectively.”

— Christopher Dunstan



SBDC CLIENT
Tina Marchand

SMALL BUSINESS
Ellie and Piper

LOCATION
Goffstown, NH

ELLIE AND PIPER

Tina Marchand is here to save us from monotony. Throughout the pandemic, as children and parents have had to adjust plans around birthdays, graduations, and celebrations of all kinds, Tina’s business, Ellie and Piper, has fought back disappointment with a rainbow of pure joy. Using a variety of party goods like balloons, banners, and paper-design, Tina shares her gift for creating wondrous scenes, turning any space into a world of possibility.

“We were afraid that birthday parties would get canceled, so we started to pivot and stock items that we felt our customers needed: activity-based items for their children to stay entertained at home. We helped our customers continue to find ways to make birthday celebrations special at home. The demand for our party products continues to grow.”

“Hollis McGuire, our business advisor, has helped set us in the right direction with employer resources and different avenues to obtain loans. She is a great listener and gives helpful feedback on how to navigate through the highs and lows of being an entrepreneur.”

— Tina Marchand



SBDC CLIENT
Gus Rainone

SMALL BUSINESS
Rainone Electric

LOCATION
Middletown, NH

RAINONE ELECTRIC

Gus Rainone spent years training for the day when he could start his own business. Growing up in the central New Hampshire area, he attended Lakes Region Community College to study as an electrician before serving as an apprentice for a local electrical contractor. Eventually, Gus felt he was ready to go out on his own, comfortable knowing he would provide his clients with the best service.

What he discovered was that there was more to being a good business owner than providing good service. So, while Rainone Electric was starting to grow its clientele, Gus started growing his business acumen. He found the NH SBDC and business advisor Amy Sterndale and two years later, Rainone Electric is thriving. Thanks to the help of the SBDC, Gus is becoming as adept at balancing his books as he is at wiring a new house.

“There’s a lot that you don’t realize about starting a business. I had no business experience. There’s this great community of business people and mentors who are there to help you prosper. I don’t hesitate to refer people to SBDC.”

— Gus Rainone



SBDC CLIENT
Kevin Dremel

SMALL BUSINESS
Jack's Crackers

LOCATION
Keene, NH

JACK'S CRACKERS

With a passion for cooking, Kevin Dremel of Jack's Crackers always found joy in playing with recipes to create something new and delicious. Jack's Crackers are made with fresh, local ingredients from the Keene area. With unique flavors like red wine, dill, fire cracker, and lavender rosemary, you'd be hard-pressed to find anything like it.

At the start, Kevin had an idea and a request from Monadnock Oil and Vinegar to create something for tastings, but no business experience. Taking a proactive approach, he contacted SBDC for help to get things moving, sharing, "I needed coaching from people who knew what they were doing." Kevin found the

guidance, support, and connections to resources he received from his business advisor especially helpful. She also helped him create a five-year plan for his business, which he can now proudly say he has achieved.

"Working with the SBDC has been a touchstone. The connections I've made between the advisors and the resiliency training have been fantastic. And, to find businesses connecting to and supporting each other is pretty cool."

— Kevin Dremel



SBDC CLIENT
Lydia West

SMALL BUSINESS
Goosebay Lumber

LOCATION
Chichester, NH

GOOSEBAY LUMBER

Goosebay Sawmill and Lumber, Chichester, NH, has been family owned and operated since 1978 by the Mahlstedt family. They supply woodworkers and homeowners with over 72 species of hardwoods and softwoods from all over the world.

When the pandemic brought in an influx of new DIY customers, Lydia West met with her SBDC business advisor, Hollis McGuire, to look at new ways to invest in serving customers. They paved part of their parking lot, replaced a delivery truck, and bought a new 4,000 board foot vacuum kiln. With the guidance of Andrea O'Brien, SBDC's Business Sustainability Director, Goosebay converted their mill from diesel to electric and installed solar panels, becoming a solar-run sawmill.

Much like any other small business, Goosebay has experienced its fair share

of challenges. So, what's their secret? Well, in addition to a quality product, fantastic service, and dedicated employees, they have what any small business should: a resilient, forward-thinking mindset, plus the support of the NH SBDC.

"I've learned that success always gets back to the numbers. We were thrown into the situation of unexpectedly growing 80% in one year - a rate that can be crippling to a business. Because of the work that my advisor Hollis McGuire and I did over the past 18 months on things like our capital investment strategies and our banking relationships, Goosebay is in an incredibly strong position, and we are sitting comfortably with our growth."

— Lydia West



SBDC CLIENT
Stefan Claesson

SMALL BUSINESS
Nearview, LLC

LOCATION
Portsmouth, NH

NEARVIEW

Imagine you could literally have a thousand-foot view. A solution would be visible more quickly and easily than when you are standing right in the middle of it all. Stefan Claesson's company Nearview is doing this for scientists, engineers, researchers, and environmental advocates. They get a closer look at ecosystems by using aerial drones to help them study, understand, and respond to the world around us.

As Stefan explains it, SBDC business advisor Ed Miles was even there to help "spitball ideas." Stefan knew he wanted his business to be focused on using drones, but what did that mean? Would he be providing services to real estate

agencies, which appeared to be popular? Ed helped him focus on his wheelhouse, environmental science. "That was one of the best pieces of advice. That guidance was key," says Stefan.

"I have a science and liberal arts background, but not much in business administration and development. I needed guidance out of the gate on building and managing my business, and SBDC advisors provided feedback and direction that was otherwise unavailable to me."

— Stefan Claesson



SBDC CLIENT
Jilan Hall-Johnson

SMALL BUSINESS
Sassy Biscuit

LOCATION
Dover, NH

SASSY BISCUIT

Jilan Hall-Johnson, owner of the Sassy Biscuit Company in Dover, military wife, and mother of three children was well aware of how dinners can go down. Instead of picking that battle, though, she opted to turn the dinner time funk into fun, capitalizing on her family's favorite meal of the day: breakfast. The Sassy Biscuit Co. was first born in Billings, Montana and the second location in Dover, NH opened in August 2020.

The Sassy Biscuit Co. is a super elevated, fast-casual bruncherie with the motto, "Bringing Big City Living to Small Town Plates". Guests are treated to a restaurant-style feel with scratch-made goodness, delivered at the speed of "fast food." NH SBDC business advisor Warren Daniel has been a support to the Dover Sassy Biscuit

from the very beginning; even before Jilan knew she wanted to open a location in NH. Having worked with SBDCs in other states, Jilan knew they were a great resource, so she believed it was necessary to bring SBDC in when going into a new city and state. And when asked, "why New Hampshire?" Jilan responded, "After spending a week in NH, how could you not fall in love with it?"

"The SBDC has been our cheerleader and our biggest support. There are so many obstacles to overcome and so much you don't know, the resources provided by the SBDC are essential to help you navigate them."

— Jilan Hall-Johnson



AMERICA'S
SBDC
NEW HAMPSHIRE

Kathy & Paul Le
Pro Nails
Nashua, NH

Contact SBDC today to learn more about our programs and services or to be paired with a certified business advisor.

nhsbdc.org
nh.sbdc@unh.edu
603-862-2200



 **University of
New Hampshire**
Peter T. Paul College
of Business and Economics

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ECONOMIC AFFAIRS**

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