

Impact Report 2022

AMERICA'S
SBDC
NEW HAMPSHIRE

Jay & Liz Curcio
MILA by The White Apron
Dover & Exeter, NH



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

Letter from the State Director

*NH SBDC provides the resources
small businesses need to thrive.*

As we reflect on all that we have accomplished together in 2022, it's my pleasure to present to you the NH Small Business Development Center's Annual Impact Report.

In the last few years, the Granite State's businesses have faced some seemingly insurmountable challenges with rising interest rates, supply chain disruptions, workforce recruitment and retention issues, accelerated digital transformations, and increased cybersecurity threats, let alone the ongoing effects of the pandemic.

With the assistance of our dedicated business advisors, small businesses have continued to launch, grow, and thrive. NH SBDC's statewide network provides entrepreneurs in all industries and at every stage of the business lifecycle with confidential, highly individualized business advising and educational programs, all at no cost.

But what does that really mean?

We are problem solvers. No problem is too small or too big for the NH SBDC team. We take a holistic approach to understanding a business's challenges and bring SBDC's significant assets and expertise to the table when addressing a client's unique needs. We take time to get to know our clients, ask hard questions, listen intently, and review all aspects of the business to help our clients set attainable short- and long-term goals.

We are connectors. Entrepreneurship can feel lonely and isolating, but when you connect with the SBDC team we open doors to a whole host of resources, lenders, and organizations that have programs to support business growth and development. With our Inclusivity Commitment we are breaking down barriers for some of New Hampshire's most underserved business communities. We strive to help our clients build their professional networks because the more connected our businesses feel to their communities, state, and partners, the stronger we all grow together.

We are dream makers. Every day we work tirelessly alongside entrepreneurs to make their dream of owning a small business come true. New Hampshire's innovative entrepreneurs not only build personal wealth and stability for themselves and their families, but they're making our downtowns more vibrant and creating jobs. We're so proud to have a real impact on the lives of so many entrepreneurs and their communities.

We are economic drivers. With the support of our federal, state, and local funding partners, we are driving New Hampshire's economy forward one small business at a time. In 2022 alone we served 3,375 clients through direct advising and training programs. With NH SBDC's help our clients accessed \$44M in new capital, increased their sales by \$17M and created or retained 760 jobs. Our total annual economic impact (ten year average) on the state of New Hampshire in 2022 was \$207M. Yes, you read that right, NH SBDC's small but mighty team's efforts contributed **\$207M** in economic impact, job creation, and growth!

From the smallest to the largest small business, we are honored to provide the guidance and resources needed to thrive in today's global economy. On behalf of the NH SBDC team and our clients, thank you for your continued support.

Sincerely,

Liz Gray

Liz Gray
State Director
NH Small Business Development Center



\$207M Total Annual
Economic Impact

2022 by the Numbers

SBDC ASSISTANCE



3,375

Advised and Trained
Clients



98%

Client Satisfaction Rate



108

Delivered Training
Events

CLIENT IMPACT



760

Created and Saved Jobs



\$44.1M

Raised New Capital

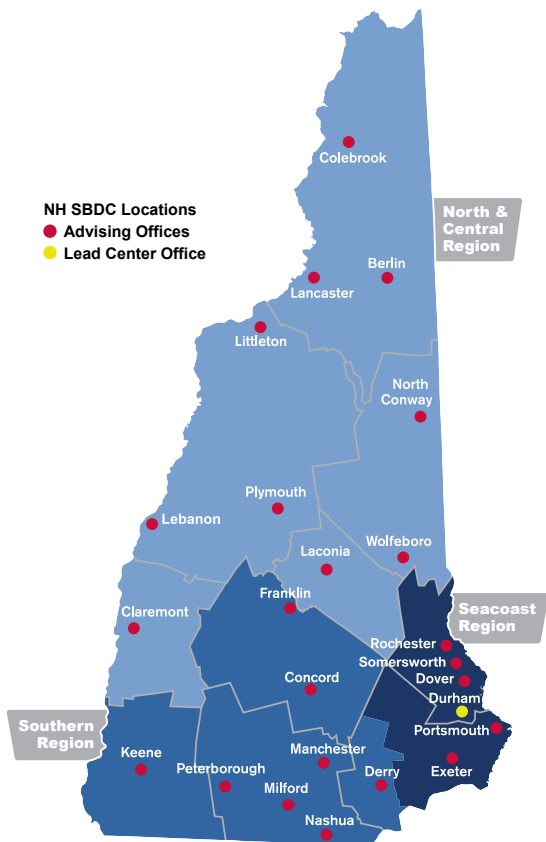


\$17.36M

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.



NH SBDC's total annual economic impact, prepared by a UNH Peter T. Paul College Economist, is calculated using SBDC validated impact (10 year averages of Jobs Created, Jobs Retained, Client Sales Increases, and Capital Infusion), average NH employee wage data, and the most recent New Hampshire Employment Multiplier

Cooperative Agreement Partners

Thank you to all our partners who have supported the NH Small Business Development Center throughout our 38 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 valued partner of NH SBA, and our team looks forward to continuing our strong collaboration. The programs and services delivered by NH SBDC’s dedicated team of advisors is a tremendous resource for small business owners and entrepreneurs throughout the State of New Hampshire. The business advising services are critical in helping businesses start, grow and thrive in New Hampshire.



Taylor Caswell
Commissioner, Department of Business and Economic Affairs

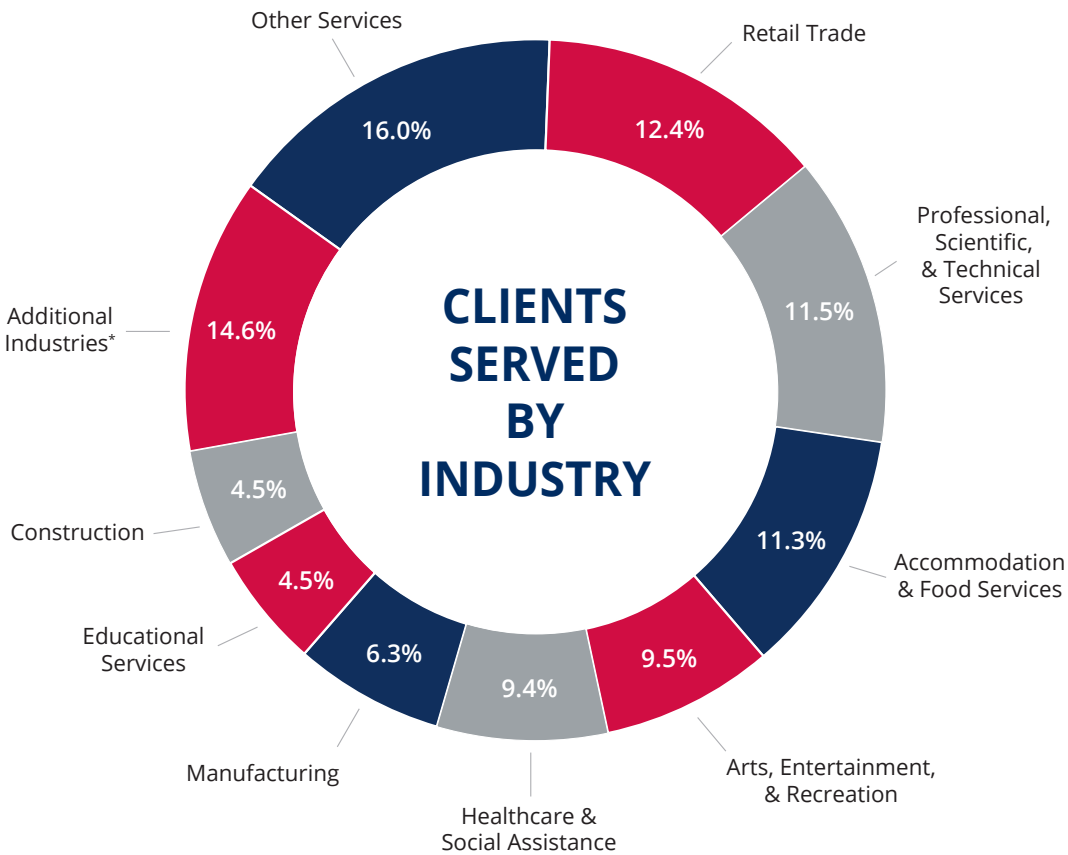
NH SBDC has been a strong partner for businesses across the state. Small businesses are critical to the health and vitality of New Hampshire, and NH SBDC offers expert technical knowledge and assistance to these businesses. Together with NH SBDC, the Department of Business and Economic Affairs helps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



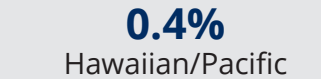
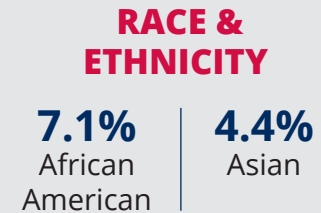
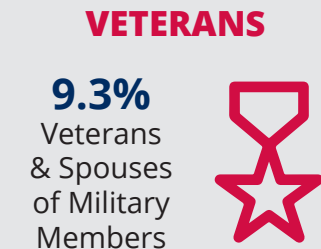
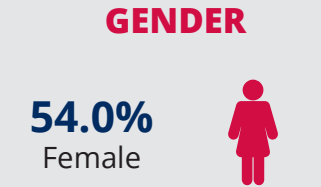
James W. Dean, Jr.
President, University of New Hampshire

As the host institution for New Hampshire’s SBDC for nearly four decades, the University of New Hampshire remains committed to continued collaboration in support of the state, its small businesses and its entrepreneurs. Partnering with the NH SBDC allows us to expand our outreach in the state through partnerships and the opportunity to share our expertise and resources. Together we are having a positive impact on the state’s economy.

2022 Client Demographics



ADDITIONAL INDUSTRIES*			
Agriculture, Forestry, Fishing & Hunting	3.0%	Administrative & Support	1.0%
Real Estate & Rental & Leasing	2.3%	Finance & Insurance	0.9%
Wholesale Trade	2.3%	Mgmt. of Companies & Enterprises	0.6%
Information	2.2%	Utilities	0.4%
Transportation and Warehousing	1.5%	Public Administration	0.2%



Of our 2022 clients, 256 self-identified as non-white or Hispanic. This represents 16.8% of our total client base. Some clients responded as being more than one race or ethnicity, and 55 did not reply.

Featured Programs & Services



Business Advising

Confidential, individualized, expert business advising.

Our team of trusted business advisors brings dedication and professionalism to the table. SBDC advisors support clients with business planning, exit planning, and everything in between, all the while meeting our clients where they're at in the lifecycle of their business. We work with small businesses from 1 to 500 employees, in any industry, and at any stage of growth.

We might be biased, but we think NH SBDC business advisors are truly amazing! Advisors meet with hundreds of businesses every year, finding individualized solutions for each client. There is no one-size-fits-all approach to our business advising.

One individualized approach is through collaborative co-advising. Our team places a high value on collaboration. Co-advising with other SBDC business advisors allows the lead advisor to increase the client's access to SBDC expertise, helping to further meet the client's needs.

Advisors may also refer a client to another resource partner for help with a particular issue. We strive to maintain partnerships with key insights and thoughtful support from colleagues who know more than they do about a particular subject. We place a high value on maintaining partnerships with lenders, business resource agencies, chambers of commerce, and industry associations in order to make warm referrals and build our clients' social and professional networks.



Pathway to Micro

NH SBDC's 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.

In addition to business advising, participants have access to SBDC's educational opportunities, including our eCourses. In 2023, the Micro Business Collaborative will offer PTM participants a monthly online, cohort-based networking and discussion group.



In a unique University of New Hampshire partnership, NH SBDC and the Community and Economic Development team at Cooperative Extension produced NH's first ever Resiliency Academy for Small Business and Communities. The partnership developed content and supported small businesses, non-profits, community leaders, and volunteers throughout the state in their resiliency plan efforts.

Over three years, the academy attracted more than 640 participants, with the majority being small businesses. It was the first time ever in New Hampshire that businesses and communities were brought together in this way to explore the issue of resiliency.

In 2022 the third Resiliency Academy for Small Business and Communities offered a hybrid model of training via live webinars and in-person connections. A unique feature of the Academy was a series of walking tours in Littleton, Keene, and Somersworth. These three locations were selected because they demonstrate how communities can utilize local natural resources, art, diverse cultures, outdoor recreation opportunities, and other smart planning tools to create economic opportunity and vibrancy.

Building community resiliency leads to stronger economies, interwoven networks of leaders, and thriving businesses, all resulting in a higher quality of life.

"The best part was diving in beyond the theory and hearing specific, real-life examples on each topic from people who've actually implemented them."

- Anonymous Resiliency Academy participant



2022 New Hampshire Small Business Survey

For the last two and a half years, NH SBDC has led the way in gathering and curating information relative to NH small business needs and challenges.

With more than 5,300 small businesses responding to NH SBDC's four surveys, thousands of data points were collected on critical issues such as financial well-being, workforce development, resiliency planning, cybersecurity preparedness, supply chain issues, and other factors affecting businesses' recovery efforts through the pandemic.

Following on three successful Business Resiliency Surveys, SBDC transitioned to the annual New Hampshire Small Business Survey in September 2022. We will continue to partner with the UNH Survey Center and economic development partners across the state to develop and distribute the survey. Our robust survey reports present information in an easily accessible narrative and graphic format. SBDC's reports provide a longitudinal analysis of business needs and challenges by comparing survey responses over several years, at both the state and regional levels. By surveying the Granite State's business community regularly, policy makers and practitioners will have timely information to assess the needs of businesses and respond more quickly and efficiently.



Financial Accelerator Marketing Expeditor (FAME)

The FAME program, funded by the CARES Act, was one of SBDC's biggest successes in 2022! We call it our "triple win."

SBDC advisors identified that financial, marketing, and legal issues are some of our clients' most challenging issues. Access to specialists in these areas is critical for small businesses to succeed in today's world. The FAME program offered SBDC the opportunity to hire marketing and financial consultants and attorneys to support our clients. Clients applied for up to ten hours of consulting and were matched with vetted experts based on their individual needs. Advisors worked with their FAME program clients and attended consultant meetings.

Why do we call it our triple win? FAME's funding source allowed us to 1.) hire small business consultant firms, 2.) give 306 SBDC clients access to expert advice, and 3.) create professional development opportunities for SBDC's business advisors.

"The SBDC and its FAME program proved to be our business guardian angels. They helped us access a wealth of resources and expert advisors that were game changers for our young and growing company. They helped catalyze our success as we went from 5 to 50 employees in a little over one year."

- FAME participant from Hollis, NH



43% of cyber attacks are aimed at small businesses, but only 14% are prepared to defend themselves, according to Accenture's Cost of Cybercrime Study. Small businesses can't afford to remain unaware of cyber threats or remain complacent with inadequate technology. SBDC's Cybersecurity Initiative, in partnership with the NH Tech Alliance, helps countless New Hampshire businesses take action to enhance their cyber preparedness to remain resilient in today's online economy.

The Initiative provides a web-based training program that guides businesses through cyber best practices based upon the 5 central concepts of the NIST Cybersecurity Framework: Identify, Protect, Detect, Respond and Recover. Content includes Data Assured's nationally recognized Cybersecurity Workbook, recordings of expert-led webinars, blog articles, and an SBDC eCourse.

In 2022, with the support of CARES Act funding, we launched a new, no-cost Cybersecurity Review program for our small business clients. The program gave our clients access to top-notch cybersecurity professionals who reviewed their current cyber threat level and provided a report with recommendations to enhance their cyber preparedness.

"We found the Cybersecurity Reviews program to be very helpful both in terms of measuring our vulnerability and prioritizing policies and protocols to improve our cyber security in the most cost-effective manner."

- Tim Sink, President & CEO,
Greater Concord Chamber of Commerce

Inclusivity Commitment



In·clu·siv·i·ty

noun

The practice or policy of providing equal access to opportunities and resources for people who might otherwise be excluded or marginalized, such as those having physical or intellectual disabilities or belonging to other minority groups.

For 38 years, NH SBDC has proudly supported entrepreneurs from every walk of life, but like many other organizations, we know we can do more to make our programs and services more welcoming to all who seek our help.

Unfortunately, systemic challenges and barriers have long prevented businesses owners of color from more fully connecting with resources and professional networks that would help them achieve greater levels of success.

With support from the CARES Act and the SBA Community Navigator Pilot Program (CNPP), we were able to launch NH SBDC's **Inclusivity Commitment**. In 2022, we focused our outreach and program efforts in Southern NH communities with a goal of serving even more BIPOC and New American businesses through individualized business advising and education. NH SBDC hopes to find connection points with community and business leaders that will attest to SBDC's role as a trusted partner for businesses of color in New Hampshire.

In 2021, 13% of our small business clients self-identified as BIPOC, whereas in 2022, with these efforts, **16.8%** of our client base self-identified as BIPOC.

"I love working with entrepreneurs, business owners and people that are thinking of getting involved in their own business. They're inspirational, they do incredible things and I feel very fortunate to be able to help them reach their goals and enrich the community."

- Andrea O'Brien
SBDC Business Advisor



"This is an amazing aid that the Latino and BIPOC communities are receiving. I see how they respond to SBDC because of its consistency, inclusivity, sustainability, and commitment."

- Rafael Calderon
Community Navigator Liaison

We are working with **Community Navigator Liaisons** to enhance partnerships with community leaders and build authentic relationships with BIPOC clients. **Rafael Calderon and Lidia Yen** provide ongoing engagement with people of color interested in starting or growing a business, and help us connect with organizations and community leaders who are excited to partner with SBDC and spread the word about our services.

SBDC Business Advisor Andrea O'Brien meets with most clients who come to us through the Inclusivity Commitment program, serving as their guide and advocate. Andrea helps them navigate business in New Hampshire and helps them forge connections with those who can help support their business growth.

We adapted our **client intake process** to create a safe and trusted way for prospective clients to meet with our advisors. We worked with our Liaisons and our staff to better understand the clients' needs and barriers (i.e., translation services) and created a more comfortable intake process, managed by **Mike Cashion, Client Intake Specialist**.

We are **getting out into the community** and participating in NH's diverse communities' celebrations and cultural events, especially in Somersworth, Nashua, Manchester, and Concord. We are building partner connections and raising awareness of SBDC's programs and services.

SBDC's enhanced marketing, communication, and education efforts include translation services for clients, postcards in several languages, and a dedicated webpage. We have a focus on DEI training for our staff and NH small businesses through live online workshops and two free eCourses about incorporating DEI in small businesses.



"Knowing there is a trusted person on their side can help business owners feel more at ease and help keep them on the path toward building their business."

- Lidia Yen
Community Navigator Liaison

Education

SBDC is best known for its one-on-one confidential business advising, but we also love bringing relevant information and resources to New Hampshire small businesses. In 2022 we dramatically innovated our business education offerings.

Together with industry partners, we developed an outdoor recreation online workshop series with the NH Department of Business and Economic Affairs' Office of Outdoor Recreation Industry Development & Granite Outdoor Alliance; an artist and maker series with the NH State Council on the Arts and the League of NH Craftsmen; and the Subcontracting Academy with BAE Systems and the APEX Accelerator/NH PTAC.

We redesigned our eLearning program by creating 30 new eCourses, each approximately 15 minutes long and housed on a fresh, more user-friendly platform. The eCourses have downloadable outlines and links to relevant resources, as well as transcriptions and closed captions. We also added several new webinar recordings on YouTube.



All of our eLearning content
is **FREE** & available **24/7**

New eCourses

STARTING A BUSINESS

- I have an idea!
- Planning and Research
- Planning for Hiring

UNDERSTANDING YOUR FINANCIAL STATEMENTS

- Intro
- Your Income Statement
- Your Cash Flow Statement
- Your Balance Sheet

FUNDING A BUSINESS

- Starting a Business
- Buying a Business
- Growing a Business

DIGITAL MARKETING

- How to Create and Implement a Winning Social Media Strategy
- Three Steps to Crafting Your Small Business Website
- How to Write Website Content for Humans (and Robots, too!)

DIGITAL MARKETING ANALYTICS

- A Practical Approach to Website Analytics
- SEO: How to Tame Googlebot and Grow Your Traffic - Part 1
- SEO: How to Tame Googlebot and Grow Your Traffic - Part 2

DIVERSITY, EQUITY & INCLUSION

- Implementing DEI in Your Small Business
- Igniting Your Small Business through Inclusive Leadership

EXPORTING

- Expanding Your Business Through Exporting
- Market Considerations
- Compliance Considerations

HUMAN RESOURCES

- The Employee Lifecycle for Small Businesses - Part 1
- The Employee Lifecycle for Small Businesses - Part 2

MANAGEMENT

- Building a Culture of Safety
- Cybersecurity for Small Businesses
- How to Read Your Energy Bill
- Managing Your Business by the Numbers
- Navigating Bankruptcy

SALES

- Revenue Generation for Small Businesses
- Sales Forecasting

Client Profiles

*Owning a small business is challenging. Growing it can be complex.
SBDC has helped thousands of businesses – here are a few inspirational stories from 2022.*



SBDC CLIENT

Claudia Tobon

SMALL BUSINESS

Launch Now

LOCATION

Stratham, NH

LAUNCH NOW

For 16 years, Claudia Tobon and her husband, Rich Carroll, have been a staple in homes across New England through their company, Gekus Studios & Yearbook Publishing, the go-to company for school pictures at over 650 schools. Rich and Claudia began working with SBDC business advisor Warren Daniel when they needed to apply for COVID relief funds.

During COVID, Claudia had time to develop her idea for Launch Now, a platform that assists middle and high school students in discovering career interests through an interactive survey. The platform, free for schools and students, connects students to real work experience with community partners who offer diverse opportunities.

Of course, Claudia worked with Warren to get Launch Now off the ground and established. She also worked with SBDC co-advisors on what revenue model made sense for a tech platform, how to manage costs and funding, and building a marketing strategy.

"The best thing about working with the SBDC is the ability to be open, honest, and vulnerable about your successes and weaknesses in order to get the most benefit out of the relationship."

"My advisors (lead advisor: Warren Daniel and co-advisors: Ed Miles, Hollis McGuire, and Rita Toth) have given me very valuable guidance on where to focus my resources and efforts and how to be strategic and purposeful in growing my business. I am very grateful for the depth and diversity of knowledge from the experts that have participated in co-advising sessions to assist me with my business."

— Claudia Tobon



SBDC CLIENT

Aaron & Adria Bagshaw

SMALL BUSINESS

Walter Bat Company

LOCATION

Nashua, NH

WALTER BAT COMPANY

Adria and Aaron Bagshaw own and operate WH Bagshaw, now a fifth-generation family business that makes precision metal pins and offers high precision Swiss-style CNC turned parts. They have been SBDC clients for over fifteen years.

In 2020, the Bagshaws began to have conversations about how they would continue to diversify and evolve their family business. An opportunity presented itself to take over a bat making business. Walter Bat Company, named after Aaron’s great-great-grandfather, Walter H. Bagshaw, was born, complete with a logo that bears Walter’s signature from when he was naturalized as an American citizen in 1887.

Walter Bat Company makes personalized, hand-crafted wood bats using the same concepts as the process of turning metal into components, just like WH Bagshaw. For guidance with this big shift, including opening a batting training center, the Bagshaws turned to their trusted SBDC business advisor Hollis McGuire, whom they meet with as part of their company strategy.

“I always say that SBDC is our secret weapon. You can’t even find the kind of expertise that you get with the SBDC, and to have it be so capable and free...I just can’t believe we’re so lucky.”
— Adria Bagshaw



SBDC CLIENT

Michael Cinquino

SMALL BUSINESS

SoHo Creative Studio

LOCATION

Portsmouth, NH

SOHO CREATIVE STUDIO

Michael Cinquino, Co-Founder and Artistic Director of SoHo Creative Studio, had never set foot in New Hampshire before, but when he and his wife Rebecca visited Portsmouth for the first time in the summer of 2020, they thought, “okay, this is a magical little place here.” They took a short-term lease on an apartment and began to consider an official move to New Hampshire while researching the prospects of starting a business here.

They credit Amy Sterndale, their SBDC business advisor, with helping them find clarity in their business. Michael and Rebecca weren’t sure what they were going to do for work, but they had the idea of combining forces from each of their backgrounds. They shared with Amy what their strengths and experiences

were and posed the question, “what does the world need that we can provide here in this market?” With her help, they found their answer: SoHo Creative Studio, a branding agency that provides website design, photography, video, and copywriting – a one-stop shop.

“SBDC was and continues to be key in helping us with our identity and offerings. Amy Sterndale, my SBDC business advisor, continues to be an invaluable resource. People can’t see their blind spots and everyone needs a coach. Not taking advantage of this free and very valuable resource would be nuts!”
— Michael Cinquino



SBDC CLIENT

Lucretia Witte

SMALL BUSINESS

Humble Oak Consulting

LOCATION

Etna, NH

HUMBLE OAK CONSULTING

Humble Oak’s founder Lucretia Witte was matched with SBDC Business Advisor Casey Trio through the Grow.co Incubator Program at River Valley Community College (RVCC). Lucretia says Casey has been an invaluable resource and made her feel comfortable in bringing both her successes and failures to their conversations without embarrassment. She walks away with tangible next steps, including help on closing sales, pushing her marketing strategy, and rethinking the value of her time.

Humble Oak leverages best practices from the learning and development space to help teams work together smoothly, harness the creativity of diversity, and celebrate the resilience and adaptability that comes when everyone

feels included. Humble Oak supports historically white organizations and communities to think big about how they can proactively include all identities in positions of power, build coalitions and partnerships across lines of difference, and remove barriers to access. “It’s about building trust so people can have these conversations in their teams they work with on a daily basis.”

“I don’t know how I would have made it through my first year without the perspective Casey Trio, my business advisor, offers. Working with SBDC is a no-brainer. I’m grateful for the expertise and humanity of my advisor and excited for the opportunities he’s shared with me.”
— Lucretia Witte



SBDC CLIENT

Steven Freeman

SMALL BUSINESS

Angela’s Pasta and Cheese Shop

LOCATION

Manchester, NH

ANGELA’S PASTA AND CHEESE SHOP

Angela’s Pasta and Cheese Shop has been in business 41 years, and Steven Freeman purchased it in June 2020. He was a frequent customer and aspired to open his own shop. He had thought about buying Angela’s since 2015, sharing, “I wanted to employ people, build a brand, and get more people to eat high quality foods.”

With no experience in owning a business, Steven needed some support. He reached out to SBDC and began working with business advisor Amy Bard about a year before the purchase of the business was finalized. He needed help with everything that goes into getting a business off the ground. Amy provided

him encouragement, options to consider as he navigated his decisions, and documents and templates to follow in creating a business model. Steve says his SBDC business advisor could and did help him with the “what’s next” and the “hows” he needed.

“It was phenomenal support. I could not have gotten my business off the ground without the SBDC and my business advisor. Call! Work with SBDC. They know how to make a business grow and get off the ground.”
— Steven Freeman



SBDC CLIENT
Geraldine Kirega

SMALL BUSINESS
Spark the Dream

LOCATION
Manchester, NH

SPARK THE DREAM

Luckily, Geraldine Kirega, founder of Spark the Dream, doesn't take no for an answer. She is building a before and after school care program to help immigrant and refugee children and families integrate into American culture smoothly. When the organization was about to close due to lack of funding during COVID, she reached out to SBDC, and business advisor Andrea O'Brien helped her to apply for EIDL funds. "That money was a savior for us," says Geraldine. "We were about to lose people. This allowed us to continue the program."

Since then, Andrea has assisted Geraldine with things such as creating a business plan and cash flow chart, writing loan and

grant applications, and more. Geraldine is excited about Spark the Dream's progress so far. Parents who have enrolled their families in the program are very happy with how it's going, and Geraldine is hopeful that through SBDC's support, the organization will thrive and prosper to fulfill its mission.

"Andrea O'Brien (business advisor) showed me everything. She's a wonderful lady, a friend, she is everything. If I need something, I ask Andrea. She helps me. She's so well connected, I'm gonna stick to her like a tick!"

— Geraldine Kirega



SBDC CLIENT
Kristin Bastille

SMALL BUSINESS
Defiant Records & Craft Beer

LOCATION
Laconia, NH

DEFIANT RECORDS & CRAFT BEER

Kristin opened Defiant Records and Craft Beer in August 2021. Getting Defiant up and running wasn't easy. "The build out was the killer," states Kristin. Eventually, they opened and started out strong. "We get new customers all the time and tons of regulars, which is awesome. We have so many people that come in and are so supportive."

Kristin connected with SBDC business advisor Rita Toth at Belknap Economic Development Council's Executive Director Justin Slattery's recommendation. Rita gave her guidance on "everything

business" from A to Z and quickly became a valuable resource for Kristin, always ready with contacts, ideas, resources, and more. Defiant Records and Craft Beer has quickly becoming a local gathering place where people form friendships.

"Rita Toth, SBDC business advisor, seemed to know everything about everything and if she didn't, she would find out. She walked me through every process I needed help with. I would 100 percent recommend SBDC."

— Kristin Bastille



SBDC CLIENT
Carl Parker Hansen

SMALL BUSINESS
Lower Corner Millworks

LOCATION
Sandwich, NH

LOWER CORNER MILLWORKS

Carl Parker Hansen (Parker) of Lower Corner Millworks, LLC got the first taste of what would become his future when he was just a child. He fondly recalls pulling nails and holding a flashlight for his father as they renovated their 250-year-old home.

Starting and running Lower Corner Millworks has not been without its share of challenges. Parker reflects, "When I thought I had watched every small business startup video on YouTube, I was ready to call it quits before I had even registered my LLC. After talking with NH SBDC, I knew there were untapped resources out there to help me get off the ground with confidence."

Referred to SBDC by WEDCO (Wentworth Economic Development Corporation), Parker received a "crash course" in budgeting, bookkeeping and financial projections from SBDC business advisor Ed Miles. Ed continues to connect him with invaluable resources, for example, SBDC's FAME (Financial Accelerator Marketing Expeditor) program.

"SBDC normalized the ability to start a small business. You think of it as a daunting task. They made it less scary. They're knowledgeable people who want to see you succeed. It's not just a job for them."

— Carl Parker Hansen



SBDC CLIENT
Michael Hurley & Tricia (Satya) Hurley

SMALL BUSINESS
Cup of Life Healing Center

LOCATION
Keene, NH

CUP OF LIFE HEALING CENTER

Michael and Satya have been practicing holistic healing since 2009 and opened Cup of Life Healing Center in 2014 in Keene, NH. Cup of Life Healing Center provides patient-centered, holistic healthcare. They focus on three main areas: Women's Health and Natural Fertility Enhancement (including IVF and IUI support), Chronic Health Conditions, and Energy Healing for Mood.

Today, Michael and Satya feel more confident than ever about getting their message out because of their work with their SBDC advisor Vardhan Bajpai and the excellent programs with which SBDC helped connect them. After years of running their business and trying to wear all the hats, Michael and Satya

reached out for help from SBDC. Vardhan connected them to FAME and Voice Z, UNH's first student-run digital marketing agency. "We feel as if we can do just about anything with the fantastic support of SBDC advising."

"No matter what aspect we talk with him about, our advisor has a highly effective way of helping us break down and prioritize our next steps. Additionally, he always knows precisely which additional resources to connect us with, such as co-advisors with specific expertise and other SBDC programs or grants."

— Michael Hurley & Tricia (Satya) Hurley



Gary Peters
Muddy Boots Maple
Berlin, 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



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