

















- Partnered with industry leaders to offer 9 General Industry Roundtables.
- With representatives from the OSHA Training Institute, OSHA and the private sector, the NH SBDC cosponsored a General Industry Safety Roundtable which has trained more than 600 industry professionals to date.
- The SBDC EMP Manager attended a meeting with the Grocer's Association, and also a NH Dept. of Environmental Services event on Grocers Leadership Initiative. She also assisted NH Dept. of Environmental Services in developing/marketing information for the NH Grocers Leadership Initiative. The initiative targeted all aspects of sustainable operations including: selling organic/local, energy efficiency, property management, and recycling.
- SBDC staff participated in a regional SBDC Sustainability workgroup led by Manomet Center for Conservation Sciences in Maine with the goal of developing a sustainability tool for small business.
- The SBDC EMP Manager attended a training session on Hazard Analysis and Emergency Planning, which was facilitated by officials from the City of Manchester and the Environmental Protection Agency. She also attended the EPA Region1 Annual Meeting for Enforcement, Compliance, and Assistance Providers as well as the 10<sup>th</sup> Annual Emergency Preparedness Conference.

## ***400 International Trade***

The **SBDC Seacoast Regional Manager is trained and SBA certified as an export and trade counselor**. He assists clients in key aspects of global trade, and has competency in working with businesses in international trade and export assistance. The SBDC continues to work with the NH Office of International Commerce (formerly known as the International Trade Resource Center) at the NH Department of Resources and Economic Development and the U.S. Department of Commerce to meet small business exporting needs.

### **2014 Highlights:**

- SBDC Business Advisors continued to refer clients to the NH Office of International Commerce for assistance with exporting and importing plans. They also met with the OIC to implement exporting strategies and incorporate them into business plans for clients.
- The State Director continues to serve on the Board of the International Trade Advisory Committee.
- SBDC staff attended a workshop at the annual New England Professional Development conference in November entitled "Taking Your Business Global."
- The SBDC continues to promote ITRC workshops and trade missions abroad in its eNews Blasts and Social Media outlets.
- SBDC staff participated in planning meetings with state, federal, non-profit, and private sector partners which led to the formation of the New Hampshire International Trade Resource Network (NHITRN), a collaborative team in which each entity provides its specific expertise to the table to assist NH businesses. The NHITRN is a result of the National Export Initiative (NEI), which committed Federal Government resources in support of American businesses that sell their goods and services abroad.
- The SBDC Seacoast Regional Manager is an active member of the International Trade Resource Network, a collaborative organization assisting NH businesses in creating and sustaining exporting markets. He works with the U.S. SBA, the U.S. Department of Commerce, SCORE, Granite State District Export Council and the Export/Import Bank.

## ***500 Minority Business Development***

The NH SBDC serves a higher percentage of minority business owners/entrepreneurs than are present in the NH population (**5.9% of clients compared to 3.5% of the population according to the U.S. Census**). Additionally, the SBDC receives CDBG funding from the City of Rochester and the CDFA to provide counseling assistance to minority and low income clients.

### **2014 Highlights:**

- The NH SBDC's Manchester Business Advisor worked with the International Institute of New England in organizing and attending the annual Manchester World Refugee Day which was attended by several hundred people.
- The Manchester Business Advisor also participate in a workshop where she presented information on starting a small business to a group of women from the Congo, Rwanda and Burundi.
- The State Director attended the U.S. Small Business Administration's Hispanic Roundtable.

## ***600 Resource Development***

### **Professional Affiliations and Resource Partners**

NH SBDC State Director Mary Collins maintains strong ties to industry and technology organizations. Collins currently serves as a trustee of the NH High Technology Council, EPSCoR Board (Experimental Program to Stimulate Competitive Research), the ASBDC Legislative Committee, and the International Trade Advisory Board, and serves on the Economic Development Committee for the NH Business and Industry Association. Collins also sits on the UNH Peter T. Paul College Dean's Executive Committee. The Operations Program Manager in Durham sits on the Dean's Staff Advisory Committee.

**Regional Managers and business advisors** are dedicated to working collaboratively with our affiliated organizations (SCORE, CWBA, NH Manufacturing Extension Partnership, and SBA). They also participate in local groups and associations throughout NH, and are active in numerous organizations such as: OSHA, NH Pollution Partnership Advisory Committee, Retail Merchants Association, League of NH Craftsmen, NH Entrepreneur Forum, NH Society of Accountants, and the NH/VT Federal Health and Safety Council. Additionally, the Seacoast Regional Manager taught online classes at Granite State College and the Keene Regional Manager taught entrepreneurial courses at Keene State College.

### **2014 Highlights:**

- NH SBDC State Director, Associate State Director, Regional Managers and staff were actively involved in PR and media. Regional Managers were featured in various newspapers (Portsmouth Herald, Seacoast Online, Fosters, The Telegraph, Keene Sentinel, etc.), radio shows and local media.
- SBDC staff participated in the various **NH Employment Security Job Fairs, multiple Career/Job Fairs held by Congresswoman Kuster**, and attended multiple NH Business and Industry Association (NHBIA) listening sessions.
- The NH SBDC continued to **partner with NH Employment Security to offer the Pathway to Work program**, which allows approved individuals to work full time towards starting a small business while still collecting their unemployment benefits. This requires regular communications and meetings between the two organizations. In 2014 the SBDC State Director and Operations Program Manager collaborated with NH ES staff to **draft official rules for the program which are to go to the NH legislature. Also in 2014, the NH SBDC applied for and obtained a CDFA**

**Micro-Enterprise grant to support the Pathway to Work program**, which was legislated without additional funding but has generated a substantial uptick in clients, staff time and advising hours.

- The SBDC received CDBG money for SBDC services from the city of Rochester. These funds were targeted to provide counseling services to microenterprises and minority and low income clients.
- The North Country Business Advisor participated in numerous “Launch Box” business plan presentations presented by SBDC partner **White Mountains Community College**. He also attended the Small Business Start Up Series on Financing Your Business at the **Enterprise Center at Plymouth**, the Coos County Expo and Conference, and the **Northern Community Investment Corp** Annual Meeting with the State Director and Operations Program Manager.
- The **Keene Regional Office** is a member of the Monadnock Business Resource Partners, which includes the Hannah Grimes Center, the Greater Keene Chamber of Commerce, Keene State College, E-Source Franchise Service, AdviCoach Business Trainers, SCORE, and the NH Department of Resources and Economic Development. Additionally the center maintains a strong partnerships with **the Hannah Grimes Center which refers over 20% of new clients and where it has a permanent satellite office, and with local lending institutions** such as Savings Bank of Walpole, NBT Bank, TD Bank and Mascoma Bank who regularly refer clients. **The Regional Manager also collaborated with Keene State College** faculty to develop and internship program which began in 2014.
- The **Seacoast Regional Manager** and business advisors continue to cultivate partnerships with banks, **regional economic development corporations** (Portsmouth, Rockingham County), **community organizations** (Main Street Programs, Chambers of Commerce), and **communities** (Dover, Somersworth, Portsmouth, Rochester) in the area. Business advising is offered in offices provided by Rockingham Economic Development Corporation, Wentworth Economic Development Corp., and the City of Portsmouth.
- The **Nashua Regional Manager** actively works with SCORE, the NH Department of Resources and Economic Development (DRED) and Business Resource Partners and is a member of the Greater Nashua Chamber, the Hudson Chamber, and the Merrimack Chamber of Commerce. She is also a member of the American Institute of Certified Public Accountants, and the NH Society of Accountants, and sits on the Board of the Rockingham Economic Development Corp., and Northeast Angels. She has a close partnership with host Nashua Community College, working closely with the head of the Business School, assisting students and staff on small business issues, and working with the President’s Office on special programs such as the Nashua Chamber’s Business After Hours event.
- The **NH SBDC Advisory Board** continues to serve as an advocate for the NH SBDC with advice on program development and legislative issues.
- The **State Director** serves on the **Greater Nashua Chamber of Commerce Government Advocacy Committee**, which is comprised of key leaders from large industry, hospitals, and small business.
- SBDC staff worked closely with staff at the NH Department of Resources and Economic Development to make the referral process between them as clear and simple as possible. This involved each organization putting on paper their step-by-step internal referral process, solidification and streamlining of the inter-organizational referral process, and creation of referral documents to be used by staff. SBDC and DRED staff last met together in May, 2014.
- The Manchester business advisor/Environmental Management Program Manager has worked closely with the **NH Department of Environmental Resources, assisting them in rolling out their Grocers Leadership Initiative**. She also compiled a panel of small business and government program leaders to create a small business presentation on sustainability, and attended the 20<sup>th</sup> Anniversary celebration for the **OSHA Training Institute at Keene State College**, with whom she

partners to offer regular **Construction and General Industry Roundtable** trainings to small businesses.

- The Education Program Manager participated in an SBA Finance Fair, and IRS Focus group webinar, and Affordable Care Act Forum at Southern NH University, among others.
- The SBDC refers clients to the UNH Law Schools Intellectual Property Center for assistance with trademark and contract issues.

## **700 Procurement**

The NH SBDC is active in fostering opportunities for increasing small business' share of procurement dollars spent by the government and private sector.

### **2014 Highlights**

- Throughout 2014, advisors worked with NH PTAP (Procurement Technical Assistance Program) to build programs and assist clients. Their efforts have been specifically targeted to promoting innovation and supporting manufacturing clients.
- NH SBDC, in collaboration with the SBA and the NH Procurement Technical Assistance Program, **hosted a Small Business Matchmaker in March 2014 at Rivier University in Nashua. Over 250 people attended the event, including 30 federal agencies and prime contractors, 200+ small business owners, NH Dept. of Resources and Economic Development Commissioner Jeff Rose, and staff from the offices of U.S. Senators Jeanne Shaheen and Kelly Ayotte.**



## **800 Special Emphasis Groups**

### **Student Projects which benefit regional companies**

- SBDC staff regularly draw upon the faculty and staff of their host colleges and universities. The Lakes Region Business Advisor connected with Plymouth State University professors of business, marketing, sales and technology via the Enterprise Center at Plymouth for assistance in bringing “real” business issues to students.
- The SBDC’s Manchester Regional Center, Nashua Regional Center, Keene Regional Center and Lakes Region Office(s) all worked with students from local colleges and universities, assisting them with business ideas of their own and also with student projects that benefitted SBDC clients.
- The Keene Regional Center engages students on a regular basis. It has successfully placed an intern from Keene State College, regularly supports classroom learning at the college and high school

levels by presenting entrepreneurship materials, and supports SBDC client-businesses through student involvement whenever possible.

- The Seacoast Office works with Peter T. Paul Business School interns through senior level Entrepreneurship Internship course. The students are placed in entrepreneurial of various stages of development and gain experience in a variety of areas. The businesses are recipients of students expertise with a mutually agreed upon deliverables. Seacoast Regional Manager helps manage the deliverables such as marketing plan, financial projections, financial analysis, and social media marketing strategy.
- The Manchester regional office hosted a graphic design intern from Manchester Community College who assisted 8 clients with graphic design needs.



A Student Marketing team from UNH's Paul College of Business and Economics worked with SBDC client Sharon DiRusso or Sharon's Granola.

### **Young Entrepreneurs**

- The Manchester Business Advisor served as mentor and coach to two BizGen high school teams from Souhegan High School. Each team placed in the top three and one of the teams received \$3000 in funding.



SBDC Business Advisor Andrea O'Brien and a BizGen team from Souhegan HS.

- The Keene Regional Manager had a commitment to working with college-age entrepreneurs. Each year he lectures to a variety of KSC classes in a range of departments (e.g., Management, Arts, Communication), in addition to working with high school students at both the Monadnock Waldorf School, and the Monadnock Regional High School. In Q3 he began working on an initiative to bring a business plan contest to the Monadnock Region, aimed at young entrepreneurs. He has been asked to participate in a steering committee for the YEA! Program (Young Entrepreneurs Academy), which is being jointly administered by Keene State College, and the Greater Keene Chamber of Commerce.

## Pathway to Work Program

The Pathway to Work Program, created by the NH legislature and signed into law in July 2013, is a partnership program between the NH SBDC and NH Employment Security. Eligible participants accepted into the program are able to work full time starting a business while collecting unemployment benefits instead of looking for employment elsewhere. In 2014 the NH SBDC assisted **129 Pathway to Work clients – nearly 1,000 hours of business advising.**



Pathway to Work client Reinig Morris speaks at a Pathway to Work Program recognition event attended by legislators, clients, SBDC staff, Governor Maggie Hassan, and program sponsor Citizens Bank Foundation.

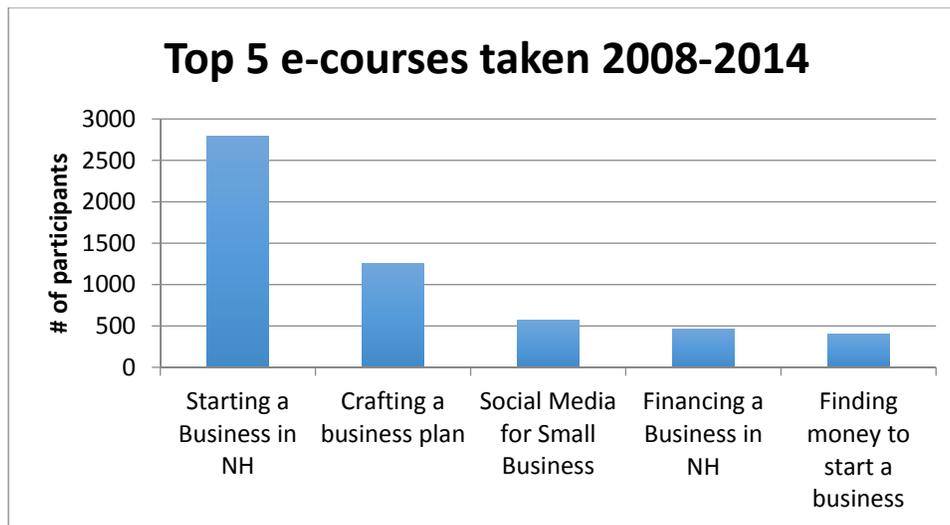
## Rural Assistance

**39.7%** of New Hampshire's population live in rural communities compared to 19.3% nationally (2010 US Census), making the state the 11<sup>th</sup> most rural in the nation. The NH SBDC has consistently provided service through regional offices and satellite locations to the most remote areas of the state, serving **more than 200 of NH's communities.**

The NH SBDC continues to partner in the North Country with White Mountains Community College and Northern Community Investment Corp. to provide services under one banner – Business Services North (BSN). **The program is funded in part by the Neil and Louise Tillotson Fund via the NH Charitable Foundation and provides a full range of business advising services at four North Country locations: Berlin, Littleton, Lancaster and Colebrook.**

## 2014 Highlights

- **E-Learning for Entrepreneurs, launched in 2008,** offers an alternative to long-distance travel and increases access to NH SBDC's business management education. **At the end of 2014, 9,000+ e-Learning courses had been taken by over 46,500 entrepreneurs.** Many of these business owners are from rural locations in NH, and are now able to easily access NH SBDC's services via the Internet and broadband access.



- Private sector funding supported an SBDC circuit rider for the Greater Wolfeboro Region. Through a partnership with the Wentworth Economic Development Corporation, the SBDC was able to reach businesses in this low income, distressed area.
- **Counselors used email and GoToMeeting** to conduct counseling online, and utilized **NH SBDC's Business Plan OnLine** to develop business plans with clients.
- The part-time advisor in the Lakes Region presented to a group of farmers about opportunities for assistance. Particular areas of discussion included spreadsheet development relative to measurement, returns on investment, and marketing.
- The Keene Regional Manager worked with many small-scale farming clients in the Southwestern part of the state. He also has worked closely with the **Cheshire County Conservation District** Director to collaborate on supporting food-related businesses through technical business assistance.
- SBDC staff worked with North Country partner organizations White Mountains Community College (WMCC) and Northern Community Investment Corporation (NCIC) to launch and grow Business Services North. BSN provides business owners and entrepreneurs with one-stop access to services they need to help them prosper – management assistance, entrepreneurial counseling, marketing assistance, business financing, educational opportunities and more. Since inception, **Business Services North has helped create 119 new jobs, start 28 new businesses, and create \$2.4 million in capital infusion.**
- Recently Business Services North launched a website, Local BizWiz ([www.ncic.org/bizwiz](http://www.ncic.org/bizwiz)), where North Country businesses can access local and online business development resources as well as connect directly to a BSN/SBDC business advisor.
- In the center of the state, a traditionally underserved and rural area, Belknap County Economic Development Council and Grafton County Economic Development Council are contracting with the SBDC to fund a part-time business advisor to serve small businesses in these counties in 2013-2014. This is funded by CDBG funds for the region.
- The SBDC/BSN hosted a series of Launch Box and Shoebox workshops in the North Country. The Launch Box program provides participants with an all-inclusive box filled with information and forms needed to start a business which is presented in a series of five workshops covering financial information, legal aspects, marketing and business planning topics. At a Shoebox Party, participants bring boxes of receipts to learn how to develop a recordkeeping system and organize their accounts for filing tax returns.

## Clients with Disabilities

The NH SBDC provides business advising services to disabled clients who are referred by the NH Department of Vocational Rehabilitation. In 2014 approximately 4% of NH SBDC clients served had disabilities.

### **2014 Highlights**

- The Manchester office continues to have a special focus on entrepreneurs with disabilities. Several clients are supported by NH Vocational Rehabilitation and NH SBDC works closely with these individuals as well as their support teams to improve their business management skills.

Veterans: See Section 1800

## ***900 Economic Development and Community Initiatives***

### **Economic Development**

Part of the NH SBDC's vision is to be “**an integral part of New Hampshire's economic development community.**” To this end, the State Director and staff actively engage in statewide and regional economic development programs. The SBDC enjoys productive relationships with such partners as the State Department of Resources and Economic Development, the NH Manufacturing Extension Partnership and the NH Business and Industry Association.

### **2014 Highlights**

- SBDC's Keene Office provides business advising services at the **Hannah Grimes Center** in Keene and in Claremont at **River Valley Community College**. **Hannah Grimes Marketplace** is the source of many of the centers referrals for small-scale food producers.
- The Keene Regional Manager views his role in part as economic development, and makes it a point to be involved with the local Chamber of Commerce, the aforementioned Hannah Grimes Center, economic development initiatives at KSC, the City of Keene, the Swanzey & Chesterfield economic development committees, and a consortium working to build a technology-focused incubator on Marlboro Street in Keene.
- The Manchester Business Advisor refers clients on a regular basis to the “Free Business Launch Program” offered through the law firm Devine Millimet. The advisor has also participated in the planning of the Manchester Small Business Week, and has formed a partnership with **Manchester Community College**.
- The Manchester Business Advisor assisted the International Institute of New England (IINE) prepare and plan World Refugee Day 2014. She also participated in the event held in Manchester Veteran's Park and included community partners like Catholic Charities, YWCA, and City of Manchester Health Dept.
- The State Director attended numerous economic development and community partner events, including meetings with local incubators, chambers of commerce, economic development corporations, and the NH Institute of Politics' Forum on the Future events.
- SBDC staff collaborated with partners and legislators and NH Employment Security on the **Pathways to Work Program**, including fine-tuning program processes and procedures, and drafting formal rules (RSA's). Signed by the Governor, this bill allows a specific subset of unemployed individuals to continue to collect unemployment benefits while working with the SBDC and Employment Security to start their own business.
- The State Director and Associate State Director attend bi-annual **2-day strategic planning meetings with a collaborative economic development group hosted by the Tillotson Fund in the NH's**

**North Country. Business Services North is a result of this group.** BSN provides a full range of business advising services at four North Country locations: Berlin, Littleton, Lancaster and Colebrook.

- The Nashua Regional Manager continues to plan an ongoing role in the **incubator system and in the capital formation and startup communities** in NH. She participates in the **NH Funders Group** and is a member of the **“Live Free and Start” initiative**.
- Business advising was offered on a regular basis at River Valley Community College in Claremont, Regional Economic Development in Exeter, Wentworth Economic Development in Wolfeboro, and at Portsmouth City Hall.
- The Seacoast Regional Manager has assisted restaurants in **sourcing locally through area farms and suppliers**, and in sourcing sustainable and environmentally friendly products and services.
- The Lakes Region Business Advisor participates in many local economic development efforts, including **“Reinvent Laconia”, the Laconia Main Street Initiative, Chamber of Commerce events and Enterprise Center at Plymouth events including the incubator at ECP.**
- In 2014 the NH SBDC’s Nashua Regional Center relocated to **Nashua Community College** and its Statewide Education program relocated to **Manchester Community College**.
- The NH SBDC held **various SBIR workshops** and assessments at various locations around NH including Dartmouth College and UNH Manchester.

### Community Initiatives

**Business Improvement Program.** The NH SBDC 2014-15 Portable Assistance grant is funding the launch of the Business Improvement Program (BIP), a pilot program created to assist entrepreneurs in parts of Rockingham County and Carroll County of NH in building profitable businesses through assessments, access to resources and support toward meeting their business goals. Recent years have witnessed increased small business closures due to the economic recession, changing market conditions as well as a number of natural disasters including storms, tornadoes and floods. There have been numerous small business closures in cities such as Ossipee, Salem, Seabrook and Plaistow in Carroll and Rockingham County. Consequently, there are pockets of high unemployment in these areas.

To address this issue, the NH SBDC aims to increase small businesses’ profitability and their resilience by developing a program which helps entrepreneurs identify weaknesses, set goals and access resources that provide the knowledge and skills to address the weaknesses. This will be done by employing a uniquely designed assessment tool, tracking the client progress, and developing a virtual resource library which provides the resources to address topics related to profitability and resilience.

The 2014 Portable Assistance **grant has two major purposes: 1) Provide Targeted Technical Assistance** through the use of Business Assessments and **2) Provide Educational Initiatives for businesses** through the development of a Virtual Resource Library.

**Disaster Preparedness.** The NH SBDC recognizes that communities in New Hampshire are continually affected by sudden disasters such as severe storms, changes in climate which impact the tourism industry, and local economic events such as large plant closures. Consequently, we identified business disaster preparedness as one of our strategic goals. Our aim is to help NH communities remain strong and vibrant.

- **2014 Highlights**

In May 2014 the NH SBDC wrapped up 5 years working with the Neil and Louise Tillotson Foundation to create a model for sustainable services to businesses in NH’s North Country. Through this funding we launched Business Services North with White Mountain Community College and Northern Community Investment Corp. - a one stop shop for the regions businesses. We also produced 3 client videos as well

as marketing with Portable assistance funding. We have now been awarded funding to create a strategic plan to sustain this model going forward!

## ***1000 Research***

The NH SBDC recognizes the importance of gathering and utilizing information about small business needs and issues, as well as collecting feedback concerning SBDC programs. Information is gathered through workshop evaluations, client counseling evaluations, and the ASBDC impact assessment of SBDC services, as well as pre-counseling data (as a baseline for future client surveys). In addition, each center tracks important impact information (jobs created and saved, loans received, new companies started, sales growth, etc.).

### **2014 Highlights:**

- The NH SBDC continues to work with **the Carsey Institute at the University of New Hampshire** to develop short and long range impact measures for our business advising services in the North Country. **We have developed a Logic Model, which ties each of our grant objectives to specific, measureable outcomes** in addition to traditional measures such as job growth and revenue generation. We eventually hope to implement this model statewide.
- Utilizing Portable Assistance Grant funding, the SBDC surveyed all clients from 2010-2012 on variables that helped them survive the Great Recession.
- As part of the Business Improvement Program funded by the Portable Assistance Grant, SBDC staff have conducted research on scoreboards, dashboards, Balanced Scoreboard and other assessment and goal setting models related to business performance. They are also researching business assessment tools which will be incorporated into a "Resource Library."
- The Manchester Business Advisor worked closely with the **North Country Council's** economic development planner to develop a survey of the small business community around the topic of **preparedness and weather resiliency**.
- The Keene Regional Manager worked with host **Keene State College to create an internship specifically for research to assist small businesses**. This research leads to a report that each client receives, which includes financial benchmark information (RMA), industry trend and summary information (IBIA and Hoover's), and best practices & miscellaneous research from industry associations.

## ***1100 Other Activity***

2014 marked the **30<sup>th</sup> Anniversary of the SBDC program in New Hampshire**. In November the SBDC celebrated this milestone with hundreds of partners, funders, sponsors, clients and friends with a grand celebration held at a Manchester high-tech business. As part of the celebration, the SBDC unveiled a **12 minute video produced by a NH small business (and former client) celebrating 30 years, which featured numerous clients, partners, funders, U.S. Senators Shaheen and Ayotte, NH Governor Hassan** telling the story of the SBDC through their eyes and their interaction with the organization. This video is on our website ([www.nhsbdc.org](http://www.nhsbdc.org)) along with over a dozen client stories written for the 30<sup>th</sup> Anniversary, and featured on social media and our website banner.

## ***1200 Success Stories***

- **Example of NH SBDC counseling assistance:**

### *Claremont Spice and Dry Goods, Claremont*

When David Lucier got the idea for opening a new store selling high quality spices from around the world in Claremont, NH, he sought advice from NH SBDC advisors, who helped him conceptualize the idea and gave him confidence that it would work. Together, they worked out a promotional plan, including the use of social media and the Internet. In December 2011, Claremont Spice and Dry Goods opened for business

The store is now offering more than 190 different spices and blends, with more added every day. David is thinking of expanding the line of spices and blends that has some of the state's best restaurants and steady customers coming in his door. He runs the shop with his wife, Ingrid, and says sales have increased steadily over the past two years. He's been working with NH SBDC business advisor Rich Grogan, of the Keene office, on expansion ideas and says those plans are currently being solidified.



- **Example of NH SBDC counseling assistance:**

#### *NH School of Mechanical Trades, Manchester*

Co-owners Dean Millard and John Duff began working with NH SBDC business advisor Andrea O'Brien back in 2012, when the two decided to locate their [New Hampshire School of Mechanical Trades](#) in Manchester. "We knew nothing about Manchester, so we sought somebody who did," Millard explains. Andrea helped the pair with a site survey question and, after looking at their credentials, she raised the all-important question: "Do you have a business plan?"

Millard admits they didn't, so Andrea walked them through everything they really needed to get a business up and running. Now, the business's ambitious 7-year plan is coming to fruition. Four full-time staff and 17 part-time teachers are currently employed at the school, and plans are underway to expand their Manchester site and to open schools in Portsmouth and Gilford.

Andrea also pointed them towards funding, which ultimately came from the Capital Regional Development Council in Concord, New Hampshire.

Now two years later, the New Hampshire School of Mechanical Trades is approved through the New Hampshire Department of Education and has taught approximately 600 students in air conditioning, electrical work, facilities maintenance, gas and oil heating systems, etc. "Our placements are off the charts," Millard said. "There is such a need for this kind of training. Students go off to job fairs and 90 percent of them are getting jobs very quickly."



- **Example of NH SBDC counseling assistance:**

*7<sup>th</sup> Settlement Brewery, Dover*

Dave Boynton and Josh Henry, co-owners of Dover’s [7<sup>th</sup> Settlement Brewery](#), worked with NH SBDC business advisor Warren Daniel for about year before opening in 2013. The brew pub “nearly” broke even in its first fiscal year – no small feat for this industry.

“We worked with Warren to line up our financing and on our business plan,” Dave explains. “We got an initial loan, then a second round of financing to expand our brewery’s capacity. We actually have a mosaic of financing including crowd-funding to start and some pre-sales such as our mug club.”

“We entrepreneurs are all an optimistic bunch, but Warren brings the realism and plays devil’s advocate,” Dave continued. “He really makes sure you can focus the passion you bring to what you’re doing to turn it into a successful business.”

Growth has been steady in the business which occupies 2,000 square feet in the Cocheco Mill building in Dover. Josh and Dave now employ 35 people, have spent over \$450,000 with local distributors, farms and fishermen, and their payroll is \$650,000. “We’ve made a good impact,” Dave says. “We’ve had a very successful year—we’ve learned a lot.”



- **Example of NH SBDC counseling assistance:**

*Intrinsyk Medical Devices, Salem*

Paul Fueller, Tom Gannon and Jim Booker together turned to Hollis McGuire of the New Hampshire Small Business Development Center with their desire to start a medical device design and manufacturing firm. “When we got involved with Hollis in our planning stage, we got the cream of the crop,” Tom said. “She reviewed our business plan, our marketing plan, all of our data. She identified our weaknesses and really, really helped us beef up the plan to be ready to present it to investors.” Their start-up officially launched in July of 2013 in Salem, New Hampshire.

Today Intrinsic is busy preparing to bring one of its products to its first sizable market and it is generating its first sales. With help from the NH International Trade Resource Center, they recently took part in an international medical trade show in Dubai, where they demonstrated their device that helps take blood samples from newborns up to age one-and-a-half. The blade-type device is more comfortable and efficient than a needle-stick would be at that age, plus it produces enough blood for accurate samples and involves quick-healing time for the child. Visitors in Dubai “wanted it yesterday,” Paul reports. Two active clients came from that trade show and shipping begins in April or May of this year.

Tom says, “We owe a lot to the SBDC and the connections they’ve helped us to establish. It’s been extremely helpful and we’re very grateful. I just can’t say enough about them.”



### ***1300 Travel***

No unplanned travel in 2014/2015.

### ***1400 Problems***

**Funding – Funding continues to be a threat and a hardship for the New Hampshire SBDC program as mentioned in the Executive Summary.**

### ***1600 Women-owned Businesses***

The NH SBDC has traditionally served a higher percentage of women-owned businesses than the **29.5 % that exist in the state. In 2014, businesses with some degree of ownership by women accounted for 44.9% of clients and 47% of clients were women.** In addition to direct service to women-owned businesses, the NH SBDC has worked closely with three organizations, the Center for Women’s Business Advancement (formerly Women’s Business Center), the Women’s Rural Entrepreneurial Network, and the Center for Women and Enterprise, which provide education, mentoring, and other services.

### **2014 Highlights**

- The Manchester Business Advisor presented at a micro-enterprise forum for refugee women looking to start their own day care businesses. The women were from Burundi, Rwanda and other African nations.
- SBDC staff participated in a Women’s Roundtable event hosted by then Congresswoman Carol Shea-Porter.

- The 2014 NH and New England Winner of the SBA’s Woman Owned Business Award was nominated by the NH SBDC and was also a long-term SBDC client.
- The Manchester Business Advisor worked closely with several clients in this category including an accessories designer, food product manufacturer, gym owner, and restaurateur. She also attended U.S. Senator Jeanne Shaheen’s Women in Business Roundtable (including Jeanne Hult, Acting Administrator, U.S. SBA at Labelle Winery), attended Jules Pieri presentation on “Citizen Commerce” sponsored by NH Women’s Initiative and attended Manchester’s Women’s Networking Night sponsored by Devine Millimet law firm.

### ***1700 Economic Impact***

The NH SBDC continues to have a significant impact on the NH economy.

**Note: Fewer counseling resources directly impact number of jobs created/saved.**

#### **CY 2014 Impact:**

**# of new Businesses created:** 76

**Jobs:** Created - 204

Retained - 44

**Growth in Sales:** \$6,589,965

**Loans:** SBA - \$2,590,727

Non SBA – \$5,293,986

**Capital Formation:** \$22,473,213

#### **SBDC: An Investment in New Hampshire’s Economy**

- SBDC assisted businesses have a greater chance of survival than those who do not seek assistance. **After 5 years, 80% of SBDC counseled businesses are still in business. This contrasts with the 44% survival rate of non-assisted businesses** (*Source: Dr. James Chrisman, ASBDC economist*)
- Each dollar invested in NH Small Business Development Center business advising returns:
  - **\$158.18 in wages to New Hampshire workers**
  - **\$10.22 in tax revenues to the State of New Hampshire**

### ***1800 Veterans***

The NH SBDC is committed to providing business counseling to our men and women who have served in the armed forces. **Veterans accounted for 9.2% of the total clients served** who received counseling from the NH SBDC in 2014. The NH SBDC collaborates with other organizations to provide services to veterans, including special outreach events.

- SBDC Business Advisors taught sessions in the **Boots to Business** program.

- SBDC staff worked with the SBA District Office and the University of NH Manchester to offer **Veteran’s Starting a Business workshop**, and participated in the SBA’s **Veterans Roundtable** at Nashua Community College.
- The Manchester Business Advisor continued to work closely with a disabled veteran client in assisting him to put a stakeholder group together in an effort to plan a multi session small business workshop series; in partnership with the University of NH Emerging Technology Center.

## *1900 Manufacturing*

### **2014 Highlights:**

- The State Director and the Nashua Regional Manager continued to promote opportunities for firms to apply for SBIR funding through their work with the NH High Technology Council, EPSCoR (a statewide initiative with UNH, Dartmouth and the state and the private sector), the UNH Innovation Research Center and Alpha Loft.
- **10% of SBDC clients** were manufacturing clients in 2014.
- SBDC Regional Managers and Advisors work with manufacturing business statewide of on a number of different issues, including whether to insource or outsource items, and understanding contribution margins for product sets.
- The Keene Regional Center continues to direct manufacturing clients to the Regional Coalition for Advanced Manufacturing, which assists manufacturing businesses with business planning. The Coalition also consists of Keene State College, the City of Keene, the Keene Chamber of Commerce, and private manufacturing companies.
- The Manchester Business Advisor worked closely with a manufacturing client to assess environmental compliance in a number of issues including air emissions, oil storage, hazardous waste storage and wastewater discharges.
- The Nashua Business Advisor worked with a significant number of manufacturing companies, many in technology, hardware, software, and a good number in customer products. The common theme in customer products is the challenge of cost accounting, and the common theme in technology is funding.

### ➤ **Environmental Management**

The Environmental Management Program, located at the Manchester Regional Office of the NH SBDC, provides confidential business advising in environmental management to promote sustainable business practices. This program also helps small businesses access resources and develop tools they need to effectively manage environmental and workplace safety requirements. The EM Program works closely with manufacturing clients to help them incorporate sustainable business practices.

- The Environmental Management Program participates in networking events and meetings with NH Businesses for Social Responsibility – most members are manufacturing businesses.
- The program assists individuals and companies negatively affected by mill closures, including displaced manufacturing workers.

## *2000 Online Activity*

Online activity and technology continues to be a major focus of the NH SBDC's in 2014/2015, and we continue to increase our online activity by improving the delivery of our services to the many rural regions of New Hampshire, to disadvantaged populations and to entrepreneurs statewide. NH SBDC's online services and e-tools include our **twice-weekly blog, active Facebook page, online e-Learning courses, including NH-specific courses, an online business plan software package, a content-rich website, and online counseling.**

## **2014 Highlights**

- NH SBDC counselors worked with clients via email and GoToMeeting. Additionally, many used Google calendar for scheduling, mobile phone devices for emailing and scheduling, Skype for Business Advising, and blogs and social media.
- **Online Advising:** SBDC's certified business advisors all use online tools to work more efficiently with their clients. They strive to hold in-person meetings at the beginning of a client/advisor relationship, and as the need arises. The use of email, Skype, GoToMeeting, and other online tools for advising FYE 6/20/14 was 25% higher than in the prior period, totaling 1,657 hours.
  - Over 95% of Keene Regional Manager's business plan reviews are conducted online through track change. He requires clients to send him their plans in electronic format, and have found this to be the most efficient way to support clients as they craft a plan. Anecdotally, over 75% of new client referrals now come via email rather than telephone. He also finds this to be more efficient, and encourages this method of referral from resource partners in the region.
  - The Manchester Business Advisor worked closely with a regional expert on small business case for disaster preparedness and resiliency training. The topic is planned to be offered on the NHSBDC website as a short e-learning course for sustainability.

## **Online courses & e-Tools:**

- **Website:** Google Analytics shows that NH SBDC's website traffic continues to grow each year. [www.nhsbdc.org](http://www.nhsbdc.org) had:
  - 57,460 visits in 2014, 49,421 in 2013, **a 16% increase**
  - 46,772 unique visitors in 2014, **an increase of 21% over** 2013's 38,451; over 16,000 more visitors than in 2012
  - Three quarters of the visitors were new and one quarter were returning visitors.
  - Almost 12,000 visits were made from mobile phones and tablets, 7,500 in 2013, and 3500 in 2011. **2014 had an increase of 60%** from 2013.
- **e-Learning: e-Learning for Entrepreneurs**, launched in October 2008, **reached another milestone in December 2014: it surpassed 9,000 courses taken.** The courses provide an avenue for newer entrepreneurs to find answers to their many questions, and help them to formulate their goals for working with an SBDC business advisor. The courses act as refreshers to more experienced entrepreneurs. They also offer specialized topics through the NH SBDC-developed e-courses such as *Advanced Social Media Tools and Tactics for Small Business*, *Sites That Sell: Building Your e-Commerce Business*, *Basics of Export Documentation* and *Basics of Online Global Marketing*. We are able to offer these courses at no charge because several sponsors have underwritten this resource for NH entrepreneurs, and Portable Assistance grants and the Small Business Jobs Bill have funded the development of several new e-courses.
  - In 2014 the NH SBDC introduced 3 three new mini-courses on customer service: *Achieving Good Customer Service*, *Stand Out With Customer Service*, and *Train Your Employees to Provide the Best Customer Service*. Additionally the SBDC launched three social media mini-

courses: Pinterest for Business, Mobile Marketing, and Instagram for Business. **As of March 26, 2015, 9,536 courses were taken by 6,743 entrepreneurs.**

- **Social Media:**
  - Facebook. The NH SBDC started a Facebook page in 2009, and we currently **have 944 people who have liked our page**. Our blog posts on our Facebook page twice a week, we post other entries often, and we receive comments consistently. We have placed a Facebook link on our homepage and it appears in our email announcements and email signatures.
  - Twitter: A Twitter link appears on the website homepage and in our email announcements and the NH SBDC's Twitter page has over 444 followers.
- We will explore the **next phase of our e-Learning (including creating a number of new mini-courses on small business topics and process-related topics for the SBDC), are in talks to update our website**, and will continue to build our Facebook page, Twitter, and other e-tools, such as online videos, to further infuse business advising and entrepreneurial education with online resources. We will look at the growing use of mobile devices and consider how to provide better mobile access to our website. We also will continue to investigate trends in social media and other online tools for use by the NH SBDC, our advisors, and by NH businesses.