



2019 ANNUAL IMPACT REPORT

WYOMING SMALL BUSINESS DEVELOPMENT CENTER NETWORK



Entrepreneurs Helping Entrepreneurs

SERVING ENTREPRENEURS FOR 25 YEARS



As the Wyoming Small Business Development Center (SBDC) Network celebrates 25 years of helping entrepreneurs succeed in Wyoming, I would like to thank all of the partners and stakeholders who make

what we do possible.

The Wyoming SBDC Network continues to be the best resource for entrepreneurs thanks to support from the Wyoming State Legislature, the University of Wyoming, the Wyoming Business Council, the U.S. Small Business Administration, and various other state and local organizations. Because of this support, we are able to offer our confidential services to Wyoming residents at no cost and provide a large economic impact to our state.

On behalf of our expert staff, who are strategically located to serve every community, I thank you for all your support to help entrepreneurs in any business stage, any industry, anywhere in Wyoming.

In the following pages, it will be apparent how the success of our clients is important to Wyoming's economy.

If you have questions about our organization, please contact me. We look forward to working with our various partners throughout the state for another 25 years of helping small businesses succeed in Wyoming.

Jill Kline

State Director
Wyoming SBDC Network

Wyoming SBDC Network Continues To Be Fully Accredited

After a rigorous review process, the Wyoming Small Business Development Center (SBDC) Network has received national accreditation through December 2024.

The America's SBDC Accreditation Committee voted to fully accredit the Wyoming SBDC Network with commendation and no conditions during a semiannual meeting in Long Beach, CA. The committee also granted technology accreditation to the Wyoming SBDC Network, recognizing the assistance provided to Wyoming entrepreneurs who are researching, developing, and selling technology-related products or services. Only a handful of the nearly 1,000 SBDC locations nationwide are credentialed in technology.

The extensive accreditation process is one of the reasons why the U.S. Government Accountability Office recently named the national SBDC program as the best practice among all 52 federal entrepreneurial assistance programs.

SMALL BUSINESS IS BIG BUSINESS FOR WYOMING

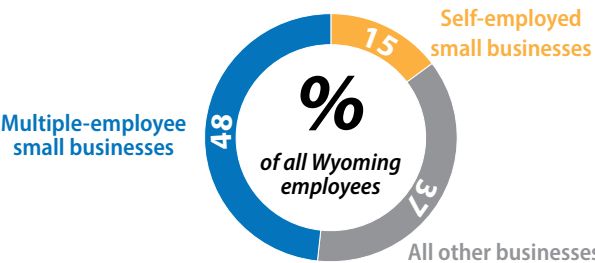
There are **17,158** small businesses in Wyoming.

SMALL BUSINESSES MAKE UP 95.6% OF ALL WYOMING COMPANIES

4.4%

(medium-large businesses)

Wyoming small businesses employ **131,499** residents.



Small businesses account for **55.8%** of the state's payroll.

\$5,200,000,000

Small businesses paid their employees \$5.2 billion last year.

By industry, Wyoming small businesses make up:

Recreation & entertainment:	99.1%	Agriculture, fishing, & hunting:	95.4%
Construction:	98.9%	Retail Trade:	93.3%
Accommodation & Food Services:	96.7%	Manufacturing:	92.2%
Scientific, technical, & professional:	96.6%	Transportation & Warehousing:	91.8%
Health Care/Social Assistance:	96.4%	Mining & oil/gas extraction:	87.1%
Real Estate:	96%	Wholesale Trade:	81.5%

As reported in the U.S. Small Business Administration Office of Advocacy 2019 Small Business Profile for Wyoming

WYOMING SBDC NETWORK STATEWIDE IMPACT

Since 1994, the Wyoming SBDC Network has been helping entrepreneurs succeed in our state. The numbers on this page show the measured impact our services have had on the state in 2019 and in the past 25 years. These numbers are meticulously tracked internally and by the U.S. Small Business Administration through client surveys.

SMALL BUSINESS DEVELOPMENT CENTER

2019

25 YEARS

\$24,472,901

Capital Impact

\$285,219,392

108

New Businesses Started

1,200+

3,410

Jobs Created/Saved

23,973

1,580

Clients Served

47,580+

FY19	NATIONAL AVERAGE	WYOMING AVERAGE	WYOMING SBDC NETWORK CLIENT AVERAGE
SALES GROWTH	4.1%	5.7%	34%
JOB GROWTH	1.6%	0.7%	16%

ADDITIONAL 2019 PROGRAM STATISTICS

Although other programs have not been a part of the Wyoming SBDC Network for the past 25 years, their work still has a great impact on Wyoming entrepreneurs and the state's economy.

MARKET RESEARCH CENTER

Market Research Hours

1,724

Value to Clients

\$412,424

Projects Completed

701

Clients Served

298

WYOMING SBIR/STTR INITIATIVE

Grants or Contracts Awarded

11

Amount Awarded

\$3,260,029

PROCUREMENT TECHNICAL ASSISTANCE CENTER

Government Contracts Won

1,849

Amount Won

\$118,977,735

Estimated Jobs Created/Retained*

2,380

Clients Served

355

*As estimated by the U.S. Defense Logistics Agency

EVERY ENTREPRENEUR'S STARTING POINT

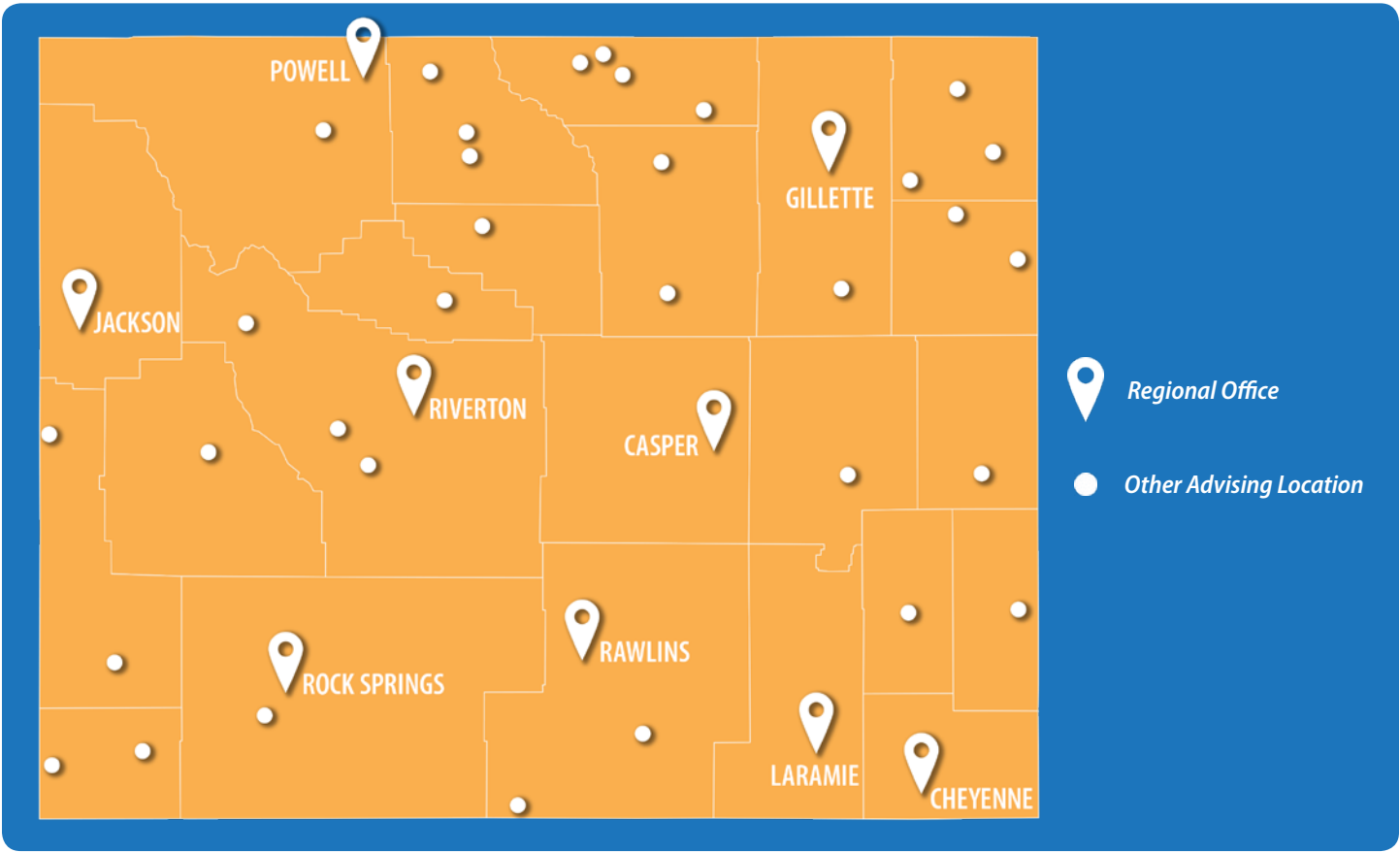
The Wyoming SBDC Network is a great starting place for entrepreneurs in any industry who are looking to start, grow, or exit their business. Each of our advisors has the proper certifications to mentor entrepreneurs in every general business topic as well as in-depth assistance within their individual areas of expertise.

To make sure our clients have the best chance of success, our advisors will refer to our internal experts or other partners within Wyoming's Business Resource Network to provide the advanced coaching or technical assistance necessary for them to succeed.

EXPERT ADVISING THROUGHOUT WYOMING

Our staff assists entrepreneurs across the state no matter where they live.

In addition to our nine regional offices located strategically throughout the state, our advisors have more than 33 meeting locations in every Wyoming county. We even meet with clients at their business or any other public location that works best for them.



AREAS OF EXPERTISE

Rob Condie, BS

Regional Director

- Bookkeeping Strategies
- Business Banking/Loan Preparation
- Alternative Financing Options
- Se Habla Español

Jim Drever, MBA

Regional Director

- Certified Ethical Hacker/Cybersecurity
- Managing Technology Ventures
- Technology Assessment
- Product Development

Steen Stovall, MBA, MS

Regional Director

- Business Development/Operations
- 2nd Stage Business Strategies
- Capital Acquisition
- Customer Relations

Sarah Hamlin, MBA

Regional Director

- Start-ups
- Business Plan Development
- Social Media & Digital Marketing
- Marketing Plan and Strategies

Susan Jerke, BS

Regional Director

- Marketing Materials
- Graphic Design
- Sustainability
- Human Resources

Bruce Morse, BS

Regional Director

- Financial Analysis
- Profit Mastery
- Loan Application Review
- Crowdfunding

John Privette, MS

Regional Director

- International Trade
- Product Management
- Product Development
- Business Succession

Cindy Unger, MA

Business Advisor

- Business Planning
- Business Plan Reviews
- Marketing Plans & Strategies
- Restaurant Start-ups

Andi Lewis, MA

PTAC Program Manager

- Government Contracting
- Procurement Registrations
- Women & Veteran-owned Certifications
- Contracting Proposal Review

Janean Forsyth Lefevre, MPA

Procurement Specialist

- Government Contracting
- Procurement Advising
- Contracting Proposal Review
- Procurement Registration

Kelly Haigler Cornish, MPA

WSSI Program Manager

- Product Development
- Technology Commercialization
- Intellectual Property
- SBIR/STTR Grants and Contracts

Mike Lambert, MBA

MRC Program Manager

- Market Research
- Website Analysis
- Social Media Analysis
- Geographic Information Systems

Nicholas Giraldo, BA

Market Researcher

- Search Engine Optimization
- Market Research
- Website Analysis
- Social Media Analysis

Audrey Jansen, BA

Market Researcher

- Digital Marketing
- Market Research
- Website Analysis
- Social Media Analysis

Jill Kline, MPA

State Director

- Program Management
- Grant Writing
- Cost Proposal Development
- Human Resources

Paul Johnson, MA

Associate State Director

- Product Development
- Technological Innovation
- Corporate Growth Strategy
- Marketing Strategy

Peggy Baker

Events Manager

- Data Entry
- Event Coordination
- Customer Service
- Metric Tracking

Linda Calhoun

Business Manager

- Fiscal Operations
- Payroll
- WyoCloud Operations
- Financial Audits

Jake Dixon, BA

Marketing Manager

- Marketing & Communications
- Video Production
- Graphic Design
- Advertising



2019 CLIENT SUCCESS STORIES

LARAMIE FIRE EXTINGUISHER SERVICES Albany County, WY



In 2011, Dan and Maureen Boddicker purchased Laramie Fire Extinguisher Services, which has been providing fire suppression equipment and services for over 35 years. In 2012, the Boddickers explored

expanding their market to include the world's largest customer: the US Government.

Since that time, Wyoming Small Business Development Center (SBDC) Network PTAC Program Manager Andi Lewis helped the company register and apply for federal and state government contracts. As a result, Laramie Fire Extinguisher Services was awarded multiple contracts to provide kitchen hoods for the University of Wyoming and fire extinguishers to F.E. Warren Air Force Base security forces, among others.

In 2019, the Laramie Chamber Alliance recognized Laramie Fire Extinguisher Services as their Small Business of the Year.



ANALOGIC ENGINEERING, INC Albany County, WY



Analogic Engineering, Inc. (AEI) was established in 1993 by Georgia Gayle and Steven Turner. In 2002, AEI worked with the Wyoming Small Business Development Center (SBDC) Network to receive assistance and

Phase 0 funds to apply for a National Science Foundation (NSF) Small Business Innovation Research (SBIR) grant in order to investigate a method to detect excessive thermally-induced rail stresses that can cause wintertime rail breaks and summertime buckling.

Now, with demonstrated success in lab and field testing, AEI is working towards commercializing the first portable, nondestructive detection system. The Wyoming SBDC Network is continuing to work closely with AEI by providing mentoring, grant writing training, market research, and business training — along with the UW Tech Transfer and Research Products Center for patent searches.



GILLETTE ACUPUNCTURE Campbell County, WY



News Record Photo/
August Frank

Dr. Kate Johnston is one of the true pioneers of acupuncture and oriental medicine in the United States and has been in private practice for over 30 years.

She started her Wyoming practice in Newcastle and later moved to Gillette. She's enjoyed a successful solo practice, but wanted to update her brand and hire office staff. She visited the Wyoming Small Business Development Center (SBDC) Network and shared her vision for a new logo that would bring to mind the old yin yang symbol and new modern lines. She and Wyoming SBDC Network Regional Director Susan Jerke worked together to develop that image. Her website and social media pages were also analyzed and Kate received assistance with payroll and human resource information, realizing the goal of hiring an employee.

Her future goals include hiring another practitioner to ease her patient load.



WEST END CAFÉ Carbon County, WY

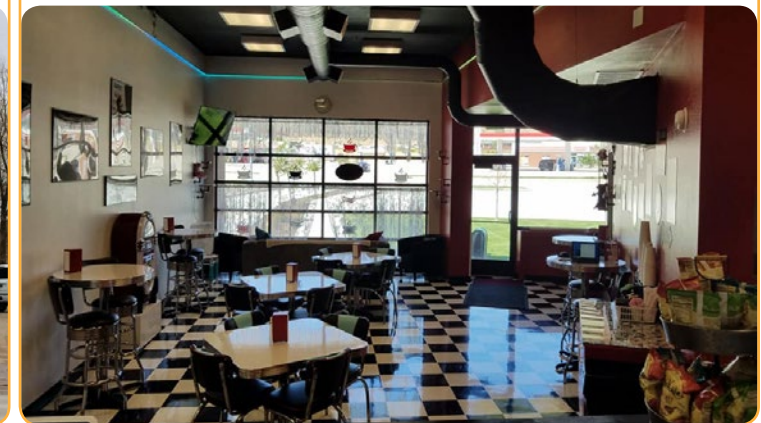


JoAnn Peavler had a dream of owning and running her own café serving fresh, healthy food. In 2019, she made that dream come true with the opening of West End Café in Rawlins. JoAnn's business has created three

new jobs — in addition to her own — and has brought a great dining experience to the community.

JoAnn is no stranger to entrepreneurship and has worked with the Wyoming Small Business Development Center (SBDC) Network before to research and start several business endeavors.

So when the time came to open West End Café, JoAnn turned to Wyoming SBDC Network Regional Director Jim Drever to develop a business plan, explore financing options, and receive assistance with the details for her current location in the historic Phillips 66 station on the west end of Rawlins.



2019 CLIENT SUCCESS STORIES

HEALING HEARTS HOME HEALTH Crook County, WY



Lacy Davis, has worked for and managed a home health care business for over 17 years and began the process of purchasing the existing business in 2012. After the negotiations fell through, she eventually made the decision to leave the company and start her own business from scratch.

Lacy used the services of the Wyoming Small Business Development Center (SBDC) Network for business planning assistance and loan proposal preparation. Wyoming SBDC Network Regional Director Susan Jerke also connected Lacy with a University of Wyoming marketing class to create a solid brand.

With the help of a U.S. Small Business Administration guaranteed loan and a private investor, she formed Healing Hearts Home Health, obtained her licenses, and began seeing clients in May of 2018.



SCOTT ROBESON CUSTOM WOODWORKING Fremont County, WY



Scott and Lesley Robeson, have been consulting with Wyoming SBDC Network advisors since 2007. Lesley recalls that their first years in business were difficult.

"I had to learn, and I had to learn fast, and they were right there to help us the whole way," Lesley said. "We could not have done what we've done without them. They taught us everything. Everything!"

The Wyoming SBDC Network helped with QuickBooks, website design, market research, strategic planning, grants, and training on a host of topics. They most recently received support from Wyoming SBDC Network Regional Director Sarah Hamlin to open a showroom space in Lander.

From its humble origins, Scott Robeson Custom Woodworking was on track in 2019 to gross more than \$250,000 – which Lesley credits to hard work, faith in God, and the Wyoming SBDC Network.



HIS & HERS Goshen County, WY



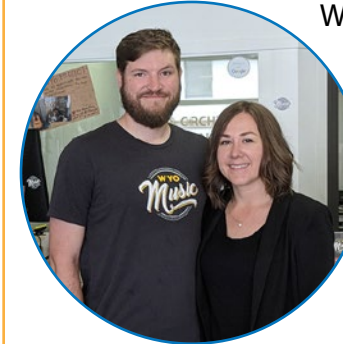
When Saxen Branham decided to open a full-service salon and barbershop in Torrington, one of her first challenges was figuring out what options were available for financing her business. Initially, she contacted the Goshen County Economic Development Corp., which put her in touch with John Privette, regional director for the Wyoming SBDC Network.

John helped Saxen develop a business plan, including financial projections, which she was able to use when applying for a micro-loan from the Wyoming Women's Business Center. The program provides loans up to \$50,000 to start or expand Wyoming businesses.

"John was a tremendous help to take my idea and develop it into a business plan that allowed me to obtain funding and realize my dream of owning my own shop," she said.



WYOMUSIC Laramie County, WY



WyoMusic is a Cheyenne-based business that provides instruments, sheet music, and more for the community. Owners Danica and Andy Mrozinsky say they are more concerned about the impact they make on Cheyenne rather than profits.

Before WyoMusic became a reality, the Mrozinskys worked with Wyoming Small Business Development Center (SBDC) Network Regional Director John Privette to look into the purchase of Yocum Music — a long-standing music store in downtown Cheyenne. Together, Privette and the Mrozinskys developed a business plan, prepared financial projections, looked at business valuation, and prepared a loan application package.

Wyoming SBDC Network market researchers also prepared a website analysis as the couple looked to build a new brand for WyoMusic.



OHANA CHIROPRACTIC Laramie County, WY



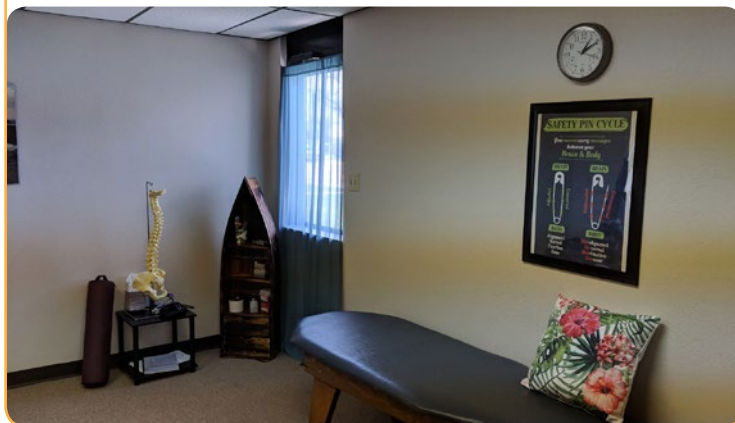
Ohana is the Hawaiian word for family.

At Ohana Chiropractic in Cheyenne, owners Dr. Alicia Ruiz and Dr. Kyle Cardel want their patients to feel like a part of the family. They achieve this

through a customized delivery of proven techniques, methods, and philosophies combined with the most effective tools, products, and programs that promote optimum chiropractic health results.

Dr. Ruiz and Dr. Cardel met with the Wyoming Small Business Development Center (SBDC) Network to explore their dream of opening a chiropractic practice.

After a two-year period of business planning and loan preparation, the doctors obtained an SBA guaranteed loan and opened their practice. The business now provides chiropractic, acupuncture, and massage therapy services.



FROG CREEK PARTNERS Natrona County, WY

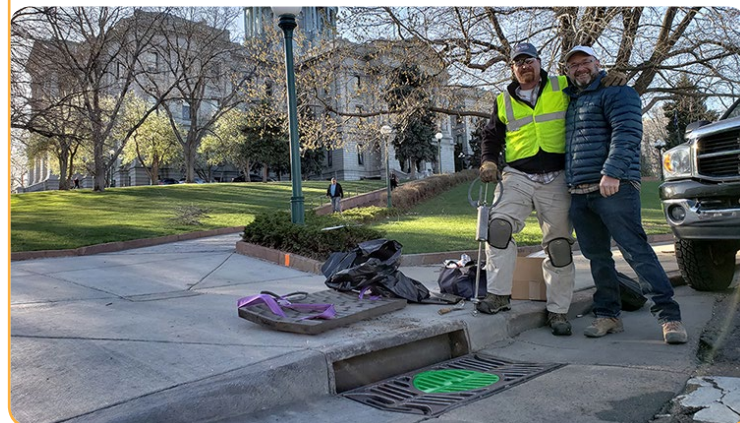


Storm water is the number one source of water pollution today. Casper entrepreneur Brian Deurloo and his business partner Chris Tippie started Frog Creek Partners to remedy this problem.

In 2016, Brian filed a patent for the Gutter Bin® storm water filtration system and took advantage of several Wyoming Small Business Development Center (SBDC) Network services to develop a business plan, secure angel capital, conduct market research, and register with government agencies.

"I started working with the SBDC very early on in the business planning process," Brian said. "They offer a lot of value to budding entrepreneurs by helping guide them in their decision making process, business planning, and training."

They now have over 100 systems in the ground across Wyoming, Colorado, and California.



MEDICAP PHARMACY Natrona County, WY



Eric and Kristin Saul realized their dream to open an independent pharmacy in April of 2019 and are already showing signs of success. Kristin has been a pharmacist for almost 25 years. After careers as an engineer and a software

developer, Eric became a pharmacist about four years ago. Having worked for large retail pharmacies, both recognized the need for a more patient-centered approach to their profession. If medication is not on your shopping list, the store is also a Hallmark Gold Crown Franchise, carrying unique greeting cards and gifts.

To get started, Eric worked with Cindy Unger, Wyoming Small Business Development Center (SBDC) Network business advisor, to create an extensive plan for Medicap. She helped the couple put their dreams and ideas down on paper in a logical, operational format to ensure they initially set the business on the path to success.



ABILITY PHYSICAL THERAPY Park County, WY



One year after opening its doors, Ability Physical Therapy is already improving the lives of community members and surpassing business expectations. Ability Physical Therapy networks with a variety of health care

practitioners to provide holistic, integrated health-care support to its patients.

Lori Swanton knew a lot about physical therapy, but not much about business. So she turned to the Wyoming Small Business Development Center (SBDC) Network Regional Director Bruce Morse to obtain practical start-up advice, help with logo design, and training on social media strategies.

"It really helped me set up things appropriately, to find the right processes," she said. "When do I bring on an accountant? What about signage? Bruce helped me decide if and when I needed to make things happen."



COWBOY CREAMERY CORPORATION Sheridan County, WY



Cowboy Creamery Corporation's story began in 2018 at the base of the Bighorn Mountains in Sheridan, WY with the creation of Western Style® — a unique, handcrafted ice cream created with western-sourced

dairy and recipes handed down from early homesteader days. They distribute Western Style® Super Premium ice cream to select cities in Wyoming, Montana, South Dakota, and Colorado.

The company attributes their rapid growth to the Wyoming Small Business Development Center (SBDC) Network's assistance with financing, website development, marketing, branding, product differentiation, and graphic design.

With the recent acquisition of a freezer truck and the creation of five new sales and distribution jobs, Cowboy Creamery Corporation's strategic growth plan includes direct distribution.



GEARED UP WYOMING Sublette County, WY

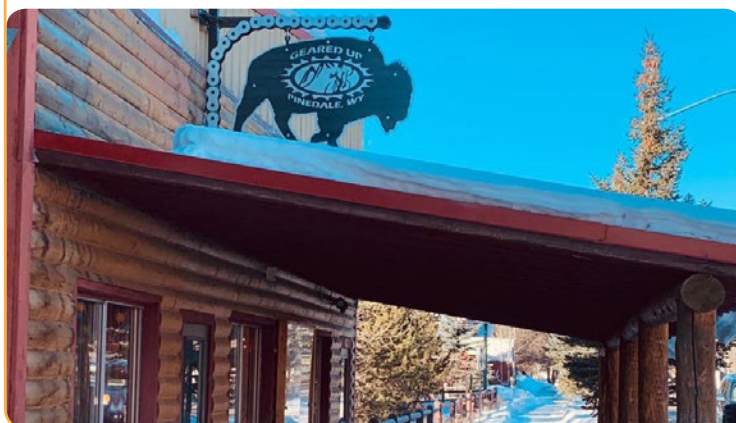


Pinedale, WY is situated in the middle of miles and miles of wide open spaces and great bike trails. Entrepreneur Andrew Zook considers the area to be the entryway to the Greater Yellowstone ecosystem and saw the perfect opportunity.

In 2018, Andrew began working with the Wyoming Small Business Development Center (SBDC) Network to open Geared Up — a bike shop offering sales, rentals, and repair services.

Wyoming SBDC Network Regional Director Rob Condie worked with Andrew to create an extensive business plan, develop cash flow projections, and even apply for the state's new Kickstart:Wyoming grant.

Geared Up is already exceeding expectations and business projections.



307 AVIATION Washakie County, WY



Tony Herby had the dream of owning his own helicopter business and worked with the Wyoming Small Business Development Center (SBDC) Network. He received help with developing a business plan, creating financial projections, and exploring financing options.

Ultimately, Herby decided to start a new business from the ground up and in 2019, Tony, his wife Emily, and business partner David Stinson received bank financing and 307 Aviation was born. The business uses a helicopter to manage weed and pest issues, as well as performing animal capture and aerial observation projects.

"The Wyoming SBDC Network was essential in getting our business started," Tony says. They offered us support with professional staff and expert advice in all aspects of business. The SBDC helped us develop a business plan and continues to offer our business a variety of resources."



BIKERBUDDY Weston County, WY



In 2017, the BikerBuddy app was introduced in the U.S. as a tool to help bikers of all kinds find lodging, assistance, and community while they travel. Owners Debbie Douglas, Paul Douglas, Ginger Douglas, and Brannon

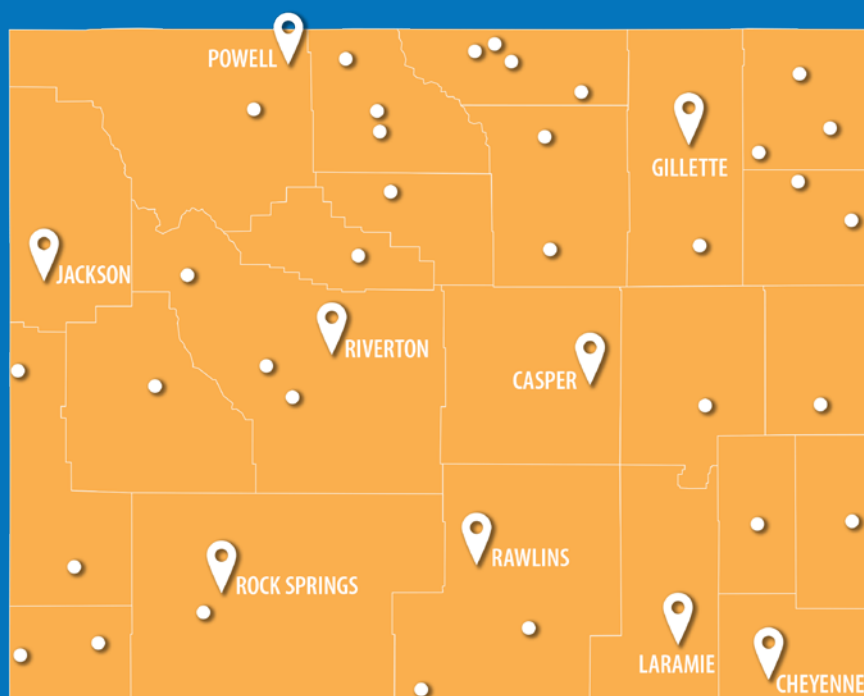
Frank have since expanded their Upton, WY-based business and now have 910 riders and 260 hosts throughout the U.S. and Canada.

When looking to expand their market, the business partners met with Wyoming Small Business Development Center (SBDC) Network Regional Director Susan Jerke and Wyoming Business Council (WBC) Regional Director Brandi Harlow.

The BikerBuddy founders were connected with resources to apply for a USDA Rural Business Grant — which they were awarded — to further develop the app. They also applied for and received WBC Trade Show and Market Expansion Grants.



**PLAN.
LAUNCH.
GROW.
REINVENT.
BEYOND.**



***Any Business Stage, Any Industry,
Anywhere in Wyoming***

WyomingSBDC.org



UNIVERSITY
OF WYOMING



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