




# 2020


2020 annual report


## 2020 Colorado SBDC Network Overall Impact Numbers





 CENTER IMPACT NUMBERS	AURORA-SOUTH METRO	BOULDER	CENTRAL MOUNTAIN	DENVER	EAST COLORADO SBDC
Counseled Clients	659	921	270	1,011	837
Training Attendees	1,767	3,913	696	4,235	594
Jobs Created	105	182	16	520	99
Jobs Retained	152	271	0	609	186
Started Businesses	11	26	1	36	10
Increased Sales	\$17,394,297	\$10,952,250	0	\$19,867,935	\$10,966,370
Contracts	\$1,699,859	\$25,632,000	0	\$15,409,542	\$0
Capital Formation	\$7,881,624	\$23,055,357	\$2,611,788	\$18,599,990	\$6,091,868

 CENTER IMPACT NUMBERS	GRAND JUNCTION	LARIMER	NORTH METRO	NORTHWEST COLORADO	PIKES PEAK
Counseled Clients	403	1,206	705	248	763
Training Attendees	418	1,149	979	1,839	5,091
Jobs Created	112	210	95	47	61
Jobs Retained	92	604	286	94	243
Started Businesses	10	24	16	17	9
Increased Sales	\$4,096,606	\$26,216,574	\$4,709,450	\$10,000	\$1,477,904
Contracts	\$3,896,480	\$22,021,679	\$997,444	\$0	\$4,473,497
Capital Formation	\$2,005,200	\$24,504,716	\$8,120,122	\$1,970,526	\$5,586,403

 CENTER IMPACT NUMBERS	SAN LUIS VALLEY	SOUTHEAST COLORADO	SOUTHERN COLORADO	SOUTHWEST COLORADO	WEST CENTRAL
Counseled Clients	69	79	177	362	219
Training Attendees	0	99	647	1,159	460
Jobs Created	4	4	46	31	2
Jobs Retained	33	4	113	71	3
Started Businesses	0	1	2	12	0
Increased Sales	\$207,000	\$0	\$181,750	\$484,900	\$5,000
Contracts	\$152,000	\$0	\$4,850	\$60,950	\$0
Capital Formation	\$631,495	\$14,000	\$1,734,876	\$4,010,703	\$0

## What is the Colorado SBDC?

THE COLORADO SMALL BUSINESS DEVELOPMENT CENTER (SBDC) NETWORK IS DEDICATED TO HELPING EXISTING AND NEW BUSINESSES GROW AND PROSPER IN COLORADO BY PROVIDING FREE, CONFIDENTIAL CONSULTING AND NO OR LOW-COST TRAINING PROGRAMS AND WORKSHOPS. THE SBDC STRIVES TO BE THE PREMIER, TRUSTED CHOICE OF COLORADO BUSINESSES FOR CONSULTING, TRAINING AND RESOURCES.

The SBDC is dedicated to helping small businesses throughout the state achieve their goals of growth, expansion, innovation, increased productivity, management improvement and overall success. The network combines the resources of federal, state and local organizations with those of the educational system and private sector to meet the specialized and complex needs of the small business community. **A team of more than 250 SBDC staff and certified business consultants work in partnership to provide entrepreneurs with crucial information that can mean the difference between success and failure.** Those experts assist small businesses in every county throughout Colorado to create and retain jobs, increase sales, secure contracts and infuse capital into the economy.

THE SBDC IS DEDICATED  
TO HELPING SMALL AND  
MID-SIZE BUSINESSES  
THROUGHOUT THE STATE.











"THIS PAST YEAR WAS FULL OF MANY UNCOMMON OBSTACLES AND CHALLENGES FOR SMALL BUSINESSES ACROSS THE WORLD. THE SBDC HAS, AND WILL CONTINUE TO BE, DEDICATED TO HELPING THESE BUSINESSES NAVIGATE AND OVERCOME THESE CHALLENGES."



## A few words from Joey Jenkins

STATE DIRECTOR, COLORADO SBDC NETWORK

It is with pleasure that we, the Colorado Small Business Development Center Network (SBDC), present our 2020 Annual Report, showcasing small business successes across the State and bringing to light the impact that our talented team has on thousands of individuals each year.

This past year was full of many uncommon obstacles and challenges for small businesses across the world. The SBDC has, and will continue to be, dedicated to helping these businesses navigate and overcome these challenges. In this report, you will find stories about some of the amazing individuals whom we have the pleasure of assisting this past year, and who continue to inspire and motivate us every day.

As small businesses continue to adapt to the rapidly changing world, the SBDC continues to adapt to the needs of these business owners. We strive to be equally adept and will continue to have the expertise needed for any and all industries. From retail to manufacturing to new technology ventures, we have a diverse roster of specialized consultants ensuring that all of the Colorado small business owners have continued access to the resources they need to succeed.

On behalf of our network, thank you for your support. Without our employees, consultants, host institutions, partners and stakeholders, the successes herein would not be possible.

Sincerely,

**Joey Jenkins**

# A message from Betsy Markey

EXECUTIVE DIRECTOR, COLORADO OFFICE OF ECONOMIC  
DEVELOPMENT & INTERNATIONAL TRADE

Each year, our office chronicles the hard work of our dedicated Colorado Small Business Development Center Network (SBDC) and how we have served Colorado's small businesses. 2020, as we will forever note, was like no other. As Colorado battled through the pandemic's public health crisis, the corresponding economic strain was widespread and the need for information, assistance and resources was simply unprecedented.

The SBDC's response to our small businesses was equally unprecedented. To serve our state, Colorado's Office of Economic Development and International Trade and our SBDC team pivoted our resources to combat the economic impact of COVID-19. Circumstances beyond our control necessitated the temporary shift of Colorado's SBDC mission to a singular focus: helping existing and new businesses survive.

This required an exhaustive effort of a dedicated team of professionals who stepped forward to connect Colorado's small businesses with what was needed most: help. Whether it was counseling businesses how to seek federal and state economic relief or connecting businesses with free or low-cost legal advice, I am proud of the commitment the team demonstrated in rising to the tremendous surge in demand. As you review this report, you will see the magnitude of the selfless service behind this effort.

Despite the scale of economic distress, Colorado's entrepreneurs continue to chart the path forward through these turbulent times. In the second half of 2020 alone, Colorado saw more than 73,000 new business filings — an indication of Colorado's perennial resilience and innovative spirit. Our SBDC Network continues to guide businesses just like these each day.

It's hard to overstate my appreciation for Colorado's small businesses. The lessons I learned from my first-hand small business experience have shaped who I am and how I've worked to structure our office's small business support. When we connect Colorado's small businesses with the resources that help them grow, we fuel our state's economic engine. The adversity we have shared this past year has underscored the value that the SBDC offers our small businesses in all market conditions. We look forward to helping you chart a course to a bright 2021.

With Sincere Gratitude,

**Betsy Markey**

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**COLORADO**

Office of Economic Development  
& International Trade







# Colorado SBDC Programs & Services

FOR COLORADO BUSINESSES TO GROW AND PROSPER

- Free and confidential one-on-one consulting for existing and new businesses on virtually any business topic
- Free or low-cost business planning workshops
- Leading Edge™: Intensive strategic business planning programs for existing and new businesses
- International trade assistance
- Assistance with loan packaging and access to capital
- SBDC Advanced: Economic gardening program focused on helping companies grow by providing custom-fit market research and corporate-level tools
- Government procurement and certification assistance
- New business feasibility analysis
- Connect2DOT: Collaboration between CDOT and the SBDC helping businesses become more competitive and successful in government bidding and contracting with transportation agencies
- Small business advocacy
- Access to business resource libraries with current business data, demographics and market analysis
- Small Manufacturer's AdvantEDGE: Manufacturer's Edge and the SBDC provides Colorado manufacturer's with integrated support across all stages of the organizational life cycle
- The SBDC Technology Program (SBDC TechSource): Focused on maximizing the economic potential of Colorado companies through direct assistance to technology ventures as well as assistance in using new technology available to business owners.
- SBDC Cyber CYA: Cyber-security assistance focusing on topics for all levels of business and their needs from cloud computing, securing measures using social media, to securing technology to meet compliance standards in government

## Program Results



**BUSINESS  
STARTS**



**INCREASED  
GROWTH**



**BUSINESS & FINANCIAL  
UNDERSTANDING**



*The Colorado Small Business Development Center Network is a partnership between the State of Colorado, the Colorado Office of Economic Development and International Trade, the Small Business Administration (SBA), Colorado's institutions of higher education, local economic development organizations and local chambers of commerce.*



AURORA-SOUTH  
METRO SBDC  
AURORA, COLORADO

[LAUNCHPADBREWERY.COM](http://LAUNCHPADBREWERY.COM)



# Launch Pad Brewery

DAVID LEVESQUE AND HENRY RUSCH, FOUNDERS AND PARTNERS


The end of an unexpectedly volatile 2020 is a great time to tell the success story about one of Aurora's prized businesses. David LeVesque spent about a decade perfecting his technique of home brewing with some help from The Brew Hut and visiting Colorado breweries. The idea of opening a business location started 'brewing' about six years ago, and Launch Pad's mission came together after working on the start-up's financials over several meetings with an SBDC consultant. A loan for working capital from Aurora's Revolving Loan Fund also helped with the purchase of equipment, and Launch Pad Brewery was officially 'launched' in 2015.

The loan was quickly paid off thanks to success as a start-up. The hard work and natural marketing prowess of Owner and Founder David Levesque, along with business partner, Co-owner and Founder Henry Rusch, have made Launch Pad Brewery a favorite destination for locals, Buckley Air Force Base personnel and lovers of micro-brews. Launch Pad has a unique military theme in both brews and décor. Launch Pad is veteran-owned and operated. Both business partners are Air Force veterans, and the staff is either active military or the spouse of a military veteran.


Expansion plans began with the help of SBA loans, through both Colorado Lending Source and Independent Bank, and a stepped-up marketing plan. The brewery went from 2,500 sq. ft. to 5,800 sq. ft., increasing occupancy from 84 to 184. They also expanded distribution to over 45 local bars and tap houses, necessarily pivoting during 2020 to reach more customers while social distancing, offering an online store for curbside and indoor pick up, as well as offering gift certificates.

The co-owners won the U.S. Small Business Administration Colorado Small Business Person of the Year Award at a soft presentation on March 27, 2020 and officially at a very small gathering on September 24, 2020 to receive the physical award at Launch Pad. SBA's Colorado District Director Frances Padilla, the District's SBDC Coordinator David Benavides and Lead Lender Specialist Steve White were on hand to outline all the ways that Launch Pad has contributed to the business community with innovative outreach and consistent quality. One of Launch Pad's SBDC consultants, Chuck Hahn (retired), was there to not only speak highly of Launch Pad's hard work, but to also receive the Small Business Advocate of the Year Award.

Henry Rusch has presented some of Launch Pad's secrets of success as host to the SBA's Veterans Small Business Week in 2018 and 2019, in conjunction with the Aurora-South Metro SBDC, the Aurora Chamber and the Veterans Outreach Center. The educational panel has given a wealth of advice to veterans interested in growing their businesses. The team at Launch Pad credits the SBDC, "We treasure the advice and working relationship with the SBDC. The SBDC team, the City of Aurora and the SBA have been supportive of our business from the beginning, and we are truly grateful."



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# Functional Living

STEPHANIE SAN GERMAN, OWNER

Three years ago, Stephanie San German was working on her yoga instructor training when she received a surprising call. Her 92-year-old grand aunt (tia) had fallen out of bed and lost her ability to walk. As a widow with no children, her tia was now alone in Miami and needed support. Stephanie paused her business and resigned from her job to help her aunt.

In Miami, Stephanie enrolled in a more intensive yoga therapy program where she was able to apply yoga therapy for different health issues. As a result, Stephanie created a practice utilizing yoga as a form of management for health issues.

Stephanie returned to Colorado and earned a contract to provide personal training and yoga for health concerns. Three months into the contract the clinic closed, and she was offered the opportunity to retain those clients, and formally launch her business. Stephanie had one week to create her logo and register her name — Functional Living. During this time, she reached out to the Boulder SBDC. "The SBDC Consultant supported me through all the transitions of my business from start-up to growth to closures."

When the pandemic happened, Stephanie was in 6 facilities, had an independent contractor on her staff and was ready to hire her first employee. Unfortunately, there was confusion about her business being considered essential and was required to close with the initial stay at home order and due to the tight vendor restrictions at assisted living facilities. Then, something changed. Families started to contact Stephanie directly to ask her to see their loved ones. They were noticing family members suffering more from depression and degeneration. Stephanie spoke with the medical staff and directors of a large assisted living facility and was granted access as a vendor.

Stephanie invested in the best PPE equipment available and is now considered essential. She gets COVID tested twice a week and has adjusted how she works with her clients from engaging exercises to helping with breathing. Being able to provide bilingual services has added value particularly to Alzheimer clients that often go back to their first language in their mind.

Despite all the transformation, Stephanie still wanted to do more. Having a background in disaster recovery, she reached out to the Boulder SBDC team with a proposal to help the Latino Community. She also joined the SBDC as a Spanish speaking COVID consultant, going the extra mile to walk some clients through every step of applying for state, county and local funding to emotional support and more.

Stephanie plans to continue to serve the aging community and help others like her tia to maintain independence, mobility and quality of life through functional exercise around the country.



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CLOSURES."**







[FUNCTIONALLIVINGCO.COM](https://functionallivingco.com)

BOULDER SBDC  
BOULDER, COLORADO





CENTRAL  
MOUNTAIN SBDC  
SALIDA, COLORADO

[HIGHSIDESALIDA.COM](https://highsidesalida.com)

# High Side! Bar and Grill

ANGELA AND CHIEF WINSTON, OWNERS

Can you imagine opening a new restaurant in the middle of a pandemic? Angela and Chief Winston of High Side! Bar and Grill in Salida Colorado did just that opening August 6th, 2020. High Side! Bar & Grill is Salida's premier spot on the Arkansas River. It has an incredible outdoor patio looking over the Arkansas River with seating outside for 200.

Angela and Chief had moved to Salida four years ago from Fort Collins. Chief came with 23 years of working in the service industry and Angela had a corporate management background. For some time they knew that they wanted to open a bar in Salida, but locations and timing were not right. Then in June 2020 the opportunity presented itself and the owners could not pass it up. They co collaborated with the landlord who operates Absolute Bikes in the adjoining rental property. They planned ahead and were able to convert the location's liquor license to cover the Absolute Bike area as well. This allows cross sales for both businesses and creates an alluring atmosphere for tourists and locals.

Since they literally were offered the location with a cash flow need to open 30 days later, they tapped into the Central Mountain SBDC Center Consultant who knew their owners before working with them as a consultant. The SBDC Consultant helped them develop their business plan, create a road map with organized tasks, and most importantly create two cash flow financial budgets. This allowed Chief and Angela to be able to adapt based on their external environment circumstances.

In winter 2020, the SBDC Consultant also helped them navigate the possibilities of accessing other grants and creating larger enclosed outdoor spaces to address capacity limitations.

Yet even with many obstacles, they were able to successfully navigate opening a new restaurant during COVID-19. They attribute their success to trial and error, lots of pivots and innovations.



**"THE SBDC CONSULTANT HELPED THEM DEVELOP THEIR BUSINESS PLAN, CREATE A ROAD MAP WITH ORGANIZED TASKS, AND MOST IMPORTANTLY CREATE TWO CASH FLOW FINANCIAL BUDGETS."**



# Joel Zigman Music

JOEL ZIGMAN, OWNER

Joel Zigman Music was started partly as a choice, and partly out of necessity. Playing and writing music has always been Joel's passion, and working as a music teacher brings him immense joy and fulfillment.


A love of working with young students made it seem like being an elementary school music teacher was the ideal job for Joel, but after a few years working in public schools, there were important areas where the environment he wanted to build in his classroom differed from what he was able to do. Joel's teaching methods are not exactly traditional, he uses pop music and music from different genres like rap and rock that is taught on keyboards, guitars, and drum sets. Joel also integrates technology and composing and likes to bring in political themes and questions.

As a transgender person, it's important for Joel to be *out* to his students. His queer identity is part of why he writes and plays music and believes it is to the benefit of his student's musical learning and identity formation to know this about him. Joel hopes that some of the advocacy and activism he has been a part of with the Colorado Transgender Educators Network has made a difference for future generations of transgender teachers, but for Joel, he needed to find a different way to make a career doing what he loves. That is when he decided to stop working in schools to start teaching private lessons, freelance, in the hopes of starting his community music school, where he could create the safe, fun, creative learning environment he wanted without restriction.


Through working with consultants and going through the Leading Edge for Entrepreneurs course has helped Joel build up a private freelance music teaching practice to where he now has an almost full roster and he can work on his business full time. Another challenge Joel faced was bringing in his business partner Sam Goodman. After bringing in a lawyer to draft an operating agreement for Deeply Rooted Music School, they are happy to be building a business structure based around collaboration, non-hierarchical ownership, and student-driven decision making that feels aligned with their values.

When asked how the Leading Edge for Entrepreneurs course helped him with his business, Joel told us, "The end product of the Leading Edge course is a business plan, and having a solid business plan as a benchmark document has been crucial for us. I don't have any business background, just in teaching and in music, so I was starting from nothing in terms of figuring out how to run a business. It's awesome that I could learn so much so quickly and affordably from the SBDC. I had hours of one-on-one consulting that was all free and I am very grateful to have received the Denver Arts and Venues Leading Edge Scholarship".

Joel is currently in the end stages of negotiating a commercial lease and construction for his school location, as well as working with a web designer to finalize his online material.



**"THE END PRODUCT OF THE LEADING EDGE COURSE IS A BUSINESS PLAN, AND HAVING A SOLID BUSINESS PLAN AS A BENCHMARK DOCUMENT HAS BEEN CRUCIAL FOR US."**







[JOELZIGMAN.COM](http://JOELZIGMAN.COM)

DENVER METRO SBDC  
DENVER, COLORADO





[EVANSEARLYCHILDHOOD.WIXSITE.COM](https://evansearlychildhood.wixsite.com)

EAST COLORADO SBDC  
GREELEY, COLORADO

# Evans Early Childhood

ROSIE AND BRIAN EVANS, OWNERS

Evans Early Childhood is a Colorado State licensed child care center and preschool, serving children ages 6 weeks to 6 years, right in the heart of Fort Morgan. Rosie and Brian Evans, a husband-and-wife team, started the business in their home in June 2014 after spending several years in the public school system as teachers.

The Evans provided childcare in their home until February of 2018 when they built the existing center that allows them to manage 52 children with 16 staff members. They received a \$10,000 Entrepreneur Grant Award from winning first place in a business plan contest which was used as seed money to receive an SBA 504 Loan to build the facility which they have outgrown.

They entered another business plan contest this past year in order to triple the size of their facility. After winning another \$10,000, they applied and received their second SBA 504 loan. The \$770,000 expansion project will open in late spring or early summer 2021, which will provide accommodation for 150 children, and add ten new full-time jobs. Additionally, they have received several disaster grants during COVID-19. They have learned about these financial opportunities through communication with their local East Colorado SBDC consultant.

In a East Colorado SBDC Leading-Edge class for Childcare Providers, Rosie served as a panelist, where she shared her experience with other providers. The Evans Early Childhood has a high-quality rating of a Level 4 on the Colorado Shines assessments program. The Colorado Shines rating is a guarantee to families that a program is licensed, in good standing and meets basic health and safety standards. Colorado Shines rates the quality of Colorado's early learning programs, on a scale of 1 to 5, based on how well the program:

- **Supports children's health and safety.**
- **Ensures staff are well-trained and effective.**
- **Provides a supportive learning environment that teaches children new skills.**
- **Helps parents become partners in their child's learning.**
- **Demonstrates good leadership and business practices.**

Rosie Evans states, "No one goes to work unless childcare goes to work—and every business depends on someone who depends on childcare. Our resiliency throughout COVID, and our adaptability to be able to thrive in the midst of a pandemic shows the value of our business as a driver of the economy. Evans Early Childhood highly values the ongoing support of East Colorado SBDC for consulting and support during this time, as well as technical assistance as we prepare to expand our center through SBA funding."



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# Alpine Autohaus

SEAN COTTER, OWNER

Alpine Autohaus opened in 1995 as a one-man operation in Grand Junction. Sean Cotter was hired in 2013 when the original owner was ready to move on and sell the business in two years. Two years quickly changed to eight months and Cotter needed to complete a business plan to secure funding for the business purchase.

Cotter heard about the SBDC from the previous owner and began meeting with Grand Junction SBDC Director, Julie Morey, on his business plan.

"I had no idea where to start with the business plan. Without the SBDC Director's help, I would have never been able to accomplish what I did. We had three or four meetings, and she helped me lay out what I needed for a loan and guided me in the right direction. Without her, I would have never gotten the business."

With his completed business plan, Cotter was able to secure financing for a loan to purchase the business. Today, Alpine Autohaus has seven full time employees and is considering expansion. Cotter plans to continue investing in training and advanced equipment to meet the service requirements of newer, technology-focused vehicles.

"Six years later, we are six-times bigger than when I bought it," says Cotter.

Cotter encourages those interested in purchasing or starting a business to not be afraid and to check out what resources are available.

"Don't be afraid to try it. There are resources everywhere. I think the only thing that stops people is fear and lack of following all your resource trails. If one door closes, you've just got to pivot and find another one. It's the same thing if you're going to be a successful business owner; it's the same thing you do every day for a living. Not everything is going to go smoothly all the time. The biggest thing that I would say is to be relentless."



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ALPINEAUTOHAUS.NET

GRAND JUNCTION SBDC  
GRAND JUNCTION,  
COLORADO





LARIMER SBDC  
FORT COLLINS,  
COLORADO

[DEAFCS.COM](https://deafcs.com)



# Deaf Communication Services (DCS)

SHARON NUTT, OWNER

Sharon Nutt was working as a sign language interpreter for a larger firm when she decided, "I can provide better service, and make more money". In 2009, she founded Deaf Communication Services (DCS), focused primarily on arranging sign language medical interpreting for Deaf patients.

When asked to describe her "secret sauce", Sharon replied, "having prior experience as an interpreter really helped. Interpreters like dealing with us, because of how we treat them, and because we value their feedback. Our goal is to provide the best quality consumer experience."

A year ago, she hired Christian Fillman and Lindsey Hein from a larger competitor, as CEO and COO respectively. Christian says, "Sharon works at the highest ethical standards, and produces only quality services. She's a humble special woman." Lindsey adds, "She's got a big heart. She always wants to do what's best." For additional insight, DCS formed an Advisory Board this year, which includes both hearing and Deaf interpreters and legal members.

Sharon discovered the Larimer SBDC when she was hired to interpret for a SBDC client. She then started using the SBDC herself. "They've been so great, in everything we've needed. The SBDC Consultant helped us navigate some contract issues and gave us advice on pricing strategies. It's just been liberating."

The COVID health crisis has caused DCS to change some strategies, forcing them to shift to virtual interpreting. Lisa Leveille with First National Bank, helped DCS secure a Payroll Protection Program (PPP) loan, to pay DCS employees despite temporary revenue declines. DCS also obtained an Economic Injury Disaster Loan (EIDL) from the SBA.

Sharon and DCS proudly provide inexpensive training and communication for their customers, employees, clients, vendors, and other stakeholders. "We do it in a way that fosters dignity, and earns loyalty, for both parties", says Sharon.



**"THE SBDC CONSULTANT HELPED US NAVIGATE SOME CONTRACT ISSUES AND GAVE US ADVICE ON PRICING STRATEGIES. IT'S JUST BEEN LIBERATING."**



# Miss Penny's Playskool

PENNY STEINHOOR, OWNER

After a career as a preschool teacher in a childcare center, Penny Steinhour made the leap to become a licensed home childcare provider 6 years ago to spend more time with her grandchildren. During this time, Penny said of herself, "I never really looked at it as a business. I looked at it as I was just grandma and I stayed home to take care of children to give them a good foundation for life."

As the years passed Penny began to lose her inspiration, falling into a rut of monotony and not knowing what the next step to take might be. Throughout this time Penny had stayed connected with her local Early Childhood Council in Adams County (ECPAC), through which she learned about the North Metro SBDC Business Fundamentals Course being offered. Through the course Penny broke through barriers in her business, gaining a new outlook and perspective on her business and ultimately, on herself.

Penny reflected on the course saying, "It really changed everything in the way that I thought of myself. I found my self-worth through that class in my business and that was incredible." Penny has since acted on her newfound confidence by making important changes in her business. Penny increased her rates for the first time in five years, she received a reimbursement grant for her families as well as other grant funding to purchase supplies, curriculum, and equipment for her business, she has made plans to move and grow her license to a large family license, and is making plans to hire an assistant in 2021.

Prior to taking the SBDC Business Fundamentals course, Penny was working 50 hours a week in her own business and also worked a part-time job for 10 hours a day on Saturdays to make ends meet. Since the course ended, Penny has implemented the financial techniques presented in the course, allowing her to leave her part-time job and focus solely on her own business.

Penny described her new achievements saying, "I used to say I would love to do that and now I say I am going to do that. I know I can do anything I want. I just have to do it. I have to set that dream, set that goal, and make that goal happen." Penny found the support and assistance of the SBDC instructors, presenters, and consultants to be a critical component in developing the next steps to take in her business. Penny is a source of inspiration for other childcare providers as well as she encourages them saying of the course, "It will change your life as to how you see not only yourself, but your business."

This course is funded by a partnership between the Office of Early Childhood, Colorado SBDC network, ECPAC, and the North Metro SBDC.



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NORTH METRO SBDC  
WESTMINSTER,  
COLORADO





NORTHWEST  
COLORADO SBDC  
EAGLE, COLORADO

[BEARSDENCHILDCARE.COM](http://BEARSDENCHILDCARE.COM)




# The Bear's Den Home Child Care

TERALYN WALTERS, OWNERS


Since 2004, Teralyn Walters has operated The Bear's Den Home Child Care in Avon as a licensed home provider. Her operation was closed mid-March through May 2020 due to COVID-19. Prior to the pandemic shutdowns, she was in the process of refinancing her home, but that was put on pause due to strains from her business being closed.

When Teralyn's business was initially denied a Paycheck Protection Program (PPP) Loan, she started to work with an SBDC consultant. The SBDC consultant reviewed ways to reduce the overall monthly costs associated with running her home business. They worked together on reopening strategies, safety precautions, and the delicate issue of negotiating new terms and expectations with families. They also identified ways to improve the financial record keeping of the childcare business in order to make it easier to separate the business finances from personal finances. In the end, Teralyn was able to obtain PPP and other state, federal, and local grants to further her business.

"My SBDC consultant has been instrumental in helping me navigate all the new information throughout the year. I currently have an appointment scheduled with an SBDC Consultant to go over the PPP forgiveness plan and application, where I'm sure he will give me the sound advice," Teralyn wrote. "Thank you so much for providing this service it truly has been priceless during this crazy time."



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CONSULTANT HAS  
BEEN INSTRUMENTAL  
IN HELPING ME  
NAVIGATE ALL THE  
NEW INFORMATION  
THROUGHOUT  
THE YEAR."**



# ArtbyRizzo

JERESNEYKA ROSE, OWNER

For Jeresneyka Rose's entire life, she's known art. She started her professional art journey in 2014 when she picked up a paint brush and painted her first original canvas. By 2018, ArtbyRizzo was a legally registered business. Like most entrepreneurs, Jeresneyka worked hard to figure out a lot on her own and was in a good place. In 2020, Jeresneyka registered for a class with the Pikes Peak SBDC taught by a Senior SBDC Consultant.

"I thought I knew the basics and did everything correctly. Boy was I wrong," said Jeresneyka. "It's so hard to find accurate information, especially on the internet. The SBDC Consultant made things super clear and easy to understand. She took the time to talk to each of us and make sure we all set up in the best way to make our businesses profitable and successful. I would 10 out of 10 recommend every business owner take a strategic planning class at the SBDC. As long as you're learning, you're growing, and I can definitely say my business knowledge has grown."

With her business restructured as an LLC in 2020, ArtbyRizzo was an established brand that represents Jeresneyka an artist: her beliefs, ethics, and a mission to create unique and colorful visual art to represent expressions and experiences aiming to engage and empower the community. The challenges extended beyond merely running her business, but every "no" fuels her to create a "yes".

"I get overwhelmed. I get sad. I feel disappointment. I doubt myself. I'm human. I just don't quit," said Jeresneyka. A true entrepreneur, she continues to move forward with a mission to bring light and voice to hard topics and what her heart believes is right.

Jeresneyka's short-term goals are to continue to support the community in a positive way. Long term goals include opening an arts-based community center like the Boys and Girls Club she was once a part of and provide for youth and adults to take part in all forms of art from dance to painting. The plan to provide for all with an arts-based community center keeps her motivated.

"I want the community to feel empowered and represented through my work. I want the community to feel inspired. I want the community to feel seen. I want the community to feel supported. It's all about the experiences for me — the connections. This is how I thrive. That is what fills my cup," said Jeresneyka.

"ArtbyRizzo supports community popup events, exhibitions, private paint parties and more. Support for ArtbyRizzo is more than a purchase; clients support a mission to create art that represents a population that isn't often featured in local galleries and museums," said Jeresneyka. "By supporting ArtbyRizzo you're supporting a mission to help others know they can create a life as they want it."



**"PIKES PEAK SBDC STAFF, CLASSES, INSTRUCTORS, AND PARTNERS HAVE HELPED US TO ESTABLISH AND RUN A SUCCESSFUL COMPANY."**



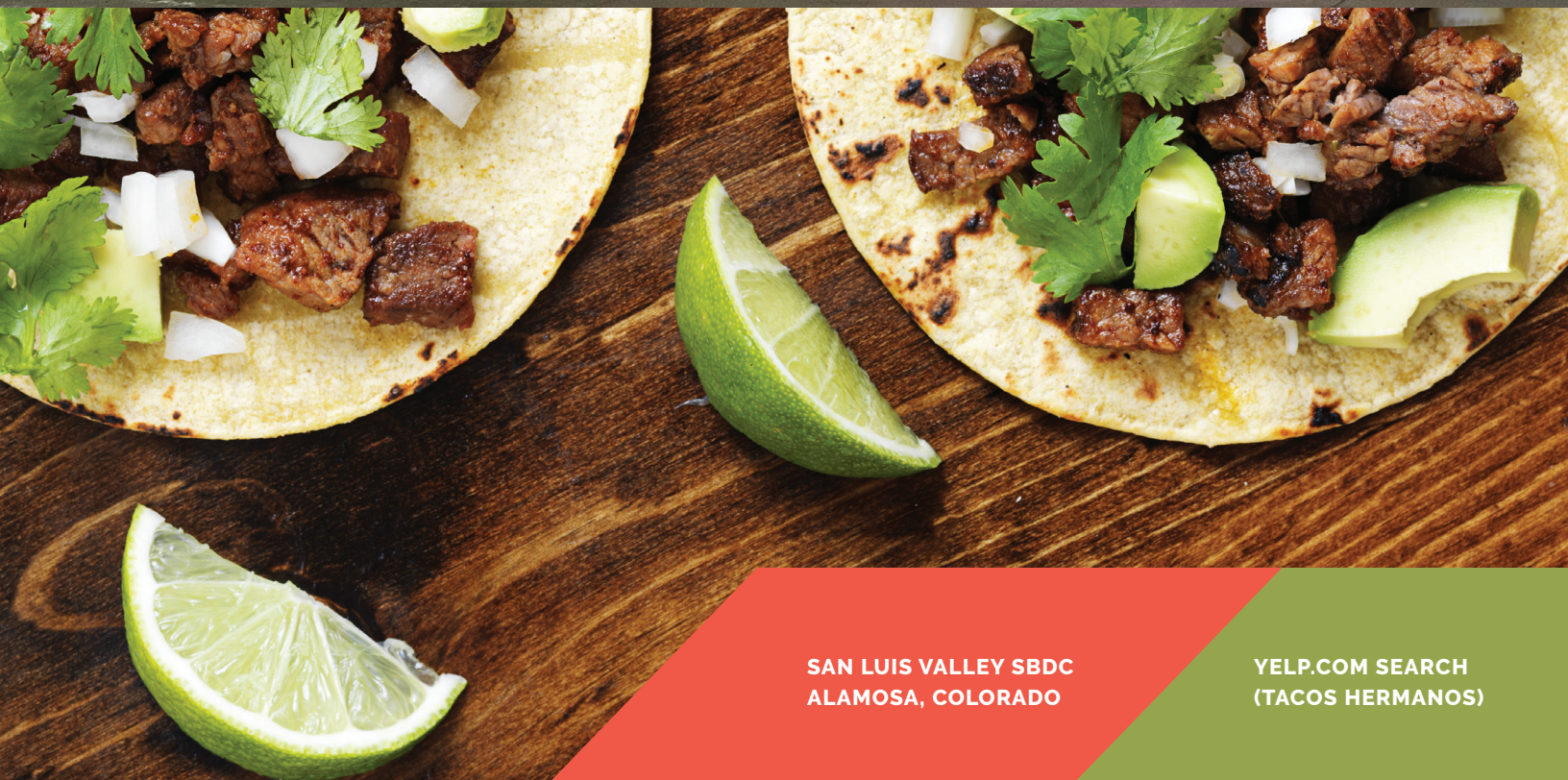




[ARTBYRIZZO.COM](http://ARTBYRIZZO.COM)

PIKES PEAK SBDC  
COLORADO SPRINGS,  
COLORADO





SAN LUIS VALLEY SBDC  
ALAMOSA, COLORADO

YELP.COM SEARCH  
(TACOS HERMANOS)



# Tacos Hermanos

DAVID AND SERGIO BARTELS, OWNERS

Tacos Hermanos is based in San Luis, Colorado, where there are currently only two restaurants in the entire town. When COVID-19 hit, there were restrictions that forced businesses to lower their indoor dining capacities, and both temporarily closed. David Bartels and his brother Sergio purchased a food truck in the summer of 2019, which they used only for the local fiestas in San Luis.

Seeing the opportunity when there were no other food choices in town, they opened up their truck on Main Street, and called it TACOS HERMANOS. They excelled in turning this opportunity into a successful business that serves amazing Mexican food, including tacos, burritos, asada fries and even homemade desserts. They turned to the San Luis Valley SBDC for assistance with their start-up business. David said, "the San Luis Valley SBDC helped me to grow my startup business, their resources and support made it super easy to start a successful business in these hard times."

They are currently going around the entire San Luis Valley with their delicious cuisine, and have scheduled days in Alamosa, La Jara, and Center. David wants to eventually purchase a building to have a "storefront" to serve their food in San Luis, or possibly in Alamosa. The Bartels are a perfect example of a small business seizing an opportunity that presented itself when some business were ready to give up.



"THE SAN LUIS VALLEY  
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HARD TIMES."



# 9-H Quarter Horses and Paints Horse Motel


DARRELL WOLLERT, OWNER

Nestled in the heart of Southeast Colorado, you can find a unique hospitality business. Caring for equines, horsemen-and-women, and other surprising tenants, 9H Quarter Horse and Paints Horse Motel has quickly become a valuable asset to La Junta and the surrounding communities.


Born from a longtime dream of owner Darell Wollert's late wife, 9H Quarter Horse and Paints Horse Motel held its grand opening in July of 2020. Much hard work and dedication led to this exciting moment, as Darell, a disabled veteran, singlehandedly completed all the renovations to the property to create his top-notch facilities, including 23 large stalls, a lighted indoor arena with a roping chute and cow track, 3 outdoor round pens, a horse walker and wash rack, water and electricity hookups for trailers, and riding trails along the Arkansas river.

With the help of the Southeast CO SBDC, Darell has outlined future plans for his business, such as hiring additional employees, offering guided trail rides, and renting out his facilities for rodeos, horse shows, clinics, and private events. Through SWAP, the Southeast Website Advancement Project, Darell was able to have a website developed, and is excited to access new Business Computer Literacy workshops to learn how online resources can help with the management and marketing of 9H Quarter Horse and Paints Horse Motel. Darell was also able to obtain a local grant to supplement the lost revenues COVID caused.

Over his 6 months of operation amidst COVID, Darell has had many interesting and impressive boarders, including national rodeo celebrities, and most recently, a traveling family's pet kangaroo. Conscious and caring customer service is Darell's passion, and this is demonstrated in his success and returning customers, even with most horse shows, rodeos, and other events being postponed and canceled. 9H Quarter Horse and Paints Horse Motel is quickly becoming not only a place to spend the night, but a valued destination for equestrians across the nation.



"CONSCIOUS AND CARING CUSTOMER SERVICE IS DARELL'S PASSION, AND THIS IS DEMONSTRATED IN HIS SUCCESS AND RETURNING CUSTOMERS, EVEN WITH MOST HORSE SHOWS, RODEOS, AND OTHER EVENTS BEING POSTPONED AND CANCELED."







[FACEBOOK.COM/DWOLLERT](https://www.facebook.com/dwollert)

SOUTHEAST COLORADO SBDC  
LA JUNTA, COLORADO





SOUTHERN  
COLORADO SBDC  
PUEBLO, COLORADO

[ANEWLEAF.THERAPY.ORG](http://ANEWLEAF.THERAPY.ORG)



# A New Leaf Therapy

REGAN YOUNG, OWNER

Regan Young, owner of A New Leaf Therapy in Pueblo Colorado, first visited the SBDC in November of 2017. Since then, she has increased her annual revenue by a factor of four, obtained financing to purchase two buildings, doubled her capacity to serve clients, and increased the value of her practice by embedding management processes that will grow with the business. She did all this by scheduling monthly meetings with her SBDC counselor to strategize.

When COVID hit in March of 2020, Regan was already ahead of the curve. She had previously experimented with telehealth sessions and "just in case" had staff practice working remotely. As the pandemic raged, they switched to fully remote operations and continued to see clients even though the number of calls slowed, and session numbers decreased.

"It was a scary time," Regan recalls. With her SBDC counselor, they decided to use this time to "sharpen the sword" and create management practices that could benefit the business after the downturn subsided. For example, she created on-boarding videos for new interns and one for new counselors.

She then turned her sights to quality, leaning strongly on the feedback from both clients and therapists. To help with internal communication, she started an in-house newsletter and a few other routines to keep staff in touch despite the virtual work environment.

With help from the SBDC, Regan was able to take advantage of the SBA's PPP and EIDL loans as well as other local support. "These loans were lifesavers," she said. "They gave me some breathing room and after that initial decline in clients, we have seen steady growth in recent months."

Today she is looking forward to hiring more therapists and to seeing patients in person after the pandemic slows down. Again, she will be ahead of the curve, able to use counseling space in both her new building and in her existing building next door.

**"THEY GAVE ME SOME  
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# Four Corners Guides

LIZZY SCULLY AND STEVE FASSBINDER, OWNERS

Lizzy Scully, CEO, and Steve Fassbinder, Head Bikeraft Guide, co-founded Four Corners Guides, a multi-sport guide service (bikepacking, packrafting and bikerafting), headquartered in Mancos, CO. This dynamic pair incorporated their passion for adventure with the natural wonder of the Four Corners area to offer guided tours and upscale camping experiences (referred to as glamping, glamorous camping) at their Scullbinder Ranch.

Lizzy and Steve first shared their dreams with each other about teaming up to host and guide outdoor adventure tours two and a half years ago. Eighteen months later, those dreams had taken root. Lizzy's focus and intention was to become her own boss and Steve wanted to supplement his adventure photography career with guiding. More importantly, together, they wanted to share the extraordinary adventure they regularly had at their ranch and in the backcountry with others.

On a bike outing with friends, Lizzy met an SBDC employee who told her that the SBDC supported entrepreneurs through services and education, workshops and mentoring. The SBDC employee encouraged Lizzy to follow up and learn how to get her business started on the right foot. Lizzy met with the SBDC, "I felt they really cared about me and were supportive of my ideas."

Lizzy took advantage of several SBDC programs, one of which was the first "Start Your Own Business" Workshop. The program is a half-day event that provides an array of business professionals discussing the requirements to get a business started along with some details of how to operate it. "I learned a ton. The workshop put pieces of the puzzle together for me. There was a lot I didn't know. I had run a business in the past, but maybe not the right way. It was a great overview of things I had to dive into, especially legal."

The second program was taught by an SBDC advisor in Cortez, CO that was designed to educate entrepreneurs with an in-depth understanding of business organization and planning. "We were asked how we could make a positive impact on ourselves and our community. The class also provided us with a framework on how to structure our business, and do it specifically to meet the needs we had outlined. Another important bit of information I learned was how to keep my business separate from my personal life."

Four Corners Guides are currently hosting beta-tours to work out any quirks and rate customer satisfaction. The SBDC programs and mentoring helped them secure a bank loan. The couple recently broke ground for a barn on their ranch.

Lizzy would recommend the SBDC classes to entrepreneurs. "It will either scare you away or make you more confident to learn a framework on how to run a business. The framework alleviated stress because it helped me know where to start. If you are really stoked about starting your business, it's an ideal place to get started."



**"I GAINED CONFIDENCE  
AS I LEARNED HOW TO  
STRUCTURE MY BUSINESS,  
AND I LEARNED THE STEPS  
I NEEDED TO TAKE TO  
BUILD OUT THE BUSINESS  
FRAMEWORK."**







[FOURCORNERSGUIDES.COM](https://FOURCORNERSGUIDES.COM)

SOUTHWEST COLORADO SBDC  
DURANGO, COLORADO





WEST CENTRAL SBDC  
MONTROSE, COLORADO

[STORMCELLARWINE.COM](https://stormcellarwine.com)



# The Storm Cellar

STEVE STEESE AND JAYME HENDERSON, OWNERS

The Storm Cellar is an estate vineyard and winery located in Hotchkiss, Colorado, that specializes in high-elevation white and rosé wines. Established in 2017, this collaborative vision between husband-and-wife team, Steve Steese and Jayme Henderson, is a project founded upon a love of Colorado, a desire to make world-class wine in this great state, and a goal of helping to put a relatively unknown, yet up-and-coming region, on the national map.

Since releasing its first wines in the summer of 2019, The Storm Cellar's wines and story have been a cover story in both The Wall Street Journal and The Denver Post. Steve and Jayme's wines have also been featured prominently in Wine Spectator, Forbes, 5280 Magazine, Spoke + Blossom, West of 105, City and Shore Magazine, The Broker, and The Delta County Independent. They were the featured winery in a video short produced by John Deere International and are highlighted in their most recent nationwide ad campaign, as well. Their wines have been awarded numerous medals at wine competitions, including double-gold medals at the San Francisco International Wine Competition, The American Fine Wine Competition, and the Colorado Governor's Cup.

Prior to taking the plunge to become full-time farmers and winemakers, Steve and Jayme both spent many years in the Denver culinary scene, in roles as sommeliers and managers. Since this project is so multi-faceted, from farming to chemistry to hospitality to business, it was a dramatic leap for them both, with a very sharp learning curve.

They reached out to the SBDC in the early stages of their project to obtain help regarding the management of their financial reports and their ability to make sales projections for future years. The guidance and assistance of their SBDC counselor provided a solid framework, upon which they have based their current business. Knowledge of Quickbooks, integration of their financial reports, and solid, realistic projections have allowed them to obtain the investment capital that they needed and has provided a solid foundation for business necessities, such as refinancing the property and creating the plans for upcoming construction and expansion. They are also looking to further utilize the various tools that the SBDC provides for business growth in the upcoming years.

"Without assistance during our uncertain and formative years, we wouldn't be where we are today. The time, tools, and guidance we received from the SBDC Consultant, our coach within Region 10 of the SBDC, have given us the confidence to progress in our business. The SBDC Consultant had incredible patience with us, as we were both new to platforms like Quickbooks and its corresponding reports. We are grateful for her patience, care, and encouragement. This past summer of 2020, even while experiencing the taxing limitations of the pandemic, was a success for us because we had tools to help us maneuver in a quickly changing landscape. We are most appreciative for the much-needed support and resources we've been given."








"MY SBDC  
CONSULTANT HAS  
BEEN INSTRUMENTAL  
IN HELPING ME  
NAVIGATE ALL THE  
NEW INFORMATION  
THROUGHOUT  
THE YEAR."



# Thank you to our Host Organizations

The Colorado Small Business Development Center would like to sincerely thank each of our host organizations throughout the state. Given your effort, support, and community dedication, Colorado's economic development continues to thrive. We are looking forward to an amazing 2021 together!

<b>STATEWIDE</b>		<b>Colorado Office of Economic Development and International Trade</b>
<b>BOULDER</b>		<b>City of Boulder</b>
<b>AURORA-SOUTH METRO</b>		<b>City of Aurora</b>
<b>CENTRAL MOUNTAIN</b>		<b>Chaffee County</b>
<b>DENVER</b>		<b>Denver Metro Chamber of Commerce</b>
<b>EAST COLORADO SBDC</b>		<b>Monfort College of Business</b>
<b>GRAND JUNCTION</b>		<b>Western Colorado Business Development Corporation</b>

LARIMER		Front Range Community College
NORTH METRO		Front Range Community College
NORTHWEST		Eagle County
PIKES PEAK		El Paso County
SAN LUIS VALLEY		Alamosa Community Development Corp.
SOUTHEAST COLORADO		Otero Junior College
SOUTHERN		Pueblo Community College
SOUTHWEST COLORADO		Fort Lewis College
WEST CENTRAL		Region 10





# Colorado SBDC Network Locations & Websites

AURORA-SOUTH METRO	 AURORA-SOUTH METRO Small Business Development Center	15151 E. Alameda Pkwy. #2300 Aurora, CO 80012 <a href="http://aurora-southmetrosbdc.com">aurora-southmetrosbdc.com</a>
BOULDER	 BOULDER Small Business Development Center	1001 Arapahoe Avenue Boulder, CO 80302 <a href="http://bouldersbdc.com">bouldersbdc.com</a>
CENTRAL MOUNTAIN	 CENTRAL MOUNTAIN Small Business Development Center	339 East Highway 50 (Rainbow Blvd), Suite 104 Salida, CO 81201 <a href="http://centralsbdc.org">centralsbdc.org</a>
DENVER	 DENVER METRO Small Business Development Center	1445 Market St. Denver, CO 80202 <a href="http://denversbdc.org">denversbdc.org</a>
EAST COLORADO SBDC	 EAST COLORADO Small Business Development Center	800 17th St, Kepner Hall #0025 Greeley, CO 80631 <a href="http://eastcoloradosbdc.com">eastcoloradosbdc.com</a>
GRAND JUNCTION	 GRAND JUNCTION Small Business Development Center	2591 Legacy Way Grand Junction, CO 81503 <a href="http://grandjunctionsbdc.org">grandjunctionsbdc.org</a>
LARIMER	 LARIMER Small Business Development Center	4616 South Shields St, Blanca Peak 151 Fort Collins, CO 80526 <a href="http://larimersbdc.org">larimersbdc.org</a>



**NORTH  
METRO**



3645 W. 112th Ave.  
Westminster, CO 80031  
[northmetrosbdc.com](http://northmetrosbdc.com)

**NORTHWEST  
COLORADO**



500 Broadway  
Eagle, CO 81631  
[northwestsbdc.org](http://northwestsbdc.org)

**PIKES PEAK**



559 E. Pikes Peak Ave, Ste #101  
Colorado Springs, CO 80903  
[pikespeaksbdc.org](http://pikespeaksbdc.org)

**SAN LUIS  
VALLEY**



610 State Ave. #120  
Alamosa, CO 81101  
[slv-sbdc.com](http://slv-sbdc.com)

**SOUTHEAST  
COLORADO**



1802 Colorado Ave.  
La Junta, CO 81050  
[southeastcosbdc.org](http://southeastcosbdc.org)

**SOUTHERN  
COLORADO**



121 W City Center Drive, Suite 150  
Pueblo, CO 81003  
[southerncoloradosbdc.org](http://southerncoloradosbdc.org)

**SOUTHWEST  
COLORADO**



1000 Rim Dr, 140 EBH  
Durango, CO 81301  
[sbdcfortlewis.org](http://sbdcfortlewis.org)

**WEST  
CENTRAL**



145 S Cascade Avenue  
Montrose, CO 81401  
[r10sbdc.org](http://r10sbdc.org)

# About this Report

## HIGHLIGHTING COMMUNITY COOPERATION

The Colorado Small Business Development Center Network's 2020 annual report highlights the cooperation among community organizations that support small businesses. Academic institutions, economic development organizations and local governments, as well as corporate partners, all play a part in the success of the SBDC. The participation of these entities is crucial to the support given to businesses around the state.

"ACADEMIC INSTITUTIONS, ECONOMIC DEVELOPMENT ORGANIZATIONS AND LOCAL GOVERNMENTS, AS WELL AS CORPORATE PARTNERS, ALL PLAY A PART IN THE SUCCESS OF THE SBDC."

This report contains success stories of SBDC clients from across the state, as well as financial impact numbers, all organized by center and congressional district.

If you have, or know of, a business that needs assistance, contact your local SBDC to make a free consulting appointment. If you are a public or private community organization that is looking to impact the success of small businesses in Colorado, please contact the Colorado SBDC at:

**Website:** [coloradosbdc.org](http://coloradosbdc.org)

**Phone:** (303) 892-3840

**Email:** [info@coloradosbdc.org](mailto:info@coloradosbdc.org)



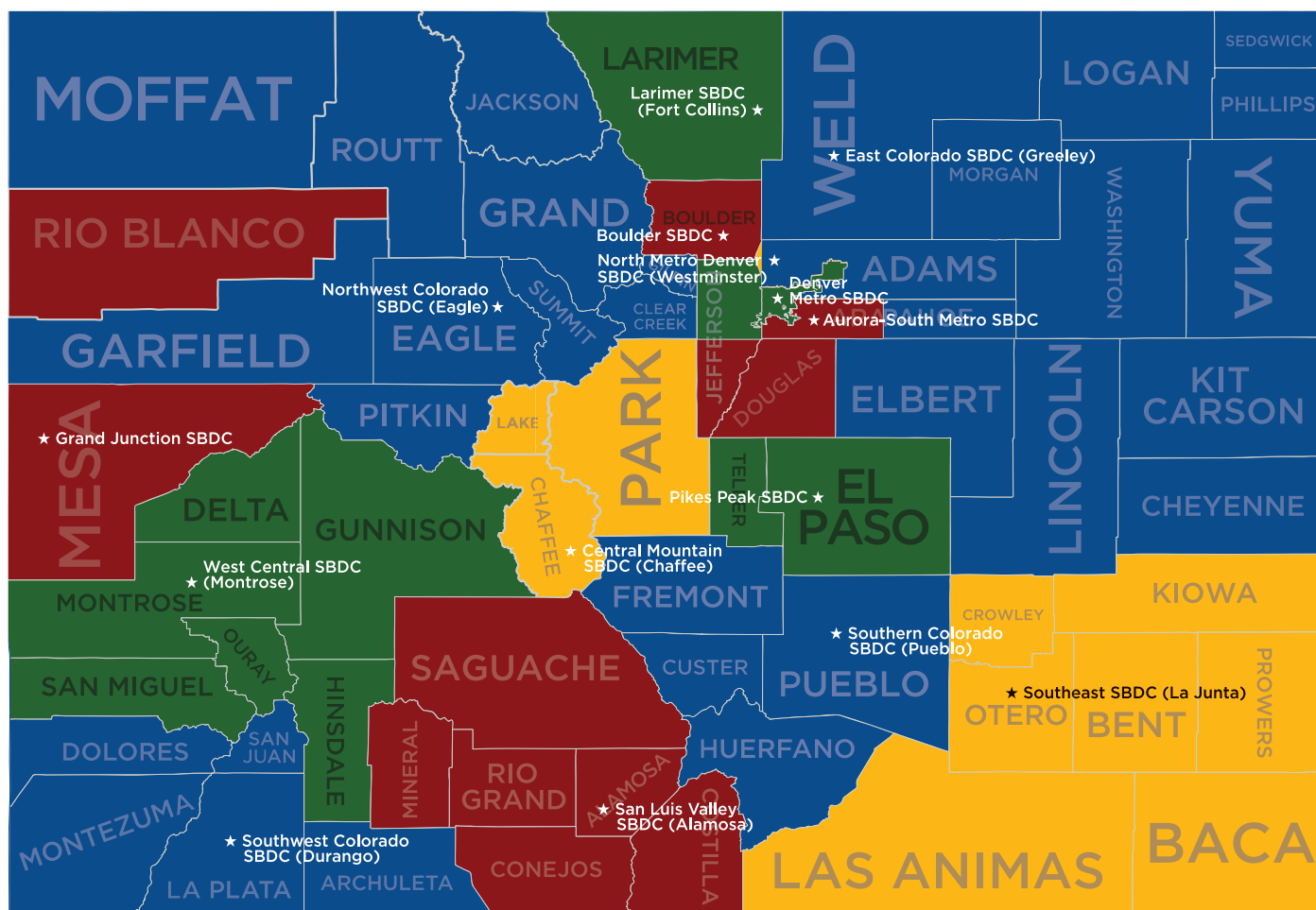


Small Business Development Center Network

# COLORADO SMALL BUSINESS DEVELOPMENT CENTER LOCATIONS

[WWW.COLORADOSBDC.ORG](http://WWW.COLORADOSBDC.ORG)

303-892-3840 | [info@coloradosbdc.org](mailto:info@coloradosbdc.org)



★ Full-Time SBDC Center (consulting and training)