



**Northland Pioneer College**

SMALL BUSINESS DEVELOPMENT CENTER

## **Annual Report 2009**



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The following is the annual report of the Northland Pioneer College Small Business Development Center (NPC-SBDC) provided in form required by the U.S. Small Business Administration. In Summary, 2009 reflected good progress by clients, despite the worst economic outlook for the Country and State in our lifetimes. NPC-SBDC did not meet its goals for client activity in all areas, for the first time in many years, yet achieved good progress in terms of economic growth for those businesses we assisted. Our goals and results are shown herewith:

<u>Item</u>	<u>Goal</u>	<u>Actual</u>
Jobs added or saved	149	97
Extended Engagement Clients	81	73
Startups	19	22
Long Term Counselings	44	69
Capital Formation	\$4,271,039	\$13,122,500
Revenues Increased	\$6,406,558	\$6,469,756
Shared Resources	6	6

Our client statistics for 2009 reflected 234 clients; consisting of 54% male vs. 46% female; 57% white, 28.5% Native American, 14.5% no response or other; 8.5% veterans; 45% startups vs. 55% existing business; 2.6% online businesses, 12.3% home-based businesses; and 27.7% female-owned businesses.

In counseling small businesses NPC-SBDC provided 344 hours of direct contact, 262 hours of client preparation and indirect service, and 143 hours of travel going to client meetings. This represented an average of 11.8 hours per client.

In training, NPC-SBDC sponsored 32 training events during the year, reflecting 370 attendees, and 222 hours of training. NPC-SBDC conducted the following trainings during 2009: Build Your Website Workshops, Quickbooks training, SBA Loan Clinics, Startup workshops, America's Small Business Challenge program, Small Business 911 program, SBA Stimulus trainings, Business Plan workshops, Surviving the Downturn & Positioning for Recovery workshops, OSHA 10-hour Safety trainings, Forestry Marketing clinics, First-Aid/Safety workshops, E-Commerce presentation, Buying & Selling a Business workshop, Using the Internet to Get Customers workshop, Financing a Small Business workshop, Small Business Stimulus High Altitude, and an ongoing online program involving 23 separate courses offered to students throughout the area as part of the NPC small business curriculum.

#### 0100 Advocacy

NPC-SBDC regularly participates in local Chamber of Commerce events. The SBDC presented training for the Chamber members as cosponsors, and attends mixers and lunches to promote the SBDC and recruit clients. We participated on the Board of Directors for the Little Colorado River Plateau RC&D, and were part of a group from the local area that met with the U.S. Secretary of Agriculture regarding the forest thinning. The SBDC regularly interfaces with City government, meeting with Managers and Economic Development professionals and helping with projects. NPC-SBDC also presented to Show Low High School Business classes on Entrepreneurship and helped judge local business plans. NPC-SBDC participates regularly with Tribal economic development groups, including the Navajo Tribe's Regional Business Development Offices, Four Corners Business Enterprise CDC, and the NAU Center for American Indian Economic Development. We present and travel throughout the Districts vast area;

doing outreach in communities such as Moencopi Village on the Hopi reservation, Navajo Chapters such as Teesto, Chinle and Window Rock, and Whiteriver on the White Mountain Apache reservation. We regularly meet with economic development agencies such as the Navajo County Economic Development Committee, and represent the college host and SBDC as an active partner in assisting with project development.

#### 0200 Capital Formation

NPC-SBDC continues to maintain regular contact with local banks, including most major banks in northeast AZ. We regularly involve non-bank lenders such as Arizona Multibank who has assisted with numerous projects, SBA Micro Lender Prestamos, and the Four Corners Business Enterprise CDC.

NPC-SBDC assisted six local businesses invited to submit final applications for the U.S. Forest Products Lab 2009 Woody Biomass Grant program, and three were approved for funding during the year. Our area received large amounts in Stimulus funding for various capital projects, the largest being a client receiving over \$7.5 million for forest thinning.

#### 0300 Innovation and Technology Transfer

The NPC-SBDC was involved with Forest Products Lab from Madison, WI regarding their 2009 Woody Biomass Utilization Grant program and specific reporting for successful candidates. We cosponsored and hosted a marketing specialist from Yale University, who met with clients during the summer for training and one-on-one assistance, with an emphasis on utilization and marketing of forest products, and creating new markets from byproducts.

#### 0400 International Trade

Nothing noted.

#### 0500 Minority Small Business Development

NPC-SBDC's Holbrook office has served the reservations to the north, partnering with Four Corners Business Enterprise CDC which provides micro-loans for Native American owned businesses. NPC-SBDC coordinates with the National Center for American Indian Enterprise Development to partner with them in bringing training to any of the three reservations in our district. Our two programs work together with NPC to bring entrepreneurial development to two of the three Tribes NPC-SBDC serve.

#### 0600 Resource Development

NPC-SBDC attended meetings by USDA Rural Development for information on grants and loans for the rural business community. The Director was involved in assisting the Southwest Sustainable Forests Partnership (SWSFP) by serving on the Executive Committee, attending meetings hosted in Albuquerque by the SWSFP, providing web site development for forestry entrepreneurs, forestry trainings, including presentations on contracting, workforce development and other small business issues, and presenting regular analysis progress reports for client and industry development.

## 0700 Procurement

NPC-SBDC has been assisting the Navajo Nation in developing a minority certification program similar to the SBA 8(a) program. If successful, we can partner to train and assist Navajo businesses to gain that certification. The SBDC counsels clients interested in government procurement as a regular course of business, and the Director presented to a regional audience a program entitled Intelligent Bidding, which provided information to participants wanting to participate in contracting with the federal government.

## 0800 Special Emphasis Groups

The Director provided assistance to Northern Arizona Wood Products Association, serving on their Board of Directors, and participated in a Watershed conference in January in Show Low, attracting over 75 governmental and business representatives from throughout the region to confer on water and resource issues.

## 0900 Economic Development, Faith Based and Community Initiatives

NPC-SBDC participates with local agencies in Navajo and Apache County, as well as Native reservations, in helping with project development and local initiatives. We hosted a new program for local businesses having difficulty with the economy called Small Business 911 during the year, and assisted the local Chambers in helping their members with survival strategies during the recession.

## 1000 Research

NPC-SBDC continued to order client research data from Hillsearch, Inc. NPC-SBDC participated in the Navajo County Economic Development Committee, assisting in the compilation of a local demographic publication to attract outside investment to Navajo County.

## 1100 Other Activity

Two of the SBDC staff were certified in a two-day program called Profit Mastery. This program will allow the SBDC to offer future trainings in financial skills for clients, as well as assist with offering quality advise in this area.

## 1200 Success Stories

The Centers 2009 Statewide Success winners consisted of a Dilkon woman who opened a Dollar Store with our assistance. A graduate of Northland Pioneer College in 2007, Carla Bia realized her dream and opened Dilkon Discount on the Navajo reservation, and employs four in addition to herself.

Long-time SBDC client Romero Brown was recognized as the first Master Success Award winner for his contributions in building successful businesses in the Window Rock area of the Navajo reservation. He started with a Days Inn hotel, recently converted to their own brand, Navajoland Inn & Suites, and later built a 185 seat Dennys restaurant in front of the hotel. His efforts have helped create 150 jobs in an area that has one of the highest unemployment rates in the Country. A former economic development professional for the Navajo Nation, Romero wanted to build these businesses to employ Navajo people. They are 100% Navajo owned and operated; one of the first such businesses on the Navajo reservation.

### 1300 Travel

Out of state travel was approved for the NPC-SBDC staff to attend the National SBDC Conference in Florida, and for regular attendance in Albuquerque, New Mexico of SWSFP Executive Committee meetings.

### 1400 Problems

Nothing noted.

### 1500 Financial Reports

(To be provided separately; centers do not need to complete this section)

### 1600 Women-Owned Businesses

Nothing noted.

### 1700 Economic Impact

See Success Stories and Goals and Results section above.

### 1800 Veterans, Service Connected-Disabled Veteran-Owned Businesses, Reservists on Active Duty and Other Reserve Component Members of the U.S. Military

Nothing noted.

### 1900 Manufacturing

NPC-SBDC has played an active role in helping local forestry businesses develop markets for small diameter wood. Our economic impact and client base have shown good progress, largely due to the successful implementation of additional thinning by the local forests and the implementation of a landscape scale Stewardship contract in our area. The additional thinning has led to a cadre of secondary manufacturing businesses that have been utilizing the products of thinning and creating jobs and economic activity.

### 2000 Online Activity

NPC-SBDC continues to update the [www.npcsbdc.com](http://www.npcsbdc.com) web site. We work with online students, 33 completing online classes in May and 20 in December, and updated the web site regularly with current offerings and other reference materials. Our site resulted in an average of 1,500 hits per day over the last year, and averages over 3,500 visitors per month. We do a monthly email newsletter that has a circulation of over 300 and drives clients to our site and services.