



U.S. Small Business
Administration

SUCCESS STORY

New Hampshire DISTRICT

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Going Above and Beyond All in a Day's Work

Keri Laman's work ethic, passion, and commitment to her clients is admirable. Keri proudly owns and operates a full-service catering company, seven cafes, a private event room and two micro markets, all in Manchester. As a result of the COVID-19 pandemic, she had to close 4 cafes entirely, received many cancellations for events that were already booked, and had to shut down her micro markets. With anticipated losses in revenues toppling over \$550,000, things were getting very bleak. Keri knew she needed help, so she turned to the SBA and inquired about the Payroll Protection Program (PPP).

It was very important to Keri that things remained operational and she knew it was going to be nearly impossible unless help arrived. Keri applied for the SBA's PPP loan in early April through Primary Bank and received her funding within 2 weeks. These funds allowed her to keep her three managers and 16 additional employees on payroll. This allowed her to extend the hours of two of the cafes and begin offering delivery and take out. She has also reached out to their corporate customers to offer catering services to front line workers. All these changes have allowed the businesses to keep afloat.

These emergency funds provided Keri with the relief she needed and, although these days are quieter, she has been able to maintain her employees by having them work on different projects such as writing new menus, updating their website and social media platforms, and doing some much needed maintenance projects. Although 2020 still holds much uncertainty, the financial relief she received from the Payroll Protection gives her hope that they will emerge from this, battle worn, but not defeated.