



U.S. Small Business
Administration

SUCCESS STORY

New Hampshire DISTRICT

Release Date: May 27, 2020

Release Number: NH-20-26

Contact: Cheryl Croto, Cheryl.Croto@sba.gov

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A Look at the Bright Side

Andy Cochran, owner of Salmon Falls Stoneware, started making and selling pottery when he was a senior in high school. He peddled pottery on Main Street in Durham, NH from a cart made with old bicycle wheels and then upgraded to a 1935 Ford truck outfitted for displaying his wares. He started several studios before settling into the Boston & Maine Engine House in Dover, NH. Since then, Salmon Falls Stoneware has developed into a true production pottery facility complete with potters who spin the pots, decorators who create the designs, and artisans that manage the production and sales. It was 37 years when Andy began his relationship with the Small Business Administration (SBA) and NH Small Business Development Center (SBDC) when he needed help building his business and purchasing his facility.



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Fast forward to January 2020 when production was in high gear, and they had just launched pottery lessons that quickly became popular in the community and were often sold out. The company was just featured on NH Chronicle highlighting their pottery classes when the stay-at-home order was issued by the state due to the Covid-19 emergency. The facility was forced to close and the anticipated surge of business from the airing of the episode never came. Pottery lessons stopped and student pots were unfinished which led to a sudden halt of cash flow. For the first time in 37 years, production at Salmon Falls Stoneware stopped. This created a need for emergency financial support, so Andy turned to the resources of the SBA and learned how the Paycheck Protection Program (PPP) and the Economic Injury Disaster Loan (EIDL) could assist his business with reopening.

For Salmon Falls Stoneware to reopen, this financial support was essential given the 8-week loss of revenue from the retail store. To facilitate and guide the application process of the PPP and the EIDL, the SBA provided regular webinars that laid out the qualifications to receive the funds and how the funds could be accessed. Working with their lender, PPP funds were secured by Citizens Bank to restart the store, bring potters back and restart production. The EIDL money became available and was quickly used for monthly expenses such as utilities and gas. Andy applied for the help he needed.

The PPP loan provided the needed funds to retain 10 dedicated employees and help pay the monthly utilities and interest expenses. Salmon Falls Stoneware was able to reopen the pottery. Potters are once again spinning pots. Decorators are creating designs, the production crew is busy, and customers are back purchasing the pieces that they will take home to use and treasure. While the size of the pottery staff has changed slightly, the inspiration of producing functional and decorative items remains the same. Salmon Falls Stoneware is grateful for the financial opportunities and guidance provided by the SBA during these difficult times.

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