

# COMMUNICATOR

July 2011

INSIDE THIS ISSUE:

Access to Capital Workshops	2
District Director's Message	3
America East Lender Conference Set	4
Free Online Tool to Develop an Export Business Plan	5
Lender Toolkit Available Online	6
Bank Rank	7

## RI Best in Small Business Honored



**2011 Rhode Island Salute to Small Business Award Winners:** (from left) **Jamie Silvestri**, National Phoenix Award for Small Business Disaster Recovery; **Sandra McNamara**, Minority Small Business Champion (RI and New England); **Joseph Baginski**, Joseph G.E. Knight Award for Entrepreneurial Excellence; **Dr. Irving Schneider**, SBA Rhode Island District Director Award; **Kathleen Devlin**, Small Business Person of the Year; **Juana Horton**, Women in Business Champion (RI and New England); **Jay Gotra**, Young Entrepreneur of the Year; SBA New England Regional Administrator **Jeanne Hulit**; **Samuel Sinel**, Jeffrey Butland Family-Owned Business of the Year (RI and New England); **Doris Blanchard**, Financial Services Champion; and **James Lavoie**, Veteran Small Business Champion (RI and New England).

## Block Island Business District Tour

Page 3

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U.S. Small Business Administration

The state's best in small business in 2011 were recognized during the SBA Rhode Island Salute to Small Business week.

The annual event acknowledges the contributions of the small business community while celebrating its finest entrepreneurs and small business owners. RI Lieutenant Governor Elizabeth Roberts attended the luncheon together with 250 small business owners and their advocates and lenders across Rhode Island. She recognized the importance of small businesses to the state's economy with a Gubernatorial Proclamation that she presented to District Director Mark Hayward, who also served as master of ceremonies for the event.

RI Secretary of State A. Ralph Mollis and several members of the Rhode Island General Assembly were also in attendance, as well as RI Economic Development Corporation Executive Director, Keith Stokes and Jeanne

Hulit, the New England Regional Administrator of the SBA who joined Hayward in presenting the awards to this year's winners.

Ten entrepreneurs and champions were honored at the luncheon, highlighted by one national winner and five regional awardees.

Distinguished among the group was Kathleen Devlin, of Middletown, owner of All About Home Care, the 2011 Rhode Island Small Business Person of the Year and Jamie Silvestri, who owns Westerly Auto Parts, receiving national recognition from the SBA with the Phoenix Award for Small Business Disaster Recovery.

In partnership with the SBA, SCORE, RI Small Business Development Center, Center for Women & Enterprise, and the RI Economic Development Corporation, seven free professional development workshops were held for small businesses throughout the week.

*(photos continued page 4)*

## Workshop Series

# Access to Capital Continues Through August

**L**earn about the financing programs available from the SBA. There is a program to fit every need. Find out which one is right for you. Workshops are cosponsored by the SBA and the Central Rhode Island Chamber of Commerce, and will be held at the New England Institute of Technology, Hall of Fame Room, 2480 Post Road, Warwick, Rhode Island.

### **SBA 7(a) Loan Program and Other Capital Resources**

Tuesday, July 26, 12 – 2 p.m. Overview: SBA's primary loan program is 7(a) because of its flexibility in loan structure, variety of loan proceeds uses and availability. This program has broad eligibility requirements and credit criteria to accommodate a wide range of financing needs. Also learn about the small business

loan programs available through the Rhode Island Economic Development Corporation. Presenters: Sean Esten, Rhode Island Economic Development Corporation; Peter Dorsey, Business Development Company of Rhode Island.

### **SBA MicroLoan Program**

Thursday, August 25, 8 – 10 a.m. Overview: This program provides small loans ranging from under \$500 up to \$50,000. SBA makes funds available to non-profit intermediaries that, in turn, make the loans directly to entrepreneurs. Presenter: Laurie Driscoll, South Eastern Economic Development Corporation. Registration fee is \$25.00 per workshop (includes lunch/breakfast). Register by calling the Central Rhode Island Chamber of Commerce at (401) 732-1100 or online at [www.centralrichamber.com](http://www.centralrichamber.com).

## New SBA APP

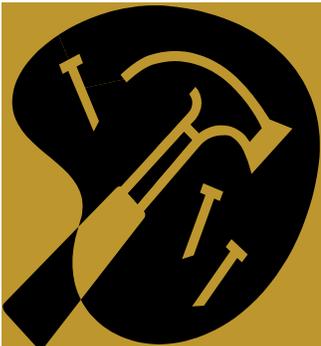
**S**mart phone users interested in starting or growing a small business can now find helpful resources at their fingertips via a new SBA mobile application from the U.S. Small Business Administration.

Developed and donated as a gift by Palo Alto Software, Inc., the SBA mobile app will make the search for extensive resources more efficient, whether users are starting a new business or taking an existing business to a new level. The app will first be available for the Apple iPhone®, with future versions for other smart phone platforms.

The free mobile app can be downloaded from the SBA's website at [www.sba.gov/content/sba-mobile-app](http://www.sba.gov/content/sba-mobile-app).

## Contractor Workshops

# Two FREE Seminars Left in Series



Center, 299 Harborside Boulevard, Providence  
Overview: Learn the prerequisites and proven techniques for accurate and competitive construction estimating and bidding. Techniques may be used by both general contractors and specialty trades.

### **Federal Government Contract Accounting and Recordkeeping**

Thursday, September 22, 8 a.m. – 4 p.m., Location: Johnson & Wales University, Friedman Center, 299 Harborside Boulevard, Providence  
Overview: This course will provide the business owner with an understanding of the basic principles and uniqueness of government contract accounting.

Although the workshops are free and open to the public, pre-registration is required. To register visit [www.risbdc.org](http://www.risbdc.org) and

click on training and events, or call the RISBDC at 401-598-2702.

## FREE Videos on Exporting

**S**mall businesses seeking to grow their businesses and create jobs through exporting can turn to new, free educational videos created through a partnership between the U.S. Small Business Administration, Inc. Magazine and AT&T.

Through the public-private partnership, a series of video modules has been developed to inspire and encourage American small businesses to actively pursue exporting and to educate them on how to do so.

The video series, *Take Your Business Global*, features five main topics that guide small businesses through the process

of exporting: Getting Started in Exporting; Planning for Export success; Connecting with Foreign Buyers; Financing; and five Case Studies of successful small business exporters.

The videos are posted at [www.inc.com/exporting](http://www.inc.com/exporting).

Funding for this project was jointly provided by Inc. Magazine and AT&T. Also, Inc. Magazine created the site to host the videos; both firms will distribute DVD copies of the videos and related materials approved by SBA and promote the series in online and print advertising.

**T**o assist local contractors in building capacity and increasing annual revenues, the SBA and Rhode Island Small Business Development Center are presenting a series of seminars. The following workshops will be offered:

### **Estimating and Bidding on Construction Contracts**

Thursday, September 8, 8 a.m. – 4 p.m., Location: Johnson & Wales University, Friedman



Mark S. Hayward

*From the  
District  
Director's  
Desk*

First, I extend my congratulations and a hearty “well done” to ten outstanding small business owners and champions who we honored last month during the annual Rhode Island Salute to Small Business celebration. We were pleased to have a national award winner and five regional award winners among this year’s honorees.

I had the privilege of spending time with Jamie Silvestri, the national SBA Phoenix Award winner, and our Rhode Island Small Business Person of the Year Kathy Devlin during the National Small Business Week celebration in Washington. These are proven entrepreneurs who are truly the “best-of-the-

best” in the Rhode Island small business community and are deserving of recognition for their impressive accomplishments. While in the state for the Salute to Small Business celebration, SBA Regional Administrator Jeanne Hulit and I visited Kathy and Jamie at their businesses and saw first-hand why they were selected for their awards.

I thank Lieutenant Governor Elizabeth Roberts and Secretary of State Ralph Mollis and members of the General Assembly for their attendance. Lt. Governor Roberts brought the greetings of the State and presented us with a proclamation from the governor proclaiming Rhode Island Salute to Small Business Week.

On June 22<sup>nd</sup> we made our 11<sup>th</sup> annual trip to Block Island. This year Regional Administrator Jeanne Hulit and about 40 others including SBA resource partners, lenders and state officials were among the visitors who met with Island business owners. We discussed their concerns and ideas for

expanding their season and ramping up business on the island.

I also want to thank Block Island Chamber of Commerce executive director Kathy Szabo for her assistance in planning the trip and coordinating our meeting with the business owners. We will be working with the Rhode Island Small Business Development Center and other resource partners to provide additional services to the island’s small businesses.

Finally, the Rhode Island District office staff lost one of its long-time employees last month. Carol Parkhurst retired following a 40-year career in federal service. Carol worked behind-the-scenes, serving as a program assistant. We extend every wish for a long, happy and healthy retirement.

## SBA, Resource Partners, Lenders Visit Block Island

Business leaders from the Rhode Island mainland, upwards of 40 people with ties to small business, ferried to Block Island on June 22 to participate in the annual Block Island Business District Walking Tour and welcome in the tourist season for the eleventh year running.

Led by SBA staff from the Rhode Island District Office and its district director, Mark Hayward, the contingent included SBA regional administrator Jeanne Hulit, Rhode Island director tourism division Mark Brodeur, SBA resource partners, and lenders throughout the state.

The visit was held in partnership with the Block Island Chamber of Commerce and provided an opportunity for officials to meet with island business owners and discuss issues of concern.



**Plan of the Day:** SBA Rhode Island District Director Mark Hayward reviews the Block Island agenda over coffee at the 1661 Inn on Spring Street.



**Business District Walking Tour:** Jim Ortel, owner of Block Island Sport Shop, visits with SBA regional administrator Jeanne Hulit, Rhode Island SCORE chapter chair Dave Herbst and Mark Hayward.

## 2011 American East SBA Lender Conference Set for Niagara Falls, Buffalo

The 2011 America East SBA Lender Conference is scheduled from August 15<sup>th</sup> through 17<sup>th</sup> in Niagara Falls and Buffalo, NY. The three day conference will focus on new SBA programs and initiatives to support exporting, tapping the underserved community and provide training on a variety of SBA policies and procedures.

Each conference day will offer high profile keynote addresses, expert panel discussions and a variety of training

sessions to choose from. This year's conference also includes a day spent on Goat Island in Niagara Falls, emphasizing opportunities in international trade.

Registration for this annual event is a low \$299 and includes all meals and conference material. To register for the conference go to the "What's New" tab of the SBA Buffalo District Office website at [www.sba.gov/about-offices-content/2/3134](http://www.sba.gov/about-offices-content/2/3134).

## Rhode Island Salute to Small Business



**RI Small Business Person of the Year:** Kathleen Devlin (with award) of All About Home Care receives recognition from SBA Regional Administrator Jeanne Hulit and SBA RI District Director Mark Hayward.



**Phoenix Award for Small Business Disaster Recovery:** Jaime Silvestri, owner of Westerly Auto Parts, is presented his award.



**Joseph G.E. Knight Award for Entrepreneurial Excellence:** (from left) Joseph Baginski, president of Professional Ambulance (award recipient), Jacquelyn Beginski, David Herbst (RI SCORE Chapter President), SBA Regional Administrator Jeanne Hulit, Kim Gearard (granddaughter of Joseph Knight), Captain Russ Knight (grandson of Joseph Knight), and Mark Hayward.



**RI SBA District Director Award:** Dr. Irving Schneider, president of Johnson & Wales University's Providence Campus is honored.

## Free Online Exporting Tool Helps Small Businesses

Small businesses interested in starting or expanding sales of their goods and services overseas have access to a new, free online tool that will gauge their readiness to export and help them develop an export business plan.

The Export Business Planner, developed by the U.S. Small Business Administration, offers a ready-made, customizable and easily accessible document that can be updated and referenced continuously as the business grows.

The Planner, located at [www.sba.gov/exportbusinessplanner](http://www.sba.gov/exportbusinessplanner), allows users to: determine their export readiness; learn about training and counseling opportunities; complete worksheets for

global market research; obtain financing information and options; customize export marketing plans; and access resources for exporters.

“Creating jobs through exporting is one of the nation’s top economic priorities, as the President indicated when he launched the National Export Initiative,” said SBA Administrator Karen G. Mills. “Giving exporters the tools to do their part in this effort is essential. The new Export Business Planner is one such tool and will serve businesses in the critical process of planning for their success.”

The Planner is a PDF file that can be easily downloaded, accessed, customized, and updated every time you use it. It features an extensive compilation

of export research and information, including quick links to websites, video profiles, training podcasts, trade statistics, contact information to counseling resources such as SCORE and SBDCs, a list of current SBA lenders and much more.

A special, very useful feature of the Planner is the customizable worksheets, which provide templates for developing your export business plan, conducting business assessments and foreign market research, creating your marketing plan, costing and sale projections, goal setting and much more.

## Bridges to Business to Help Low, Moderate Income Entrepreneurs in Rhode Island

Bridges to Business at the International Institute of New England is an SBA-funded small business assistance program available to low- and moderate-income entrepreneurs living in Rhode Island. The program provides free business classes, coaching, and one-on-one technical assistance to current and future business owners in these areas. Their goal is to create and grow small businesses by providing a variety of support services, including:

- **Business plan assistance**
- **Website development**
- **Social media campaigns**
- **Referrals for free legal services**
- **Marketing and PR assistance**
- **Networking opportunities**
- **Time management training**
- **Overcoming barriers to success**
- **Microloans up to \$15,000**

The Bridges to Business program consists of:

**A 15-hour “Business 2.0” Class** — It’s suitable for current business owners

and focused beginners. Business 2.0 discusses profitability, cash flow, strategy, marketing and sales in very pragmatic, focused, concrete terms. A quarter of the class time is devoted to time management and overcoming barriers to success.

**Personalized Coaching and Mentorship** — Qualified graduates of the class receive individualized coaching with the specific aim of boosting revenues and profits. It focuses on market strategy, marketing communications, sales, and time management. One-on-one meetings typically take place biweekly, in person or by telephone, with email or phone interactions in between as needed.

**Auxiliary Business Services** — This class emphasizes creating or enhancing online presence via web development, search engine optimization, social media, graphic design, and other marketing collateral. It also assists in developing and editing business plans to help clients be more attractive loan candidates, and provides referrals for free legal services.

In order to be eligible for these free services, clients must:

- **Be a Rhode Island resident**
- **Be a serious entrepreneur**

**committed to starting or growing a small business**

And, meet income eligibility requirements by having a gross adjusted income that is no more than 80% of the area median income.

To apply, candidates must submit a completed and signed application as well as their most recent 1040 tax return form and a \$25 nonrefundable application fee.

For more information about the Bridges to Business microenterprise program, please contact Ricky Bogert at [bridgestobusiness@iiboston.org](mailto:bridgestobusiness@iiboston.org) or 401-649-2313.



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I need advice I can trust.

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## USPS Every Door Direct Mail No Mailing List, No Permit, No Annual Fees

Looking for a simple and effective marketing option for your small business? The U.S. Postal Service and its Every Door Direct Mail program is an easy, low-cost way to get marketing mail to a local audience.

Every Door Direct Mail markets to every address in the neighborhoods near your business without the need for names or street addresses. You save the cost of renting a mailing list (instead of printing names and street addresses, simplified

addressing format is used, i.e., “Local Postal Customer”). Plus, you don’t need a postage permit – and don’t have to pay any annual fees. Just bring your bundled mail to the Post Office that serves the area you want to reach, and the Post Office will deliver your mail pieces during the regular mail delivery.

To use the service, mail must be dropped at the Post Office that services the carrier routes you’re targeting; standard mail flats only apply (this provides extra space for announcing sales,

sending coupons, and much more) ; a 5,000 per day mail piece maximum must be adhered to with a per-piece weight up to 3.3 ounces.

To learn more visit [www.usps.com/everydoordirectmail](http://www.usps.com/everydoordirectmail). In addition, visit [www.smp.usps.gov](http://www.smp.usps.gov) to identify your target area by city, neighborhood, or a specified distance from your business; find mail routes that match your target area; and obtain the number of addresses and estimated postage costs.

### Lender Toolkit

## Updated, Available Online

Small business lenders now have access to more in-depth information and resources on U.S. Small Business Administration loan programs through the new Lender Toolkit on the agency’s recently redesigned website.

The new site strengthens SBA collaboration with its lending partners, making it easier for them to identify the points of contact, loan programs and financing options that will best expand access to capital for local small businesses to help them grow and create jobs.

Elements of the streamlined Lender Toolkit include useful tools like the ability to download and submit loan packages, updates on interest rates and important lending news, all at [www.sba.gov/for-lenders](http://www.sba.gov/for-lenders).

The online Lender Toolkit features:

**Find a Loan Package**, which allows users to select a loan type and download all the associated forms.

Instruction on how to complete the loan package and standard boilerplates will help lenders prepare more accurate loan applications, increasing the probability of guarantees to worthy small businesses.

**Find a Service Center** enables the lender to search for servicing center contact information based on the loan processing parameters of loan type and stage. Lenders can also **Find a Lender Relationship Specialist** by selecting a local district office from a pull-down list.

**Lender FAQs** provide answers to questions about the SBA’s approach on the financing and underwriting of loans to small business owners.

**Recent Standard Operating Procedure (SOP) notices**, which display current versions of loan processing, servicing and liquidation documents along with a copy

highlighting any updates.

**Weekly Lending Report**, which provides details on lending activity for SBA loan programs, along with comparisons for FY 2009, 2010 and 2011 for the period ending that week.

The SBA’s commitment to transformation is reflected in the new Lender Toolkit, which is part of the

redesigned SBA.gov website. Designed to better meet the needs of small business owners and entrepreneurs, the enhanced website features SBA Direct, which allows visitors to seek information on starting or growing a business, financial assistance, and regulatory compliance based on their location, type of business, and specific needs.

## Explore Training

### SCORE

[www.riscore.org](http://www.riscore.org)

### Center for Women & Enterprise

[www.cweonline.org](http://www.cweonline.org)

### Rhode Island Small Business Development Center

[www.risbdc.org](http://www.risbdc.org)

### Rhode Island Economic Development Corporation Every Company Counts

[www.everycompanycounts.com](http://www.everycompanycounts.com)

**RHODE ISLAND SBA BANK RANK**

*Fiscal Year 2011 (YTD) – October 1, 2010 to June 30, 2011*

	Lender	7(a)	7(a) \$		504 Project Participation *
1.	BankRI	105	\$17,056,000		
2.	Citizens Bank	40	\$5,885,700	3	1,779,250
3.	Coastway Community Bank	36	\$13,892,000	4	\$3,475,000
4.	Webster Bank	21	\$8,994,500	5	\$3,132,500
5.	The Washington Trust Company	21	\$3,819,700	1	\$117,500
6.	Independence Bank	18	\$11,445,000		
7.	Sovereign Bank	18	\$3,939,500		
8.	BankNewport	12	\$4,226,000	9	\$4,467,650
9.	Westerly Community Credit Union	12	\$695,900		
10.	Navigant Credit Union	9	\$5,185,000	2	\$387,000
11.	Freedom National Bank	9	\$2,121,000		
12.	Coventry Credit Union	3	\$475,000		
13.	TD Bank	3	\$173,000		
14.	Holbrook Co-Operative Bank	2	\$1,464,000		
15.	Superior Financial Group	2	\$27,500		
16.	Celtic Bank Corporation	1	\$3,392,000		
17.	BNB Bank	1	\$2,250,000		
18.	Loan Source Incorporated	1	\$1,350,000		
19.	Metro Phoenix Bank	1	\$1,342,000		
20.	Live Oak Banking Company	1	\$920,000		
21.	Mansfield Co-Operative Bank	1	\$654,000		
22.	First Trade Union Bank	1	\$436,400		
23.	Business Development Company	1	\$250,000		
24.	Home Loan Investment Bank	1	\$250,000		
25.	Harbor One Credit Union	1	\$100,000		
26.	Charles River Bank	1	\$73,800	1	\$85,775
27.	BankFive	1	\$20,000		
	Bank of America			2	\$742,250
	Rockland Trust			1	\$645,500
	<b>Total 7(a) Loans / 504 Participation</b>	<b>323</b>	<b>\$90,438,000</b>	<b>28</b>	<b>\$14,832,425</b>

Certified Development Companies (504 Loan – Debenture Amount)

1.	Ocean State Business Development Authority	14	\$8,434,000
2.	New England Certified Development Corporation	6	\$1,608,000
3.	Rhode Island Community Investment Corporation	4	\$1,459,000
4.	South Eastern Economic Development Corporation	3	\$351,000
5.	Bay Colony Development	1	\$68,000
	<b>Total 504 Loans</b>	<b>28</b>	<b>\$11,920,000</b>

Micro Loans

	South Eastern Economic Development Corporation	3	\$42,000
	<b>Total Loans</b>	<b>354</b>	<b>\$102,400,000</b>

\* Lenders' first mortgage share in 504 loan projects



**U.S. Small Business Administration**

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Penalty for Private Use, \$300

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**Small Business Manufacturing**



Geoffrey Grove (from left), President and CEO of Pilgrim Screw Corporation in Providence, demonstrates a piece of machinery to SBA New England Regional Administrator Jeanne Hult and Rhode Island First District Congressman David Cicilline as Pilgrim Screw employees observe. Pilgrim Screw has been in business since 1932.