

March 2011

U.S. Small Business Administration

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IT'S YOUR BUSINESS

INSIDE THIS ISSUE:

- Systems Made Simple Wins 2011 VOBA Award* 1, 2
- M&T Bank Wins Patriot Lender Award* 2
- Two Upstate Firms Among 2011 Tibbetts Award Honorees* 3
- IRS Webinar- Business Taxes for the Self-Employed: The Basics* 4
- WISE Symposium in Liverpool* 4
- Selling To The Government & Matchmaker Event in Watertown* 4

SYRACUSE IT FIRM WINS 2011 VOBA AWARD

In 1991, U.S. Navy veteran Al Nardslio and Ron Fishbeck started Systems Made Simple in Al's basement in Liverpool, NY. SMS has since grown into a multi-million dollar technology firm with offices in Syracuse, NY and McLean, VA and more than 140 employees deployed on customer contracts nationwide. SMS was selected as the 2011 Veteran-Owned Business Achievement Award winner for its dramatic growth in sales and employees and its proven ability to respond to ad-

versity. Built on a foundation of hard work and desire to exceed customer expectations, SMS has become a recognized leader in the IT Services field. SMS provides program management services, systems and software engineering, data management and integration services to Fortune 500 customers and federal agencies including Department of Veterans

Affairs, Environmental Protection Agency and General Services Administration.

Notably, SMS is currently a prime vendor providing over 100 em-

ployee and subcontractor staff to support the Virtual Lifetime Electronic Record (VLER) program. The VLER initiative launched following President Obama's April 9, 2009, direction to the Department of Defense (DoD) and the Department of Veterans Affairs (VA) to create a unified lifetime electronic health record for members of our Armed Services. It is critical to ensuring that Veterans are able to easily access and receive the healthcare they have earned.

The road to success hasn't always been easy- the economic impact of September 11, 2001 dramatically affected many small businesses, including SMS. With help from a timely SBA loan, SMS was able to work through the economic down-turn and realize the great success which they are being recognized for in this award.

In December 2010, SMS was formally certified by the Department of Veterans Affairs, Center for Veterans Enterprise as a Service-Disabled Veteran-Owned Small Business. This certification enhances the company's ability to compete for government contracts. With new op-



SMS President Al Nardslio (l.) receives 2011 VOBA Award from SBA Syracuse DD Bernard J. Paprocki. Photo: E.T. Magdziak

portunity to compete for government contracts. With new op-

Cont. on p. 2

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www.sba.gov/ny/syracuse

Helping small businesses
SBA
Your Small Business Resource



SYRACUSE IT FIRM WINS 2011 VOBA AWARD

Cont. from p. 1

opportunities for growth on the horizon in 2011, including adding 20 new hires in March alone, the future looks bright for SMS.

Giving back to the military and veteran community is important to SMS. The company's charitable support includes the Paralyzed Veterans of America, America's Freedom Festival, and the Fisher House charity, which provides a home environment for military families staying with an injured family member being treated at military health facilities.



SMS owners and directors (front row from left) Lisa Malorzo, Al Nardslico, SBA Syracuse District Director Bernard J. Paprocki, Ron Fishbeck and Chris Hysack; (back row from left) John Reeher, Matt Wilson, Ezra Oyer, Ben Hagadorn, Angelo Emmi, Jennifer Eschenfelder and Mike Campion.

M&T BANK WINS PATRIOT LENDER AWARD

SBA Syracuse District Director Bernard J. Paprocki presented M&T Bank with the 2011 Patriot Lender of the Year Award at the March 15th Operation: Start Up & Grow veterans business conference. M&T Bank Central New York President Allen Naples accepted the award.

M&T Bank was the most active SBA Syracuse District lender to the veteran community for fiscal year 2010, making 6 loans worth over \$1.3 million.



SBA Syracuse District Director Bernard J. Paprocki (l.) presents Patriot Lender of the Year Award to M&T Bank CNY President Allen Naples.

Since October 2006, M&T Bank has lent more than \$6.5 million to the extended members of the military community including veterans, active duty members in the Transition Assistance Program, Reservists, National Guard members and current spouses through the SBA 7(a) loan program and the SBA Patriot Express loan program. For more information about SBA resources for veterans, please visit www.sba.gov/ovbd.

TWO UPSTATE FIRMS AMONG 2011 TIBBETTS AWARD HONOREES

Last month, SBA honored 44 small businesses and eight individuals in Washington, DC with 2011 Tibbetts Awards.

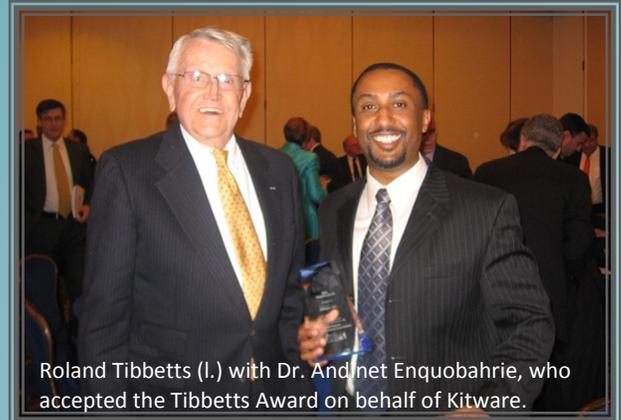
The Tibbetts Awards, named after Roland Tibbetts, who was instrumental in developing the Small Business Innovation Research program, are presented to companies and individuals from all over the United States who are beacons of promise and models of excellence in high technology.

Tibbetts award winners are selected based on the economic impact of their technological innovation, and on whether they have met federal research and development needs, encouraged diverse participation in technological innovation and increased the commercialization of federal research.

The SBA's SBIR program accounted for approximately \$2.5 billion in FY 2010 in federal research and development funds and is coordinated by the SBA in cooperation with 11 federal agencies.

~KITWARE, Inc. Clifton Park, NY

A leader in the creation and support of open-source software and state-of-the-art technology, Kitware, Inc. serves multiple industries, solving complex technical problems. Among Kitware's offerings are collaborative R&D, software support, consulting, custom application development, and training and productivity tools that leverage its open-source systems. Kitware has been on the Inc. 5000 list for the past three years. Under Phase I and II STTRs, Kitware developed the Image-Guided Surgery Toolkit (IGSTK), an open-source foundation for conducting research and developing applications for minimally invasive, image-guided medical procedures. IGSTK has been integrated into various research projects and clinical studies with resounding success, suggesting its future potential as an integral tool in the operating room. IGSTK is shaping the future of the exciting and growing field of image-guided surgery.



Roland Tibbetts (I.) with Dr. Andnet Enquobahrie, who accepted the Tibbetts Award on behalf of Kitware.

~ATC-NY Ithaca, NY

ATC-NY was founded in 1982 as Odyssey Research Associates (ORA). After an acquisition in 1999, ORA began doing business as ATC-NY, providing advanced research and development, as well as products, in the fields of computer information security, digital forensics, information management, and reliable computing. Today, the company employs about 30 people, most of whom have advanced degrees in mathematics, computer science, or engineering.



Julie Baker, ATC-NY, accepted the award from Sean Greene, SBA Associate Administrator for Investment.

True to the goals of the SBIR Program, ATC-NY has consistently used the technologies funded by Phase I and II awards to supply critically needed products. This formula and focus has allowed the firm to earn five patents for SBIR-developed technologies since 2004. One example of ATC's commercialization success: its Pedigree Management and Assessment Framework™ (PMAF), a general-purpose, extensible system to maintain network and cybersecurity. In 2007, ATC undertook a joint venture with richARO Enterprises, an IBM solutions partner, to market PMAF; development funding came from the Air Force Research Laboratory. As a result, PMAF now is a product sold jointly with IBM, and richARO is spearheading efforts to install PMAF throughout the U.S. intelligence services.

IRS WEBINAR

MAR.
29

The Internal Revenue Service will present the

free webinar, *Business Taxes for the Self-Employed: The Basics*, at 2:00 p.m. on March 29.

This FREE webinar is for small businesses, self-employed persons, independent contractors and tax professionals.

Learn the basics about:

> **Reporting profit or loss from a business or profession**

> **Self employment tax and estimated tax payments**

> **Schedule C and C-EZ**

> **Deducting business expenses**

> **Husband and wife businesses**

> **Recordkeeping**

To register and attend the webinar, please click on this link to register for the session :

<http://www.visualwebcaster.com/IRS/77024/register?id=77024>.

WISE SYMPOSIUM

APR.
12

The **Women Igniting the Spirit of Entrepreneurship Symposium**

(**WISE 2011**) enters its ninth year as the premier event for those considering starting a business as well as for start-up and growth business owners.

The one-day symposium includes a wide variety of seminars and panel discussions offering practical advice; motivational speeches from successful

women business owners of national and regional prominence; networking opportunities; a business expo; and much more. This year's keynote speaker is Bobbi Brown, founder of Bobbi Brown Cosmetics.

Register now at <http://www.wiseconference.com/Register/>. The conference will be held from 8:00 a.m. to 4:00 p.m. at the Holiday Inn Conference Center in Liverpool, NY.

SELLING TO THE GOVERNMENT & MATCHMAKER EVENT IN WATERTOWN

MAR.
29

Are you interested in selling your company's

product or service to prime corporations and government agencies? The Selling to the Government and Matchmaker Event 2011 will create valuable connections among business owners, prime contractors, federal, state and agency purchasing representatives through selected individual appointments.

Hosted on March 29 by the Watertown Small Busi-

ness Development Center, small businesses are invited to attend from 8:00 a.m. to 1:30 p.m. at Jefferson Community College.

Some of the participating agencies and prime corporations include:

> **AAFES**

> **Black Horse Group**

> **ConTech Building Systems, Inc.**

> **DECA (Commissary Ft. Drum)**

> **Defense Contract Management Agency**

> **Empire State Development**

> **FDMCH/Actus**

> **GSA Buildings Manager**

> **Human Technologies Corporation**

> **Jefferson Community College**

> **Lawman Heating and Cooling, Inc.**

> **Northland Associates, Inc.**

> **North Country PTAC**

> **NYS Thruway Authority**

> **Purcell Construction Corp.**

> **Structural Associates, Inc.**

> **SUNY Potsdam**

> **SUNY Upstate Medical University**

> **U.S. Air Force Research**

Laboratory Information Directorate

> **Mission & Installation Contracting Command (Ft. Drum)**

> **U.S. Army Corps of Engineers**

> **VETCO Contracting Services**

To register, please contact Ann or Robin at the SBDC at 315-782-9262 or sbdc@sunyjefferson.edu. The cost for the event is \$35 and includes continental breakfast.