

REGION VI NEWS

www.sba.gov
March 2012

Regional Success Story

San Antonio District Office

Yipes Stripes Inc. dba SideAffects
“Bringing your Ideas to Visual Reality”

Yipes Stripes, Inc. dba SideAffects was established in 1994 by Steve Tedford to provide graphic services from outdoor and indoor signs, aluminum signs, magnetic signs, logos, banners, decals, vinyl lettering for store fronts and vehicles, and printing services.

An increase in rent let business owner Tedford to think about owning a building and promptly, contacted his lender, Security Service Federal Credit Union (SSFCU) seeking financial assistance to purchase a building across the street from his existing location. On January 30, 2007, SSFCU approved a loan under the SBA 7(a) Loan Guaranty - Preferred Lender Program (PLP) for \$322,000.00. He is thankful to SSFCU to meeting his business needs and the good relationship established.

Today, SideAffects is a successful business delivering outstanding services for its customers. Tedford states, “If you can think it, we can help you make it happen!”



Message from Regional Administrator

Yolanda Garcia Olivarez

SBA's YES Tour Engages Young Entrepreneurs

All across the country, there are young men and women dreaming of opening their own business. Some are looking to start the next social media phenomenon, while others are focused on a business idea that fills an important niche on their campuses and in their communities.

The Small Business Administration has the tools and resources these entrepreneurs need to succeed. At the SBA, and across the Obama Administration, we know that young entrepreneurs are a valuable source of American innovation and long-term growth.

To assist more young entrepreneurs, we have launched our Young Entrepreneur Series (YES). It provides an opportunity for young entrepreneurs to hear from SBA leadership about best practices in building their companies – and what resources are out there to help them navigate the start-up and growth of their companies.

SBA's Deputy Administrator Marie Johns recently completed a five-city Young Entrepreneur Series (YES) tour, and we now are building on that with a comprehensive campaign to reach more young entrepreneurs.

I recently moderated two YES events in Houston and Dallas, Texas. These YES events offered an opportunity to meet and hear from young entrepreneurs who shared their stories with young adults, business owners and students.

SBA knows that young entrepreneurs have different sorts of needs – they're not just online and mobile; they're starting different kinds of businesses while working out of cafes or even dorm rooms. We've launched a new set of online tools with links to resources and online courses geared specifically toward young entrepreneurs at <http://www.sba.gov/content/young-entrepreneurs>.

The new SBA online community also puts articles and advice from tens of thousands of small business owners and entrepreneurs just like you at your fingertips. You can join us at www.sba.gov/community.

In addition to our YES program, we have many tools available for young entrepreneurs. We like to call these our “Three C's”: capital, contracting, and counseling.

We provide a government guarantee on SBA loans that are given by banks and credit unions to increase access to capital, opportunities for small businesses in federal contracting (including special efforts for women, veterans and disadvantaged businesses) and we offer counseling and training to over a million aspiring entrepreneurs each year.

In terms of access to capital, one great example is SBA's microloan program. It provides low-cost, low-dollar loans to entrepreneurs and small business owners who need a small infusion of capital to start or expand their business.

As you build your business, SBA resource partners like SCORE, Small Business Development Centers and Women's Business Centers are there for you to provide mentoring, coaching and advice for every stage of your business, from starting up and writing a business plan, to access to capital and expanding your operation.

SBA is dedicated to educating young entrepreneurs, connecting them to each other and other successful business owners and providing better access to tools, resources and information on starting, growing and managing a business.

District News and Announcements

Louisiana District Office

SBA RA visits New Orleans & Shreveport

During a three-day tour of Louisiana in February, Regional Administrator Yolanda Olivarez met with the Louisiana Hispanic Chamber of Commerce's executive board; held a roundtable meeting with CDFIs from the New Orleans region; and was interviewed on the Spanish radio station KGLA 1540 and the Spanish Television Station KGLA TV 41.

Olivarez also delivered remarks during the Shreveport Chamber's Minority Business Opportunity Awards Luncheon. Her visit culminated on February 17th with Olivarez delivering the keynote address at Shreveport's inaugural Northwest Louisiana Small Business Summit. With a capacity crowd of more than 400 small business owners and economic development representatives from around the country, she provided an overview of how the American Jobs Act, which is one of the most important pieces of small business legislation in over a decade, will greatly improve the climate for small business competitiveness and innovation and strengthen economic security for the middle class.

LRGV District Office

District signs SAM with chamber

The Corpus Christi Branch Office SBA and the Corpus Christi Hispanic Chamber of Commerce joined forces to form a Strategic Alliance Memorandum (SAM) last month.

An official press conference and signing ceremony was held on Wednesday, March 7, 2012 to announce this positive step for the benefit of small businesses.



Pictured L-R—Debbie Fernandez, Sylvia G. Zamponi, Cathy C. Riojas, Rosie Collin and Yolanda G. Olivarez.

This will allow the SBA and the Corpus Christi Hispanic Chamber of Commerce to work together in the spirit of cooperation and open communications to help meet the needs of the small business community to help start, maintain, and expand small businesses in the Coastal Bend Region and Lower Rio Grande Valley District- *Together*. "The alliance builds on an already established relationship," said Yolanda Olivarez, Regional Administrator for the U.S. Small Business Administration. "We

always have been having a great dialogue, but this puts it in writing," Olivarez said. "The Corpus Christi Hispanic Chamber of Commerce (CCHCC) looks forward to strengthening our working relationship with the Small Business Administration (SBA) on the Strategic Alliance Memorandum so as to increase SBA services in the Nueces County and Coastal Bend community" said Rosie Collin, CCHCC President and CEO. Immediately after the ceremony, SBA staff and the Corpus Christi Hispanic Chamber of Commerce Board of Directors met to discuss the steps to implement the alliance.

Lubbock District Office

District office staff update

The Lubbock-West Texas District Office has a new resource partner of a new SCORE location in Plainview, Texas. Janice Payne was appointed to oversee the office by Lubbock SCORE Chapter chair Don Schenkel. The new office location is in the Nunn Business Center building at Wayland Baptist University. Janice is a former Fort Worth business owner where she grew her database management and mailing service through involvement in the Fort Worth community. Among the accolades received during her 21 years of ownership, the company was named Small Business of the Year by the Fort Worth Chamber of Commerce, the Better Business Bureau's Golden Torch Award for Ethics in the Marketplace, and the City of Fort Worth Business Assistance Center's Entrepreneur Expo Award. After selling her business in 2007, Janice and her husband Dale retired to Plainview where they continue to volunteer with several local organizations.

The new SCORE office in Plainview will be a great asset to the small business community. The Lubbock-West Texas District office is extremely happy to have this valuable resource partner in our district. With the participation of other local business volunteers, Janice sees SCORE increasing businesses on the local level and improving business survivability, job creation and overall economic status in Plainview.

Dallas/Fort Worth District Office

District welcomes New Deputy Director

Michael Greeley is the Deputy District Director for the U.S. Small Business Administration Dallas/Fort Worth office, covering 72 counties of north, central and east Texas. Mr. Greeley joined the SBA in 2012 moving from Jacksonville, Florida. There he worked with the FDIC as a Resolutions & Receiverships Manager overseeing the liquidation and management of 162 failed financial institutions throughout the southeast. Prior to that, he had earned his Series 7 and Series 66 financial licenses and led a financial services firm as the Vice President of Investments serv-



ing various municipal governments and private investors.

Mr. Greeley worked in the private sector as an entrepreneur in Massachusetts, leading a small mortgage brokerage as their CFO/COO and growing it into an \$850M regional lender covering all of New England. Additionally, several start-ups spun off the lending business, to include a software development company, real estate information services firm, holding company and interior design firm. In addition to his extensive background in business and helping run several non-profits, Mr. Greeley is also a published author.

Arkansas District Office

What's Your "Plan B"?

Someone said that being an entrepreneur is a lot like jumping out of a perfectly good airplane with all the materials to make a parachute. It's like leaving a secure job with benefits and all the perks to start your own business. Once you make the break, you need to start making the parachute as quickly as possible – but get it right!

Plans are a must but there are no assurances that plans will go as expected. That's where "Plan B" comes in. I call it the "What If" plan. What if my assumptions are off by 10%, 20%, or more? Having Plan B means I planned for that including what costs I would cut, what additional marketing I would do, etc. Not having Plan B would probably result in my not even knowing I'm missing benchmarks, breakeven when I assumed, etc., until it's too late. Or, it might mean panic and emotions take over and lead me to do the wrong things. It is hard to think analytically and clearly when fear takes root.

Plan B is not just about addressing financial risks but also those we have no control over – man-made or natural disasters. We may not be able to control when or where they happen, but we can plan ahead for how we handle it when it does, and protect ourselves and the business as best we can.

I heard one story of a woman who heard the pitch about being prepared for disasters ahead of time and she remembered the website <http://www.ready.gov/business> and found it relatively easy to understand and do. When disaster struck, she calmly took out her plan and checklist, contacted employees, vendors, customers, and others to let them know she could still conduct some business and how to contact her. She also helped a number of those customers and others who were in panic mode. She shared with them her checklist, and it helped them tremendously to have something concrete they could do. And, of course, it further cemented their desire to do business with her.

We can hope all we want, and we should, but marry hope to Plan B. Admiral James Stockdale said that passion is good, but marry it to structure. Don't give up hope, but add the safety net of Plan B.

New Mexico District Office

2012 National Community Rural Lender of the Year

First American Bank was nominated by the U.S. Small Business Administration (SBA), New Mexico District Office for the New Mexico 2012 Community/Rural Lender of the Year. The guidelines for this nomination specify that, "The award will go to a Community/Rural lender (under \$1 Billion total assets) that has exhibited an ongoing commitment to supporting the growth and expansion of small businesses that are not able to obtain financing on reasonable terms elsewhere." SBA's national Office of Financial Assistance reviewed nominations received from throughout the Agency's 68 Districts and has conferred the title of "2012 National Community/Rural Lender of the Year" to First American Bank of Artesia, New Mexico.

This prestigious award will be formally presented to First American Bank during the celebration of National Small Business Week in Washington, D.C. on Tuesday, May 22, 2012.

First American Bank is a full-service, state-chartered, Federal Reserve non-member bank with a commercial lending specialization. Total assets are approximately \$776 million. The bank is regulated by the FDIC and is currently in good standing with both its regulators and the SBA.

The corporate headquarters are located at 303 W. Main St. in Artesia, New Mexico. Key bank personnel who made possible First American earning this national recognition are Marjo Pace, Senior Vice President/Artesia Loan Manager and Roy Brady, President/Managing Officer of the Alamogordo Banking Center.

In early 2006, First American Bank applied for and was awarded SBA Preferred Lenders Program (PLP) and Express statuses, which it has maintained to present. Selling itself as a preferred SBA Lender presented its own challenges given the tight and crowded lending market dominated by both large national banks and long-standing community banks with their own PLP "loan machines." From 2006-2009, the bank's SBA lending sputtered as it searched for ways to emphasize the bank's values and principles to all stakeholders.

In late 2009, the bank began to budget and to market its SBA participation by placing ads in the newspapers and billboards in all of its communities. In the last 2 fiscal years the bank went from 3 7a loan approvals in FY 2009 to 17 approvals in 2010. The bank ended FY 2011 with 29 7a loan approvals. This is an increase of 867% in 2 years. First American's efforts over the past 3 years have resulted in the bank having both the highest number of loans and the highest dollar amount of SBA lending in New Mexico for the FY year ended September 30, 2011.

New Mexico District Director John Woosley, Chief of Finance Frances Padilla and the entire New Mexico staff join together with SBA on a national level in congratulating Marjo, Roy and the entire First American team and thanking them for their exemplary efforts in service to New Mexico's rural small businesses.

El Paso District Office

District office and SBDC Held Successful Lending Fair

A *Small Business Lending Fair* was held by the SBA El Paso District Office and the Small Business Development Center of the El Paso Community College in February 2012. SBA lenders and SBA business partners met with over 100 attendees who were anxious to learn more about access to capital. Emerson Hall, Community Affairs Specialist with the Dallas Regional Office of the Federal Deposit Insurance Corp was the guest speaker.

Mr. Hall presentation centered on the proper steps to obtain a loan from lenders that sparked the audience interest. A major news story appeared in the El Paso Times about how a Frank and Armida Garcia of American Insurance Services obtained an SBA guaranteed loan by attending the lending fair last spring.

Oklahoma District Office

District participates in Federal Correctional Institute's El Reno Entrepreneurship Program

Oklahoma District DDD Tim Jeffcoat is participating in an effort to help enable and educate Oklahoma prison inmates interested in starting their own business. He has formed a team of SBA Resource Partners, state agencies and economic development organizations to provide business development and education services as part of the Federal Correctional Institute's El Reno Entrepreneurship Program.

Felons returning to the workforce have a hard time finding a job. Some stats show that rates of recidivism can be affected by offering an avenue for employment through entrepreneurship. "As with all budding entrepreneurs, we're here to help them turn their dreams into reality," said Jeffcoat. Twenty-two inmates have shown an interest in the program.

Here's how the program works.

Step 1: Soon-to-be-released inmates submit a one-page application that includes a description of a business they want to start and why they should be chosen for the program. Applicants are screened for vocational skills such as understanding a business plan, marketing and revenue, accounting and knowledge of financial statements. Inmates are offered training as needed to boost their business acumen.

Step 2: Inmates complete the "Do you have what it takes to be an entrepreneur" assessment on SBA's website.

Step 3: Those who pass the second screening go through six to ten business planning seminars. SBA Resources Partners guide them through a "How to Start a Business" seminar and help them develop a business plan template well-suited for use by lenders and alternate sources of capital.

Step 4: Inmates who successfully make it through the business planning seminars are ready to begin populating their business plans. They will present these documents to a "Shark Tank" panel that will acid test their business concepts and identify areas that need improvement.

Step 5: Upon release, the inmates may try to get experience in their chosen skill or industry. When they are ready to begin their business, they can contact an SBA resource partner for assistance in freshening up their business plan for the time that has passed. The counselor contacts Meta-Fund, a venture/angel capital firm to arrange capital acquisition meetings. If approved, they are funded and the business begins. The counselor and Meta-Fund work to make their business a success.

Houston District Office

District office hosts YES event

In partnership with the White House, SBA hosted a Young Entrepreneurs Series (YES) in five cities last November, each with a specific theme and focus. With youth unemployment twice the national average in many communities, SBA recognizes a need to promote and better support the efforts of young people looking to create jobs. YES is part of a larger effort to reach out to young entrepreneurs and let them know the SBA is here to help them start, grow and succeed as small business owners.

Houston District Director Manuel Gonzalez and the district office hosted a YES forum with SBA Regional Administrator Yolanda Olivarez on February 23, 2012. A panel of SBA resource partners included the local University of Houston SBDC and SCORE Chapter. Special guest panelists, Masroor Fatany, President and owner of Sears Garage Solutions of Houston and Anthony Newton, founder and CEO of Kaduceus Holdings, Inc., both local young entrepreneurs, shared their entrepreneurship stories to a group



Pictured L-R—Mark Winchester, Manuel Gonzalez and Yolanda G. Olivarez.

of forty students from Manvel High School. The event was followed by a tour of Raising Cain's Chicken Fingers in Sugar Land, Texas, a franchise currently managed and operated and soon to be owned by young entrepreneur Cody Frederick.

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Region VI Loan Numbers		
FY 2012—month ending 3/31/12		
<u>Amts. Rounded to nearest \$1,000</u>		
	#Loans	\$Approval
All Loans	2,583	\$ 1,037,154
7(a)/ARC	2,301	\$ 811,532
504	282	\$ 225,622

News from Headquarters

SBA Says: Tell Us Your Story!

Video contest will showcase successful small businesses; Winning videos to be highlighting during National Small Business Week

WASHINGTON – Do you have a small business story to tell? Every business has one. Tell your story to the SBA and your video may appear at National Small Business Week, SBA’s marquee event that attracts hundreds of small business owners, Fortune 500 company executives, Members of Congress and Obama Administration officials.

In celebration of National Small Business Week 2012, SBA is looking for creative videos from small businesses that show how they have been helped by an SBA program or service. The contest will raise awareness of the importance of SBA programs, and the impact the small businesses that use them have in their local communities.

Three winning videos will also be shown during a Google+ Hangout hosted by the SBA and the White House with SBA Administrator Karen Mills on May 23. The winners can also participate in the event with Administrator Mills, while she answers questions from small businesses around the country. All qualifying videos will be showcased on SBA’s YouTube page.

Contestants can enter the contest by producing an original video, two minutes or less, that shares their story. The list of Contest Rules provides additional details on required video content. All eligible videos will be judged by SBA senior officials on the inspirational nature of the message and the creativity or uniqueness of the video concept.

Videos will feature small business owners from across the country discussing the SBA assistance the company received, the most rewarding aspects of starting a business and how the SBA assistance benefited the business and the local community. Small businesses may have received SBA business counseling, SBA-guaranteed financing or SBA disaster assistance or participated in a SBA contracting program or in SBA’s online community.

The videos can be submitted through Challenge.gov from 12pm EDT April 16 through 5pm May 11. The contest offers the opportunity to celebrate entrepreneurship and hear directly from small business owners how SBA has helped them grow and create jobs.

For more information on the Small Business Week Video Contest, visit <http://smallbizvid.challenge.gov>.