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ON THE COVER Kurt Schmidt, photo courtesy of Picasso’s Pizzeria
Let us help give voice to your story.

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To schedule a meeting or to learn more, contact Buddy Butler at buddy@newsouthmediainc.com or call 304.615.9884.

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**NARRATIVE**  
**BY NEW SOUTH MEDIA**
Small business is no small task.

So Progressive offers commercial auto and business insurance that makes protecting yours no big deal.

Local Agent | ProgressiveCommercial.com
Welcome to the 2019-2020 edition of the U.S. Small Business Administration’s Wichita District Office Small Business Resource Guide. We help equip entrepreneurs in central and western Kansas with the tools and resources to help make the American dream of small business ownership a reality. We are the only federal agency dedicated to helping our 30 million small businesses start, grow, expand, and recover after a disaster. The SBA Wichita District Office works with an extensive network of business advisers and lenders to help Kansas’s 252,000 small businesses at every stage of development.

In the last year, across the Wichita district, we empowered small businesses to:

- Find an ally, advocate or mentor via our network of SBA Resource Partners, which includes SCORE, Small Business Development Centers, the Women’s Business Center, and the Veterans Business Outreach Center, all powered by the SBA.
- Access over $55 million in SBA-guaranteed loans through 141 local banks, 52 credit unions, three certified development companies, and one micro lender. Statewide, SBA supported over $235 million in small business loans. The small businesses that qualified for SBA financing then used loan proceeds to support 1,470 jobs, purchase equipment, and build or renovate facilities.
- Gain more than $460 million in federal contracting awards, including $25 million for small disadvantaged businesses, over $69 million for women-owned businesses, and over $16 million for businesses located in HUBZones--Historically Underutilized Business Zones.

Stay up to date on SBA events near you and get valuable Kansas business information by following us on Twitter at @SBA_Wichita. Register for email updates at sba.gov/updates.

Use our Small Business Resource Guide to power your dream of starting, growing, or expanding your small business right here in Kansas.

Sincerely,

Wayne E. Bell
Wichita District Director
U.S. Small Business Administration

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LOCAL BUSINESS ASSISTANCE

How We Did It

Made to Last

Joyce and Jerado Reynolds used SBA support to succeed.

Written by Micaela Morrissette
R

eynolds Welding & Fabrication has grown steadily, building a loyal customer base, since Jerado Reynolds founded the company in 2005.

“At first the company was just Jerado,” recalls his wife and co-owner, Joyce Reynolds. “Then it was him and me part time.” During the day she worked as a nurse and spent her evenings doing all the company’s paperwork. The Reynolds sank everything they earned into the business—money, time, and energy. She remembers with pride helping Jerado weld a stair railing at a local school. Her son later attended that same school, and she watched her child and others using the rail, benefitting from the hard work the couple did together. It was then Joyce decided as much as she loved her day job, she wanted to devote herself full time to the family business in Windsor, Connecticut. She wanted to work side-by-side with her husband, fully focused on administration and business growth. As they both hoped, word of mouth spread; clients made referrals. Joyce was soon overwhelmed with paperwork. They brought on two employees—doubling up in the busy seasons. They were able to maintain four full-time employees by 2009. After this, Joyce says, they saw that “things were not moving.” She wanted to scale up.

Challenge

The company wasn’t growing in part because it wasn’t certified with the state department of transportation or prequalified with the Connecticut State Department of Administrative Services, Joyce says. She decided to tackle the certification problem full time, leaving her nursing career. This was the change she’d been wanting to make, but since her background was in health care, Joyce didn’t feel fluent in the languages of construction or business. Joyce wanted to learn, and she had incentive: they needed the certifications to bid on bigger jobs. “Never be afraid to ask questions;” she says. Joyce needed to find people with answers.

Solution

She and Jerado connected with the University of Hartford Entrepreneurial Center & Women’s Business Center, an SBA Resource Partner, where “from day one it was, Eureka! Everyone wanted to see us win.” Women entrepreneurs receive essential business counseling and training from this national network of community-based centers. Most helpful was the detailed personal attention available through free one-on-one business counseling. Joyce also learned about workshops offered by providers like the Metropolitan District, a Connecticut nonprofit municipal corporation offering water and sewer services. At a meet-and-greet, Joyce understood how much the SBA could help her business. An SBA professional walked Joyce through the extensive paperwork and, crucially, helped her register the company in the System for Award Management (sam.gov), positioning the company for new federal contracts.

“Resources like the Entrepreneurial Center and the SBA will train you from bottom to top” Joyce says. “They have finance classes that open your eyes regarding taxes. You’ll learn how to register your business. They’ll help with a contract or your website or accountability statements. Everything!”

Before the SBA, Reynolds Welding attempted the DOT certification on five separate occasions, always falling short because the process was so complicated. Joyce secured the certification with SBA guidance on the first attempt.

Benefit

Reynolds Welding now employs more than 15 workers, constructing stairs, rails, structural beams, and columns throughout the region. Jerado is working on two bridges—a lifelong dream. Joyce continues to move forward, getting Reynolds qualified for the SBA 8(a) Business Development Program, which provides free business development education to small businesses so they can better compete in the public sector. “When I came on full time, I set a goal for what I would like for the company, and I’ve achieved 80% of that,” Joyce says. When she secures 8(a) certification for Reynolds, she’ll have hit all her objectives. Then, she admits, she’ll probably come up with some new ones. 

5 Tips for Success

Find a great business mentor.
To find your local SBA office and resource partners in your area, visit sba.gov/localresources.

Have a healthy view of competition.
We’re not always competing. We’re a competitor, but if a similar business has extra work, they’ll send it to us and vice versa. That’s the relationship to have.

Record everything you do.
Navigating business relationships in this age means keeping an email record of everything you do. Leave a clear paper trail.

Sacrifice to ensure quality.
We don’t cut corners. Sometimes you have to lose money to do quality work—it’s rough, but nothing is more important.

Seek SBA assistance to see if you qualify for business certifications.
We used to look for jobs. Now that we’re on the SBA Subcontracting Network database, SubNet, and sam.gov, we have a continuous flow of contractors reaching out to us.
SBA Resource Partners

No matter your industry, location, or experience, if you have a dream, the SBA is here to help you achieve it. Our SBA Resource Partners offer mentoring, counseling, and training to help you startup and thrive at all stages of the business life cycle. These independent organizations operating across the United States and U.S. territories are funded through SBA cooperative agreements or grants.

SMALL BUSINESS DEVELOPMENT CENTERS

950+
Small Business Development Centers

Achieve your dream of business ownership and remain competitive in an ever-changing global economy with assistance from your local SBDC. Access free counseling and free or low-cost training on topics like regulatory compliance, technology development, and international trade. Find an SBDC adviser at sba.gov/sbdc.

SCORE

300+
SCORE chapters

Join the ranks of other business owners who have experienced higher revenues and increased growth thanks to SCORE, the nation’s largest network of volunteer business mentors. Experienced executives share real-world knowledge to fit your busy schedule. SCORE mentors are available for free as often as you need, in person, via email or over video chat. Find a mentor at sba.gov/score.

WOMEN’S BUSINESS CENTERS

100+
Women’s Business Centers

Women entrepreneurs receive essential business counseling and training from this national network of community-based centers. Each center tailors its services to help you navigate the challenges women often face when starting or growing a business. To learn about SBA resources for women visit sba.gov/women.

VETERANS BUSINESS OUTREACH CENTERS

20+
Veterans Business Outreach Centers

Veteran and military entrepreneurs receive business training, counseling, and referrals to other SBA Resource Partners at a Veterans Business Outreach Center, sba.gov/vboc. Receive procurement guidance to better compete for government contracts. VBOCs also serve active duty service members, National Guard or Reserve members, veterans of any era, and military spouses.
Your Advocates

The SBA’s offices of advocacy and ombudsman are independent voices for small business within the federal government.

**Advocacy**

When you need a voice within the federal government for your interests as a small business owner, the SBA’s regional advocates are here to assist. The advocates analyze the effects of proposed regulations and consider alternatives that minimize the economic burden on small businesses, governmental jurisdictions, and nonprofits. Find your regional advocate at [sba.gov/advocacy](http://sba.gov/advocacy).

Your advocate helps with these small business issues:

- if your business could be negatively affected by regulations proposed by the government
- if you have contracting issues with a federal agency
- when you need economic and small business statistics
  
  The SBA’s Office of Advocacy also independently represents small business and advances its concerns before Congress, the White House, federal agencies, federal courts, and state policy makers.

**Ombudsman**

Entrepreneurs who have an issue with an existing federal regulation or policy can receive assistance from the SBA’s national ombudsman.

The ombudsman’s office helps you:

- resolve regulatory disputes with federal agencies
- reduce unfair penalties and fines
- seek remedies when rules are inconsistently applied
- recover payment for services done by government contractors

Make your voice heard by participating in a Regional Regulatory Enforcement Fairness Roundtable or a public hearing hosted by the SBA’s national ombudsman. These events are posted periodically on the ombudsman website, [sba.gov/ombudsman](http://sba.gov/ombudsman).

To submit a comment or complaint through the online form, visit [sba.gov/ombudsman/comments](http://sba.gov/ombudsman/comments). Your concerns will be directed to the appropriate federal agency for review. The SBA will collaborate with you and the agency to help resolve the issue.

To report how a proposed federal regulation could unfairly affect you, find your regional SBA advocate at [sba.gov/advocacy](http://sba.gov/advocacy).

To submit a comment about how your business has been hurt by an existing regulation, visit [sba.gov/ombudsman/comments](http://sba.gov/ombudsman/comments).
Our Local SBA Resource Partners

SBA’s Resource Partners are independent organizations funded through SBA cooperative agreements or grants.

SCORE
Visit sba.gov/score to start working on your business goals. Contact your local office to schedule an appointment.

Wichita Chapter
220 W. Douglas Ave., suite 450
(316) 239-1131
score143@sbcglobal.net
wichita.score.org

Topeka
120 SE Sixth Ave., suite 110
(785) 234-3049 or (785) 231-0963
russconnor@gmail.com
topeka.score.org

Hutchinson
1 E. Ninth Ave.
(620) 665-8468
hutchinson.score.org

Phillipsburg
205 F St., suite 150
(785) 540-4110
pccf@ruraltel.net

Arthur and Sandra Johnson, owners of 21 Short Stop in Georgia, received assistance from their local Small Business Development Center and SCORE chapter.
Kansas Small Business Development Centers

Central Office
State Director Greg Panichello
800 SW Jackson St., suite 900
Topeka
(785) 296-6514 or (877) 625-7232
ksbdc@fhsu.edu
kansassbdc.net

Emporia State University
Regional Director Lisa Brumbaugh
1 Kellogg Circle, Cremer Hall, room 104
Emporia
(620) 341-5308
ksbdc@emporia.edu
emporia.edu/sbdc

Fort Hays State University
Regional Director Rick Feltenberger
110 Custer Hall, 600 Park St.
Hays
(785) 628-5615
ksbdc@fhsu.edu
fhsu.edu/ksbdc

Johnson County Community College
Regional Director Elisa Waldman
Regnier Center, room 240
12345 College Blvd.
Overland Park
(913) 469-3878
ksbdc@jccc.edu
jccc.edu/ksbdc

University of Kansas
Regional Director Will Katz
718 New Hampshire St.
Lawrence
(785) 843-8844
ksbdc@ku.edu
business.ku.edu/ku-small-business-development-center

Pittsburg State University
Regional Director Randy Robinson
402 N. Broadway, suite B
Pittsburg
(620) 235-4921
ksbdc@pittstate.edu
usi.pittstate.edu/index.html

Seward County Community College
Regional Director Maria Dennison
2215 N. Kansas Ave.
Liberal
(620) 417-1955
ksbdc@sccc.edu
swksbdc.com

Outreach Center in Dodge City
101 E. Wyatt Earp Blvd.
Dodge City
(620) 789-0292 or (620) 371-3871
ksbdc@sccc.edu

Wichita State University
Regional Director Marcia Stevens
WSU Metropolitan Complex
5015 E. 29th St. North (enter on north side, entrance B)
Wichita
(316) 978-3193
ksbdc@wichita.edu
wichita.edu/ksbdc

WSU Tech in Wichita
Director Alan Badgley
WSU Metropolitan Complex
5015 E. 29th St. North (enter on north side, entrance B)
(316) 290-9434
alan.badgley@wichita.edu
william.carey@wichita.edu

Washburn University in Topeka
Regional Director Karl Klein
719 S. Kansas Ave., suite 100 (fifth floor)
(785) 215-8375
ksbdc@washburn.edu
washburnsmallbusiness.com

Outreach Center in Manhattan
Advisor Laurie Pieper
Manhattan Area Chamber of Commerce
501 Poyntz Ave.
(785) 587-9917
washburnsmallbusiness.com

Outreach Center at Glacial Hills in Wetmore
Advisor Mary Ann Riederer
334 Second St.
(785) 207-0267
washburnsmallbusiness.com

Veterans Business Outreach Center
Veteran entrepreneurs or small business owners can receive business training, counseling and mentoring, and referrals to other SBA Resource Partners at a Veterans Business Outreach Center, sba.gov/vboc. This is also the place to receive procurement guidance, which can help your business better compete for government contracts.

T-REX
911 Washington Ave., suite 705
St. Louis, MO
(314) 531-8387
vetbiz.com

VBRC-Kansas City Remote Office
1000 Walnut St., suite 500
Kansas City, MO
(877) 825-4190

Women’s Business Center
For your nearest Women’s Business Center, visit sba.gov/women.

Fairway Corporate Center
4220 Shawnee Mission Parkway
Suite 350B
Fairway
(913) 492-5922
bstitt@kansascitywbc.com
kansawbc.com/home
Write your Business Plan

Your business plan is the foundation of your business. Learn how to write a business plan with the help of an SBA Resource Partner.

Business plans help you run your business.
A good business plan guides you through managing your business. You’ll use your business plan as a roadmap for how to structure, run, and grow your new business.

Business plans can help you get funding or bring on new business partners. Investors want to see a return on their investment. Your business plan is the tool you’ll use to convince people that working with you—or investing in your company—is a smart investment. Brainstorm with a business counselor (visit one of our SBA Resource Partners detailed on page 8) and write a traditional business plan, which uses a standard structure and detailed sections. Once you’ve got it all down, you can then condense it to a lean startup business plan, which typically contains key points on only one page.

TRADITIONAL BUSINESS PLAN FORMAT
When you write your business plan, you don’t have to stick to the exact business plan template. Instead, use the sections that make the most sense for your business and your needs.

Executive Summary
Briefly summarize your company and why it will be successful. Include your mission statement, your product or service, and basic information about your company’s leadership team, employees, and location. You should also include financial information and high-level growth plans if you plan to ask for financing.

Company Description
Go into detail about the problems your business solves. Be specific as to audience and location. List out the consumers, organizations, or businesses your company plans to serve.

Company description is the place to boast about your strengths.

Market Analysis
Demonstrate a solid understanding of your industry outlook and target market. This is where it pays to partner with an experienced business counselor from your local Small Business Development Center, SCORE, Women’s Business Center, or Veterans Business Outreach Center—all these SBA Resource Partners provide free or low-cost business assistance. Competitive research will show what other businesses are doing and their strengths. In your market research, look for trends and themes. What do successful competitors do? Why does it work? Can you do it better? Now’s the time to answer these questions.

Organization and Management
Explain how your company will be structured and who will run it.

Describe the legal structure of your business. State whether you have or intend to incorporate your business as a C or an S corporation, form a general or limited partnership, or if you’re a sole proprietor or limited liability company.

Want to see an example of a business plan?
View examples of business plans at sba.gov/business-guide/plan/write-your-business-plan-template
Use an organizational chart to show the hierarchy. Explain how each person’s experience will contribute to the success of your venture. Consider including CVs of key members.

Service or Product Line
Describe what you sell or what service you offer. Explain how it benefits your customers and the product lifecycle. Share your plans for intellectual property, like copyright or patent filings. If you’re doing research and development for your service or product, explain it.

Marketing and Sales
Your marketing strategy should evolve and change to fit your needs in each context.
Describe how you’ll attract and retain customers. Show how a sale will actually happen. You’ll refer to this section later when you make financial projections, so be thorough.

Funding Request
If you’re asking for funding, outline your funding requirements. Specify whether you want debt or equity and the terms you’d like. Your goal is to clearly explain how much funding you’ll need over the next five years and how the investment will be used.
Specify if you need funds to buy equipment or materials, pay salaries, or cover specific bills until revenue increases. Explain how you’ll pay off the debt.

Financial Projections
Supplement your funding request with a prospective financial outlook for the next five years. Show how your business will be a financial success.

If your business is already established, include income statements, balance sheets, and cash flow statements for the last three to five years. List collateral you could put against a loan.

Include forecasted income statements, balance sheets, cash flow statements, and capital expenditure budgets. For the first year, be even more specific and use quarterly—or even monthly—projections. Make sure to clearly explain your projections and match them to your funding requests.
Use visual organization tools—graphs and charts—to tell your business’s financial story.

Appendix
Here you’ll attach supporting documents or other requested materials. Common items to include are credit histories, CVs, product pictures, letters of reference, licenses, permits, patents, legal documents, and other contracts.

Lean startup plans use more visual organization tools and only a handful of elements to describe your company’s value proposition, infrastructure, customers, and finances. They’re useful for visualizing your company’s fundamental facts. Your business counselor can help you edit down into the Business Model Canvas, used here—the most well known style, or another lean startup template.

Key Partnerships
Note the other businesses you’ll work with—suppliers, manufacturers, subcontractors, and similar strategic partners.

Key Activities
List the ways your business will gain a competitive advantage. Will you sell direct to consumers or use technology to tap into the sharing economy?

Key Resources
List resources you’ll leverage to create value for your customer. Your most important assets include staff, capital, or intellectual property. Leverage business resources that might be available to women, veterans, Native Americans, and HUBZone–certified businesses.

Value Proposition
Make a clear and compelling statement about the unique value your company brings to the market.

Customer Relationships
Describe how customers will interact with your business. Think through the customer experience from start to finish. Is it automated or personal? In person or online?

Customer Segments
Name your target market. Your business won’t be for everybody; it’s important to have a clear sense of who you serve.

Channels
List the most important ways you’ll talk to your customers.

Cost Structure
Will your company focus on reducing cost or maximizing value? Define your strategy, then list the most significant costs you’ll face.

Revenue Streams
Explain how your company makes money: direct sales, memberships fees, selling advertising space? If your company has multiple revenue streams, list them all.
10 STEPS to Start Your Business

Starting a business involves planning, making key financial decisions, and completing a series of legal requirements.

1. **Conduct market research.**
   This will tell you if there’s an opportunity to turn your idea into a successful business. Gather information about potential customers and businesses already operating in your area so you can use that information to find a competitive advantage.

2. **Write your business plan.**
   This is the roadmap for how to structure, run, and grow your new business. You’ll use it to convince people that working with you and/or investing in your company is a smart choice.

3. **Fund your business.**
   Your business plan will help you figure out how much money you’ll need to startup. Investors or lenders will help you get the amount you need.

4. **Pick your business location.**
   Are you setting up a brick-and-mortar business or launching online?

5. **Choose a business structure.**
   The legal structure you choose for your business will affect your business registration requirements, how much you pay in taxes, and your personal liability.

6. **Choose your business name.**
   Pick a name reflecting your brand. Check your secretary of state’s website to make sure your business name isn’t already being used.

7. **Register your business.**
   Once you’ve picked the perfect business name, it’s time to make it legal and protect your brand. If you’re doing business under a name different than your own, you’ll need to register with the federal government and often your state government.

8. **Get federal and state tax IDs.**
   You’ll use your Employer Identification Number for important steps to start and grow your business, like opening a bank account and paying taxes. It’s like a social security number for your business. Some, but not all, states require you to get a tax ID as well.

9. **Apply for licenses and permits.**
   Keep your business running smoothly by staying legally compliant. The licenses and permits you need for your business vary by industry, state, and location.

10. **Open a business bank account.**
    A small business checking account can help you handle legal, tax, and day-to-day issues.
Members of the military community can start and grow their small businesses with the help of SBA programs.

Need entrepreneurship training?
In Boots to Business, you explore business ownership and other self-employment opportunities while learning key business concepts. You will walk away with an overview of entrepreneurship and applicable business ownership fundamentals, including how to access startup capital using SBA resources. Boots to Business is conducted on all military installations as part of the Department of Defense’s Transition Assistance Program.

Who’s eligible?
Service members transitioning out of active duty and military spouses. Are you a veteran or member of the National Guard or Reserve or a military spouse? Boots to Business: Reboot teaches this entrepreneurship curriculum off base and in local communities. Register for either B2B program at https://sbavets.force.com.

For women veterans
Receive entrepreneurial training geared toward women veterans, service members, and spouses of service members through these SBA-funded programs:
- Veteran Women Igniting the Spirit of Entrepreneurship in Syracuse, New York
- LiftFund in San Antonio, Texas

For service-disabled veterans
Learn how to start and grow a small business using these SBA-funded programs:
- Entrepreneurship Bootcamp for Veterans with Disabilities in Syracuse, New York
- Veterans Entrepreneurship Program at the Riata Center for Entrepreneurship, Spears School of Business, Oklahoma State University in Stillwater, Oklahoma
- Veteran Entrepreneurship Jumpstart at St. Joseph’s University in Philadelphia, Pennsylvania
- Dog Tag Inc., affiliated with Georgetown University in Washington, DC

Need financing?
Loan Fee Relief
To encourage lending to members of the military community who want to start or grow their business, the SBA reduces upfront guarantee fees on select loans. That means the cost savings will be passed down to you, the eligible veteran or qualifying military member. Ask your local SBA district office or SBA Lender about the Veterans Advantage program.

Have an employee who was called to active duty?
You may receive funds that enable your business to meet ordinary and necessary operating expenses when an essential employee is called up to active duty in the military reserve. Ask your local SBA district office or SBA Lender about the Military Reservist Economic Injury Disaster Loan.

Interested in contracting?
Veteran-owned and service-disabled veteran-owned small businesses interested in federal contracting receive training from the Veteran Institute for Procurement, which offers a platform with three training programs to assist veterans. Visit nationalvip.org.

VIP Start
Enter the federal market and become ready for procurement. Nearly 200 veteran-owned businesses from 29 states plus Washington, DC have graduated from the program.

VIP Grow
Strategize to expand and operate within the federal marketplace. More than 700 veteran-owned businesses from 42 states plus DC and Guam have graduated from this program.

VIP International
Enter or expand your federal and commercial contracting opportunities overseas.

Get certified
Learn about the service-disabled veteran-owned small business certification program on page 49.

For more assistance
Veteran and military entrepreneurs receive business training, counseling, and referrals to other SBA Resource Partners at a Veterans Business Outreach Center, sba.gov/vboc. For veterans business information visit sba.gov/veterans.

HOW THE SBA HELPED US SUCCEED
Margot Adam Langstaff, left, and Elisa Hamill, right, sought assistance from their local Veterans Business Outreach Center, which helped them better compete for government contracts. LifeHealth of Littleton, CO has expanded to more than 30 states with offices in Washington, DC and San Antonio, TX. Their clients include the Department of Defense, the National Guard, and the Indian Health Service. They also expanded their business using an SBA-backed line of credit for $350,000. Margot started her career as an Army medic, eventually running one of the largest outpatient clinics in the Northeast at Ft. Devens, MA.

COURTESY OF LIFEHEALTH

Opportunities for Veterans
Entrepreneurial Opportunities

Regional Innovation Clusters
Create jobs and grow the economy through an SBA Regional Innovation Cluster.

Who should join
Small businesses driving innovation in one of these tech industries:
• advanced composites
• agTech
• bioscience
• food processing
• data sciences
• medical sciences
• power and energy
• unmanned aerial systems
• water tech
• wood products

How it works
Each industry cluster is based in a geographic region. Your small business must be located in or near that region in order to join the cluster. For example, the AgLaunch Initiative cluster, which focuses on agricultural technology, is located in the Tennessee area. A small agTech business in or near Tennessee will connect with other agTech suppliers, service providers, and related institutions through that innovation cluster.

How it benefits you
Network with other industry innovators and connect with resources that will help your small business find funding. You’ll also receive guidance on how to better compete for government contracts and other opportunities so you can grow and expand. Receive free technical and legal assistance to develop your tech and get it to market for government and industry buyers.

Get involved
Find an SBA Regional Innovation Cluster near you by visiting sba.gov/localassistance. Select the regional innovation clusters on the drop-down menu.

Online Resources
Find free short courses and learning tools to start and grow your small business at sba.gov/learning. The free SBA Online Learning Center is a great resource for every entrepreneur, especially rural business owners looking for easy access to vital business training.

Courses include:
• writing your business plan
• buying a business
• financing options
• digital and traditional marketing to win customers
• disaster recovery
• understanding your customer

Native American Workshops
Tribal enterprises and business organizations can receive training at an SBA Entrepreneurial Empowerment Workshop. These workshops cover business concepts important for starting, growing, or expanding a small business. RedWind instructors identify and help participants avoid common pitfalls. Learn how to prepare a business plan, gain access to capital, and basic book keeping. Request a workshop in your area by visiting nativesmallbusiness.org.
SBA Regional Innovation Clusters

2. The Ozarks Cluster – Startup Junkie (Industry focus: Food processing, supply chain, & logistics)
3. The Water Council Cluster
4. Marine Industry Science & Technology Cluster
5. BioSTL: St. Louis Biosciences Cluster
6. Oklahoma-South Kansas Unmanned Aerial Systems Cluster
7. The Appalachian Ohio Wood Products Cluster
8. Conductor RIC in Healthcare, Education & Data/Decision Sciences – Startup Junkie Consulting
9. Integrative Business Services Inc. (Industry focus: Optics)
10. Great Plains Technology & Manufacturing Cluster
11. Montana Bioscience Cluster – Montana Technology Enterprise Center
12. AgLaunch Initiative
13. Utah Advanced Material Manufacturing Initiative
How to Start a Business in Kansas

Thinking of starting a business? Here are the nuts & bolts.

The Startup Logistics
Even if you’re running a home-based business, you will have to comply with many local, state, and federal regulations. Do not ignore regulatory details. You may avoid some red tape in the beginning, but your lack of compliance could become an obstacle as your business grows. Taking the time to research regulations is as important as knowing your market. Carefully investigate the laws affecting your industry. Being out of compliance could leave you unprotected legally, lead to expensive penalties, and jeopardize your business.

» Kansas Business Center Registration and Forms
portal.kansas.gov/business

Market Research
Need to do research on your clients and location? View consumer and business data for your area using the Census Business Builder: Small Business Edition, https://cbb.census.gov/sbe. Filter your search by business type and location to view data on your potential customers, including consumer spending, and a summary of existing businesses, available as a map and a report.

Business License & Zoning
Licenses are typically administered by a variety of state and local departments. It is important to consider zoning regulations when choosing a site for your business. Contact the local business license office where you plan to locate your business. You may not be permitted to conduct business out of your home or engage in industrial activity in a retail district.

» Metropolitan Area Building and Construction Department
sedgwickcounty.org/mabcd

» Apply for permits, schedule inspections, and pay for permit fees at mabcdportal.sedgwickcounty.org

» Wichita City License Department
(316) 268-4553
wichita.gov/licenses/pages/default.aspx

» General contractors and specialty trade contractors
(316) 268-4413

» Central inspection
(316) 268-4477

» Child care
(316) 268-8351

» Health & food
(316) 268-8351

» Home occupation
(316) 268-4479

» Zoning
(316) 268-4421
LOCAL BUSINESS ASSISTANCE

» Alcohol Beverage Control
  Department Kansas Department of Revenue-liquor, cigarettes, and bingo licenses
  (785) 368-8222, select option 5 then select option 4
  kdor_miscellaneous.tax@ks.gov

Name Registration
Register your business name with the county clerk where your business is located. If you’re a corporation, also register with the state.
  kansas.gov/businesscenter

Taxes
As a business owner, you should know your federal tax responsibilities and make some business decisions to comply with certain tax requirements. The IRS Small Business and Self-Employed Tax Center, go.usa.gov/xPnXR, offers information on a variety of topics including: obtaining an Employer Identification Number, paying and filing income tax, virtual workshops, forms, and publications.

As the IRS continues to implement some of the Tax Cuts and Jobs Act provisions, your tax obligations may change. Visit the Tax Reform Provisions that Affect Businesses page on irs.gov for the latest tax reform updates that affect your bottom line.

» IRS Tax Assistance Centers
  Topeka
  120 SE Sixth Ave.
  (785) 235-3053, call (844) 545-5640 for an appointment
  Wichita
  555 N. Woodlawn, building 4
  (316) 651-2102, call (844) 545-5640 for an appointment

» State Taxes
  Kansas Department of Revenue
  915 SW Harrison, third floor, Topeka
  (785) 368-8222
  ksrevenue.org

Social Security
If you have any employees, including officers of a corporation but not the sole proprietor or partners, you must make periodic payments, and/or file quarterly reports about payroll taxes and other mandatory deductions.

You can contact the IRS or the Social Security Administration for information, assistance, and forms, at (800) 772-1213 or visit socialsecurity.gov/employer. You can file W-2s online or verify job seekers through the Social Security Number Verification Service.

Employment Eligibility Verification
The Federal Immigration Reform and Control Act of 1986 requires employers to verify employment eligibility of new employees. The law obligates an employer to process Employment Eligibility Verification Form I-9. The U.S. Citizenship and Immigration Service offers information and assistance through uscis.gov/i-9-central. For forms call (800) 870-3676. For the employer hotline call (888) 464-4218 or email I-9central@dhs.gov.

E-Verify, operated by the Department of Homeland Security in partnership with the Social Security Administration, electronically verifies the Social Security number and employment eligibility information reported on Form I-9. It’s the quickest way for employers to determine the employment eligibility of new hires. Visit e-verify.gov, call (888) 464-4218 or email e-verify@dhs.gov.

Health & Safety
All businesses with employees are required to comply with state and federal regulations regarding the protection of employees, visit dol.gov for information. The Occupational Safety and Health Administration provides information on...
Reeves Clippard used the business knowledge he acquired in the SBA Emerging Leaders program to grow A/R Solar in Seattle, WA.

Environmental Regulations
State assistance is available for small businesses that must comply with environmental regulations under the Clean Air Act. State Small Business Environmental Assistance programs provide free and confidential assistance to help small business owners understand and comply with complex environmental regulations and permitting requirements. These state programs can help businesses reduce emissions at the source, often reducing regulatory burden and saving you money. To learn more about these free services visit nationalsbeap.org/statesslist.

Accessibility and ADA Compliance
For assistance with the Americans with Disabilities Act, call the ADA Center at (800) 949-4232 or the Department of Justice at (800) 514-0301. Direct questions about accessible design and the ADA standards to the U.S. Access Board at (800) 872-2253, TTY (800) 993-2822, ta@access-board.gov or visit access-board.gov.

Child Support
Employers are essential to the success of the child support program and are responsible for collecting 75 percent of support nationwide through payroll deductions. The Office of Child Support Enforcement at Health and Human Services offers employers step-by-step instructions for processing income withholding orders for child support. Download the fact sheet about the Employer’s Role in the Child Support Program at the Office of Child Support Enforcement’s website at act.hhs.gov/programs/css > employer responsibilities. You can also find information about other employer responsibilities and tools that can make meeting those responsibilities easier, such as electronic income withholding orders and the Child Support Portal. Send questions to employerservices@acf.hhs.gov.

Intellectual Property
Patents, trademarks, and copyrights are types of intellectual property that serve to protect creations and innovations. The United States Patent and Trademark Office is the federal agency that grants U.S. patents and registers trademarks. For information and resources about U.S. patents and federally registered trademarks consult uspto.gov. Call the patent and trademark office help center at (800) 786-9199 or visit Rocky Mountain Regional Office in Denver, Colorado, uspto.gov/denver.

A patent for an invention is the grant of a property right to an inventor, issued by the U.S. patent office. The right conferred by the patent grant is the right to exclude others...
from making, using, offering for sale, or selling the invention in the United States or importing the invention into the country. For information visit uspto.gov/inventors.

There are three types of patents:

- Utility patents may be granted to anyone who invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement.
- Design patents may be granted to anyone who invents a new, original, and ornamental design for an article of manufacture.
- Plant patents may be granted to anyone who invents or discovers and asexually reproduces any distinct and new variety of plant, other than a tuber propagated plant or a plant found in an uncultivated state.

A trademark or service mark includes any word, name, symbol, device, or any combination, used or intended to be used to identify and distinguish the goods/services of one seller or provider from those of others and to indicate the source of the goods/services. Trademarks and service marks may be registered at both the state and federal level. The U.S. Patent and Trademark Office only registers federal trademarks and service marks. Federally registered trademarks may conflict with and supersede those registered only at the state level. Visit uspto.gov/trademarks.

Chambers of Commerce

National Chamber of Commerce
Online Directory
officialusa.com/stateguides/chambers/kansas.html
Arkansas City area
(620) 442-0230
arkcity.org
Augusta
(316) 775-6339
chamberofaugusta.org
Baldwin City
(785) 594-3200
baldwincitychamber.com
Belleville
(785) 527-5524
bellevilleks.org
Derby
(316) 788-3421
derbychamber.com
Dodge City area
(620) 227-3119
dodgechamber.com
El Dorado
(316) 321-3150
eldoradochamber.com
Garden City area
(620) 276-3264
gardencitychamber.net
Greater Topeka
(785) 231-6000
topekachamber.org
Great Bend
(620) 792-2401
greatbend.org
Hutchinson & Reno counties
(620) 662-3391
hutchchamber.com
Junction City area
(785) 762-1976
jcgecd.com
Liberal
(620) 624-3855
liberalchamber.com
Manhattan area
(785) 776-8829
manhattan.org
McPherson
(620) 241-3303
mcphersonchamber.org
Newton area
(316) 283-2560
newtonchamberks.org
Phillipsburg
(785) 540-4284
philippsburgchambermainstreet.com
Pratt area
(620) 672-5501
prattkansas.org
Rose Hill
(316) 776-3013
roshillchamber.org
Smith Center
(785) 282-3895
smithcenterks.com
Salina area
(785) 827-9301
salinakansas.org
Wellington area
(620) 326-7466
wellingtonchamber.com
Wichita region
(316) 265-7771
wichitachamber.org
Wichita Hispanic Chamber
(316) 265-6334
wichitahispanicchamber.org
Winfield area
(620) 221-2420
winfieldchamber.org

Economic Development

U.S. Economic Development Administration
eda.gov/resources/economic-development-directory/states/ks.htm
Flint Hills Regional Council
(855) 785-3472
flinthillsregion.org/contact-us
Great Plains Development Inc.
(620) 227-6406
gpdionline.com
North Central Regional Planning Commission
(785) 738-2218
ncrpc.org
South Central Kansas Economic Development District
(316) 262-7035
sckedd.org
Southeast Kansas Regional Planning Commission
(620) 431-0080
sekrpc.org
Kurt Schmidt’s love of thin crust pizza fed an entrepreneurial dream that has expanded across Wichita thanks to SBA assistance. Baked in a traditional brick oven, Picasso’s pies have become a locally owned and family-run favorite. Kurt knew it wasn’t as simple as a slice of pizza. He wanted to make "pies of art." Picasso’s dough and sauce are made fresh daily, using techniques Kurt learned while working at a popular New York-style pizzeria part-time as a University of Kansas college student. In 2012 he opened his first pizzeria close to downtown Wichita. His love of the New York style inspired such pies of art as the Kitchen Sink (everything but) the Kansan (sunflower seeds, spinach, bleu cheese, and red onion) and the Heart Attack (all meat).

- **What challenge did you have?** To open our first pizzeria, I bootstrapped to get things going by self-financing the renovations and furnishings. I searched online auction websites to find all our equipment—from the ovens to the mixers. For the second location, we wanted to get quality gear with smart financing that didn’t break my budget. We wanted to scale up while also staying true to our values of quality ingredients and craft process. It is difficult for restauranteurs to get traditional financing. So many good restaurants, even great ones, fail in the first year—it’s a hard business and not many lenders want to take the risk. Even though we were making profit in the Delano neighborhood, that doesn’t always hold true in a new location. I’d tried to get a second pizzeria up and running a few years ago—it fell flat. This time, I wanted to see my second location rise to success and maintain profitability.

- **What was the SBA solution?** The time was right to expand the Delano restaurant and also expand to a second location in Wichita. Our small business qualified for an SBA-backed 7(a) loan. I worked with Scott Soderstrom of Intrust Bank, who gave us the financing we needed to accomplish both goals. The SBA guarantees loans made by lending institutions to small business that would not otherwise be able to obtain financing. I took over more space next door to our original location, expanding the restaurant with more seating and a full bar. I needed to act on the opportunity to expand to the East side of Wichita and the SBA-backed financing gave me everything I needed to make that location succeed.

- **What benefit did this have for you?** The expansion of the Delano location doubled the size of our first restaurant. The financing allowed us to open our new location in East Wichita in 2017 that is 4,600 square feet, seats 125, and offers a party room and an outdoor patio. We have about 20 employees now. I’m grateful to our patrons, who continue to vote Picasso’s as a top pizzeria in Wichita for seven straight years.
“I needed to act on the opportunity to expand in Wichita, and the SBA-backed financing gave me everything I needed to make that location succeed.”

Kurt Schmidt
Founder, Picasso’s Pizzeria

COURTESY OF PICASSO’S PIZZERIA
Crafting a Business

SBA-backed financing helped Superstition Meadery expand into a multimillion dollar enterprise.

How We Did It

Financing Your Small Business

written by Becky Bosshart
Jennifer and Jeff Herbert’s home-based brewing has expanded into a global, multimillion dollar enterprise thanks to SBA assistance. Using Arizona honey and ingredients they’ve sourced from around the world (such as Tahitian vanilla and Moroccan saffron), the Herberts are selling nearly 30,000 gallons annually of their honey-based fermented beverage. They operate a downtown Prescott, Arizona tasting room and state-of-the-art production facility, creating jobs and building a local craft industry. The Herberts, founding members of the American Mead Makers Association, have traveled around the world hosting pairing events and pouring at craft beverage festivals.

**Challenge**
The Herberts wanted to scale up their meadery while also staying true to their values of quality ingredients and craft process. It is often difficult for new entrepreneurs or unique concepts like a meadery to get traditional financing, even though they knew they had a great idea, the backing wasn’t there to expand. They say that choosing to do something new breaks the mold, which can be uncomfortable for traditional lenders.

**Solution**
Thanks to guidance from an SBA Resource Partner, the Small Business Development Center at Yavapai Community College, Jennifer and Jeff learned about financing that worked for them. The SBA guarantees loans made by lending institutions to small business that would not otherwise be able to obtain financing. Their small business qualified for two SBA-backed loans totaling more than $600,000. The Herberts’ first SBA-backed loan allowed them to acquire commercial property to design and build their mead production facility. Their second SBA-backed loan provided the funding for professional brewing equipment to complete their 7,450-square-foot production space. The Herberts recently purchased a historic building in downtown Phoenix, Arizona to open a mead-pairing restaurant.

**Benefit**
The Herberts started with two employees and now have over 20 producing 29,000 gallons this year. From a homegrown setup, Jennifer and Jeff are now charting revenue in excess of $2.6 million and distributing to 37 states, across Europe and Southeast Asia. They have plans for another expansion, including a shipping warehouse to manage their online retail and wholesale orders.

**5 Tips for Success**

**Get guidance.**
Develop a working relationship with an SBA Resource Partner (see page 8) to help you find the funding that works best for you.

**Define your lending needs.**
Determine if a loan is right for you. Is this the right time? How much do you need? What are you going to use it for?

**Talk to multiple lenders.**
See who best matches you and your business. Has the lender successfully worked with other businesses in your industry?

**Check all options.**
Consult with your lender to see if you’re eligible for SBA financing programs, determined by your industry & experience; collateral; credit score; and the relationship & transparency you develop with the lending agent.

**Be ready for the ups and downs.**
Your entrepreneurial endeavor will be a roller coaster ride filled with challenges and successes. The path is all consuming so make sure that you love what you do. Passion is the price of admission.
Small businesses power our economy.

The SBA powers small businesses.

Whether you dream of transforming your business idea into a thriving company, growing your customer base, or expanding into new markets or locations, the SBA is here for you. We offer programs, expertise, and access to capital that will empower you to take your small business to the next level of success.

Stop by your local SBA office or visit SBA.gov to learn how you can move your business forward with confidence.

Looking for acquisition financing?

Facing another landmark decision for your business?

Don’t go alone.

We are proud to be one of the top SBA lenders in the state of Kansas.

Tim Barron
Kyle Knoth
banklandmark.com/SBA
Member FDIC
FUNDING PROGRAMS

SBA Lenders

Our participating SBA Lenders serve all the Wichita district unless otherwise noted.

ANDOVER
Andover State Bank
511 N. Andover Road
(316) 733-1375
kevin@goasb.com
goasb.com

Equity Bank
225 W. Central Ave.
(316) 612-6000
equitybank.com

ARKANSAS CITY
Union State Bank
127 S. Summit St.
(620) 442-5200
myunionstate.com

COLBY
Sunflower Bank
(785) 623-6005
michael.briney@sunflowerbank.com
sunflowerbank.com

CONWAY SPRINGS
Conway Bank
124 W. Spring St.
(316) 202-0809

DODGE CITY
Sunflower Bank
(785) 623-6005
michael.briney@sunflowerbank.com
sunflowerbank.com

ELLINWOOD
Sunflower Bank
(785) 623-6005
michael.briney@sunflowerbank.com
sunflowerbank.com

EMPORIA
ESB Financial
801 Merchant St.
(620) 342-3545
esbfinancial.com

Lyon County State Bank
902 Merchant St.
(620) 342-3523
rbninitatibus@mylcsb.com
mylcsb.com

EUREKA
Home Bank & Trust Co.
217 N. Main St.
(620) 583-5516
homebank-trust.com

GOODLAND
BankWest of Kansas
924 Main St.
(785) 899-2342
cdaise@bankwest.com
bankwest.com

FNB Bank
202 E. 11th St.
(785) 890-2000
schilling@fnb.com
fnb.com

GORHAM
Gorham State Bank
129 E. Highway 40
(785) 637-5401
gorhamstatebank.com

GREAT BEND
Community Bank of the Midwest
2220 Broadway
(620) 792-5111
communitybankmidwest.com

Farmers Bank and Trust
(620) 792-2411
Sunflower Bank
(785) 623-6005
michael.briney@sunflowerbank.com
sunflowerbank.com

GREENLEAF
Citizens National Bank
417 Commercial St.
(785) 747-2261
thecnb.com

HALSTEAD
Halstead Bank
314 Main
(316) 835-2226
carol.carr@fnbharveyville.com
fnbharveyville.com

HAYS
Bank of Hays
1000 W. 27th St.
(785) 621-2265
jdreher@bankofhays.com
bankofhays.com

Sunflower Bank
(785) 623-6005
michael.briney@sunflowerbank.com
sunflowerbank.com

HILLSBORO
Hillsboro State Bank
200 N. Main St.
(620) 947-3961
jwiebe@hsbks.com
srooker@hsbks.com
hsbks.com

HUTCHINSON
Central Bank and Trust Co.
700 E. 30th Ave.
(620) 663-0666
dmiller@centralbank-kansas.com
centralbank-kansas2.com

First National Bank of Hutchinson
Senior Vice President Carol Carr
1 N. Main
(620) 694-2304
carol.carr@fnbhutch.bank

Heartland Credit Union
4000 N. Monroe St.
(620) 669-0177
hcucoop

JOHNSON
Johnson State Bank
106 N. Main St.
(620) 492-6200
mwilliamson@johnsonstatebank.com
johnsonstatebank.com

JUNCTION CITY
Central National Bank
802 N. Washington St.
(785) 238-4114
mikem@centralnational.com
taras@centralnational.com
centralnational.com

Sunflower Bank
(785) 623-6005
michael.briney@sunflowerbank.com
sunflowerbank.com

KINGMAN
Citizens Bank of Kansas
300 N. Main St.
(620) 532-5162
kwood@cbok.com
cbok.com

LAKIN
Kearny County Bank
221 N. Main St.
(620) 355-6222
tdauber@kearnycountybank.com
kearnycountybank.com
LEAWOOD
CrossFirst Bank
11440 Tomahawk
Creek Parkway
(913) 312-6810 or (913) 428-3428
kristy.bertels@crossfirstbank.com
teri.owen@crossfirstbank.com
crossfirstbank.com

LIBERAL
Sunflower Bank
(785) 623-6005
michael.briney@sunflowerbank.com
sunflowerbank.com

LYONS
Lyons Federal Bank
101 E. Main St.
(620) 257-2316
lyonsfed.com
Lyons State Bank
101 E. Main St.
(620) 257-2313
jkwempe@lyonsstatebank.com
hneck@lyonsstatebank.com
wrscheel@lyonsstatebank.com
lyonsstatebank.com

MANHATTAN
Community First National Bank
215 S. Seth Child Road
(785) 323-1111
randy@cfnb.bank
rob.stitt@cfnb.bank
cfnbmanhattan.com
 Kansas State Bank
1010 W. Loop
(785) 587-4000
jashcraft@ksstate.bank
ksstatebank.com

Landmark National Bank
701 Poyntz Ave.
(913) 239-2717
tbarron@banklandmark.com
kknoth@banklandmark.com
banklandmark.com
Peoples State Bank
2401 N. Seth Child Road
(785) 462-2224 or (785) 675-2224
dwhelchel@psbbanks.com
lsteerman@psbbanks.com
psbbanks.com

Sunflower Bank
(785) 623-6005
glynn.sheridan@sunflowerbank.com
sunflowerbank.com

MOUND RIDGE
Citizens State Bank
201 S. Christian
(316) 283-7478
kknepper@thescsb.com
abudde@thescsb.com
thescsb.com

MULVANE
Carson Bank
122 W. Main St.
(316) 777-1171
caleb.hatfield@carsonbank.com
carsonbank.com

NEWTON
Community National Bank & Trust
127 N. Main St.
(620) 235-1288
jitka.durman@communitynational.net
mybankcnb.com

Midland National Bank
527 N. Main St.
(316) 283-1700
terry@midland.bank
midland.bank

NORTON
Almena State Bank
302 E Holme
(785) 877-2600
clay@almenastatebank.net
connor@almenastatebank.net
hunter@almenastatebank.net
almenastatebank.com

OBERLIN
The Bank
205 S. Penn
(785) 475-3817
jharper@thebankks.com
dslaughter@thebankks.com
thebankks.com

OSBORNE
Sunflower Bank
(785) 623-6005
michael.briney@sunflowerbank.com
sunflowerbank.com

PHILLIPSBURG
Farmers National Bank
759 State St.
(785) 543-6541
gene@farmersnationalbankonline.com
farmersnationalbankonline.com

First National Bank & Trust
225 State St.
(785) 543-6511
byoxall@agbank.com
agbank.com

PRATT
First National Bank in Pratt
223 S. Main St.
(620) 672-6421
fnbpratt.com

Peoples Bank
222 S. Main
(620) 672-5611
kladenburger@thepeoplesbank.net
bellebank.com

QUINTER
KansasLand Bank
314 Main St.
(785) 754-2500
simon@kansaslandbank.com
kansaslandbank.com

RUSSELL
Sunflower Bank
(785) 623-6005
michael.briney@sunflowerbank.com
sunflowerbank.com

SALINA
American State Bank & Trust
317 S. Santa Fe
(785) 309-5610
Jeff LeBar
sbalending@asbt.bank
Bank VI
1900 S. Ohio St.
(785) 825-4321
chrisb@banksix.com
banksix.com
Bennington State Bank
2130 S. Ohio St.
(888) 827-1887
bsbks.com
First Bank Kansas
235 S. Santa Fe Ave.
(785) 822-0024
bmahanay@firstbankkansas.com
firstbankkansas.com
Sunflower Bank
(785) 623-6005
alan.eichelberger@sunflowerbank.com
sunflowerbank.com

STOCKTON
Solutions North Bank
123 N. Cedar St.
(785) 425-6721
carlk@snbks.com
fredk@snbks.com
snbks.com

SUBLETTE
Centera Bank
119 S. Inman St.
(620) 675-8611
centerabank.com

SYRACUSE
First National Bank of Syracuse
11 N. Main St.
(620) 384-7441
bmuengaard@fnb-windmill.com
fnb-windmill.com
TAMPA
Tampa State Bank
326 Main
(785) 965-7210
bankoftescott.com

TESCOTT
Bank of Tescott
104 S. Main St.
(785) 283-4217

VICTORIA
Sunflower Bank
(785) 623-6005
michael.briney@sunflowerbank.com
sunflowerbank.com

WELLINGTON
Impact Bank
206 E. Harvey Ave.
(620) 326-3361
impact-bank.com

WICHITA
American State Bank & Trust
Drake Reynolds
(316) 272-1899
sbalending@asbt.bank

Bank of the West
757 N. West St.
(316) 292-5870
bankofthewest.com

Chisholm Trail State Bank
6160 N. Broadway
April Grunder
(316) 744-4305
agrunder@chisholmbank.com
chisholmbank.com

Commerce Bank
1551 N. Waterfront Parkway
(316) 261-4712
adam.kirkbride@commercebank.com
commercebank.com

Community Bank of Wichita
11330 E. 21st St.
(316) 634-1600
nsobba@communitybank wichita.com
dsnyder@communitybank wichita.com
ehammell@communitybank wichita.com
communitybankwichita.com

CrossFirst Bank
(913) 312-6810 or (913) 428-3428
kristy.bertels@crossfirst
bank.com
eri.owen@crossfirstbank.com
crossfirstbank.com

Emprise Bank
257 N. Broadway
(316) 383-8526
rmeedham@emprisebank.com
emprisebank.com

Fidelity Bank
100 E. English St.
(316) 265-2261
twallweber@fidelitybank.com
fidelitybank.com

Garden Plain State Bank
10526 W. Maple St.
(316) 721-1500
pwalden@gpsbank.com
krichmond@gpsbank.com
gpsbank.com

Intrust Bank
105 N. Main
(316) 383-6011
Manager Small Business Lending Crissy Shumard
crissy.shumard@intrust bank.com
intrustbank.com

Legacy Bank
3711 N. Ridge Road
(316) 260-3711
markm@legacy.bank
legacy-bank.com

Meritrust Credit Union
8710 E. 32nd St. North
(316) 683-1199
businesslending@meritrustcu.org
meritrustcu.org

RCB Bank
10501 E. Berkeley Square Parkway
(316) 247-7701
tmiller@bankrcb.net
rcbbank.com

Simmons Bank
10111 W. 21st St. North
(316) 315-1603 or (316) 670-5135
chris.hemphill@simmonsbank.com
simmonsbank.com

STATEWIDE LENDERS
BOK Financial
Ryan Goral
(720) 264-5581
rgoral@bokf.com
bokf.com

UMB Bank
(816) 860-5058
claude.einstein@umb.com
umb.com

Participating Certified Development Companies
Frontier Financial Partners Inc.
1512 W. Sixth Ave., suite E
Emporia
(620) 342-7041
symmonds@frontier
financialpartners.com
frontierfinancialpartners.com

Pioneer County Development Inc.
317 Pomeroy Ave.
Hill City
(785) 421-3488
nwkpdc@ruraltel.net
kacdc.com

South Central Kansas Economic Development District Inc.
SBA Relationship Manager
Doug Shaffer
9730 E. 50th St. North
Bel Aire
(316) 440-3343
dshaffer@sckedd.org
sckedd.org

RMI
Annette Darnell
(316) 213-8433 or (417) 532-8760
annette@annettedarnell.com
rmiinc.org

Wakarusa Valley Development Inc.
4321 W. Sixth St., suite B
Lawrence
(785) 749-7600
troberts@wakarusavalley.org
wakarusavalley.org

Heartland Business Capital
8900 Indian Creek Parkway,
suite 150
Overland Park
(913) 599-1717
Senior Business Development Officer Brett Larson
brett@hbcloons.com
hbcloons.com

Mo-Kan Development Inc.
(816) 233-3144
jecker@mo-kan.org
mo-kan.org

North Central Kansas Community Network Co.
Serving Clay, Cloud, Dickinson,
Ellsworth Jewell, Lincoln,
Ottawa, Marshall, Mitchell,
Republic, Saline, and
Washington counties
Business Finance Director
Debra Peters
Beloit (785) 738-2218
Salina (785) 823-6106
dpeters@nckcn.com
ncrpc.org/services/business

Community Advantage Lender
South Central Kansas Economic Development District Inc.
9730 E. 50th St. North
Bel Aire
(316) 440-3343
SBA Relationship Manager
Doug Shaffer
dshaffer@sckedd.org
sckedd.org

Participating Microlender
South Central Kansas Economic Development District Inc.
9730 E. 50th St. North
Bel Aire
(316) 262-7035
bjohnson@sckedd.org
sckedd.org
FUNDING PROGRAMS

Financing 101

1 What do you need funding for?

- Start or purchase a business
- Purchase, renovate or expand facilities
- Purchase inventory, equipment or machinery
- Revolving credit/working capital for day-to-day expenses
- Export a product or service

I need investors.

I need to research and develop a business idea for commercialization.

I'm bidding on a contract that requires me to be bonded.

Look into SBICs.

Research the SBIR or STTR programs.

Ask for information on SBA surety bonds.

2 Do you need help with your business plan or loan package?
If so, SBA Resource Partners can help. Find a list at your local SBA district office.

3 Now that you have your business plan and loan package ready, contact an SBA Lender to see if you qualify. There are two options...

A. Check out Lender Match (sba.gov/lendermatch) to find an SBA Lenders who may specialize in your industry or type of project.

B. Visit your local SBA district office for a list of local SBA Lenders.

Be prepared to discuss:
- size and purpose of your loan
- how long your business has operated
- your credit history
- collateral
- financial projections
- technical assistance/mentoring needs
Need Financing?

Visit your local SBA office or lender to learn about these funding options.

The 7(a) Loan, the SBA’s Largest Financing Program
If you cannot get conventional financing and you meet the eligibility requirements, you can use a 7(a) loan to buy real estate, equipment, or inventory for your small business. It may also be used for working capital, to refinance business debt or purchase a small business.

MAX LOAN AMOUNT: $5 million
INTEREST RATE: generally prime + a reasonable rate capped at 2.75%
TERMS: loan term varies according to the purpose of the loan, generally up to 25 years for real estate, 10 years for other fixed assets and working capital
GUARANTEE: 50 to 90%

Microloans
Eligible businesses can startup and grow with working capital or funds for supplies, equipment, furniture and fixtures. Borrow from $500 to $50,000 and access free business counseling from microlenders.

INTEREST RATE: loans less than $10,000, lender cost + 8.5%; loans $10,000 and greater, lender cost + 7.75%
TERMS: lender negotiated, no early payoff penalty

504 Certified Development Company Loan
If you do not qualify for traditional financing, but would like to purchase or renovate real estate or buy heavy equipment for your business, ask about the 504 loan. It provides competitive fixed-rate mortgage financing through a lender and a Certified Development Company.

MAX LOAN AMOUNT (UP TO 40% OF THE TOTAL PROJECT): up to $5 million; $5.5 million for manufacturing or energy public policy projects
INTEREST RATE: below market fixed rates for 10, 20 or 25 year terms
TERMS: 20 or 25 years for real estate or long-term equipment, 10 years for general machinery and equipment
GUARANTEE: the lender provides a senior loan for 50% of the project cost (with no SBA guarantee); the CDC finances up to 40% in a junior lien position (supported by the SBA guarantee)
SPECIAL CONDITION: a minimum borrower contribution, or down payment, is required, amounts vary by project but are usually 10%

CAPLines
Meet your revolving capital needs with lines of credit. CAPLines can be used for contract financing, seasonal lines of credit, builders line of credit, or for general working capital lines.

SBA Express Loan
Featuring a simplified process, these loans are delivered by experienced lenders who are authorized to make the credit decision for the SBA. These can be term loans or revolving lines of credit.

MAX LOAN AMOUNT: $350,000
INTEREST RATE: for loans less than $50,000, prime + 6.5%; for loans of $50,000 and greater, prime + 4.75%
TERMS: loan term varies according to the purpose of the loan, generally up to 25 years for real estate and 10 years for other fixed assets and working capital
GUARANTEE: 50%

Community Advantage
A financing program for women, veterans, low-income borrowers, and minority entrepreneurs just starting up or in business for a few years. Receive free business counseling as you work with a community-based financial institution.

INTEREST RATE: prime + 6%
TERMS: up to 25 years for real estate, 10 years for equipment and working capital
GUARANTEE: 75 to 90%
Go Global with International Trade

Businesses that export are more resilient—they are less dependent on any one market. Exporting also stabilizes sales for those who make seasonal products.

Expand your Market
Small businesses can enter and excel in the international marketplace using State Trade Expansion Program grants and training. Visit sba.gov/internationaltrade to find out if your state is participating.

You can:
• learn how to export
• participate in foreign trade missions and trade shows
• obtain services to support foreign market entry
• translate websites to attract foreign buyers
• design international marketing products or campaigns

Financing for International Growth
Having trouble securing capital to meet your small business exporting needs? Use SBA international trade programs to cover short or long-term costs necessary to sell goods or services abroad. Loan proceeds can be used for working capital to finance foreign sales or for fixed assets, helping you better compete globally. You can apply for lines of credit prior to finalizing an export sale or contract, so adequate financing is in place by the time you win your contract. If you’ve been in business for at least a year, ask your area SBA regional finance manager about the Export Working Capital program. The International Trade Loan program also helps exporters who have been adversely affected by foreign importing competition, helping you better compete globally.

Max loan amount: $5 million
Interest rate: for Export Working Capital, the rate is negotiated between borrower and lender. For the International Trade Loan, it also cannot exceed prime + 2.75% for loan amounts over $50,000 and maturity of seven years or more
Terms: For Export Working Capital, typically one year, cannot exceed three years. For International Trade Loans, up to 25 years for real estate, up to 10 years for equipment
Guarantee: up to 90%

Approval time: 36 hours or less

Expert Advice on Exporting
Find an SBA professional in one of the 21 U.S. Export Assistance Centers, sba.gov/tools/local-assistance/eac, located in most major metro areas. The centers are also staffed by the U.S. Department of Commerce and, in some locations, the Export-Import Bank of the United States and other public and private organizations. Visit your local Small Business Development Center (see page 8) for exporting assistance from professional business counselors.
HOW THE SBA HELPED US SUCCEED

Small businesses that qualify for the SBA State Trade Expansion Program use grant proceeds to bolster their international market presence, which EarthQuaker Devices has done in a seismic way. A manufacturer of guitar special effects pedals in Akron, OH, EarthQuaker has built an international social media fanbase delivering content in seven languages, generating millions of website page views.

EarthQuaker owners Julie Robbins & Jamie Stillman developed their global marketing strategy and multilingual promo materials with the SBA State Trade Expansion Program. The couple also received global marketing counseling and research assistance from the Ohio Small Business development Center Export Assistance Network.

Help with Trade Barriers

If you need assistance with international trade regulations, the SBA can be your advocate in foreign markets. Call toll free (855) 722-4877 or email your contact information and trade issue to international@sba.gov.
R&D Opportunities for High Growth Startups

Engaged in high-risk research and development? Compete for funding to develop your cutting-edge technology.

Do you work in one of these areas?
- advanced materials
- agTech
- artificial intelligence
- biomedical
- cybersecurity
- energy
- first response
- national security
- space exploration

The Small Business Innovation Research and the Small Business Technology Transfer programs, also called America’s Seed Fund, provide more than $3.5 billion in early stage capital through a competitive awards process.

How it works
Every year, participating federal agencies announce topical areas that address their R&D needs. Eligible businesses submit proposals to win either grants or contracts.

There are three phases:
- The proof-of-concept stage typically lasts from 6-12 months, and ranges from $100,000-$225,000.
- The full R&D period lasts about 24 months and typically provides $600,000-$1.5 million.
- The commercialization stage is when you seek public or private funds for your venture.

How your startup benefits
The funding agency does not take an equity position or ownership of your business. The federal government also protects data rights and the ability to win sole-source phase III contracts.

Participating agencies:
- Department of Agriculture
- Department of Commerce
  - National Institute of Standards and Technology

▲ HOW THE SBA HELPED US SUCCEED
Killer Snails brings science out of the laboratory and into classrooms and living rooms with award-winning educational games, such as BioDive, Assassins of the Sea, and Biome Builder. The Brooklyn, NY-based business gained access to startup funding thanks to the Small Business Innovation Research program. Dr. Mandë Holford, left, Jessica Ochoa Hendrix, right, and Dr. Lindsay Portnoy envisioned how venomous marine snail research could be used in extended reality and digital learning to engage students and meet educators’ needs. The business has raised more than $1.2 million to support a team of full-time employees. Killer Snails’s tabletop, digital, augmented and virtual reality games have won national and international awards.
Investment Capital
Looking for investors? For mature, profitable businesses with sufficient cash flow to pay interest, a Small Business Investment Company can help scale up your small business.

How an SBIC works
Investment companies with financing expertise in certain industry sectors receive SBA-guaranteed loans, which means the federal government is responsible in case of default. These investment companies then use the SBA-guaranteed capital and private funds to invest in qualifying small businesses. Each SBIC has its own investment profile in terms of targeted industry, geography, company maturity, the types and size of financing they provide.

To be eligible
The majority of your employees and assets must be within the United States. Some ineligible small businesses and activities include relenders, real estate, project financing, and foreign investment.

Visit sba.gov and click on Funding Program and then Investment Capital.

SBIR Road Tour
Visit sbirroadtour.com to learn about national events connecting entrepreneurs working on advanced tech to the country’s largest source of early stage funding. Each SBIR Road Tour stop introduces participating federal agency program managers, who oversee over 5,000 new awards annually. Southwest U.S. stops in Arizona, Texas, New Mexico, and Colorado are planned for mid-August. Eastern stops in Vermont, New York, New Jersey, Pennsylvania, and Maryland are planned for mid-September. The road tour stops in Miami and Puerto Rico in November.
If you ask Stephanie Vitori, the person who coined the term “bittersweet” must have run a business. In the 15 years Stephanie has owned Cheeseburger Baby, the Florida burger joint has endured recessions, multiple hurricanes, and competition from corporate franchises. She has grown along with Cheeseburger Baby, changing with each stage of the business lifecycle.

Vitori worked as a delivery driver before purchasing the business in 2004. Since then, she’s expanded by purchasing two food trucks. She runs an open kitchen, which means customers can watch their 100% Angus beef cheeseburgers sizzle on the flat-top grill. Burgers are kept classic, no extra frills. “People feel at home,” Stephanie says. “You’re not just another table somebody has to serve.” Here, everybody feels like somebody, she says. So many people love a good cheeseburger, which is why all kinds of people are attracted to her restaurant. Cheeseburger Baby’s handcrafted patties have been featured on the Food Network and consumed by celebrities such as...
Jay-Z and Kanye West. Stephanie has met famous chefs “all through a cheeseburger.” But just as special to her is the Vietnamese couple who came in one day, speaking little English. They were eager to meet Stephanie and show her a napkin with “Cheeseburger Baby” scrawled on it. On the other side of the world, a friend had told them to come, so they did. It all just goes to show you, Stephanie says, people come together for a great cheeseburger.

Challenge
Despite these sweet moments, there have also been bitter ones. Hurricane Irma struck in 2017, and Cheeseburger Baby lost equipment and food supplies. Thirty percent of sales blew away with the wind. “It was a zombie zone in South Beach. People were scared to come since they thought everything was destroyed,” Stephanie says. “It was the roughest road I’ve ever traveled.”

Solution
An SBA disaster assistance loan aided Cheeseburger Baby’s recovery. The SBA provides direct low-interest loans to businesses of all sizes, nonprofits, homeowners, and renters to repair damage or replace property not covered by insurance or other forms of assistance. SBA disaster assistance loans can also be used to rebuild stronger, protecting your home or business against future damage caused by a disaster. The SBA also introduced Stephanie to her local Small Business Administration (SBA) office.

What to do after a Disaster Declaration

After a disaster is declared by the President
Register with FEMA at disasterassistance.gov, or call (800) 621-3362, TTY 800-462-7585, or visit a Disaster Recovery Center. Locations can be found at fema.gov/drc. Businesses are automatically referred to the SBA. Most homeowners and renters will be referred by FEMA to the SBA to apply for disaster loan assistance. You must complete the SBA application to be considered for assistance. If the SBA cannot help you with a loan for all your needs, the SBA will in most cases refer you back to FEMA. If you do not complete an SBA application, you may not be considered for assistance from other agencies.

Express Bridge Loan Pilot Program
Businesses affected by a Presidential disaster declaration are eligible to receive expedited financing through an SBA Express lender. These funds may be used for disaster-related purposes while the business waits for long-term financing through the SBA’s direct disaster loan program.

**Loan Amount:** $25,000
**Terms:** up to seven years
**Guarantee:** 50%

After a disaster is declared by the SBA
Businesses of all sizes, nonprofits, homeowners, and renters are eligible to apply for an SBA disaster assistance loan. Visit a Business Recovery Center or Disaster Loan Outreach Center in your area or visit disasterloan.sba.gov/ela to apply for a loan. You can also call the SBA customer service center at (800) 659-2955, TTY (800) 877-8339, and ask for an application package. FEMA grant assistance for homeowners or renters is not available under an SBA declaration.

Information you need to get started:
- address of damaged residence or business and contact information
- insurance information, including type of insurance, policy numbers, and amount received
- household and/or business income
- description of disaster-caused damage and losses
The SBA provides direct low-interest loans to businesses of all sizes, nonprofits, homeowners, and renters to repair or replace damaged property not covered by insurance or other forms of assistance. SBA disaster assistance loans can also be used to rebuild stronger, protecting your home or business against future damage caused by a disaster. For information visit sba.gov/disaster.

Business Development Center, which provided assistance with financing options and marketing. She continues to meet with SBDC advisers every month to remain competitive in an ever-changing economy.

During disasters, the responsibility falls on the owner’s shoulders. But one lesson Stephanie has learned is the value in reaching out to others for assistance and counsel. While her brick-and-mortar restaurant was being rebuilt, she sold from a food truck. When the restaurant was operational again, she advertised that with spray paint on the plywood covering the broken windows. Stephanie and her wife, Gabrie Vitori, rebuilt Cheeseburger Baby by depending on each other and SBA assistance. See their story on YouTube by searching for the 2019 Phoenix Award for Small Business Disaster Recovery. “You’ve got to have resiliency. You’ve got to swallow your pride sometimes,” Stephanie says. “But you also have to believe in your product.”

Benefit
For Cheeseburger Baby, that product will continue satisfying the burger hankerings of locals, celebrities, and tourists alike. Vitori sees expansion in her future—she’d like to have a brick-and-mortar restaurant and food truck in each growing town in South Florida. “My whole life is this. I’ve always felt a love for business ownership,” Vitori says. “That drive keeps you going.”

Keep in mind
Since an SBA disaster assistance loan is a direct loan from the government, other organizations may reduce or not award you a grant if you have received an SBA loan or other assistance for your disaster loss. Be sure to check with the organization offering assistance to see how an SBA loan might affect your eligibility for their program. In general, recovery expenses covered by insurance, FEMA or other forms of assistance may reduce the amount provided by your SBA disaster assistance loan.

Get Ready
The Ready Business program, ready.gov/business, gives step-by-step guidance on how to prepare your business for a disaster. The series includes preparedness toolkits for earthquakes, hurricanes, inland flooding, power outages, and severe winds/tornadoes. Spanish materials are available.
Getting Back to Business:
Six essential preparedness steps for creating a continuity plan

The financial and emotional cost of rebuilding a business after a disaster can be overwhelming. With a business continuity plan in place, you can recover more quickly. Your plan also puts you in a better position to contribute to the economic recovery of your community.

Establish a communications plan
- Test your calling tree or communications list to reach employees to ensure they and their families are safe.

Protect your documents
- Keep copies of vital business documents in a digital format or in an accessible, protected off-site location.

Review insurance coverage
- Contact your insurance agent to find out if your coverage is right for your business; make sure you understand the policy limits and deductibles.
- Ask about business interruption insurance, which compensates you for lost income and covers operating expenses if your company has to temporarily shut down because of a disaster.

Establish a solid supply chain
- If your vendors and suppliers are local and the disaster is widespread, you will all be in the same situation—struggling to recover. Put a disaster response plan in place to get key supplies from companies outside your area. Create a contact list of contractors and vendors you plan to use.

Plan for an alternative location
- Identify several places to relocate your operations in case you must close your primary location for an extended time.
- Consider creative options for available office space, including sharing space and resources with other businesses.
- Allow employees to telecommute until your location reopens.

Practice your plan with your staff
Based on your location, assess your risk for every type of emergency.
- Discuss as a group how your plan would be affected by different types of disasters, such as an earthquake, tornado, flood, mudslide, or hurricane.
Surety Bonds

SBA-backed surety bonds help small businesses succeed.

Eligible small businesses in the construction, supply, and service sectors better compete for contracting and subcontracting jobs using SBA-backed surety bonds.

How you benefit
Surety bonds help small businesses receive the bonding assistance they need to win contracts by providing the customer with a guarantee the work will be completed.

How surety bonds work
Many contracts require surety bonds, which are offered by surety companies. The SBA guarantee provides an incentive for surety companies to work with small businesses that would normally not be able to obtain the bond.

Is the program right for you?
Small businesses that often come to the SBA for surety bonds:
- startups and firms in business less than three years
- businesses with credit issues or internally prepared financial statements
- those who cannot secure bonding through regular commercial channels
- subcontractors with a desire to establish their own bonding as a prime contractor
- those wishing to increase their current bonding limits

HOW THE SBA HELPED ME SUCCEED
With SBA-backed surety bonds, Frank Spencer III has been able to better compete for commercial and government contracts. Aztec Contractors of El Paso, TX received the bonding support it needed to compete for construction contracts with the General Services Administration, U.S. Army Corps of Engineers, and the Mission and Installation Contracting Command. Frank acquired Aztec in 2006 with no capital and only two employees. Now he employs 25 full time and provides internship opportunities. Sales have grown to about $30 million annually. Aztec now qualifies for bonding in the standard surety market without SBA support.
For all contracts and subcontracts up to $6.5 million, the SBA guarantees bid, payment, performance, and ancillary bonds issued by surety companies. For federal contracts up to $10 million, the SBA makes a guarantee if it’s in the best interest of the government.

The SBA reimburses surety companies in case of default 90% of losses sustained for veteran & service-disabled veteran, minority, 8(a), and HUBZone-certified small businesses; all projects up to $100,000 and 80% for all other small businesses.

Need a surety bond guarantee fast?

For contracts under $400,000, the process is streamlined using the SBA’s QuickApp program.

» easy application
» no need to submit financials to the SBA
» online applications submitted to SBA authorized agents approved within hours

Ready to start?
The SBA partners with 36 surety companies and hundreds of bonding agents. Find authorized agents at sba.gov/osg.

Do you want to discuss the advantages of the SBA’s Surety Bond Guarantee program?
Contact a bonding specialist:

Tamara E. Murray
Denver, CO
(303) 927-3479

Kevin Valdes
Seattle, WA
(206) 553-7277

Jennifer C. Bledsoe
Washington, DC
(202) 205-6153
Taking the Helm

Jennifer Rahn steers Admiral Engineering and Manufacturing to success as a government subcontractor.

WRITTEN BY MICAELA MORRISSETTE
Jennifer Rahn was first hired as an office assistant at Phoenix, Arizona-based Admiral Engineering and Manufacturing Co. Rising to the top in a sector dominated by men, Rahn’s career sounds a lot like the classic American success story. She got there with the help of a mentor and business growth earned as a federal government subcontractor.

For 16 years, Rahn worked side-by-side with then-owner David Schlosser, who became her mentor. Rahn says she learned “everything it takes to run a machine shop. I naturally just picked it up and wanted it.”

The learning curve was steep—Admiral specializes in complex machined parts for industries including aerospace and communications—and Schlosser expected as much as he gave. “When I did something wrong, he told me, and I didn’t do that again,” Rahn said, laughing.

One of their largest clients, aerospace and defense company L3 Technologies, nominated Admiral for the SBA Subcontractor of the Year award. As a subcontractor for L3 Technologies, Rahn said she gets great satisfaction from knowing soldiers are able to communicate with their leaders because of parts her company has made.

When Schlosser decided to retire, he asked Rahn to purchase Admiral. “He did not want to sell to a corporation that would bring in their own people or end up foreclosing,” Rahn says. “Then all your hard work is gone. I agreed because it was everything I had spent my life working on, too.”

In September 2017, she took over as owner and president. Ownership transition poses a unique set of challenges. Rahn wanted to maintain relationships with her existing clients, which include major government contractors. She’s grateful prime contractors have incentive to subcontract with small business, and that helps businesses like Admiral.

Rahn has plans to grow, but not in the typical ways. She’s investing in replacing equipment, enhancing efficiency and productivity while leading Admiral into new arenas like 3D printing. Because of the stability provided by being a government subcontractor, she’s able to do all of this.

5 Tips for Success:

Find a mentor.
I had a great mentor in my company, and I reached for opportunity when it was in front of me.

Always move forward.
The SBA has educational resources to improve your business know-how. To learn more about government contracting and SBA certification programs, call your local SBA district office or procurement center representative.

Compete smart.

Know your industry.
I see everything; I have my hands in everything. I don’t want to expand to where I can’t do that anymore.

Build a team.
Everybody feels like this is our work family. My employees are as big a part of my company as I am, so I make sure they know that.
How to do business with the government

1. Identify your product or service number at naics.com.

2. Search the FedBizOpps database (fbo.gov) to see if any federal agencies are looking for your product or service.

3. Attend an SBA district office workshop on contracting. Visit sba.gov/localassistance to find your local office.

4. Talk to a local Small Business Development Center counselor (see page 8) or visit a Procurement Technical Assistance Program adviser. Find your closest center at aptac-us.org.

5. Obtain a free DUNS number at fedgov.dnb.com/webform.

6. Register with the System for Award Management (sam.gov) to start doing business with the government.

7. Are you eligible for SBA certification programs? Read more about the 8(a), woman-owned small business, and HUBZone programs. Find out if you are eligible and upload all required documents to certify.sba.gov.

Let us help give voice to your story.

SCOPE OF SERVICES

Brand Voice
Articles
Blogs
Website Content
Brochures
Photography
Videos and more

We have all heard the phrase “content is king.” Creating rich, engaging, and inspiring content differentiates your brand in the marketplace. But who has time to focus on anything other than running their business?

Narrative works with you to develop the tools to tell your story across all media platforms. Powerful and authentic storytelling helps you stand out. It inspires action. It creates an emotional impact and forges enduring relationships. It separates you from the competition.

To learn more, contact Buddy Butler at buddy@newsouthmediainc.com or call 304.615.9884.
Government Contracting

Is it right for you? Government contracting can be a valuable tool to grow your small business, but it isn't for everyone. Complete the following readiness assessment to help you decide whether your company can successfully compete for government contracts.

1. Does the government buy the product or service that you sell?
   - ✔ Continue to question 2.
   - ✗ Government contracting may not be for you at this time.
   - ? Start with your local SBA district office. If you can’t identify at least three federal agencies that might buy what you sell, contracting might not be right for you.

2. Are you capable of fulfilling a government contract (e.g., time, staffing, and materials)?
   - ✔ Continue to question 3.
   - ? Your local SBA district office can help you gauge ramp-up time and other factors that contribute to government contracting success.

3. Confirm your answer to all of the following:
   - Is the majority owner(s) a U.S. citizen?
   - Does your company have a place of business in the U.S.?
   - Is your business organized for profit?
   - Does your business generate revenue?
   - ✔ Continue to question 4.
   - ✗ These are requirements for participation in government contracting programs.

4. Are you credit worthy?
   - ✔ Continue to question 5.
   - ✗ Visit an SBA Resource Partner for tips on repairing your credit.
   - ? Talk to an SBA Lender about getting a line of credit or a loan to do business with the government.

5. Do you have an accounting system that produces financial statements, such as profit and loss statements, balance sheets, and cash flow projections?
   - ✔ Continue to question 6.
   - ✗ Before you get into government contracting, make sure your accounting system is compatible with the government’s requirements.

6. Do you have cash on hand to purchase working inventory, if needed?
   - ✔ Continue to question 7.
   - ✗ Talk to an SBA Lender about getting a line of credit or a loan to do business with the government.

7. Do you already have federal/state/local government contracting experience?
   - ✔ Continue to question 8.
   - ✗ If you don’t yet have contracting experience, you won’t reap the full benefit of opportunities like the 8(a) Business Development Program. You can participate in the 8(a) program once, so make sure it’s the right time for you.

8. Do you know where to find contracting opportunities?
   - ✔ Continue to question 9.
   - ✗ Ask an SBA business opportunity specialist for help.

9. Make sure you have:
   - a DUNS number
   - the NAICS codes and size standards for your industry
   - SAM registration
   - ✔ Continue below.
   - ✗ This is a requirement for participation in some government contracting programs.

It sounds like you may be a good fit for government contracting! Visit your local SBA district office or sba.gov/contracting for more information.
CONTRACTING

SBA Certification Programs

Your business could earn profit and gain valuable work experience by providing goods or services to the government.

HOW THE SBA HELPED ME SUCCEED

September Myres knew that becoming a government contractor would empower herself and other native peoples, while also growing her small business to the next level. She sought business development assistance from the SBA, qualifying for the SBA 8(a) Business Development Program, which helps small disadvantaged businesses compete in the federal marketplace. This program helped September strategically grow her company to become a competitive force in the environmental services industry. Sundance Consulting of Pocatello, ID has won contracts from the Army Corps of Engineers and the U.S. Forest Service. She has continually secured Department of Defense contracts to improve Native American lands adversely affected by past department activities. September often assists Native American tribes and Alaska Native villages with developing projects and community plans.

American Indians, Alaska Natives, and Native Hawaiians seeking entrepreneurial development training can start, grow, and expand their business with the help of the SBA. 8(a) small business that can provide the needed services. This is an accelerated process saving time for both you and the government agency or office.

Contracting certification programs are designed to help you better compete for and win federal contracts set aside for small businesses. Visit sba.gov/contracting to learn more about set-asides and whether one or more of these government certification programs is right for your business. To see if you are eligible and then certify as a woman-owned, HUBZone, 8(a), or All Small business, visit certify.sba.gov.

8(a) Business Development Program

If you’re an entrepreneur who is socially or economically disadvantaged, you may be eligible to receive business training and government contracting assistance through the 8(a) Business Development Program, sba.gov/8a. It includes free business development education, training workshops, and match-making opportunities with federal buyers. Firms owned by Alaska Native Corporations, Indian tribes, Native Hawaiian organizations, and Community Development Corporations are also eligible for 8(a) business development assistance.

To be eligible for the 8(a) program, your small business must:

» be owned and controlled by U.S. citizens who are socially and/or economically disadvantaged

» demonstrate at least a two-year track record and have potential for continued success

» have a net worth and adjusted gross income of less than $250,000 and assets under $4 million

Socially disadvantaged: those subjected to racial or ethnic prejudice or cultural bias without regard to their individual qualities because of their identity as members of certain groups. The following groups often fit this status: Black Americans, Native Americans, Alaska Natives, Native Hawaiians, Hispanic Americans, Asian Pacific Americans, and Subcontinent Asian Americans. A person who is not a member of one of these groups must establish that it is more likely than not that he or she has suffered social disadvantage.

Economically disadvantaged: those whose ability to compete in the marketplace has been impaired because they have not had as much capital and credit opportunities compared to others in the same or similar line of business.

The benefits of the 8(a) program:

» You are assigned an SBA professional to help coordinate business development assistance.

» You could be awarded an 8(a) sole-source contract up to $4 million for goods and services, $7 million for manufacturing, exceptions apply.

All Small Mentor-Protege Program

Looking for an opportunity to partner with a more experienced firm for mentorship? That effort can be rewarded in the All Small Mentor-Protege Program, sba.gov/allsmallmpp. At the same time you’re gaining invaluable direction and experience, you and your mentor can compete for government contracts, further growing your business. To qualify for this program:

» Proteges must have a mentor prior to applying for the program. Visit your local SBA office for guidance. Ask about the SBA’s Resource Partners and the Procurement Technical Assistance Program for help in connecting you with a mentor business.
Women-Owned Small Business Certification

If you’re a woman proprietor looking to sell to the federal government, you may be eligible for the Women-Owned Small Business certification, sba.gov/wosb.

Here’s how to get certified:

1. Make sure you’re eligible
   - Your business must be at least 51 percent owned and controlled by one or more women who are U.S. citizens. The ownership must be direct and unconditional.
   - A woman must hold the highest officer position and have managerial experience required to run the business.
   - One or more women must manage the daily business operations on a full-time basis and conduct long-term decision making and planning.

To qualify as an economically disadvantaged woman-owned small business, your company must meet these criteria and the business owner and/or manager must meet certain income and asset requirements.

2. Register
   - Register with the System for Award Management (sam.gov) to start doing business with the government.

3. Certify
   - Self-certify as a woman-owned small business or an economically disadvantaged woman-owned small business for free, or obtain certification from one of the SBA’s approved third-party certifiers (which costs a fee):
     - El Paso Hispanic Chamber of Commerce
     - National Women Business Owners Corporation
     - U.S. Women’s Chamber of Commerce
     - Women’s Business Enterprise National Council
   
   All required documents must be uploaded to certify.sba.gov prior to submitting an offer on a contract set aside for the program.

4. Update your status
   - Update your status as a woman-owned small business in sam.gov.

5. Search the database
   - Search the FedBizOpps database (fbo.gov) for your new business opportunity.
The U.S. government is the largest single purchaser of goods and services in the world. Every year it awards more than $500 billion in contracts. Of those prime contracts, the federal government must set aside 23 percent for small businesses.

This includes:
- 5 percent for small disadvantaged businesses
- 5 percent for women-owned small businesses
- 3 percent for HUBZone-certified small businesses
- 3 percent for service-disabled veteran-owned small businesses

Procurement Technical Assistance Centers

Businesses that want to sell products or services to federal, state, or local governments receive one-on-one counseling and training at Procurement Technical Assistance Centers, free or low cost, mspc.com.

How can a procurement assistance center help you?

- A center adviser can help you determine if your business is ready for government contracting.
- An adviser can help you register in the System for Award Management (sam.gov).
- Your adviser will help you see if you are eligible for any small business certifications and programs.

Federal contracting can be complex, but you don’t have to do it alone. Visit sba.gov/localassistance to find your local SBA office or an SBA Resource Partner near you (see page 8).

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