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

8 National Success Story
Jerado and Joyce Reynolds know their local landscape for entrepreneurship support.

11 Local SBA Resource Partners

14 How to Start a Business

17 Your Advocates

18 Programs for Entrepreneurs

19 Programs for Veterans

20 Local Success Story
The SBA helped Paul Isenberg construct a high quality care center that suited the needs of busy parents like himself.

Funding Programs

22 National Success Story
With the help of a 7(a) business acquisition loan of $1.1 million, Mark Moralez and John Briggs purchased Printing Palace in Santa Monica becoming small business owners.

25 SBA Lenders

33 Need Financing?

34 Go Global with International Trade

36 R&D Opportunities for High Growth Startups

38 National Success Story
Cheeseburger Baby owner Stephanie Vitori persevered through a financial storm and a natural disaster.

42 Surety Bonds

Contracting

44 National Success Story
Jennifer Rahn steers the course for Admiral Engineering, succeeding as a small business subcontractor.

47 Government Contracting

48 SBA Certification Programs

49 Woman-Owned Small Business Certification

ON THE COVER: Bowling Green farmland, photo by David Barajas on Unsplash; Louisville skyline, photo by David Barajas from Unsplash; Paul Isenberg, photo courtesy of the SBA; photo by USA-Reiseblogger from Pixabay
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.
#1 SBA Community Bank Lender in the state of Kentucky

Community Trust Bank

1.800.422.1090 | www.ctbi.com
Loans from the #1 SBA lender in our region.
Welcome to the 2019-2020 edition of the U.S. Small Business Administration’s Kentucky Small Business Resource Guide. The SBA helps 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, or recover after a disaster. The SBA Kentucky District Office works with an extensive network of business advisers and lenders to help Kentucky’s 347,000 small businesses at every stage of development—in turn, supporting the 700,000 Kentuckians employed by small enterprises.

Across our state in the last year, we empowered the state’s small businesses to:

- Find an ally, advocate or mentor via our SBA Resource Partners, which includes SCORE, Small Business Development Centers, Women’s Business Centers, and the Veterans Business Outreach Center, all powered by the SBA.
- Access over $170 million in SBA-guaranteed loans using 66 local banks, credit unions, community-based lenders, and microlenders. These 651 businesses that qualified for SBA financing then hired thousands of new employees, bought needed equipment, and built or renovated facilities.
- Receive $785 million in federal contract awards.

Stay up to date on SBA events near you and get valuable Kentucky business information by following us on Twitter @SBA_Kentucky. 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 here in Kentucky.

Sincerely,
The SBA Kentucky District Office
Reynolds 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, benefiting 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.
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](http://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](http://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](http://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](http://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.
Our Local SBA Resource Partners

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

SCORE
Call for an appointment or visit sba.gov/score.

Louisville Chapter #75
(502) 888-4543
Chapter Chair Carl Coslow
scorelouisville@scorevolunteer.org
louisville.score.org

Bardstown Counseling Center
310 Xavier Drive
(502) 386-5603 or (502) 350-0948
Ashley Patterson
ashley@skyforwardfoto.com

Big Sandy Counseling Center–Pikeville
(859) 806-8258
Branch Manager Bill Shutters
bill.schutters@gmail.com

Bowling Green Counseling Center
Chamber of Commerce Center
710 College St.
(270) 901-4745
Branch Manager Greg Siegelman
bowlinggreen@score-kentucky.org

Elizabethtown Counseling Center
Elizabethtown Chamber of Commerce
111 W. Dixie Ave.
(270) 765-4334
elizabethtown@score-kentucky.org

Lexington Chapter #276
389 Waller Ave., suite 130
(859) 231-9902
Chapter Chair David Johnson
Tuesdays and Thursdays 1:30-3:30 p.m.
scorelex@gmail.com
lexington.score.org

London Counseling Center
(859) 231-9902
Cliff Ellerbrook
scorelex@gmail.com

New Albany, IN Counseling Center
Community Foundation Office Building
4102 Charlestown Road
(812) 944-9178
Branch Manager Paul Staashelm
522score@netpointe.com

Northern KY Counseling Center
Northern Kentucky Chamber of Commerce
300 Buttermilk Pike, suite 330
(513) 684-2812
Bill DiGrezio
score@scoreworks.org
scoreworks.org

Scottsburg, IN Counseling Center
Mid America Science Park Business Center
821 Lake Road
(812) 752-9521
David Church
dchurch3200@gmail.com

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

**Kentucky SBDC State Office**
343 Waller Ave., suite 205  
(859) 257-7668 or toll free (888) 475-SBDC  
ksbdc.org  
State Director Kristina Joyce  
kjoyce@uky.edu  
Associate State Director Gordon Garrett  
gmgarr2@uky.edu  
Associate State Director/Finance Accountant David Stevens  
dsteven@uky.edu  
Data Analyst Kristy Coates  
kc@coates@uky.edu  
Program Coordinator Scarlett Consalvi  
sconsalvi@uky.edu  
Executive Assistant Joyce Smith  
joyce.smith19@uky.edu

**University of Kentucky SBDC South Central**
*Serving Adair, Casey, Clinton, Estill, Garrard, Jackson, Laurel, Lincoln, Madison, McCreary, Pulaski, Rockcastle, Russell, Wayne, and Whitley counties*  
440 Old Whitley Road, suite 101, London  
(606) 454-7042  
Director/Management Consultant  
Kevin Norvell, kevin.norvell@uky.edu

**University of Kentucky SBDC Louisville**
*Serving Bullitt, Carroll, Henry, Jefferson, Oldham, Owen, Shelby, Spencer, and Trimble counties*  
614 W. Main St., suite 6000  
(502) 625-0123  
Director/Management Consultant  
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Assistant Director/Management Consultant  
Toni Sears, toni.cardell@uky.edu  
Management Consultant/Vallorie Henderson  
vallorie.henderson@uky.edu  
Communications Coordinator Janet Flaugh  
janet.flaugh@uky.edu  
Special Projects Manager Lauren Roebeck  
lyroebuck@gmail.com

**Northern Kentucky University SBDC**
*Serving Boone, Campbell, Gallatin, Grant, Kenton, and Pendleton counties*  
305 Johns Hill Road, Highland Heights  
(859) 448-8801  
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Rebecca Volpe, volper1@kctcs.edu  
Management Consultant  
Kim Wolf, wolffk2@kctcs.edu  
Data Specialist  
Jessica Jahn, jenhj2@kctcs.edu

**Southeast Kentucky Community and Technical College SBDC**
*Serving Bell, Clay, Harlan, Knox, Leslie, Letcher, and Perry counties*  
Middlesboro Campus  
100 College Road  
(606) 248-0563 or toll free (888) 225-SBDC  
Director/Management Consultant  
Sam Coleman, samuel.coleman@kctcs.edu  
Management Consultant  
Mike Morley, mmorley@setel.com  
Communications Coordinator  
Gabrielle Wright, gwright001@kctcs.edu

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**EAST KENTUCKY**

**Morehead State University SBDC District Office**
*Serving Bath, Bracken, Fleming, Lewis, Mason, Menifee, Montgomery, Morgan, Robertson, and Rowan counties*  
149 E. Main St., Morehead  
(606) 783-2895  
District Director/Management Consultant  
Mark Murphy  
m.murphy@moreheadstate.edu  
General Management Consultant  
Rachel Bowling  
rtbowling@moreheadstate.edu  
General Management Consultant  
Mike Jackson  
m.jackson@moreheadstate.edu

**Morehead State University SBDC Prestonsburg**
*Serving Breathitt, Floyd, Johnson, Knott, Lee, Magoffin, Martin, Owsley, Pike, and Wolfe counties*  
6 Bert Combs Drive, room 207  
(800) 648-5372 x2681  
Management Consultant Michelle Spriggs,  
m.spriggs@moreheadstate.edu

**Morehead State University SBDC Ashland**
*Serving Boyd, Carter, Elliott, Greenup, and Lawrence counties*  
1400 College Drive  
(606) 329-8011  
Management Consultant Kayla Keeton,  
kbkeeton@moreheadstate.edu
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.

Serving Kentucky & Tennessee
201 Venture Circle, Nashville, TN
(615) 425-7171
pathwaylending.org/vboc
Director Reggie Ordonez, reggie.ordonez@pathwaylending.org

Women’s Business Center

O’Connor Belting, a Delaware family-owned business, expanded with the help of an SBA-guaranteed 7(a) loan.

Women’s Business Center of Kentucky
1450 N. Broadway, Lexington
(859) 231-0054 x1003 or (800) 299-0267
wbckentucky.org
Director Phyllis Alcorn, palcorn@cvky.org
1812 W. Muhammad Ali Blvd., Louisville
(502) 566-6076 x1047
Program Assistant Margaret Prince, mprince@cvky.org

For your nearest Women’s Business Center, visit sba.gov/women.
How to Start a Business in Kentucky

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. 

*onestop.ky.gov/start dhbc.ky.gov/bce/bc*

**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](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.

**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, [onestop.ky.gov](http://onestop.ky.gov).

**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/xPxYR](http://go.usa.gov/xPxYR), 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. For local assistance, visit irs.gov/help/contact-my-local-office-in-kentucky.

» State Taxes
Visit revenue.ky.gov for information on business taxes, like sales and use tax. Also register your business and search for forms or find a service center.

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 the specific health and safety standards used by the U.S. Department of Labor. Call (800) 321-6742 or visit osha.gov. For the state labor department, visit labor.ky.gov to find information on training, OSHA standards, and required wage and hours workplace posters.

Employee Insurance
Check with your state laws to see if you are required to provide unemployment or workers’ compensation insurance for your employees. For health insurance options, call the Small Business Health Options Program at (800) 706-7893 or visit healthcare.gov/small-businesses/employers.

Department of Labor Association Health Plans allow small businesses, including self-employed workers, to band together by geography or industry to obtain healthcare coverage as if they were a single large employer. For information, visit dol.gov/general/topic/association-health-plans.

For information on state insurance and employee compensation, visit labor.ky.gov/comp and insurance.ky.gov.

For information on Kentucky’s Electronic Workplace for Employment Services, visit kewes.ky.gov.

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/states/list.

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% 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 acf.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.

» Kentucky Child Support csws.chfs.ky.gov/csws

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 the U.S. Patent and Trademark headquarters in Alexandria, Virginia.

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.

» State Trademarks
Kentucky Secretary of State
sos.ky.gov/bus/tmandsm

Copyrights protect original works of authorship including literary, dramatic, musical and artistic, and certain other intellectual works. Copyrights do not protect facts, ideas, and systems, although they may protect the way they are expressed.

For general information contact:

» U.S. Copyright Office
U.S. Library of Congress
James Madison Memorial Building
101 Independence Ave. Southeast
Washington, DC
(202) 707-3000 or toll free (877) 476-0778
copyright.gov

Chambers of Commerce
kychamberexecutives.com

Economic Development
Visit Think Kentucky: Cabinet for Economic Development at thinkkentucky.com, where you can also find resources and financial incentives.

Advantage Kentucky Alliance
Manufacturing Extension Program
advantageky.org

Kentucky Arts Council and Kentucky Crafted Program
artscouncil.ky.gov

Kentucky Association of Economic Development
kaedonline.org

Export Assistance
St. Louis U.S. Export Assistance Center
Regional Export Finance Manager
Larry D. Cresswell
Serving Iowa, Missouri, Kansas, and Nebraska
Office of International Trade
U.S. Small Business Administration
1100 Corporate Square Drive, suite 215
St. Louis, MO
(314) 540-7587
larry.cresswell@sba.gov

U.S. Department of Commerce
U.S. Export Assistance Center–Louisville
Snyder Building
601 W. Broadway, room 634B
(502) 582-5066
export.gov/Kentucky

U.S. Export Assistance Center–Lexington
301 E. Main St., suite 110
(859) 225-7001
export.gov/kentucky

Kentucky World Trade Center–Louisville
444 S. Fifth St., suite 600
(502) 574-1599
wtcky.org

Kentucky World Trade Center–Lexington
301 E. Main St., suite 110
(859) 225-0006
wtcky.org
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.

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.

To report how a proposed federal regulation could unfairly affect you, find your regional SBA advocate at sba.gov/advocacy.

To submit a comment about how your business has been hurt by an existing regulation, visit sba.gov/ombudsman/comments.

To report how a proposed federal regulation could unfairly affect you, find your regional SBA advocate at sba.gov/advocacy.

To submit a comment about how your business has been hurt by an existing regulation, visit sba.gov/ombudsman/comments.
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.
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? Reboot teaches this entrepreneurship curriculum off base and in local communities. Register for either B2B program at [https://sbavets.force.com](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](https://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](http://sba.gov/vboc). For veterans business information visit [sba.gov/veterans].
Paul Isenberg started his first Smart Start Child Care center in 2011 with his mind on what he wanted for his own family. As the father of small children, Paul wanted high quality care that suited the needs of busy parents like him; he implemented that vision in his hometown. With SBA-backed financing and his own business education, Paul’s small business has expanded in Bowling Green. The SBA helped construct his first center at the same time his wife and business partner, Stacy, was receiving treatment for brain cancer. Stacy has recovered and Paul has found a fulfilling career.

- **What challenge did you have?** Our biggest challenge in the beginning was finding financing for a new center. A childcare center has high labor costs for experienced professionals. It also requires upfront construction costs to provide a safe yet creative environment for children. We also needed a convenient location for parents. Yes, the demand for quality childcare is there, but it’s extremely costly to meet all these needs. Since this was a new venture for me, the center had no track record, so traditional financing was more difficult.

- **What was the SBA solution?** The SBA guarantees loans made by lending institutions to small business that would not otherwise be able to obtain financing. My small business qualified for both the SBA-backed 7(a) and the 504 Certified Development Company loans. The 504 program allows those who are eligible to purchase or renovate real estate with a competitive fixed-rate mortgage. SBA-backed financing provided the working capital I needed to acquire new locations and hire the best qualified employees. In my business, windows of opportunity open and close quickly. Kelcey Rock at Hancock Bank & Trust Co., an experienced SBA Lender, listened to my vision and carefully reviewed my business plan. Kelcey understood the factors that drive my industry. Our SBA Lender ensured I had the capital I needed to fuel our growth.

- **What benefit did this have for you?** The SBA helped me to reach the goals I set for my family and my business. Smart Start has grown dramatically. We are now one of the largest childcare companies in the region, and we haven’t compromised on quality or our values. Since 2016, Smart Start Child Care revenue has tripled and net profit has grown four fold. We have more than 125 employees and educate nearly 500 children.
“The SBA helped me to reach the goals I set for my family and my business.”

Paul Isenberg
Owner/Founder, Smart Start Child Care
Crafting a Business

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

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.

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.
SBA-backed Loans help small business owners and entrepreneurs who are creditworthy but don’t qualify for conventional financing. If you cannot obtain a business loan with reasonable rates and terms, contact your local SBA Lender to see if you are eligible for SBA programs. The SBA works with participating lenders to reduce their risk, increasing the likelihood your loan will be approved with the terms that work best for you. The guarantee is conditional on the lender following SBA program requirements. Just like with any other loan, you make your loan payments directly to your lender in accordance with your terms.
## FUNDING PROGRAMS

### SBA Lenders

Our participating SBA Lenders serve all of Kentucky unless otherwise noted. To find more bank locations, visit the lender’s website.

<table>
<thead>
<tr>
<th>ALEXANDRIA</th>
<th>Heritage Bank Inc.</th>
<th>7953 Alexandria Pike</th>
<th>(859) 261-2430</th>
<th>Robert Lamothe</th>
<th>heritagebank-ky.com</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>PNC Bank Inc.</td>
<td>8210 E. Main St.</td>
<td>(513) 841-0024</td>
<td>Chris Goecke</td>
<td>pnc.com</td>
</tr>
<tr>
<td></td>
<td>U.S. Bank</td>
<td>7630 Alexandria Pike</td>
<td>(502) 533-8770</td>
<td>Joe Wathen</td>
<td>usbank.com</td>
</tr>
<tr>
<td>ASHLAND</td>
<td>Community Trust Bank Inc.</td>
<td>1544 Winchester Ave.</td>
<td>(800) 422-1090</td>
<td>Terry Spears</td>
<td>ctbi.com</td>
</tr>
<tr>
<td></td>
<td>PNC Bank Inc.</td>
<td>1000 Carter Ave.</td>
<td>(513) 841-0024</td>
<td>Chris Goecke</td>
<td>pnc.com</td>
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<tr>
<td>BARDSTOWN</td>
<td>Fort Knox Federal Credit Union</td>
<td>100 Kelly Drive</td>
<td>(502) 942-0254</td>
<td>Michael Richardson</td>
<td>fortknoxfcu.org</td>
</tr>
<tr>
<td></td>
<td>PNC Bank Inc.</td>
<td>105 W. E. John Rowan Blvd.</td>
<td>(513) 841-0024</td>
<td>Chris Goecke</td>
<td>pnc.com</td>
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<tr>
<td></td>
<td>Heritage Bank USA</td>
<td>352 Main St.</td>
<td>(270) 887-8405</td>
<td>Chip Knight</td>
<td>bankwithheritage.com</td>
</tr>
<tr>
<td>BARDSTOWN</td>
<td>First Kentucky Bank Inc.</td>
<td>400 U.S. Highway 51 North</td>
<td>(270) 251-4960</td>
<td>Stacy Overby</td>
<td>firstkentucky.com</td>
</tr>
<tr>
<td></td>
<td>Heritage Bank USA</td>
<td>660 Main St.</td>
<td>(270) 887-8405</td>
<td>Cell (931) 206-6570</td>
<td>Chip Knight</td>
</tr>
<tr>
<td></td>
<td>U.S. Bank</td>
<td>201 E. 11th St.</td>
<td>(502) 533-8770</td>
<td>Joe Wathen</td>
<td>usbank.com</td>
</tr>
<tr>
<td>BEECHMONT</td>
<td>Peoples Exchange Bank</td>
<td>48 Center St.</td>
<td>(859) 744-9400</td>
<td>Louise Howerton</td>
<td>pebank.com</td>
</tr>
<tr>
<td></td>
<td>Heritage Bank USA</td>
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<td>Cell (931) 206-6570</td>
<td>Chip Knight</td>
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<th>BEAVER DAM</th>
<th>First Kentucky Bank Inc.</th>
<th>1331 N. Main St.</th>
<th>(270) 251-4960</th>
<th>Stacy Overby</th>
<th>firstkentucky.com</th>
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<td>Cell (931) 206-6570</td>
<td>Chip Knight</td>
</tr>
<tr>
<td>BEDFORD</td>
<td>Bank Deposit Bank</td>
<td>45 Highway 42 East</td>
<td>(502) 222-4546</td>
<td>Bart Leet</td>
<td>bedfordbank.com</td>
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<tr>
<td>BLOOMFIELD</td>
<td>PNC Bank Inc.</td>
<td>101 S. Fifth St.</td>
<td>(513) 841-0024</td>
<td>Chris Goecke</td>
<td>pnc.com</td>
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<tr>
<td>BOLIVAR</td>
<td>First Kentucky Bank Inc.</td>
<td>105 Taylorsville Road</td>
<td>(502) 479-7203</td>
<td>Andy Parker</td>
<td>wilsonmuirbank.com</td>
</tr>
<tr>
<td>BOWLING GREEN</td>
<td>JPMorgan Chase Bank</td>
<td>924 Broadway Ave.</td>
<td>(502) 566-3671</td>
<td>Becky McClennen</td>
<td>chase.com</td>
</tr>
<tr>
<td></td>
<td>Fort Knox Federal Credit Union</td>
<td>2345 Gary Farms Blvd.</td>
<td>(502) 942-0254</td>
<td>Michael Richardson</td>
<td>fortknoxfcu.org</td>
</tr>
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<td></td>
<td>Cumberland Valley National Bank</td>
<td>235 Glades Road</td>
<td>(606) 878-7010</td>
<td>Haskew Hayes</td>
<td>cvnb.com</td>
</tr>
<tr>
<td>BUCYRUS</td>
<td>First Kentucky Bank Inc.</td>
<td>105 W. E. John Rowan Blvd.</td>
<td>(513) 841-0024</td>
<td>Chris Goecke</td>
<td>pnc.com</td>
</tr>
<tr>
<td>BUMPASS</td>
<td>First Kentucky Bank Inc.</td>
<td>201 South Main St.</td>
<td>(502) 251-4960</td>
<td>Stacy Overby</td>
<td>firstkentucky.com</td>
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<tr>
<td>BURLINGTON</td>
<td>Forcht Bank</td>
<td>6100 First Financial Drive</td>
<td>(859) 263-6552</td>
<td>Chris Robinson</td>
<td>forcbank.com</td>
</tr>
<tr>
<td></td>
<td>Heritage Bank Inc.</td>
<td>1818 Florence Pike</td>
<td>(859) 261-2430</td>
<td>Robert Lamothe</td>
<td>heritagebank-ky.com</td>
</tr>
<tr>
<td></td>
<td>Huntington Bank</td>
<td>2252 Burlington Park</td>
<td>(859) 514-6022</td>
<td>Perry Dunn</td>
<td>huntington.com</td>
</tr>
<tr>
<td>CADIZ</td>
<td>Bank of Cadiz</td>
<td>79 Main St.</td>
<td>(270) 522-6066</td>
<td>Kevin Atwood</td>
<td>bankofcadiz.com</td>
</tr>
<tr>
<td></td>
<td>Heritage Bank USA</td>
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<td>(270) 887-8405</td>
<td>Cell (931) 206-6570</td>
<td>Chip Knight</td>
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</table>
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heritagebank-ky.com

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952 Kentucky Ave.
(270) 653-4301
Josh Bailey
fcbheartland.com

LA CENTER
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339 E. Kentucky Drive
Jacobs, (270) 650-3106
plant.com

First Community Bank of the Heartland
414 W. Kentucky Drive
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Josh Bailey
fcbheartland.com

Regions Bank
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Courtney Crants
regions.com

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Bedford Loan and Deposit Bank
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Citizens Union Bank
2100 KY 53
(859) 361-8764
Christopher Jackson
cubbank.com

Stock Yards Bank & Trust Co.
515 S. First St.
(513) 824-6158
Van Johnson
syb.com

LANCASTER
Whitaker Bank Inc.
39 Public Square
(859) 734-3316
Wayne Westerfield
whitakerbank.com

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Cell (502) 802-8106
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Michael Richardson
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76 Square Public (270) 737-1593
Tracie Oliver
thececilianbank.com

Wilson & Muir Bank & Trust Co.
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Kelcey Rock
hancockbankonline.com

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182 Madison Square Drive
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C-Plant.com

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hancockbank.com

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Stacy Overby
firstkentucky.com

First Kentucky Bank
Inc.
223 S. Sixth St.
(270) 251-4960
Stacy Overby
firstkentucky.com

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First Kentucky Bank
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Independence Bank
721 S. 12th St.
(270) 869-0791
Jim Davis
1776bank.com

Regions Bank
515 N. 12th St.
(270) 441-1543
Machi McGullion
(615) 309-3415
Courtney Crants
regions.com

U.S. Bank
1111 Main St.
(502) 533-8770
Joe Wathen
usbank.com

NEWPORT

BB&T
401 W. Main St.,
suite 200
(502) 562-5848
Megan Damron
(336) 550-0678
bbt.com

Heritage Bank Inc.
647 Monmouth
(859) 261-2430
Robert Lamothé
heritage
bank-ky.com

U.S. Bank
810 Monmouth St.
(502) 533-8770
Joe Wathen
usbank.com


NICHOLASVILLE

Central Bank
301 N. Main St.
(859) 253-6229
Julie Szymanski
centralbank.com

Kentucky Bank
920 N. Main St.
(859) 987-1795
Darren Henry
(859) 988-1352
Shawn King
kybank.com

Town & Country Bank and Trust Co.
3082 Bannon Road
(502) 348-3911
Raffo Wimsett
mytcbt.bank

OLIVE HILL

Commercial Bank
of Grayson County
156 E. Tom T. Hall Blvd.
(606) 474-7811
Mark Strother
cbgrayson.com

OWENSBORO

JP Morgan Chase Bank
2938 Frederica St.
(502) 566-3671
Becky McClennen
chase.com

Fifth Third Bank
3205 S. Frederica St.
(502) 562-5512
Patrick Farnan
53.com

Independence Bank
3228 Highway 54
(270) 869-0791
Jim Davis
1776bank.com

Old National Bank
3230 Mt. Moriah Ave.
(859) 825-6097
John Douglas
(810) 522-1409
Jeff Billig
oldnational.com

PADUCAH

CFSB
2550 Irvin Cobb Drive
(270) 727-6125
Jesse Clark
cfsbky.com

C-Plant Federal Credit Union
118 Bleich Road
(270) 650-3106
cplant.com

FNB Bank Inc.
3445 Loan Oak Road
(270) 251-6058
Pat Bynum
growwithfnb.com

Independent Bank
3143 Broadway St.
(270) 869-0791
Jim Davis
1776bank.com

Paducah Bank & Trust Co.
555 Jefferson St.
(270) 575-5700
Mark Link
paducahbank.com

Regions Bank
2990 Loan Oak Road
(270) 441-1543
Machi McGullion
(615) 309-3415
Courtney Crants
regions.com

PARIS

Fifth Third Bank
3350 Lexington Road
(502) 562-5512
Patrick Farnan
53.com

Old National Bank
3230 Mt. Moriah Ave.
(859) 825-6097
John Douglas
(810) 522-1409
Jeff Billig
oldnational.com

Traditional Bank Inc.
3333 Lexington Road
(859) 498-0414
Ann Beckham
traditional.bank.com

PARK CITY

South Central Bank Inc.
2417 Louisville Road
(270) 651-7466
Josh Devore
southcentralbank.com

PENDLETON

Bedford Loan & Deposit Bank
943 Pendleton Road
(502) 222-4546
Bart Leet
bedfordbank.com

United Citizens Bank & Trust Co.
7962 LaGrange Road
(502) 732-6669
Matthew Brent
unitedcitizensbank.com

PIKEVILLE

BB&T
3663 N. Mayo Trail
(502) 562-5848
Megan Damron
(336) 550-0678
bbt.com

Community Trust Bank Inc.
346 N. Mayo Trail
(800) 422-1090
Terry Spears
ctbi.com

U.S. Bank
9782 Meta Highway
(502) 533-8770
Joe Wathen
usbank.com

PINEVILLE

Community Trust Bank Inc.
11792 U.S. Highway 25 East
(800) 422-1090
Terry Spears
ctbi.com

First State Bank of the Southeast
287 US Highway 119
(606) 248-6236
Wade Behns
oursfbank.com

PRINCETON

First Southern National Bank
101 W. Washington St.
(606) 365-2137
Doug Daniel
fsnb.net

Planners Bank Inc.
208 N. Jefferson St.
(270) 886-9030
Barry Meade
plantersbankonline.com

PROVIDENCE

Independence Bank
211 U.S. Highway 41-A South
(270) 869-0791
Jim Davis
1776bank.com

Planners Bank Inc.
2251 Westerfield Drive
(270) 886-9030
Barry Meade
plantersbankonline.com

RADCLIFF

Fort Knox Federal Credit Union
3939 S. Dixie Blvd.
(502) 942-0254
Michael Richardson
fortknoxfcu.org

PNC Bank Inc.
100 N. Dixie Blvd.
(513) 841-0024
Chris Goecke
pnc.com

Cecilian Bank
245 N. Dixie Blvd.
(270) 737-1593
Tracie Oliver
thececcilian
bank.com

RICHMOND

Central Bank
350 W. Main St.
(859) 253-6229
Julie Szymanski
centralbank.com

Cumberland Valley National Bank
2110 Lexington Road
(606) 878-7010
Haskew Hayes
cvn.com

Fifth Third Bank
800 Eastern Bypass
(502) 562-5512
Patrick Farnan
53.com

First Southern National Bank
894 Richmond Plaza
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Doug Daniel
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RUSSELLVILLE

BB&T
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bbt.com

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U.S. Bank
135 W. Fourth St.
(502) 533-8770
Joe Wathen
usbank.com
SCOTTSVILLE
Edmont
State Bank
213 N. Main St.
(270) 487-6123
Tony High
edmonton
statebank.com

South Central
Bank Inc.
414 E. Main St.
(270) 651-7466
Josh Devore
southcentral
bank.com

U.S. Bank
716 E. Main St.
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Joe Whaten
usbank.com

SEEBREE
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308 U.S. Highway 41
(270) 869-0791
Jim Davis
1776bank.com

Planters Bank Inc.
796 Highway 41N
(270) 886-9030
Barry Meade
plantersbank
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SHELBYVILLE
Citizens
Union Bank
1854 Midland Trail
(859) 361-8764
Christopher Jackson
cubbank.com

Commonwealth
Bank & Trust Co.
422 Main St.
(502) 259-2661
Nate Evans
cbandt.com

Fifth Third Bank
300 Taylorsville Road
(502) 562-5512
Patrick Farnan
53.com

SHEPHERDSVILLE
Fort Knox Federal
Credit Union
545 Conestoga Parkway
(502) 942-0254
Michael Richardson
fortknoxfcu.org

Limestone Bank
(formerly
PBI Bank)
155 Conestoga Parkway
(270) 524-7283
Kenneth Kidd
limestone
bank.com

Republic Bank
& Trust Co.
438 KY 44
(502) 329-4510
Cell (502) 802-8106
Kathy Pleasant
republicbank.com

Stock Yards Bank
& Trust Co.
183 Adam Shepherd Parkway
(513) 824-6158
Van Johnson
syb.com

WesBanco
(502) 569-4285
wesbanco.com/borrow/business-loans

STURGIS
Planters Bank Inc.
520 Adams St.
(270) 886-9030
Barry Meade
plantersbank
online.com

TOMPKINSVILLE
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State Bank
213 N. Main St.
(270) 487-6123
Tony High
edmontonestate
bank.com

Forcht Bank
1846 S. Highway 27
(859) 263-6552
Chris Robinson
forchtbank.com

United
Cumberland
Bank
2568 S. Highway 27
(606) 376-5031
Michael Bush
unitedcumberland
land.com

STANFORD
First Southern National Bank
102 W. Main St.
(606) 365-2137
Doug Daniel
fsnb.net

STANTON
Peoples Exchange Bank
53 E. Pendleton St.
(859) 744-9400
Louise Howerton
pebank.com

Whitaker Bank Inc.
130 Main St.
(859) 734-3316
Wayne Westerfield
whitakerbank.com

VERSAILLES
Community Trust Bank Inc.
101 N. Main St.
(800) 422-1090
Terry Spears
tcbi.com

WICKLIFFE
First Community Bank of the Heartland
359 Court St.
(270) 653-4301
Josh Bailey
fcheartland.com

WILLIAMSBURG
Cumberland Valley National Bank
896 S. U.S.
Highway 25 West
(606) 878-7010
Haskew Hayes
cvb.com

First State Bank
of the Southeast
941 N. Highway
25 West
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Wade Bevins
ourfsb.bank

WINCHESTER
BB&T
825 Bypass Road
(502) 562-5848
Megan Damron
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bbt.com

Central Bank
300 W. Vine St.
(859) 244-7201
Wayne Westerfield
whitakerbank.com

WHITESBURG
Community Trust
Bank Inc.
155 Main St.
(800) 422-1090
Terry Spears
tcbi.com

Community Trust
Bank Inc.
1110 Pioneer Road
(800) 422-1090
Terry Spears
tcbi.com

Peoples
Exchange Bank
175 Brooks
Place Way
(859) 744-9400
Louise Howerton
pebank.com

Traditional
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875 Colby Road
(859) 498-0414
Ann Beckham
traditional
bank.com

WHITLEY CITY
United
Cumberland
Bank
47 S. Main St.
(606) 376-5031
Michael Bush
unitedcumberland
land.com

NATIONAL/
REGIONAL BANKS
Fidelity Bank
(404) 553-2350
Cheryl Dalton
lionbank.com/business

KeyBank
key.com/small-business

Live Oak
Banking Co.
(877) 890-5867
Steve Smits
liveoakbank.com

Wells Fargo Bank
(612) 667-1503
James Kallestad
wellsfargo.com
## Participating Certified Development Companies

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital Access Corporation-Kentucky</td>
<td>401 W. Main St., suite 2010 Louisville (502) 584-2175 Will Fensterer and Susie Redmon cac-ky.org</td>
</tr>
<tr>
<td>Community Ventures</td>
<td>1450 N. Broadway Lexington (859) 231-0054 VP of Commercial Lending Lynn Littrell cvky.org</td>
</tr>
<tr>
<td>HCDC Business Lending</td>
<td>(513) 631-8292 Andy Young and Mike Crowe hcdc.com/financing</td>
</tr>
<tr>
<td>Premier Capital</td>
<td>(317) 613-3502 Gary Huff 504partner.com</td>
</tr>
<tr>
<td>Purchase Area Development District</td>
<td>(270) 247-7171 Mike Maxwell purchaseadd.org</td>
</tr>
<tr>
<td>Small Business Growth Corp.</td>
<td>Serving Ballard, Carlisle, Crittenden, Graves, Livingston, Marshall, McCracken, Union, and Webster counties (217) 787-7557 Doug Kinley growthcorp.com</td>
</tr>
<tr>
<td>Community Advantage Lenders</td>
<td></td>
</tr>
<tr>
<td>Community Ventures</td>
<td>1450 N. Broadway Lexington (859) 231-0054 VP of Commercial Lending Lynn Littrell cvky.org</td>
</tr>
<tr>
<td>Kentucky Highlands Investment Corp.</td>
<td>(606) 864-5175 VP of Business Lending Mark Bolinger khic.org</td>
</tr>
</tbody>
</table>

## Participating Microlenders

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<thead>
<tr>
<th>Company Name</th>
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<tbody>
<tr>
<td>Kentucky Highlands Investment Corp.</td>
<td>Serving Bell, Clay, Clinton, Cumberland, Estill, Harlan, Jackson, Knox, Laurel, Lee, Leslie, Letcher, Lincoln, Madison, McCrerey, Owosley, Perry, Pulaski, Rockcastle, Russell, Wayne, and Whitley counties (606) 864-5175 khic.org</td>
</tr>
<tr>
<td>Purchase Area Development District</td>
<td>Serving Ballard, Calloway, Carlisle, Fulton, Graves, Hickman, Marshall, and McCracken counties 1002 Medical Drive Mayfield (270) 247-7171 Mike Maxwell purchaseadd.org</td>
</tr>
</tbody>
</table>
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

**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%

**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%

**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.
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.
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

How I Did It

Smiling After the Storm

With SBA assistance, Stephanie Vitori rebuilt her Miami Beach, FL restaurant after Hurricane Irma.

written by Jess Walker
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

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

When you’re affected by a disaster the SBA, the Federal Emergency Management Agency, and other organizations work together to provide assistance. Once immediate safety and security needs are met, the SBA helps get you and your community back to where you were before the disaster. Since low-interest SBA disaster assistance loans are government aid, creditworthiness and the ability to repay are taken into consideration before a loan is awarded.
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.”

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.

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.

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.
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.

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

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

3. **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.

4. **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.

5. **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.

6. **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
How I Did It

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 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.
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.

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
<th>Next Step</th>
</tr>
</thead>
<tbody>
<tr>
<td>Does the government buy the product or service that you sell?</td>
<td>✓ Continue to question 2.</td>
<td></td>
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<tr>
<td></td>
<td>✗ Government contracting may not be for you at this time.</td>
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<tr>
<td></td>
<td>✗ 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.</td>
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<tr>
<td>Are you capable of fulfilling a government contract (e.g., time, staffing, and materials)?</td>
<td>✓ Continue to question 3.</td>
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<td></td>
<td>? Your local SBA district office can help you gauge ramp-up time and other factors that contribute to government contracting success.</td>
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<tr>
<td>Do you have cash on hand to purchase working inventory, if needed?</td>
<td>✓ Continue to question 7.</td>
<td></td>
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<td></td>
<td>✗ Talk to an SBA Lender about getting a line of credit or a loan to do business with the government.</td>
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<tr>
<td>Do you already have federal/state/local government contracting experience?</td>
<td>✓ Continue to question 8.</td>
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<td></td>
<td>✗ 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.</td>
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<tr>
<td>Are you capable of fulfilling a government contract (e.g., time, staffing, and materials?)</td>
<td>✓ Continue to question 3.</td>
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<tr>
<td>Do you have an accounting system that produces financial statements, such as profit and loss statements, balance sheets, and cash flow projections?</td>
<td>✓ Continue to question 6.</td>
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<td></td>
<td>✗ Before you get into government contracting, make sure your accounting system is compatible with the government's requirements.</td>
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<tr>
<td>Are you credit worthy?</td>
<td>✓ Continue to question 5.</td>
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<tr>
<td></td>
<td>✗ Visit an SBA Resource Partner for tips on repairing your credit.</td>
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<td>✗ Talk to an SBA Lender about how to build credit.</td>
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<td>Make sure you have:</td>
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<td>✗ a DUNS number</td>
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<td></td>
<td>✗ the NAICS codes and size standards for your industry</td>
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<td></td>
<td>✗ SAM registration</td>
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<tr>
<td>Do you know where to find contracting opportunities?</td>
<td>✓ Continue to question 9.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>✗ Ask an SBA business opportunity specialist for help.</td>
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<tr>
<td>Make sure you have:</td>
<td>✓ Continue below.</td>
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<tr>
<td></td>
<td>✗ This is a requirement for participation in some government contracting programs.</td>
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</tbody>
</table>

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.
SBA Certification Programs

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

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.

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.

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.
By the Numbers
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

Get Expert Contracting & Certification Help
Federal contracting can be complex, but you don’t have to do it alone. A Procurement Technical Assistance Center adviser can help you determine if your business is ready for government contracting. An adviser can also help you register in the System for Award Management (sam.gov), and see if you’re eligible for any small business certifications and/or programs. One-on-one counseling is free or low cost. Visit sba.gov/localassistance to find your local SBA office or an SBA Resource Partner near you (see page 8).

Procurement Technical Assistance Center
Kentucky PTAC
200 W. Vine St., suite 420
Lexington
(859) 251-6019
kyptac.com
State Director Dr. Darrall Henderson
kyptacinfo@kstc.com
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So Progressive offers commercial auto and business insurance that makes protecting yours no big deal.

Local Agent | ProgressiveCommercial.com
YOUR DREAM STARTS HERE

We can help you “push the start button” on that dream/dream business.

KY Innovation is assisting entrepreneurs and small businesses achieve their dreams of business success.

We work to meet the needs of founders, investors, innovators and small business owners, guiding them toward the right connections, collaborators and capital to help companies imagine, launch, grow and scale.

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