How to Grow Your BUSINESS in Louisiana
Dynamic programs are here to help you start and grow your business.

**BUILDING CAPACITY**
- Small and Emerging Business Development Program
- Louisiana Contractors Accreditation Institute
- Mentor-Protégé Recognition Program

**CULTIVATING OPPORTUNITY**
- Bonding Assistance Program
- Hudson Initiative
- Veteran Initiative

**ACCELERATING GROWTH**
- Economic Gardening
- CEO Roundtables

From entrepreneurial startups to small business growth and expansion, Louisiana offers a comprehensive array of educational, managerial and financial programs that cultivate opportunities.

By connecting to other local, state and federal resource providers, we deliver a robust ecosystem that supports small businesses and entrepreneurs at all stages of development. You can see why opportunity doesn’t knock — it lives here.

Explore the resources and opportunities available to help you grow your business at [OpportunityLouisiana.com/SmallBizPrograms](http://OpportunityLouisiana.com/SmallBizPrograms)
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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.

Let us help give voice to your story.

**SCOPE OF SERVICES**

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- Blogs
- Website Content
- Social Media Posts
- Email Content
- Brochures
- Catalogs
- Visitor Guides
- Books
- Copywriting
- Photography
- Videos

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

We’re ready to help you navigate the SBA loan process.

As a Small Business Administration Express Lender and participant in the Preferred Lender Program, we can provide:

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- Flexible terms
- Low down payment options

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*Expedited loan decisions are dependent on customer’s timely submission of all required documentation.

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For more information, visit www.BankWithFidelity.com or contact Donald Peltier, Vice President, SBA Lending at Donald.Peltier@BankWithFidelity.com or 985-612-2755.

www.BankWithFidelity.com

* Information based on number of approved loans and accurate as of June 1, 2019.

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.
Our Services

Business Planning
Financial Management
Growth Strategies
Contract Opportunities
Capabilities Presentations
Buyer-Supplier Matching Events

225-500-1100
www.selawbc.com

Stacie Williams
Women’s Business Center Director
12090 S. Harrell Ferry Road, Suite #A7
Baton Rouge, LA 70816

Speak with an advisor today!

The Southeast Louisiana Women’s Business Center is a program of Good Work Network.

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Welcome to the 2019-2020 edition of the U.S. Small Business Administration’s Louisiana Small Business Resource Guide. There really is no magic formula for what to do and what path to take in business. The decisions you make directly influence the success of your business. This freedom is the best thing about being in business for yourself. As long as you are making decisions based on your own goals and values, there really is no wrong answer. What this means is not all solutions fit everyone. There are no two small businesses that are alike. Even the same types of businesses in the same geographic area will be different because of the individuality of the small business owner. This diversity of thought is the principle strength of small business and the key to long-term success. Because every small business is different, the SBA Louisiana District Office continually evolves to meet the needs of our clients.

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, and recover after a disaster. We work with an extensive network of business advisers and lenders to help Louisiana’s 447,000 small businesses at every stage of development. Across Louisiana in the last year, we empowered the state’s small businesses to:

- Find an ally, advocate or mentor via the 21 local locations of our SBA Resource Partners, including SCORE, Small Business Development Centers, Women’s Business Centers, and the Veterans Business Outreach Center, all powered by the SBA.
- Access over $329 million in SBA-guaranteed loans using 31 local banks, credit unions, community-based lenders, and microlenders. The nearly 500 businesses that qualified for SBA funding have hired thousands of new employees, bought needed equipment, and built or renovated facilities.
- Recover after a disaster thanks to nearly $9 million in SBA Disaster Assistance funding.
- Gain over $1.4 billion in federal contracting awards. Of this amount, about 15% went to small disadvantaged businesses, 6% to woman-owned small businesses, 10% to HUBZone-certified firms, 9% to small businesses owned by Veterans, and 10% to 8(a)-certified firms.

Stay up to date on SBA events near you and get valuable Louisiana business information by following us on Twitter at @SBA_Louisiana. 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 Louisiana.

Sincerely,

Michael W. Ricks
Louisiana District Director
U.S. Small Business Administration

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LOCAL BUSINESS ASSISTANCE

Bitten by the Business Bug

How SBA-backed loans helped one woman turn a flagging pest control business into an ever-expanding enterprise.

WRITTEN BY ZACK HAROLD
Rebecca Fyffe first worked at ABC Humane Wildlife Control & Prevention Inc., a pest control business in suburban Chicago, Illinois, for a college summer job. She was on a different career path when she got a call from her old employer. The president of ABC needed to take a medical sabbatical, and the company wanted Fyffe to take over in his absence. Fyffe had studied public policy, pre-law, and epidemiology in addition to university-level research on pesticides. Not content with just keeping the seat warm, Fyffe began making improvements to the company’s operations during her year at the helm. “Because of that I was made CEO,” she says. That was in 2001. Fyffe was just 25 years old, the youngest pest control company CEO in the nation and one of only a few women in a business dominated by men.

She continued to look for ways to grow the company. At the time, ABC focused its efforts solely on nuisance wildlife control. Fyffe saw a lucrative opportunity in urban bird management. She had long been concerned about pigeons. Growing up, one of her young cousins contracted encephalitis from pigeon droppings, which led to epilepsy, blindness, and eventually death. Fyffe studied the birds and how to mitigate their threat, which brought her to the conclusion that improvements could be made in urban pigeon control. She found more effective solutions were needed to make the mitigation material more durable for city use. Fyffe knew she could do better, but to get the new venture off the ground, ABC needed to borrow money to invest in training, equipment, and insurance. The company was hesitant to take on the financial risk, so Fyffe offered an alternative solution: allow her to launch a new company that would specialize in pigeon management. She would run that company in addition to her duties at ABC.

She launched Landmark Pest Management in 2010 with four employees. Fyffe still needed to borrow money, which would be more difficult now that she didn’t have an established business standing behind her. Thanks to workshops hosted by the SBA–supported Women’s Business Development Center, Fyffe applied for an SBA-backed 7(a) loan through Chase Bank. A conventional loan would have allowed her to mortgage the warehouse facility she needed, but nothing more.

“We would have maxed out our ability to borrow,” Fyffe says. “That would not have worked for our business.” Because of SBA backing, Chase was willing to offer Fyffe a larger line of credit, which allowed her to get the warehouse as well as the uniforms, tools, and materials she needed. “We couldn’t have done it without the SBA,” she says.

Landmark established its reputation from its first contract, installing netting on a bridge project in Chicago. This bridge became the Chicago Transit Authority’s showpiece for bird control. Within two years, Landmark was one of the main companies providing bird deterrent systems in Chicago. Fyffe used the money she made to purchase ABC and merge the two companies in 2012.
We couldn’t have done it without the SBA.”

Rebecca Fyffe
Founder
Landmark Pest Management

The company has grown to 85 employees with 50 trucks on the road every day, working alongside the biggest construction firms in the country. Still, Fyffe challenges herself by finding ways to expand the company. In addition to its work in Illinois, Landmark does business in Michigan, Indiana, and Missouri. Fyffe is considering expansion to California and New York.

Landmark has continued to use its science-based methodology and proprietary technology to expand its offerings. The company is a leader in bedbug science, pioneering a special DNA test to detect infestations with a relatively small sample. Fyffe’s team is also testing a new nontoxic fungi spore that could be used to kill the pests. The company’s fastest growing sector is food production applications. Inspectors shut down factories if they find a pest, even if the animal has already been caught in a trap. Fyffe’s company developed a trap that is equipped with sensors that allow Landmark to dispatch technicians as soon as a pest is captured. Although Fyffe has used conventional loans for these expansions, she credits her first SBA-backed loan and her Women’s Business Development Center guidance with teaching her how to craft a growth plan and pitch ideas to lenders.

“We might not have been able to access that without the SBA,” she says.

SBA Resource Partners

No matter your industry, location, or experience, if you have a dream, the SBA is here to help you realize it. Our SBA Resource Partners extend our reach, offering free or low-cost mentoring, counseling, and training to help you start-up and thrive at all stages of the business life cycle.

There are more than

300 SCORE chapters
980 Small Business Development Centers
100 Women’s Business Centers
20 Veterans Business Outreach Centers

SCORE

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. These business executives share real-world knowledge for no cost and to fit your busy schedule. SCORE mentors are available as often as you need, in person, via email or over video chat. Visit sba.gov/score to start working on your business goals.

SMALL BUSINESS DEVELOPMENT CENTERS

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

WOMEN’S BUSINESS CENTERS

Women entrepreneurs receive essential business 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 their business. For your nearest Women’s Business Center, visit sba.gov/women.

VETERANS BUSINESS OUTREACH CENTERS

Veteran and military entrepreneurs receive business training, counseling and mentoring, and referrals to other SBA Resource Partners at a Veterans Business Outreach Center, sba.gov/vboc. These are also the places to receive procurement guidance, which can help your business 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
Visit sba.gov/score to start working on your business goals. Contact your local office to schedule an appointment.

SCORE Louisiana District Director
Tonia Askins
New Orleans (504) 495-4937
Baton Rouge (225) 627-3817

Baton Rouge Area Chapter
Louisiana Technology Park suite 313
7117 Florida Blvd.
Baton Rouge
(225) 215-0080
scorebr@scorebr.org

Acadiana Chapter
Opportunity Machine
Lafayette
(800) 634-0245
tyrone.bufkin@scorevolunteer.org

Southwest Louisiana Chapter
4310 Ryan St.
Lake Charles
(337) 433-3632 x217
score@allianceswla.org

Northwest & Northeast Louisiana Chapter
Greater Shreveport Chamber of Commerce
400 Edwards St.
Shreveport
(318) 677-2535

New Orleans Chapter
365 Canal St., suite 2820
(504) 589-2356
nola@scorevolunteer.org

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

Louisiana SBDC State Office
Lead Center
7500 Millhaven Road, room 245
Monroe
(318) 345-9354
Fax (318) 342-5510
lsbdc@lsbdc.org

Baton Rouge satellite office
221 Louisiana Emerging Technology Center
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Fax (225) 615-8922
Associate State Director Bryan Greenwood

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501 South Quad Drive
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(225) 578-2174
lsbdc.lsu@lsbdc.org

LSBDC at McNeese State University
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400 Edwards St.
(318)-678-6142

Alexandria satellite office
CENLA Chamber of Commerce
1118 Third St.
(318) 442-9495
Fax (318) 442-9443

Women’s Business Centers

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

Urban League of Greater New Orleans
4640 S. Carrollton Ave.
New Orleans
(504) 620-9647
Fax (504) 620-9658
Director Klassi Duncan
kduncan@urbanleaguela.org

SELA Women’s Business Center
Good Work Network
12090 S. Harrells Ferry Road, A7
Baton Rouge
(225) 500-1100
Director Stacie Williams
stacie@goodworknetwork.org

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 Alabama, Louisiana, Mississippi, and Tennessee
Mississippi State University
60 Technology Blvd., suite 105 D
Starkville, MS 39759
(662) 325-4990
rsettz@business.msstate.edu
dholt@business.msstate.edu
vboc.msstate.edu
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

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.

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 submit a comment or complaint through the online form, visit sba.gov/ombudsman/comments. Your concerns will be directed to the appropriate federal agency for review. The SBA will collaborate with you and the agency to help resolve the issue.
How to Start a Business in Louisiana

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 the applicable 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.

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

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

- Licensing Board for Contractors
  2525 Quail Drive, Baton Rouge
  (225) 765-2301
  lslbc.louisiana.gov

- Food Permits, State Sanitarian Services
  628 N. Fourth St., Baton Rouge
  (225) 342-9500
  dhh.louisiana.gov

- Office of Alcohol & Tobacco Control
  8585 Archives Ave., suite 305, Baton Rouge
  (225) 925-4041
  atc.rev.state.la.us

- Orleans Parish One Stop Shop
  1300 Perdido St., seventh floor
  New Orleans
  (504) 658-7100
  nola.gov

- Jefferson Parish
  jeffparish.net

- Jefferson Parish Inspection & Code Enforcement-East Bank
  1221 Elmwood Park Blvd., suite 101
  Jefferson
  (504) 736-6957
  jeffparish.net
As the IRS continues to implement provisions, your tax obligations may change. Visit the Tax Reform Provisions that Affect Businesses page on irs.gov for the latest tax reform updates that affect your bottom line.

**IRS New Orleans office**
1555 Poydras St.
Monday-Friday 8 a.m.-4:30 p.m.
(800) 829-1040

**Self-Employment Tax**
A self-employed individual whose net earnings from self-employment are at least $400 per year is subject to the self-employment for purposes of old age, survivors, disability, and hospital insurance benefits. Information on this tax can be obtained by visiting the IRS New Orleans office or calling (800) 829-4933.

**State Sales Tax**
Louisiana law defines several types of taxes that must be either paid or collected by businesses operating in the state. Information on state taxes, forms, and filing can be found at revenue.louisiana.gov.

**Field Audit Unit, State Employment Service**
737 St. Charles Ave., New Orleans
(504) 568-7151

**IRS Tax Assistance Center**
New Orleans
(844) 545-5640

**Sales Tax Exemption Certificate**
If you plan to sell products, you will need a Sales Tax Exemption Certificate. It allows you to purchase inventory or materials that will become part of the product you sell from suppliers without paying taxes. It requires you to charge sales tax to your customers, which you are responsible for remitting to the state.

**Resale Certificate, Louisiana Department of Revenue**
revenue.louisiana.gov/saletax/resalecertificate

**Local Sales Tax**
In addition to the state sales tax, some parishes levy sales and use taxes which you must collect. Contact the following offices for more information on taxes in your parish.

**Certificates of Occupancy and Occupational Licenses, Sheriff's Tax Office**
302 Main St., Belle Chasse
(504) 297-5425

Every legal business operating in Louisiana must have proper state and local business licenses and permits. The local or parish government issues a certificate of occupancy upon certifying that your location is zoned properly for your business. The state of Louisiana no longer requires a state occupational license. Nevertheless, you should get information about the appropriate licensing board(s) for your profession from the Louisiana Department of Revenue and Taxation.

1. **All parishes in Louisiana require local occupational licenses.** The cost of the licenses is based primarily on annual gross receipts and varies according to business classification. Any business selling beer, liquor, soft drinks or tobacco must obtain a state beverage or tobacco permit. Any business dealing in food must have a local food permit.
2. **Other local permits, such as vendor permits, may be needed depending on the type of business.** When you register for your local occupational license, be sure to ask what permits are necessary.

**Name Registration**
Register your business name with the parish clerk where your business is located. If you’re a corporation, also register with the state.

**Secretary of State**
Baton Rouge
(225) 925-4704

**Taxes**
As a business owner, you should know your federal tax responsibilities and make some basic business decisions to comply with certain tax requirements. The IRS Small Business and Self-Employed Tax Center, 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.

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Monday-Friday 8 a.m.-4:30 p.m.
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(504) 568-7151

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New Orleans
(844) 545-5640

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revenue.louisiana.gov/saletax/resalecertificate

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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, (800) 321-6742 or visit osha.gov.

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, socialsecurity.gov/employer or (800) 772-1213. 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 l-9central@dhs.gov.

E-Verify, operated by the Department to obtain healthcare coverage as if they were a single large employer. For information, visit dol.gov/general/topic/association-health-plans.

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, 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 percent of support nationwide through payroll deductions. The Office of Child Support Enforcement at Health and Human Services offers employers step-by-step instructions for processing income withholding orders for child support. Download the fact sheet about the Employer’s Role in the Child Support Program at the Office of Child Support Enforcement’s website at 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.
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 Texas Regional Office in Dallas, uspto.gov/texas.

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 with the latter at the U.S. Patent and Trademark Office. Federally registered trademarks may conflict with and supersede those registered only at the state level. For information visit uspto.gov/trademarks. To receive a form for a trade name affidavit, call the Louisiana Secretary of State, First Stop Shop Division at (225) 925-4704 or visit geauxbiz.com.

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 it may protect the way these are expressed. For general information contact:

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

Chambers of Commerce

Abbeville Greater Abbeville-Vermilion
(337) 893-2491
abbecc.publishpath.com

Arnoudville
(337) 754-5316
arnaudvillechamberofcommerce.com

The Ascension
(225) 647-7487
ascensionchamber.com

Asian Chamber
(504) 451-9978
accino.point2pointdesign.com

Assumption area
(985) 369-2816
assumptionchamber.org

Baker
(225) 706-0670
cityofbakerchamber.com

Bastrop/Morehouse
(318) 281-3794
bastroplacoc.org

Baton Rouge area
(225) 381-7131
brac.org

Baton Rouge Metropolitan
Black Chamber
brmbcc@gmail.com

Greater Beauregard
(337) 463-5533
beauchamber.org

Bossier
(318) 746-0252
bossierchamber.com

Breux Bridge area
(337) 332-5406
chamber.breauxbridgelive.com

Bunkie
(318) 346-2575
bunkiechamber.net

Cameron Parish
(337) 775-5222
cenlachamber.org

Central Louisiana
(318) 442-6671
cenlachamber.org

City of Central
(225) 261-5818
cityofcentralchamber.com

Crowley
(337) 788-0177
crowleychamber.com

DeQuincy
(337) 786-6451
desotoparishchamber.net

Donaldsonville area
(225) 473-4814
donaldsonvillechamber.org

East St. Tammany & Slidell
(985) 643-5678
estchamber.com

Eunice
(337) 457-2565
eunicechamber.com

Feliciana
(225) 634-7155
eastfelicianachamber.org

Franklinton
(985) 839-5822
franklintonlouisiana.org

Greater New Orleans
(504) 527-6900
gnoinc.org

Greenwood
(318) 938-8500
hammondchamber.com

Hispanic Chamber
(504) 885-4262
hccl.biz

Houma-Terrebonne
(985) 876-5600
houmachamber.com

To receive a form for a trade name affidavit, call the Louisiana Secretary of State, First Stop Shop Division at (225) 925-4704 or visit geauxbiz.com.
Write your Business Plan

Your business plan is the foundation of your business. Learn how to write a business plan quickly and efficiently with a business plan template.

Business plans help you run your business
A good business plan guides you through each stage of starting and managing your business. You’ll use your business plan as a roadmap for how to structure, run, and grow your new business. It’s a way to think through the key elements of your business.

Business plans can help you get funding or bring on new business partners. Investors want to feel confident they’ll see a return on their investment. Your business plan is the tool you’ll use to convince people that working with you—or investing in your company—is a smart choice.

Pick a business plan format that works for you
• There’s no right or wrong way to write a business plan. What’s important is that your plan meets your needs.
• Most business plans fall into one of two common categories: traditional or lean startup.
• Traditional business plans are more common, use a standard structure, and encourage you to go into detail in each section. They tend to require more work upfront and can be dozens of pages long.
• Lean startup business plans are less common but still use a standard structure. They focus on summarizing only the most important points of the key elements of your plan. They can take as little as one hour to make and are typically only one page.

Which business plan format is right for you?

Traditional Business Plan
• This type of plan is very detailed, takes more time to write, and is comprehensive.
• Lenders and investors commonly request this plan.

Lean Startup Plan
• This type of plan is high-level focus, fast to write, and contains key elements only.
• Some lenders and investors may ask for more information.
You might prefer a traditional business plan format if you're very detail oriented, want a comprehensive plan, or plan to request financing from traditional sources.

When you write your business plan, you don’t have to stick to the exact business plan outline. Instead, use the sections that make the most sense for your business and your needs. Traditional business plans use some combination of these nine sections.

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

**Company Description**
Use your company description to provide detailed information about your company. Go into detail about the problems your business solves. Be specific, and list out the consumers, organization, or businesses your company plans to serve.

Explain the competitive advantages that will make your business a success. Are there experts on your team? Have you found the perfect location for your store? Your company description is the place to boast about your strengths.

**Market Analysis**
You'll need a good understanding of your industry outlook and target market. Competitive research will show you what other businesses are doing and what their strengths are. In your market research, look for trends and themes. What do successful competitors do? Why does it work? Can you do it better? Now’s the time to answer these questions.

**Organization and Management**
Tell your reader how your company will be structured and who will run it.

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

Use an organizational chart to lay out who’s in charge of what in your company. Show how each person’s unique experience will contribute to the success of your venture. Consider including resumes or CVs of key members of your team.

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

**Marketing and Sales**
There’s no single way to approach a marketing strategy. Your strategy should evolve and change to fit your unique needs.

Your goal in this section is to describe how you’ll attract and retain customers. You’ll also describe how a sale will actually happen. You’ll refer to this section later when you make financial projections, so make sure to thoroughly describe your complete marketing and sales strategies.

**Funding Request**
If you’re asking for funding, this is where you’ll outline your funding requirements. Your goal is to clearly explain how much funding you’ll need over the next five years and what you’ll use it for.

Specify whether you want debt or equity, the terms you’d like applied, and the length of time your request will cover. Give a detailed description of how you’ll use your funds. Specify if you need funds to buy equipment or materials, pay salaries, or cover specific bills until revenue increases. Always include a description of your future strategic financial plans, like paying off debt or selling your business.

**Financial Projections**
Supplement your funding request with financial projections. Your goal is to convince the reader that your business is stable and will be a financial success.

If your business is already established, include income statements, balance sheets, and cash flow statements for the last three to five years. If you have other collateral you could put against a loan, make sure to list it now.

Provide a prospective financial outlook for the next five years. Include forecasted income statements, balance sheets, cash flow statements, and capital expenditure budgets. For the first year, be even more specific and use quarterly—or even monthly—projections. Make sure to clearly explain your projections, and match them to your funding requests.

This is a great place to use graphs and charts to tell the financial story of your business.

**Appendix**
Use your appendix to provide supporting documents or other materials that were specially requested. Common items to include are credit histories, resumes, product pictures, letters of reference, licenses, permits, patents, legal documents, and other contracts.

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**TRADITIONAL BUSINESS PLAN CHECKLIST**

- Executive summary
- Company description
- Market analysis
- Organization and management
- Service or product line
- Marketing and sales
- Funding request
- Financial projections
- Appendix
LEAN STARTUP PLAN FORMAT

You might prefer a lean startup format if you want to explain or start your business quickly, your business is relatively simple, or you plan to regularly change and refine your business plan.

Lean startup formats are charts that use only a handful of elements to describe your company’s value proposition, infrastructure, customers, and finances. They’re useful for visualizing tradeoffs and fundamental facts about your company.

There are many versions of lean startup templates, but one of the oldest and most well known is the Business Model Canvas, developed by Alex Osterwalder. You can search the web to find free templates of the Business Model Canvas, or other versions, to build your business plan.

We’ll discuss the nine components of the Business Model Canvas version here.

**Key Partnerships**
Note the other businesses or services you’ll work with to run your business. Think about suppliers, manufacturers, subcontractors and similar strategic partners.

**Key Activities**
List the ways your business will gain a competitive advantage. Highlight things like selling direct to consumers or using technology to tap into the sharing economy.

**Key Resources**
List any resource you’ll leverage to create value for your customer. Your most important assets could include staff, capital, or intellectual property. Don’t forget to leverage business resources that might be available to women, veterans, Native Americans, and HUBZone–certified businesses.

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

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

**Customer Segments**
Be specific when you name your target market. Your business won’t be for everybody, so it’s important to have a clear sense of who your business will serve.

**Channels**
List the most important ways you’ll talk to your customers. Most businesses use a mix of channels and optimize them over time.

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

**Revenue Streams**
Explain how your company will actually make money. Some examples are direct sales, memberships fees, and selling advertising space. If your company has multiple revenue streams, list them all.

― If you **fail** to plan, you are **planning** to fail."

*Benjamin Franklin*
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? Boots to Business: 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).

**Opportunities for Veterans**

**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](http://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 this 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].

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

COURTESY OF LIFEHEALTH
When it came time for Danny Blanks, Barlow Cook, and James Washington to grow their own small business, they turned to the SBA. Pontchartrain Partners has since established itself in emergency and disaster recovery, helping rebuild the New Orleans flood protection system in the aftermath of Hurricane Katrina.

Danny, a retired lieutenant colonel in the U.S. Army Reserve, has over 22 years of experience as an engineer officer. He served at the U.S. Army Corps of Engineers Recovery Field Office during Hurricanes Katrina and Rita, where he managed the debris clean up and demolition missions. Bart Cook, an engineer, has worked in the construction industry for over 16 years. He manages coastal restoration and levee construction to aid in disaster preparation and recovery. James, an accountant and lawyer, has managed the financial aspect of the business as revenue grew from $160,000 in its first year to $35 million in 2019.

- **What challenge did you have?** We have military, professional engineering, and financial experience, but we still needed a guide who could help us navigate the public marketplace. Government contracting is a daunting process.

- **What was the SBA solution?** We sought assistance from our SBA Louisiana District Office. The helpful staff there pointed us toward the SBA 8(a) Business Development Program, which provides free business development education to better compete in the public sector. Pontchartrain Partners completed this program for small disadvantaged businesses and earned the 8(a) certification.

- **What benefit did this have for you?** Our 8(a) certification really kicked off a tremendous growth stage for our business. We’ve performed numerous contracts, including with the U.S. Army Corps of Engineers, NASA, and the Federal Aviation Administration. We have offices in seven states to better serve our clients, which also include the U.S. Air Force and the USDA. In 2015, Pontchartrain Partners expanded to a 25,000-square-foot building in a HUBZone, which is a historically underused business zone. HUBZone businesses employ locals and help strengthen the local economy in a challenging area. With this certification we can also better compete for government contracts. Our business began with only seven full-time employees locally, now we employ 115 across the South.
“the SBA 8(a) Business Development Program provides free business development education so we could better compete in the public sector.”

Danny R. Blanks, CEO; Barlow Cook, Chief of Construction Operations; James R. Washington III, CFO
Pontchartrain Partners
A Deal is Inked

An SBA loan helps these entrepreneurs succeed in the challenging printing market.

WRITTEN BY Pam Kasey
When Mark Moralez’s employer, the owner of Printing Palace in Santa Monica, California, told him in 2014 he’d found a buyer for the business, Moralez reacted with shock. “Why?” his boss asked. “Do you want to buy it instead?”

The idea surprised Moralez, but it was appealing. He’d been in the industry for more than 20 years and at Printing Palace for a decade. As general manager, he managed nine employees and took care of the business as if it were his own; many customers assumed he was the owner. He and his husband, John Briggs, discussed a possible purchase over lunch. “It wasn’t something I was looking to do, I was just trying to take control of my own destiny,” Moralez says. He was scared, but the couple decided to take the leap.

Moralez and Briggs visited their credit union and were quickly disappointed. The loan officer wouldn’t take the risk. “He decided that printing was a dying industry and there was no way he was going to fund us,” Moralez said.

In frustration, Moralez posted about the setback on Facebook. His social network came to his aid; the post got him the attention of an SBA Lender—as high up as the bank’s vice president, Mark Morales. This SBA Lender decided the couple deserved the chance, and Moralez and Briggs soon qualified for SBA funding. They received a 7(a) loan of $1.1 million toward the $1.4 million purchase, enabling Moralez and Briggs to buy Printing Palace in 2015.

It was a challenging time to invest in printing. “There were probably 20 printers in our area 10 years ago, and there are probably four now,” Moralez says. “The industry has changed a lot, even in the past three years. What used to be 20 to 30 percent of our business is now 50 to 60 percent, and that’s on-demand, digital, quick, turned around in a day.” The couple has met the challenge, giving up equipment they owned for five new digital printers they lease. They also added an architectural plan printer in response to frequent customer requests. “It’s not a huge moneymaker, but it meets demand and it’s a profitable unit,” Moralez says.

What sets Printing Palace apart in a changing industry is the shop’s commitment to customer service. “Everybody wants to do online printing,” he says. “What keeps us going, and we’re doing well, is that we cater to people who are frustrated with that—or who just want to come in and feel things and talk to somebody who’s knowledgeable about the product.” Printing Palace’s website touts its print-industry veterans who take pride in delivering jobs on time. Moralez and Briggs have earned high reviews online.

Moralez sought certification early on as an LGBT-owned business. He serves as president of his local chapter of the Los Angeles Gay & Lesbian
If it’s something you want to do and you have the skill to do it, you just have to jump in with both feet.”

Mark Moralez
Owner
Printing Palace

Chamber of Commerce, giving Printing Palace prominence in a loyal market. “We’ve also done some charity work for Human Rights Campaign and Equality California, we’ve donated money and free printing. Those causes are near and dear to our hearts.”

At a time when print shops routinely struggle and fail, Printing Palace has secured its place. “Revenues have stayed steady,” Moralez says. “But we’ve streamlined everything, so we’re a lot more efficient and profitable than we were. In an industry that peaked 10 years ago and has slowly been in decline, the fact that we can stay where we are and make it profitable is a strong indication of how well we’re doing.”

The pressure is real. “Now everybody is relying on us, and the weight falls on my shoulders,” Moralez says. “It’s more work than I’ve ever done in my life, but it’s been a good thing. I’m glad we did it.”

For those seeking business financing, Moralez has this advice: do your research and find an SBA Lender who wants to work with you. “Then, go for it,” he says. “If it’s something you want to do and you have the skill to do it, you just have to jump in with both feet.”

SBA-backed Loans

For small business owners and entrepreneurs who cannot get traditional forms of credit, an SBA-guaranteed loan can fill that need. The SBA guarantees loans made by lending institutions to small businesses that would not otherwise be able to obtain financing. If you are eligible and cannot obtain conventional financing with reasonable rates and terms, the SBA guarantee reduces a lender’s risk of loss in the event of a default on the loan. 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 SBA Lender in accordance with your terms.

Lender Match

Visit your local SBA office for a lender referral, or use Lender Match, sba.gov/lendermatch. The SBA’s online tool connects entrepreneurs with SBA Lenders interested in making small business loans in your area.
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’re unable to 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 percent

**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 percent

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.

**MAX LOAN AMOUNT:** $350,000

**INTEREST RATE:** for loans less than $50,000, prime + 6.5 percent; for loans of $50,000 and greater, prime + 4.75 percent

**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 percent

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:** up to $5 million

**INTEREST RATE:** for loans less than $50,000, prime + 6.5 percent; for loans of $50,000 and greater, prime + 4.75 percent

**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 percent

Community Advantage Program
Financing 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 percent

**TERMS:** up to 25 years for real estate, 10 years for equipment and working capital

**GUARANTEE:** 75 to 90 percent

Microloan Program
Eligible businesses can start up 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 percent; loans $10,000 and greater, lender cost + 7.75 percent

**TERMS:** lender negotiated, no early payoff penalty

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

**MAX LOAN AMOUNT** (up to 40 percent 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 percent of the project cost (with no SBA guarantee); the CDC finances up to 40 percent 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 percent
SBA Lenders

Our participating lenders serve all Louisiana unless otherwise noted.

**ABBEVILLE**
Gulf Coast Bank
221 S. State St.
(337) 893-7733

**ALEXANDRIA**
Red River Bank
1412 Centre Court Drive
(318) 561-4000

South Heritage Bank
5617 Coliseum Blvd.
(318) 442-2228

**BATON ROUGE**
American Gateway Bank
11307 Coursey Blvd.
(225) 368-2500

B&K Bank
7415 Corporate Blvd.
(225) 761-2529

Britton & Koontz First National Bank
8810 Bluebonnet Blvd.
(225) 761-2526

Business First Bank
8440 Jefferson Highway, suite 101
(225) 932-8916

Essential CU
2370 Town Center Blvd.
(220) 337-2407

Investar Bank
7244 Perkins Road
(225) 448-5451

LiftFund
3233 S. Sherwood Forest Blvd.
(504) 410-6162

Neighbors CU
(225) 819-2178

Pelican State CU
3232 S. Sherwood Forest Blvd.
(225) 408-6128

**BELLE CHASSE**
Mississippi River Bank
8435 Highway 23
(504) 392-1111

**BOSSIER CITY**
Barksdale Credit Union
2701 Village Lane
(318) 549-8017

Citizens National Bank
2711 E. Texas St.
(318) 747-6000

**BOUTTE**
First National Bank USA
13386 Highway 90
(985) 785-8411

**COLUMBIA**
Caldwell Bank & Trust Co.
(318) 649-2351

**COTTONPORT**
Cottonport Bank
106 Cottonport Ave.
(318) 985-2101

**COUSHATTA**
Bank of Coushatta
(318) 932-5776

**COVINGTON**
First Castle FCU
100 Cherokee Rose Lane
(985) 867-8867

**CROWLEY**
Bank of Commerce & Trust
(337) 783-2201

**DERIDDER**
City Savings Bank & Trust Co.

**ERATH**
Bank of Erath
105 W. Edwards St.
(337) 937-5816

**FARMERVILLE**
Marion State Bank
1024 Sterlington Highway
(318) 368-4571

**FERRIDAY**
Delta Bank
302 Louisiana Ave.
(318) 757-8601

**GIBSLAND**
Gibson Bank & Trust
1246 S. Third St.
(318) 243-4477

**HAMMOND**
First Guaranty Bank
400 E. Thomas St.
(985) 345-7685

Florida Parish Bank
1300 W. Morris Ave.
(985) 269-7049

**HARAHAN**
ASI Federal CU
5508 Citrus Blvd.
(504) 733-7274

**HOUMA**
Pedestal Bank
1300 W. Tunnel Blvd.
(504) 580-2265

**LAKE CHARLES**
Cameron State Bank
4440 Nelson Road
(337) 312-7000

First Federal Bank
1135 Lakeshore Drive
(337) 421-1194

First National Bank of Louisiana
551 W. Prien Lake Road
(337) 562-3320

**JD Bank**
(337) 439-3545

**Lakeside Bank**
4537 Nelson Road
(337) 474-3766

Our participating lenders serve all Louisiana unless otherwise noted.
<table>
<thead>
<tr>
<th>Location</th>
<th>Bank Name</th>
<th>Address</th>
<th>Phone</th>
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<tbody>
<tr>
<td><strong>LAFAYETTE</strong></td>
<td>Bank of Sunset &amp; Trust</td>
<td>900 Kaliste Saloom Road</td>
<td>(337) 234-5220</td>
</tr>
<tr>
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<td><strong>Iberia Bank</strong></td>
<td>200 W. Congress St.</td>
<td>(337) 521-4886</td>
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<td><strong>HomeBank</strong></td>
<td>503 Kaliste Saloom Road</td>
<td>(337) 572-1004</td>
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<tr>
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<td><strong>Iberia Bank</strong></td>
<td>200 W. Congress St.</td>
<td>(337) 521-4886</td>
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<td><strong>MIDSOUTH</strong></td>
<td><strong>HomeBank</strong></td>
<td>503 Kaliste Saloom Road</td>
<td>(337) 572-1004</td>
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<td><strong>Iberia Bank</strong></td>
<td>200 W. Congress St.</td>
<td>(337) 521-4886</td>
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<tr>
<td><strong>MANSFIELD</strong></td>
<td><strong>Community Bank of Louisiana</strong></td>
<td>118 Jefferson St.</td>
<td>(318) 872-3831</td>
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<tr>
<td><strong>MARKSVILLE</strong></td>
<td><strong>Union Bank</strong></td>
<td>305 N. Main St.</td>
<td>(318) 253-4531</td>
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<tr>
<td><strong>METAIRIE</strong></td>
<td><strong>Chase Bank</strong></td>
<td>3420 Severn Ave.</td>
<td>(504) 456-7720</td>
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<td><strong>Jefferson Financial CU</strong></td>
<td>7701 Airline Drive</td>
<td>(504) 348-2424</td>
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<tr>
<td><strong>MONROE</strong></td>
<td><strong>Banco South</strong></td>
<td>1220 N. 18th St.</td>
<td>(318) 388-3990</td>
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<tr>
<td></td>
<td><strong>Homeland Bank</strong></td>
<td>2591 Tower Drive</td>
<td>(318) 570-6704</td>
</tr>
<tr>
<td></td>
<td><strong>Origin Bank</strong></td>
<td>1800 Hudson Lane</td>
<td>(318) 998-4600</td>
</tr>
<tr>
<td><strong>NEW IBERIA</strong></td>
<td><strong>First National Bank of Jeanerette</strong></td>
<td>413 Jefferson Trace Blvd.</td>
<td>(337) 276-3692</td>
</tr>
<tr>
<td><strong>NEW ORLEANS</strong></td>
<td><strong>Biz Capital BIDCO</strong></td>
<td>909 Poydras St., suite 2230</td>
<td>(504) 832-1993</td>
</tr>
<tr>
<td></td>
<td><strong>Business Resource Capital</strong></td>
<td>3801 Canal St., suite 320</td>
<td>(504) 524-6172</td>
</tr>
<tr>
<td></td>
<td><strong>Fidelity Homestead Bank</strong></td>
<td>201 St. Charles Ave.</td>
<td>(985) 871-4202</td>
</tr>
<tr>
<td></td>
<td><strong>First Bank &amp; Trust</strong></td>
<td>909 Poydras St.</td>
<td>(985) 249-6761</td>
</tr>
<tr>
<td></td>
<td><strong>Gulf Coast Bank &amp; Trust</strong></td>
<td>200 St. Charles Ave.</td>
<td>(504) 561-6100</td>
</tr>
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<td><strong>Hope Credit Union</strong></td>
<td>1726 O.C. Haley Blvd.</td>
<td>(504) 527-0688</td>
</tr>
<tr>
<td></td>
<td><strong>Liberty Bank</strong></td>
<td>6600 Plaza Drive, suite 600</td>
<td>(504) 240-5107</td>
</tr>
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<td><strong>Regions Bank</strong></td>
<td>1920 St. Charles Ave.</td>
<td>(504) 544-6017</td>
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<tr>
<td><strong>OUACHITA</strong></td>
<td><strong>Ouachita Independent Bank</strong></td>
<td>909 N. 18th St.</td>
<td>(318) 338-3000</td>
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<tr>
<td><strong>RICHLAND</strong></td>
<td><strong>Richland State Bank</strong></td>
<td>1816 Forsythe Ave.</td>
<td>(318) 699-8412</td>
</tr>
<tr>
<td><strong>MONTGOMERY</strong></td>
<td><strong>Bank of Montgomery</strong></td>
<td>1000 Caddo</td>
<td>(318) 646-3386</td>
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<tr>
<td><strong>MORGAN CITY</strong></td>
<td><strong>MC Bank</strong></td>
<td>1201 Brashear Ave.</td>
<td>(985) 384-2100</td>
</tr>
<tr>
<td><strong>NATCHITOCHES</strong></td>
<td><strong>City Bank &amp; Trust Co.</strong></td>
<td>(318) 352-4416</td>
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<td><strong>Sabine State Bank</strong></td>
<td>780 Front St.</td>
<td>(318) 443-3090</td>
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<td><strong>NEW IBERIA</strong></td>
<td><strong>First National Bank of Jeanerette</strong></td>
<td>413 Jefferson Trace Blvd.</td>
<td>(337) 276-3692</td>
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<tr>
<td></td>
<td><strong>Liberty Bank</strong></td>
<td>6600 Plaza Drive, suite 600</td>
<td>(504) 240-5107</td>
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<td><strong>Regions Bank</strong></td>
<td>1920 St. Charles Ave.</td>
<td>(504) 544-6017</td>
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<tr>
<td><strong>REGIONAL</strong></td>
<td><strong>Regional Loan Corp.</strong></td>
<td>3810 Canal St., suite 320</td>
<td>(504) 524-6172</td>
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<tr>
<td><strong>NEW ORLEANS</strong></td>
<td><strong>Whitney Bank</strong></td>
<td>228 St. Charles Ave.</td>
<td>(504) 846-2577</td>
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<tr>
<td><strong>NEW ROADS</strong></td>
<td><strong>Guaranty Bank &amp; Trust Co.</strong></td>
<td>175 Hospital Road</td>
<td>(225) 638-5625</td>
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<tr>
<td></td>
<td><strong>Peoples Bank &amp; Trust of Pointe Coupe</strong></td>
<td>805 Hospital Road</td>
<td>(225) 638-3713</td>
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<tr>
<td><strong>OPELOUSAS</strong></td>
<td><strong>American Bank &amp; Trust</strong></td>
<td>307 E. Landry St.</td>
<td>(337) 948-3056</td>
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<td><strong>PATTERSON</strong></td>
<td><strong>Patterson State Bank</strong></td>
<td>(985) 395-8140</td>
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<tr>
<td><strong>PLAQUEMINE</strong></td>
<td><strong>Anthem Bank &amp; Trust</strong></td>
<td>23910 Railroad Ave.</td>
<td>(225) 687-6337</td>
</tr>
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<td><strong>Citizens Bank &amp; Trust Co.</strong></td>
<td>Iberville Bank</td>
<td>(225) 687-2091</td>
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<td><strong>Plaquemine Bank &amp; Trust</strong></td>
<td>24024 Eden St.</td>
<td>(225) 687-6388</td>
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<td><strong>RACELAND</strong></td>
<td><strong>Community Bank</strong></td>
<td>4626 Highway 1</td>
<td>(985) 537-5283</td>
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<tr>
<td><strong>RAYNE</strong></td>
<td><strong>Bank of Commerce &amp; Trust</strong></td>
<td>300 N. Adams Ave.</td>
<td>(337) 334-2875</td>
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<td><strong>Rayne State Bank &amp; Trust</strong></td>
<td>200 S. Adams Ave.</td>
<td>(337) 334-3297</td>
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<td><strong>RUSTON</strong></td>
<td><strong>Bank of Ruston</strong></td>
<td>505 N. Vienna St.</td>
<td>(318) 255-3733</td>
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<td></td>
<td><strong>Community Trust Bank</strong></td>
<td>1511 N. Trenton St.</td>
<td>(318) 368-3111</td>
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</tbody>
</table>
FUNDING PROGRAMS

SHREVEPORT
ANECA Federal CU
4361 Youree Drive
(318) 698-6000

Carter Federal Credit Union
6885 Bert Kouns
(318) 382-4425

Campus Federal CU
1555 E. 70th St.
(318) 675-5395

SPRINGHILL
Carter Federal Credit Union
(318) 539-4655

Citizens Bank & Trust
106 S. Main St.
(318) 539-5656

ST. FRANCISVILLE
Bank of St. Francisville
5700 Commerce St.
(225) 635-6397

ST. MARTINVILLE
St. Martin Bank & Trust Co.
301 S. Main St.
(337) 394-7800

TALLULAH
Cross Keys Bank
(318) 574-3210

VACHERIE
First American Bank
2785 W. Highway 20
(504) 450-6702

VILLE PLATTE
The Evangeline Bank & Trust
497 W. Main St.
(337) 363-5541

VIVIANA
Citizens Bank & Trust Co.
120 W. Arkansas

WEST MONROE
Centric Federal Credit Union
1091 Thomas Road
(318) 340-9656

Ouachita Valley FCU
1420 Natchitoches St.
(318) 387-4592

WHITE CASTLE
Bank of Commerce
(225) 545-3656

WINNSBORO
Franklin State Bank
(318) 435-3711

YOUNGSVILLE
Farmers State Bank & Trust Co.
412 Iberia St.
(337) 856-8611

OUT OF STATE LENDER
TruFund Financial Services
(504) 293-5550

Community Advantage Lender
LiftFund
New Orleans Office
3330 N. Causeway Blvd., suite 446
Metairie
(888) 215-2373
Fax (504) 836-6894
Director of Business Support Delta Region
Lindsey Navarro (se habla espanol)
lnavarro@liftfund.com

Participating Microlenders
Newcorp Business Assistance Center
2924 St. Bernard Ave.
New Orleans
(504) 208-1700
info@newcorpinc.net
newcorpinc.net

LiftFund
New Orleans Office
3330 N. Causeway Blvd., suite 446
Metairie
(888) 215-2373
3233 S. Sherwood Forest Blvd.
Baton Rouge
(225) 247-2232
Director of Business Support Delta Region
Lindsey Navarro (se habla espanol)
lnavarro@liftfund.com

Participating Certified Development Companies
JEDCO Development Corp.
700 Churchill Parkway
Avondale
(504) 875-3908
Fax (504) 875-3923

Louisiana Capital CDC Inc.
307 La Rue France
Lafayette
(337) 234-2977
Fax (337) 234-5535

New Orleans Regional Loan Corp.
3801 Canal St., suite 320
New Orleans
(504) 524-6172
Fax (504) 524-0002

Louisiana Business Loans Inc.
1810 Auburn Ave., suite 101
Monroe
(318) 323-0878
Fax (318) 323-9492

Community CDC
4603 S. Carrollton Ave.
New Orleans
(504) 267-1310
Fax (504) 208-3794

Small Business Investment Companies
Jefferson Capital Partners II LP
5 Sanctuary Blvd., suite 103
Mandeville,
(985)727-7232
Francis T. Cazayoux Jr.
pgiffin@jeffcap.com

LongueVue Capital Partners II LP
111 Veterans Blvd., suite 1020
Metairie
(504) 293-3610
Max Vorhoff
mvorhoff@lvcpartners.com
ONLY 10% DOWN.
HOW'S THAT SOUND?

Like money to your ears!

Own for less than you rent with an SBA 504 loan.

With a long-term, fixed-rate SBA 504 loan from JEDCO, you can confidently own and grow your business for less. Not only does an SBA 504 loan keep more cash in your pockets; it can be used to refinance existing debt or modernize your commercial space or land asset, turning a seemingly unattainable dream into a fully-financed reality. Our team has been helping small businesses across Louisiana finance projects that would not be possible without an SBA 504 loan, and we are ready to help you, too. Sounds pretty great, right?

Call to get started! | Jennifer Lapeyrouse | 504-875-3924
FUNDING PROGRAMS

Investment Capital

Looking for investors? You might find leads in our Small Business Investment Company online directory.

If you own a U.S. small business, you could receive capital from a Small Business Investment Company that is regulated by the SBA. 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 use the SBA-guaranteed capital and private funds to invest in qualifying small businesses. Small businesses then receive a loan, equity (a share of ownership an investment company gets in a business), or a combination of both.

Mature, profitable businesses with sufficient cash flow to pay interest are more likely to receive an investment from an SBIC. Each one has its own investment profile in terms of targeted industry, geography, company maturity, the types and size of financing they provide.

Search the SBIC directory by visiting sba.gov and clicking on Funding Program and then Investment Capital.
R&D Opportunities for Next Gen Entrepreneurs

If you are engaged in high-risk research and development, your small business may be eligible to compete for funding to develop your tech and get it to market.

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 $2.5 billion in early stage capital through more than 4,000 new awards annually.

How it works
Every year, 11 participating federal agencies announce topical areas that address their R&D needs. Eligible businesses submit proposals through a competitive process, and if successful, enter a three phase awards program.

» Phase I, the proof-of-concept stage, typically lasts from 6-12 months, often providing $100,000-$225,000.

» Phase II, the full R&D period, lasts about 24 months and typically provides $600,000-$1.5 million.

» Phase III, the commercialization stage, where you seek public or private funds for your venture.

How else does your startup benefit? The funding agency does not take an equity position or ownership of your business. The federal government also has a protection period in which it does not disclose your reports and data.

Visit sbir.gov to find funding opportunities and helpful program tutorials, as well as past award winners, such as Qualcomm, iRobot, Illumina, and Symantec.

Participating agencies:

» Department of Agriculture
» Department of Commerce
» National Institute of Standards and Technology
» National Oceanic and Atmospheric Administration
» Department of Defense
» Department of Education
» Department of Energy
» Department of Health and Human Services
» Department of Homeland Security
» Department of Transportation
» Environmental Protection Agency
» NASA
» National Science Foundation
After the Flood

A South Carolina fabric business rebounds bigger and better with the help of an SBA disaster loan.

written by Carlee Lammers

After floodwaters devastated his family business, Michael Marsha visited the SBA and received something not many others could give him: security. Marsha is the owner and president of Forest Lake Drapery and Upholstery Fabric Center Inc. in Columbia, South Carolina. The fabric store started in 1964 as an offshoot of L.A. Marsha Textile Co., a closeout fabric store owned by his father and grandfather. Marsha took over the family business in 1990 and worked to grow it into something bigger. “I grew it slow," he says. "I didn’t borrow money. I just took the cashflow over the years and grew it into a big, big company. I didn’t really have a banker at all. I didn’t really need one."

When catastrophic flooding hit South Carolina in October 2015, water destroyed Marsha’s entire fabric inventory and nearly destroyed the lower level of his store, wrecking structural havoc, tearing out sheetrock and destroying the carpeting. The damages came to about $1.4 million. Crews spent hours cleaning after the floods receded. All that was left of Marsha’s business was a shell.

He had to act fast. Marsha bought a space two doors down from his store. Marsha kept his inventory in the upper level of his original store and cut the fabric in his new space. Lenders made offers to help him rebuild, but Marsha wanted better terms. He was speaking to state officials about the flood when he met some SBA disaster assistance specialists.

Marsha recalled how he felt at the time: “I couldn’t crawl back into business, I needed to sprint back into business.”

He received a low-interest, fixed-rate SBA...
The SBA bent over backward to help me get back in business. I couldn’t have asked for a better situation. I really couldn’t.”

Michael Marsha
Owner/President
Forest Lake Drapery and Upholstery Fabric Center

disaster loan for $735,000, which Marsha used to rebuild the property, replace inventory, and install storm shields to protect the property from future floods.

Forest Lake Fabrics reopened a year later and saw back-to-back months of record sales. He rebuilt even stronger and was excelling. SBA assistance didn’t stop with construction. Marsha still regularly consults with his local SBA district office staff for help with online marketing. “Not only does SBA disaster assistance lend you money, but local staff help me find out ways to make money to make sure I’m in a profitable situation to pay them back,” he says. “It’s security.”

Now, three years after the flood, Marsha is doing so well, the SBA recently presented him with the Phoenix Award for Outstanding Small Business in Disaster Recovery. “The SBA bent over backward to help me get back in business,” Marsha says. “I couldn’t have asked for a better situation. I really couldn’t.”

Working Together

The SBA, the Federal Emergency Management Agency, and other organizations work together to provide assistance to those affected by a disaster. Once immediate safety and security needs are met, the SBA helps get you and your community back to where you were before the disaster. The SBA provides loans to businesses of all sizes, nonprofits, homeowners, and renters to cover rebuilding costs not covered by insurance or other forms of assistance.

Small businesses and nonprofits are also eligible to apply for economic injury losses, even if they suffered no physical damages. These direct loans come with low-interest rates and long terms. Property owners can also secure additional SBA funds to help protect their business or home against a disaster. Visit sba.gov/disaster.
Three Brothers Bakery is no stranger to difficult times. The business got its start in Chrzanow, Poland in the early 1800s as Morris Jucker’s Bakery. Jucker’s twin boys, Sigmund and Sol, started out in the business in 1932 when a baker’s strike meant only family members could work the ovens—this started a lifetime of camraderie and partnership between the brothers. They worked together through the outbreak of World War II and the invasion of Poland, enduring internment in a Nazi concentration camp when they were 19. After their liberation, Sigmund and Sol Jucker joined their younger brother, Max, and immigrated to America. Living in Houston, Texas, the three brothers returned to their family roots and established their bakery in 1949, near one of the city’s bayous on Braeswood Boulevard. Today, the three locations of the kosher Eastern European bakery are owned by Sigmund’s son Bobby Jucker and his wife, Janice.

The family has continued to weather storms. Hurricane Ike in 2008 brought 12 inches of rain, destroying the bakery roof. Hurricane Harvey in 2017 poured four and a half feet of water...
into the building. Photos of the bakery’s submerged parking lot went viral on social media.

After each disaster, the family had some money for recovery, but not nearly enough. There was so much to purchase, so much to repair. Each time, Three Brothers turned to the U.S. Small Business Administration’s disaster assistance program for help.

The SBA was a saving grace for the Juckers, providing money and resources they wouldn’t otherwise have access to. “If it weren’t for the SBA, we would’ve been out of business—twice,” Janice Jucker says. “There was no way we would have had the cash to recover.”

Houston is recovering, but there’s still work to be done. “People are buying sofas and socks,” Janice Juckers says, “But they are not yet buying as many cakes and other baked goods.” She remains optimistic for a full recovery. The Juckers are also leading an effort to craft legislation that would encourage consumers to shop in areas affected by a disaster—to help rebuild broken economies.

With help from their local SBA district office, the bakery is rebranding, working on a new website, and investing in new marketing strategies. “Everything the SBA does—everything they do—is good,” she says.

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**Disaster Declarations**

**Who to contact after a disaster is declared by the President**

Register with FEMA at disasterassistance.gov, 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 agency cannot help you with a loan for all your needs, the SBA will, in most cases, refer you back to FEMA.

**Express Bridge Loan Pilot Program**

Businesses affected by a Presidential disaster declaration are eligible to receive expedited bridge loan financing through an SBA Express lender. The bridge loan 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 7 years  
**Guarantee:** 50 percent

**Who to contact after a disaster is declared by the SBA**

Contact the SBA directly to apply for a disaster loan. Businesses of all sizes, nonprofits, homeowners and renters are eligible to apply:

- online at disasterloan.sba.gov/ela/  
- visit a federal/state Disaster Recovery Center in your area  
- call our customer service center at (800) 659-2955 (TTY: 800-877-8339) and ask for an application package to be mailed to you

FEMA grant assistance for homeowners or renters is not available under an SBA declaration.

Information needed to get started:

- address of damaged residence or business and contact info  
- insurance information, including type of insurance, policy numbers, amount received  
- household and/or business income  
- routing and bank account numbers  
- description of disaster-caused damage and losses
How an SBA Disaster Loan Works

The SBA provides loans to businesses of all sizes, nonprofits, homeowners and renters to cover rebuilding costs not covered by insurance or other forms of assistance.

Verification & Processing
An SBA loss verifier will estimate the total loss to your property damaged by the disaster. A loan officer determines your creditworthiness and eligibility after reviewing any insurance or other recovery funds. The SBA can approve and disburse a loan while your insurance recovery is pending. You will be advised in writing of all loan decisions.

• Terms may go up to 30 years. The SBA sets terms based on each borrower’s ability to repay, no early payoff fees or penalties.
• Rates are low, based on the type of loan and if you have credit available elsewhere.

For Physical Damages
A business of any size and any nonprofit may borrow up to $2 million to repair or replace damaged or destroyed real estate, machinery and equipment, inventory, and other business assets.

• A homeowner may borrow up to $200,000 to repair/replace primary residence damage.
• A homeowner or renter may borrow up to $40,000 to repair/replace damage to personal property, including vehicle losses.

For Economic Injury
The SBA also offers economic injury disaster loans for up to $2 million to help meet working capital needs caused by a disaster.

• Who are eligible: small businesses, small agricultural cooperatives, small aquaculture businesses, and most nonprofits.
• Economic injury assistance is available regardless of whether the business suffered any property damage.

Closing & Funds Disbursement
Approval decision and disbursement of loan funds is dependent on receipt of your documentation.

Be sure to sign your closing documents. This can be done by mail or with an SBA representative at a closing center, if one is open in your area.

The SBA disburses loan funds as recovery work is completed, items are replaced, and/or as funds are needed. The SBA will typically make an initial disbursement of up to $25,000, if all requirements are met, within five days of receiving your signed loan closing documents. Your case manager will schedule subsequent disbursements of the full loan amount. Your case manager will work with you to help you meet all loan conditions. Your loan may be adjusted after closing according to your changing circumstances, such as unexpected repair costs or additional insurance proceeds.
How to Prepare Your Business for an Emergency

The financial cost of rebuilding a business after a disaster can be overwhelming. However, with a business continuity plan in place, you will be able to rebound and reopen quickly. You’ll be in a better position to contribute to the economic recovery of your community.

Establish a protocol to communicate with employees outside of the office to ensure they and their families are safe. Test the procedures regularly.

Keep your plan and all related documents in a digital format or in an accessible, protected, off-site location.

Review your 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 after a disaster.

Establish a solid supply chain

If your vendors and suppliers are local and the disaster is widespread, you will all be in the same situation—struggling to recover. Set yourself up to be able to get key supplies from companies outside your area, if possible.

- Create a contact list of important contractors and vendors you plan to use in an emergency.
- Make sure you know your suppliers’ recovery plans.

Plan for an alternative location

- Do some research in advance of the disaster for several alternative places to relocate your company in case a disaster forces you to close your business for an extended time.

Contact a local real estate agent to get a list of available office space. You could make an agreement with a neighboring business to share office space. You could also make plans for employees to telecommute until your office reopens.

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.
Surety bonds help small businesses win construction, supply, and service contracts by providing the customer with a guarantee the work will be completed. 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. Eligible small businesses can receive the bonding assistance necessary to compete for contracting and subcontracting jobs using the Surety Bond Guarantee Program. This program is aimed at small businesses that lack the financial resources or performance track record necessary to secure bonding through regular commercial channels.

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
- **Subcontract trades** with a desire to establish their own bonding as a prime contractor
- **Those wishing to increase** their current bonding limits

1. **Surety bonds are requested**

   Some contracts require that the business doing the work be properly bonded.

2. **Surety partners with business**

   Authorized surety companies provide surety bonds to businesses that meet their qualifications.

3. **The SBA guarantees**

   The SBA guarantees surety bonds for private surety companies, so more small businesses can qualify.

4. **Small businesses benefit**

   Small businesses get SBA-guaranteed surety bonds so they can get to work.
### For Public and Private Prime Contracts and all Subcontracts

**The SBA guarantees:** bid, payment, performance, and ancillary bonds issued by surety companies

**Cost of contract:** up to $6.5 million

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

### For Federal Contracts

**The SBA guarantees:** bid, payment, performance, and ancillary bonds issued by surety companies—if a guarantee would be in the best interest of the government

**Cost of contract:** up to $10 million

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

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### SBA’s QuickApp Program

Typically, small businesses provide financial statements and other documentation when applying for surety bond guarantees. This process is streamlined under the **SBA’s QuickApp program**, which is for contracts below $400,000. The streamlined application reduces the normal paperwork to a simple two-page application, and the small business does not need to file any financials with the SBA.

The SBA partners with 35 surety companies and hundreds of bonding agents. Online applications submitted through SBA authorized agents are approved in less than two days for regular applications and within hours for QuickApps. Find authorized agents at [sba.gov/osg](http://sba.gov/osg).

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### Questions?

Do you want to discuss the advantages of the SBA’s Surety Bond Guarantee Program or need to locate an SBA authorized agent? Contact a bonding specialist:

<table>
<thead>
<tr>
<th>Name</th>
<th>City, State</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tamara E. Murray</td>
<td>Denver, CO</td>
<td>(303) 927-3479</td>
</tr>
<tr>
<td>Kevin Valdes</td>
<td>Seattle, WA</td>
<td>(206) 553-7277</td>
</tr>
<tr>
<td>Jennifer C. Bledsoe</td>
<td>Washington, DC</td>
<td>(202) 205-6153</td>
</tr>
</tbody>
</table>
**Assistance with Exporting**

Businesses that export are less dependent on any one market. Exporting also broadens the market and stabilizes sales for those who make seasonal products.

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**

The International Trade Loan can position you to enter or expand into international markets. It can also help you better compete if your business has been adversely affected by unfair trade practices.

- **Max loan amount:** $5 million
- **Interest rate:** generally prime + a reasonable rate capped at 2.75 percent
- **Terms:** up to 25 years for real estate, up to 10 years for equipment
- **Guarantee:** up to 90 percent

Exporters looking to meet their short-term capital needs can use the Export Working Capital Program. Use this loan to purchase inventory to make the products you export or to finance receivables. You can apply for lines of credit prior to finalizing an export sale or contract.

- **Max loan amount:** $5 million
- **Interest rate:** negotiated between lender and business, fixed or variable rate
- **Terms:** typically one year, cannot exceed three years
- **Guarantee:** up to 90 percent

**Benefits of Exporting**

Nearly 96 percent of consumers live outside the U.S., and two-thirds of the world’s purchasing power is in foreign countries. If you’re a small business owner, here’s how to work with the SBA for your trade needs.

**STEP 1 GET COUNSELING**

Expert Advice on Exporting

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.

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. Also, visit your local Small Business Development Center (see page 8) for exporting assistance from professional business counselors.

**STEP 2 FIND BUYERS**

**STEP 3 GET FUNDING**
Evans Capacitor Co. of Rhode Island was chosen as the SBA’s 2018 National Small Business Subcontractor of the Year for its customer care.
Powering some of America’s greatest defense and aerospace technologies is a small product from a small business located in the smallest state. Evans Capacitor Co. of Rhode Island is a leading manufacturer of high energy density capacitors, battery-like components that can release stored electrical energy quickly—crucial in applications such as laser or radar systems.

“The best and most rewarding feeling is when we have visitors to our plant, be they customers, politicians, or even from the SBA, who look around and are truly astonished by what we do right here in East Providence,” says Charles Dewey, cofounder and CEO of Evans Capacitor. “They are always smiling and surprised when they see our great employees actually building these devices by hand.”

In 1996, Dewey and his cousin and cofounder Dave Evans spun Evans Capacitor out of an old family business. Dewey handled the business model and finances, and Evans spearheaded engineering and development. Evans’s hybrid capacitor invention, which combined electrolytic with electrochemical technology, had come to him in a dream. He made that dream into a reality, but the market for it was not immediately robust. A licensing deal with medical device producer Wilson Greatbatch Technologies incorporated the invention into capacitors for implantable defibrillators, jump-starting the young company.

Evans Capacitor has been a subcontractor since its beginning, with most products sold commercially to defense contractors. Its client base now extends into commercial aviation and the oil and gas industry. “Dave Evans and I decided early on that we would work on what we knew,” says Dewey. “He invented a lot of stuff, but only some things were business-viable. We stuck to what worked and built a niche.”

Evans Capacitor prides itself on its responsiveness to customers. When a client once needed a smaller product, the company repackaged its round capacitor into a square, which provided more energy using the same footprint. Another client’s comments about overheating resulted in a capacitor that reduced resistance by half, effectively doubling the power while decreasing the need for cooling. “Listening to our customers is critical so we know which direction to focus our efforts,” says Colin McClennan, vice president and general manager. It’s a practice that pays off in relationships and recognition: Longtime customer Lockheed Martin
nominated Evans Capacitor for the 2018 National Small Business Subcontractor of the Year, which the company went on to win.

The State Trade Expansion Program, administered by the SBA’s Office of International Trade, has helped Evans Capacitor smooth the peaks and valleys of production through expansion of its customer base. A national export initiative, the STEP grant awards matching funds to states and territory governments to help small businesses enter and thrive in international markets.

For the past two years, Evans Capacitor has used Rhode Island STEP funding to send representatives to global exhibits, create trade show materials, and revamp its website for international audiences. The company has been represented as far away as India, Spain, and the United Kingdom. “We’ve done programs with [STEP assistance] we likely wouldn’t have done otherwise,” says McClennan. “I expect we’ll continue using it.”

Running a small business can be hard, but the close-knit environment makes it worthwhile. When McClennan joined the company in 2000, he thought he’d live in Rhode Island for a year or so before moving back to Ohio. Eighteen years later, he still finds every day at the 47-employee plant engaging and ever-changing. “You’re able to have such an impact in a small business,” he says, “as opposed to working in a large corporation where the impact of your efforts might be much more diluted.”

Dewey is happy for other entrepreneurs to learn from Evans Capacitor’s experience. “We hope the SBA uses us as a model, especially to other small businesses looking to get into subcontracting and defense work,” he says. “It is a daunting undertaking for a commercial company, but it’s been our lives since day one, so maybe we can help.”

For other small businesses, no matter the industry, Dewey recommends they hone in on their niches. “Don’t stray, stay focused, and be the best you can be. As Dave says, ‘You have to play the hand you’re dealt.’ But you can learn to play it well.”

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How to do business with the government

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

2. Search the FedBizOpps database (fbo.gov) or web.sba.gov/subnet 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. See if you’re eligible for a contracting program and start the certification process. All required documents must be uploaded to certify.sba.gov before submitting an offer on a contract set aside for a specific program.
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.
Procurement Technical Assistance Centers

Businesses that want to sell products or services to federal, state, or local governments receive one-on-one counseling and training at Procurement Technical Assistance Centers, free or low cost, [la-ptac.org](http://la-ptac.org).

How can a procurement assistance center help you?

» A center adviser can help you determine if your business is ready for government contracting.

» An adviser can help you register in the System for Award Management ([sam.gov](http://sam.gov)).

» Your adviser will help you see if you are eligible for any small business certifications and programs.

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

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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

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An O’Fallon Casting Inc. employee at work in O’Fallon, MO. Owner Vince Gimeno grew his business thanks to expert SBA business counseling.
Small business is no small task.

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

Local Agent | ProgressiveCommercial.com
Louisiana,

Let us be your opportunity partner!

TruFund is an opportunity partner for small businesses and the MWDBE community. Let us be your partner to meet your financing needs with our Federal, State and City loan programs, and help grow your business through our training and development programs.

To register for a program or APPLY for a loan contact TruFund today.

PROGRAMS
RENEW: Disaster Recovery and Resiliency Program
TruImpact Week
Business Financial Empowerment
Financial Scalability
Women in Business: An EmpowHERment Program
TruAccess Contractor Program

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