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ON THE COVER: Jasper Riddle, photo courtesy of Noisy Water Winery and Cellars
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My days are full and I’m always busy. With my Century Bank business line of credit I have flexible access to the cash I need when I need it! Century is MY BANK!

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- Lines of Credit
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- SBA Loans
- FHLMC Small Business Boost Program

1. This is not an offer of credit. All loan applications are subject to credit approval. Speak to a Century Bank representative for more information and details including rates and other applicable fees.
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
Full-Service Executive Office Rentals and Virtual Office Services
Present A Professional Company Image At An Affordable Price

Virtual Mail Packages—Never use your home address or PO BOX. Virtual mail gives you a prestigious business address for your website etc and place to receive mail/packages

Virtual Telephone Reception—Missed calls equal missed sales $$$. Our telephone reception services answer your calls live! Affordable and month to month.

Professional Space—Why meet clients at a noisy crowded coffee shop? Use our hourly day offices, conference rooms, boardrooms or training rooms - Pay only when you need it.

Full-Service Executive Offices (Month to Month) — Keep overhead low! Don’t lease and pay for all operating costs. Our on-site office rentals supply everything you need to run your business!

Podcast Recordings—Get a competitive edge. Record your podcast with “by the hour” rentals.

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Welcome to the 2019 edition of the U.S. Small Business Administration’s New Mexico District Office Small Business Resource Guide. The SBA New Mexico District Office partners with local business counselors, lenders, community leaders, and economic development groups to deliver SBA programs and services across our state. The SBA helps make the American dream of small business ownership a reality, helping New Mexico’s 160,000 small businesses at every stage of development. We are the only federal agency dedicated to helping our 30 million small businesses start, grow, expand, and recover after a disaster.

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

- Find an ally, advocate or mentor via our SBA Resource Partners, which includes SCORE, Small Business Development Centers, Women’s Business Centers, and the Veterans Business Outreach Center, all powered by the SBA.
- Access over $179 million in SBA-guaranteed loans using 30 local banks, credit unions, community-based lenders, and microlenders. These 365 businesses that received SBA financing have hired thousands of new employees, bought needed equipment, and built or renovated facilities.

Federal contracts create jobs in our communities and boost the local economy. The federal government met its small business contracting goal for the fifth consecutive year in 2017-2018, awarding a record $105 billion to small businesses, $2.1 billion of which came to small businesses in New Mexico.

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

Sincerely,

John Garcia  
New Mexico District Director  
U.S. Small Business Administration
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 that are funded through SBA cooperative agreements or grants.

Local Business Assistance

SCORE

Visit sba.gov/score to start working on your business goals.

Albuquerque Chapter #67
Chair Walter Paul
500 Gold Ave. Southwest, suite 11409
(505) 248-8232
albuquerque.score.org

Las Cruces Chapter #397
Chair Doug Butler
Loretto Towne Center
505 S. Main St., suite 125
Las Cruces
(575) 523-5627
lascruces.score.org

Santa Fe Chapter #373
Chair Bob Gallatin
Montoya Federal Building
120 S. Federal Place, room 307
Santa Fe
(505) 988-6302
santafe.score.org

Small Business Development Centers

New Mexico SBDC Lead Center
State Director Russel Wyrick
Santa Fe Community College
6401 Richards Ave.
(505) 428-1362 or (800) 281-7232
Fax (505) 428-1469
nmsbdc.org

Central New Mexico Community College SBDC
Workforce Training Center
Director Tim Harjo
5600 Eagle Rock Ave. Northeast
Albuquerque
(505) 224-5250

Satellite offices by appointment:
Albuquerque Hispano Chamber of Commerce
1309 Fourth St. Southwest
(505) 224-5250

Bernalillo El Zocalo Plaza
282 S. Camino Del Pueblo, suite 2A
(505) 224-5250

Montoya Campus
4700 Morris St. Northeast, room TW-103C
Albuquerque
(505) 224-5250

Río Rancho Campus
2601 Campus Blvd. Northeast, room RR-121C
(505) 224-5250

Fat Pipe Río Rancho-AMREP Building
333 NM 528, suite LL-100
Rio Rancho
(505) 224-5250

Clovis Community College SBDC
Director Sandra Taylor-Sawyer
417 Schepps Blvd.
(575) 769-4136

Dona Ana Community College SBDC
Workforce Center
Director Jo Ann Garay
2345 E. Nevada Ave., suite 101
Las Cruces
(575) 527-7676

Eastern New Mexico University-Roswell SBDC
Director Scott Bucher
20 W. Mathis St.
(575) 624-7133

Luna Community College SBDC
Director Don Bustos
366 Luna Drive
Las Vegas
(505) 454-2582

Mesalands Community College SBDC
Director Vicki Watson
911 S. 10th St.
Tucumcari
(575) 461-4413 x140

New Mexico Junior College SBDC
Director Brandon Hunt
1 Thunderbird Circle
Hobbs
(575) 492-4700

NMSU-Alamogordo SBDC
Director Trish Livingston
2400 N. Scenic Drive
(575) 439-3660

ENMU-Ruidoso SBDC
709 Mechem Drive
(575) 439-3660, by appointment

NMSU-Carlsbad SBDC
221 S. Canyon
(575) 885-9531

NMSU-Grants SBDC
Director Denise Chavez
701 E. Roosevelt Ave.
(505) 287-6688
O’Connor Belting, a Delaware family-owned business, expanded with the help of an SBA-guaranteed 7(a) loan.

Women’s Business Centers

**WESST Enterprise Center**
President Agnes Noonan
609 Broadway Blvd. Northeast
Albuquerque
(505) 246-6900

**WESST Albuquerque**
Regional Manager Kris Crowell
609 Broadway Blvd. Northeast
(505) 246-6900

**WESST Farmington**
San Juan College Quality Center for Business
5101 College Blvd., suite 5060
(505) 566-3715

**WESST Las Cruces**
Regional Manager Humberto Hijar
277 E. Amador Ave., suite 275
(575) 541-1583

**WESST Rio Rancho**
New Mexico Bank & Trust Building
Regional Manager Brad Crowson
4001 Southern Blvd., suite B
(505) 892-1238

**WESST Roswell**
Bank of America Building
Regional Manager Rhonda Johnson
500 N. Main St., suite 700
(575) 624-9850

**WESST Santa Fe**
Santa Fe Business Incubator
Regional Manager Bette Bradbury
3900 Paseo del Sol, suite 351
(505) 474-6556

**New Mexico 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.

Director Richard Coffel
5201 Eagle Rock Ave. Northeast, suite 2A
Albuquerque
(505) 383-2403
Fax (505) 383-2413
nmvboc.org
Advocacy

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

Your advocate helps with these small business issues:

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

Ombudsman

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

The ombudsman’s office helps you:

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

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

To 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.

To report how a proposed federal regulation could unfairly affect you, find your regional SBA advocate at sba.gov/advocacy.
Building New Mexico's Economy One Business At a Time

Bringing you professional, confidential low cost training and no cost business consulting statewide

Procurement Technical Assistance Center
- 7 locations statewide
- Become 'contract ready'
- Respond to RFP's effectively
- Implement federal accounting practices
- Identify contracting opportunities
- Understand government regulations

www.nmptac.org

NM Small Business Development Center Network
- 18 centers statewide
- Existing Business Assistance:
  - Expansion
  - Accounting
  - Marketing
- Start up Assistance:
  - Business Planning
  - Financing
  - Business Formation
  - Human Resources
  - 1-800-281-7232
  - www.nmsbdc.org

International Business Accelerator
- Become "Export Ready"
- Promote products to target markets
- Identify and meet with buyers
- Conduct market research

www.nmiba.com

Accredited Member of America's Small Business Development Centers - Your local, national and global resource.
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.

Name Registration
Register your business name with the county clerk where your business is located. If you’re a corporation, also register with the state. The Secretary of State supports New Mexico businesses by registering and authenticating business entities and trademarks, enabling secured creditors to protect their financial interests.

» New Mexico Secretary of State
325 Don Gaspar, suite 300
Santa Fe
(800) 477-3632
sos.state.nm.us

How to Start a Business in New Mexico
Thinking of starting a business? Here are the nuts & bolts.
**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.

Whether you are a new or an experienced business owner, there are new tax law changes that may affect your business. As the IRS works to implement the Tax Cuts and Jobs Act, signed into law December 2017, you can access the latest information on irs.gov/tax-reform to better understand the new tax law implications and how they affect your bottom line.

» **Tax Assistance Centers**
  - Albuquerque
    - 5338 Montgomery Blvd. Northeast
    - (505) 837-5631
  - Las Cruces
    - 505 S. Main, suite 149
    - (575) 526-0161
  - Santa Fe
    - 2945 Rodeo Park Drive East
    - (505) 424-5961

» **State Taxes**
  - New Mexico Taxation & Revenue Department
    - 1100 S. Saint Francis Drive
    - Santa Fe
    - (505) 827-0700
    - tax.newmexico.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 e-mail I-9central@dhs.gov.

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

**Health & Safety**
All businesses with employees are required to comply with state and federal regulations regarding the protection of employees, visit dol.gov for information. The Occupational Safety and Health Administration provides information on the specific health and safety standards used by the U.S. Department of Labor, (800) 321-6742 or visit osha.gov.

» **Wage and Hour Division**
  - 500 Gold Ave. Southwest, suite 12000
  - Albuquerque
  - (505) 248-6100

» **State Department of Labor**
  - 121 Tijeras Northeast, suite 3000
  - Albuquerque
  - (505) 841-4400

» **New Mexico Department of Workforce Solutions**
  - 401 Broadway Northeast
  - Albuquerque
  - (877) 664-6984
  - dws.state.nm.us

» **New Mexico Workers Compensation Administration**
  - 2410 Centre Ave. Southeast
  - Albuquerque
  - (505) 841-6000
  - https://workerscomp.nm.gov

» **New Mexico OSHA**
  - 525 Camino De Los Marquez, suite 3
  - Santa Fe
  - (505) 476-8700

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

» **New Mexico’s Health Insurance Exchange**
  - 7601 Jefferson St. Northeast, suite 160
  - Albuquerque
  - (833) 862-3935
  - bewellnm.com

**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.

» **New Mexico Environment Department**
  - Harold Runnels Building
  - 1190 St. Francis Drive, suite N4050
  - Santa Fe
  - (505) 827-2855
  - www.env.nm.gov
**Disability Compliance**

For assistance with the Americans with Disabilities Act call (800) 669-3362 or visit ada.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. “A Guide to an Employer’s Role in the Child Support Program” is available 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.

» New Mexico Child Support Enforcement Division
(800) 288-7207

**Intellectual Property**

Patents, trademarks, and copyrights are types of intellectual property that serve to protect creations and innovations. Intellectual property may be valuable assets for small businesses and entrepreneurs, and are important to consider in the development of any business plan.

**Patents and Trademarks**

For information and resources about U.S. patents and federally registered trademarks: Visit uspto.gov or call the U.S. Patent and Trademark Office Help Center at (800) 786-9199. The Texas Regional Office in Dallas, Texas, serves Alabama, Arkansas, Louisiana, Mississippi, New Mexico, Oklahoma, Tennessee, and Texas, uspto.gov/texas.

A patent for an invention is the grant of a property right to an inventor, issued by the 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.

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. For information visit uspto.gov/inventors.

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.

**Economic Development**

New Mexico Economic Development Department
Joseph M. Montoya Building
1100 S. St. Francis Drive
Santa Fe
(505) 827-0300
https://gonm.biz

New Mexico Economic Development Department
Office of International Trade
Director Ed Herrera
1100 S. St. Francis Drive
Santa Fe
(505) 827-0315
https://gonm.biz > business development > international trade

U.S. Export Assistance Center
El Paso World Trade Center
9570 Pan American Drive
El Paso, TX
(915) 929-6971
https://export.gov/texas/elpaso

Reeves Clippard used the business knowledge he acquired in the SBA Emerging Leaders program to grow A/R Solar in Seattle, WA.
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.
TRADITIONAL BUSINESS PLAN FORMAT

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.
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
Programs for Entrepreneurs

SBA’s Emerging Leaders program helps grow businesses.

Business executives looking for their next educational opportunity will find it in the SBA’s Emerging Leaders program.

Participants in the intense seven-month Emerging Leaders entrepreneurship program are selected through a competitive process. The program fosters a learning environment that accelerates the growth of high-potential small businesses, while providing training and peer networking sessions. Emerging Leaders graduates have reported gaining more than $300 million in new financing and securing over $2.16 billion in government contracts. For information about the Emerging Leaders program, visit sba.gov/emergingleaders.

Online Resources for Entrepreneurs

Find free short courses and learning tools to start and grow your small business at sba.gov/learning. The SBA’s free 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
• small business legal requirements
• small business financing options
• digital and traditional marketing to win customers
• disaster recovery
• cyber security and crime prevention

Entrepreneurs receive business counseling and assistance at the Philadelphia SBA district office in King of Prussia.
Need entrepreneurship training?
Entrepreneurship training is available through the SBA's programs for veterans, sba.gov/veterans, at military installations around the world. These programs are open to active duty service members, those transitioning out of service, National Guard and Reserve members, veterans of all eras, and military spouses. Connect to other entrepreneurs and your local network of SBA Resource Partners through these services and programs.

Veterans Business Outreach Centers, sba.gov/vboc, provide business training and counseling to those interested in starting, purchasing, or growing a small business.

Boots to Business is an entrepreneurial education and training program offered by the SBA as part of the Department of Defense's Transition Assistance Program. Service members transitioning out of active duty and military spouses are eligible for Boots to Business.

During the course, 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 that host the Transition Assistance Program, both in and out of the contiguous United States.

Boots to Business: Reboot delivers the Boots to Business curriculum to veterans of all eras, members of the National Guard and Reserve, and military spouses in their local communities.

Register for either program at https://sbavets.force.com.
If you're a service-disabled veteran or a spouse, the SBA's Service-Disabled Veteran Entrepreneurship Training Program provides guidance on starting or growing your small business, visit sba.gov/ovbd.

Interested in doing business with the government?
Veteran-owned and service-disabled veteran-owned small businesses interested in federal contracting opportunities can receive training through the Veteran Federal Procurement Entrepreneurship Training Program. This program is administered by the Veteran Institute for Procurement, which offers a platform with three training programs to assist veterans: VIP Start, VIP Grow, and VIP International.

» VIP Start is for companies wanting to enter the federal market and become ready for procurement. Nearly 200 veteran-owned businesses from 29 states plus Washington, DC have graduated from the program.

» VIP Grow is the core curriculum which assists companies in developing strategies 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 is for companies that want to enter or expand their federal and commercial contracting opportunities overseas.

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. To learn more, contact your local SBA district office or ask your SBA Lender about the Veterans Advantage program, sba.gov/loans.

Programs for Veterans
Members of the military community can start and grow their small business with the help of SBA programs.

Have an employee who was called to active duty?
Ask your local SBA district office or lender about the Military Reservist Economic Injury Disaster Loan program. If you meet the eligibility requirements, 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.
Jasper Riddle returned to his home-town, Ruidoso, New Mexico, to become an entrepreneur and follow in his family’s footsteps. The SBA helped him expand and grow that legacy. Jasper, a fifth generation farmer, purchased a controlling share of his family enterprise, and with expert business guidance, he added a new production facility and several area tasting rooms. Noisy Water is known for its internationally acclaimed New Mexico wine with irreverent names like Jo Mamma’s Red, Run for the Rosé, and Tighty Whitey White. Jasper says: “We take our craft seriously, but not much else! because we believe people enjoy wine for fun, not for status or prestige.”

- **What challenge did you have?** I wanted to scale up our small town family winery while also staying true to our values of sourcing from local New Mexico grapes using a sustainable eco-friendly process. It’s difficult for young entrepreneurs to know what to do at the right time, like how and when to seek financing.

- **What was the SBA solution?** Thanks to guidance from the Small Business Development Center at New Mexico State University–Alamogordo, I made decisions that worked best for my small business. My advisers helped me apply for a grant from the U.S. Department of Agriculture Rural Energy for America Program, which allowed me to convert my production facility to solar power.

- **What benefit did this have for you?** Thanks to SBDC guidance, I saw a 38 percent growth in sales and 124 percent increase in net profit. Initially, Noisy Water consisted of a winery and a gift shop with only four employees. Now we employ more than 40. I built a production facility with a tap room and event space in Alto, New Mexico. I also opened three tasting rooms in Ruidoso, Cloudcroft, and Santa Fe. Our online sales are booming and we’re staying true to our mission and values.
Thanks to guidance from the Small Business Development Center at New Mexico State University–Alamogordo, I made decisions that worked best for my small business.”

Jasper Riddle
President, Noisy Water Winery and Cellars
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
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.

“ 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.”
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

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

- **MAX LOAN AMOUNT:** $350,000
- **INTEREST RATE:** for loans less than $50,000, prime + 6.5 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

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

- **INTEREST RATE:** loans less than $10,000, lender cost + 8.5 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

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.

- **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

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
### SBA Lenders

#### ALAMOGORDO
- **Bank 34**
  - 500 E. 10th St., suite 100
  - (575) 437-9334

#### ALBUQUERQUE
- **Albuquerque National Bank**
  - 1301 N. White Sands Blvd.
  - (505) 439-6180

#### BBVA Compass Bank
- 500 Ninth St.
  - (505) 437-0095

#### Bank of Albuquerque
- 414 10th St.
  - (505) 437-0011

#### BBVA Compass Bank & Trust Co.
- 4701 Lang Ave.
  - (505) 434-2660

#### First Citizens Bank & Trust Co.
- 505 Marquette Ave.
  - (505) 888-9033

#### First National Bank
- 1300 N. White Sands Blvd.
  - (505) 855-0640

#### First National Bank
- 414 10th St.
  - (505) 839-6180

#### Hillcrest Bank
- 2155 Louisiana Blvd.
  - (505) 888-3300

#### Hillcrest Bank
- 2155 Louisiana Blvd.
  - (505) 888-3300

#### New Mexico Bank & Trust
- 320 Gold Ave.
  - (505) 830-3810

#### Pioneer Bank
- 723 New York Ave.
  - (505) 798-5800

#### Pioneer Bank
- 1020 10th St.
  - (505) 798-5849

#### SBA Funding Programs

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<td>ALAMOGORDO</td>
<td>Bank 34</td>
<td>(505) 437-9334</td>
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<td>ALBUQUERQUE</td>
<td>Albuquerque National Bank</td>
<td>(505) 439-6180</td>
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<td>BBVA Compass Bank</td>
<td>(505) 437-0095</td>
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<td>Bank of Albuquerque</td>
<td>(505) 437-0011</td>
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<td>First Citizens Bank &amp; Trust Co.</td>
<td>(505) 434-2660</td>
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<td>First National Bank</td>
<td>(505) 855-0640</td>
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<td>Hillcrest Bank</td>
<td>(505) 888-3300</td>
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<td></td>
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<tr>
<td></td>
<td>Pioneer Bank</td>
<td>(505) 798-5800</td>
</tr>
</tbody>
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**Note:** For full addresses and contact information, please refer to the official sources or websites provided by the banks and lending institutions.
111 Lomas N.W.
3000 Central Ave.
Southeast
1418 Carlisle Blvd.
Northeast
3801 Isleta Blvd.
Southwest
5001 Montgomery Blvd. Northeast
2300 Louisiana Northeast
8251 Golf Course Road Northwest
2015 Eubank Blvd. Northeast
5620 Wyoming Blvd. Northeast
**U.S. Eagle Federal Credit Union**
(505) 342-8888
3939 Osuna Road Northeast
2608 Tennessee St. Northeast
4411 Irving Blvd. Northwest
201 Third St. Northwest
5201 Antequera Northwest
**Washington Federal**
4400 Osuna Road Northeast
(505) 341-7300
3000 Eubank Blvd. Northeast
(505) 291-3700
3761 NM Highway 528
(505) 890-2600
Wells Fargo Bank
(505) 766-6423
Wells Fargo Bank
315 Central Ave.
(505) 766-6423
**BLOOMFIELD**
**Bank of the Southwest**
920 N. First St.
(505) 632-0450
Citizens Bank
320 W. Broadway Ave.
(505) 599-0100
Wells Fargo Bank
1200 W. Broadway Ave.
(505) 766-6423
**BOSQUE FARMS**
Wells Fargo Bank
970 Bosque Farms Blvd.
(505) 766-6423
**CAPITAN**
Washington Federal
100 Smokey Bear
(505) 354-5030
**CARLSBAD**
Carlsbad National Bank
202 W. Stevens
(505) 234-2500
1509 W. Pierce St.
(505) 234-2588
First American Bank
2201 W. Pierce St.
(505) 941-2050
Pioneer Bank
111 N. Canal
(505) 885-7474
Wells Fargo Bank
(505) 766-6423
115 W. Fox St.
2318 W. Pierce St.
Western Commerce Bank
127 S. Canyon St.
(505) 887-6686
212 N. Canal St.
(505) 887-6686
**CLOVIS**
American Heritage Bank
3300 N. Prince St.
(505) 762-2800
Bank of Clovis
300 Main St.
(505) 769-9000
2211 N. Prince St.
(505) 766-6300
Citizens Bank of Clovis
421 Pile St.
(505) 769-1911
James Polk Stone Community Bank
901 Colonial Parkway
(505) 742-1000
New Mexico Bank & Trust
709 Pile St.
(505) 762-4741
2009 Ross St.
(505) 762-4741
U.S. Bank
2501 N. Prince St.
(505) 823-6215
Washington Federal
2720 N. Prince St.
(505) 769-2806
Wells Fargo Bank
223 N. Main St.
(505) 766-6423
Western Bank of Clovis
901 Pile St.
(505) 769-1975
**COLUMBUS**
First New Mexico Bank
202 S. Main
(505) 531-2643
**CORRALES**
Wells Fargo Bank
4341 Corrales Road
(505) 766-6423
**CUBA**
Wells Fargo Bank
6381 S. Main St.
(505) 766-6423
**DEMING**
First Financial Credit Union
801 E. Cedar St.
(505) 766-5600
First New Mexico Bank
(505) 546-2691
300 S. Gold Ave.
1501 S. Columbus Highway 11

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**First American Bank**
303 W. Main St.
(575) 746-8000
Washington Federal
602 W. Texas Ave.
(575) 627-4691
Wells Fargo Bank
239 W. Highway 550
(505) 766-6423
**FUNDING PROGRAMS**

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**AZTEC**
Citizens Bank
215 S. Main
(505) 599-0100
Four Corners Community Bank
1301 W. Aztec Blvd.
(505) 327-3222
Wells Fargo Bank
118 E. Chaco St.
(505) 766-6423
**BAYARD**
First American Bank
1401 Tom Foy Blvd.
(575) 537-2481
**BELEN**
Bank of Albuquerque
634 Becker Ave.
(505) 855-0610
United Business Bank
1933 N. Highway 314
(505) 864-3301
394 Rio Communities Blvd.
(505) 864-3301
U.S. Bank
620 W. Reinken Ave.
(505) 966-0400
First American Bank
223 N. Main St.
(505) 766-6423
**BLOOMFIELD**
**Bank of the Southwest**
920 N. First St.
(505) 632-0450
Citizens Bank
320 W. Broadway Ave.
(505) 599-0100
Wells Fargo Bank
1200 W. Broadway Ave.
(505) 766-6423
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970 Bosque Farms Blvd.
(505) 766-6423
**CAPITAN**
Washington Federal
100 Smokey Bear
(505) 354-5030
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202 W. Stevens
(505) 234-2500
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(505) 234-2588
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(505) 885-7474
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(505) 762-4741
2009 Ross St.
(505) 762-4741
U.S. Bank
2501 N. Prince St.
(505) 823-6215
Washington Federal
2720 N. Prince St.
(505) 769-2806
Wells Fargo Bank
223 N. Main St.
(505) 766-6423
Western Bank of Clovis
901 Pile St.
(505) 769-1975

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First New Mexico Bank
202 S. Main
(505) 531-2643
**CORRALES**
Wells Fargo Bank
4341 Corrales Road
(505) 766-6423
**CUBA**
Wells Fargo Bank
6381 S. Main St.
(505) 766-6423
**DEMING**
First Financial Credit Union
801 E. Cedar St.
(505) 766-5600
First New Mexico Bank
(505) 546-2691
300 S. Gold Ave.
1501 S. Columbus Highway 11
First Savings Bank 520 S. Gold Ave. (575) 546-2707
Wells Fargo Bank 223 S. Gold Ave. (505) 766-6423
Western Heritage Bank 108 W. Maple St. (575) 544-7754

**FUNDING PROGRAMS**

New Mexico Bank & Trust 411 Carr Lane (505) 367-3000
Washington Federal 1124 Riverside Drive (505) 367-1780
Wells Fargo Bank 645 N. Riverside Drive (505) 766-6423

**DES MOINES**
Farmers & Stockmens Bank 680 Broadway Ave. (575) 278-2861

**DEXTER**
Valley Bank of Commerce 201 State Road #2 (575) 734-2265

**DULCE**
Wells Fargo Bank 5 Hawks Drive (505) 766-6423

**EDGEWOOD**
Sandia Laboratory Federal Credit Union 1 Liberty Square Circle (505) 293-0500
Wells Fargo Bank 2B State Road 344 (505) 766-6423

**EL PRADO**
U.S. Bank 1520 Paseo Del Pueblo Norte (505) 823-6215

**ELEPHANT BUTTE**
Bank of the Southwest 501 Butte Blvd. (575) 744-5593

**ESPAÑOLA**
Century Bank 322 N. Riverside Drive (505) 367-1200

**FARMINGTON**
Bank of the Southwest 320 W. Main St. (505) 325-1971
6570 E. Main St. (505) 326-6204
Citizens Bank (505) 599-0100
500 W. Broadway
4220 Hudson St.
2911 E. 20th St.
First Financial Credit Union 4919 E. Main St., suite 103 (505) 766-5600
Four Corners Community Bank (505) 327-3222
500 W. Main St., suite 101
2811 E. 20th St.
5900 E. Main St.
Vectra Bank Colorado 2000 E. 20th St. (505) 326-4341

**FORT SUMNER**
The Citizens Bank of Clovis 105 E. Sumner Ave. (575) 355-2426

**FARMINGTON**
Bank of the Southwest 320 W. Main St. (505) 325-1971
6570 E. Main St. (505) 326-6204
Citizens Bank (505) 599-0100
500 W. Broadway
4220 Hudson St.
2911 E. 20th St.
First Financial Credit Union 4919 E. Main St., suite 103 (505) 766-5600
Four Corners Community Bank (505) 327-3222
500 W. Main St., suite 101
2811 E. 20th St.
5900 E. Main St.
Vectra Bank Colorado 2000 E. 20th St. (505) 326-4341

**GRANTS**
TBK Bank 824 W. Santa Fe Ave. (505) 285-6611
U.S. Bank 1129 N. First St. (505) 823-6215
Wells Fargo Bank 201 N. First St. (505) 766-6423

**HAGERMAN**
James Polk Stone Community Bank 7681 Wichita Road (575) 752-4000

**HATCH**
Bank of the Southwest 121 E. Hall St., suite B (575) 267-1095
Wells Fargo Bank 212 E. Hall St. (505) 766-6423

**HOBBS**
First American Bank 1220 W. Joe Harvey Blvd. (575) 392-9200
James Polk Stone Community Bank 1101 Joe Harvey Blvd. (575) 391-3910
Lea County State Bank 1017 N. Turner (575) 397-4511
3927 N. Grimes (575) 392-9200
Pioneer Bank 1020 N. Turner (575) 391-5800
1600 W. Joe Harvey Blvd. (575) 392-0517
U.S. Bank 101 W. Hill Ave. (505) 823-6215
Washington Federal 221 W. Aztec (505) 726-6500
Wells Fargo Bank 300 W. Aztec Ave. (505) 766-6423

**HURLEY**
First American Bank 512 Carrasco Ave. (575) 537-2111

**JAL**
Wells Fargo Bank 236 S. Main St. (505) 766-6423

**KIRTLAND**
Bank of the Southwest 220 N. Telshor Blvd. (575) 521-8100

**LAS CRUCES**
Bank 34 220 N. Telshor Blvd. (575) 521-8100
Bank of the Southwest 605 N. Water St. (575) 527-5498
Bank of the West (888) 595-3156
201 N. Church St. 795 S. Telshor Blvd.
BBVA Compass Bank 3800 E. Lohman Ave. (575) 521-0000
225 E. Idaho Ave. (575) 523-5920
Century Bank 141 S. Roadrunner Parkway (505) 521-2400
Citizens Bank of Las Cruces 505 S. Main St. (575) 647-4100
3030 W. Picacho (575) 528-6363
3065 E. University (575) 647-6700
3991 E. Lohman (575) 528-6300
2841 N. Main St. (575) 647-4136
First American Bank 1.53 Avenida de Mesilla (575) 524-8000
2145 E. Lohman Ave. (575) 525-4230
First National 1870 421 N. Water St. (575) 525-8907
2535 S. Telshor (575) 525-8910
3500 Northside Drive (575) 525-8943
First New Mexico Bank 3000 E. Lohman Ave. (575) 556-3000
First Savings Bank 2804 N. Telshor (575) 521-7931
Pioneer Bank 3831 E. Lohman Ave. (575) 532-7500
2900 Roadrunner Parkway (575) 532-0639
705 E. University Ave. (575) 532-7545
U.S. Bank (505) 823-6215
277 E. Amador Ave.
901 E. University Ave., suite Q
3790 E. Lohman Ave.
Washington Federal 301 W. Amador (575) 647-0704
1800 S. Telshor Blvd. (575) 522-2664
Wells Fargo Bank (505) 766-6423
425 S. Telshor Blvd. 500 S. Main St.
2205 El Paseo Road
2400 N. Main St.
571 Walton Blvd.
Western Heritage Bank 230 S. Alameda Blvd. (575) 541-0058
Weststar Bank 555 S. Telshor Blvd., suite 100 A (575) 323-6045

**LAS VEGAS**
Community 1st Bank Las Vegas 600 Douglas Ave. (505) 425-7584
701 Legion Drive (505) 425-3525
Southwest Capital Bank
622 Douglas Ave.  (505) 425-7565
1900 Hot Springs Blvd.  (505) 425-7212
608 Mountain View Drive  (505) 454-8440
Wells Fargo Bank  (505) 766-6423
715 Mills Ave.  701 Douglas Ave.

Sandia Laboratory Federal Credit Union
2700 Palmilla Road
Northwest  (505) 293-0500

United Business Bank
2199 S. Main St.  Southeast  (505) 861-8300

U.S. Bank
2421 Main St.  Southeast  (505) 823-6215

Wells Fargo Bank
1027 Main St.  (505) 766-6423

LOGAN
FNB New Mexico
301 S. US Highway 54  (575) 487-5000

LORDSBURG
Western Bank
140 E. Motel Drive  (575) 542-3521

LOS ALAMOS
First National 1870
1910 Trinity Drive  (505) 662-4155
Los Alamos National Bank
1200 Trinity Drive  (505) 662-5171
New Mexico Bank & Trust
1475 Central Ave.  (505) 663-3800

LOS LUNAS
Bank of Albuquerque 645 Main St.  (505) 855-0670
Bank of the West 2610 Main St.  Northwest  (888) 595-3156
New Mexico Bank & Trust
1810 Main St.  (505) 830-8190
Nusenda Federal Credit Union
320 Main St.  Southeast  (505) 889-7755

Sandia Laboratory Federal Credit Union
2700 Palmilla Road
Northwest  (505) 293-0500

United Business Bank
2199 S. Main St.  Southeast  (505) 861-8300

U.S. Bank
2421 Main St.  Southeast  (505) 823-6215

MORIARTY
U.S. Bank
1401 Route 66  (505) 823-6215

Wells Fargo Bank
901 Route 66  (505) 766-6423

MOUNTAINAIR
United Business Bank
307 W. Broadway  (505) 861-5230

PECOS
Southwest Capital Bank
4 S. Main St.  (505) 757-2554

PORTALES
James Polk Stone Community Bank
109 E. Second St.  (575) 356-6601
520 W. 18th St.  (575) 359-1219

NEW MEXICO BANK & TRUST
1612 E. Spruce St.  (575) 356-1060

U.S. Bank
400 W. First St.  (505) 823-6215

Wells Fargo Bank
316 W. Second St.  (505) 766-6423

Western Commerce Bank
18 W. Adams St.  (575) 396-2831

MELROSE
American Heritage Bank
400 E. Denby  (575) 253-4500

QUESTA
Hillcrest Bank
5a Supermarket Road  (575) 586-2001

MORA
Community 1st Bank Las Vegas
386 State Road 518  (575) 387-5666

Southwest Capital Bank
518 Main St.  (575) 387-2271

The First National Bank in Trinidad
1247 S. Second St.  (575) 445-7123

Washington Federal
1233 S. Second St.  (575) 445-2341

Wells Fargo Bank
1103 S. Second St.  (505) 766-6423

RED RIVER
Hillcrest Bank
121 E. Main St., unit 4D  (575) 754-6224

RESERVE
First State Bank
697 NM Highway 12  (575) 533-6226

RIO RANCHO
Bank of Albuquerque
3901 Southern Blvd.  Southeast  (505) 855-0710

Bank of the West
3735 Southern Blvd.  Southeast  (888) 595-3156

BBVA Compass Bank
1201 Rio Rancho Drive Southeast  (505) 888-9012

First National Bank of Clovis
220 N. Chicago Ave.  (575) 356-3095

WASHINGTON FEDERAL
518 Main St.  (505) 823-6215

1781 Rio Rancho Blvd.  Southeast
1000 Commercial Drive Southeast

Washington Federal
2518 Southern Blvd.  Southeast  (505) 891-7070

Wells Fargo Bank
4110 Meadowlark Lane Southeast  (505) 766-6423

ROSWELL
Bank of the Southwest
(575) 625-1122
226 N. Main St.
800 W. Hobbs St.
3203 N. Main St.

First American Bank
111 E. Fifth St.  (575) 623-8500
3220 N. Main St.  (575) 623-1656

James Polk Stone Community Bank
1901 N. Main St.  (575) 622-7621
1801 S. Main  (575) 625-1912

Pioneer Bank
(575) 624-5200
3000 N. Main St.
306 N. Pennsylvania Ave.
2 St. Mary’s Place

Valley Bank of Commerce
(575) 623-2265
217 W. Second
2426 N. Main

Washington Federal
300 N. Pennsylvania Ave.  (575) 622-6201
3201 N. Main St.  (575) 627-3945

Wells Fargo Bank
(505) 766-6423
400 N. Pennsylvania Ave.
1401 S. Main St.
2900 N. Main St.

RUIDOSO
BBVA Compass Bank
1710 Sudderth Drive  (575) 257-4043

City Bank
1850 Sudderth Drive  (575) 257-2265

First National Bank
451 Sudderth Drive  (575) 257-4033

First Savings Bank
2713 Sudderth Drive  (575) 257-7170

Pioneer Bank
1095 Mechem Drive  (575) 258-6500

Washington Federal
398 Sudderth Drive  (575) 257-4006

Wells Fargo Bank
401 Sudderth Drive  (505) 766-6423

SANTA FE
Bank of Albuquerque
706-A St. Michaels Drive  (505) 989-5340

Century Bank
498 N. Guadalupe  (505) 995-1238
100 S. Federal Place  (505) 995-1222
4062 Cerrillos Road  (505) 424-2800
1790 St. Michael’s Drive  (505) 995-1260

First Citizens Bank and Trust
700 Paseo de Peralta  (505) 992-6700

First National 1870
62 Lincoln Ave.  (505) 992-2280
540 W. Cordova  (505) 992-2222
1672 Hospital Drive  (505) 992-2488
2021 Cerrillos Road  (505) 820-0089
4995 Governor Miles Road  (505) 992-2501
13 Avenida Vista Grande  (505) 992-2201
Los Alamos National Bank  
(505) 662-5171  
2009 Galisteo St.  
301 Griffin St.  
3674 Cerrillos Road  
New Mexico Bank & Trust  
1592 St. Michaels Drive  
(505) 946-2500  
1549 Paseo De Peralta  
(505) 946-2540  
Nusenda Federal Credit Union  
1710 St. Michael’s Drive  
(505) 467-6000  
U.S. Bank  
(505) 823-6215  
600 W. San Mateo Road  
201 Washington Ave.  
3787 Cerrillos Road  
Washington Federal  
208 Washington  
(505) 946-6555  
809 St. Michaels Drive  
(505) 946-6500  
Wells Fargo Bank  
(505) 766-6423  
490 Corona Ave.  
(505) 766-6423  

SHIPROCK  
Wells Fargo Bank  
U.S. Highway 491 & NM Highway 64  
(505) 766-6423  

SILVER CITY  
First American Bank  
1609 N. Swan St.  
(575) 534-0550  
First Financial Credit Union  
2290 Superior St.  
(505) 766-5600  
First New Mexico Bank of Silver City  
(575) 388-3121  
1928 Hwy. 180 East  
1110 N. Hudson St.  
First Savings Bank  
1221 N. Hudson St.  
(575) 388-1531  
Washington Federal  
1203 N. Hudson St.  
(575) 388-1903  
Wells Fargo Bank  
1201 N. Pope St.  
(505) 766-6423  

SOCORRO  
First State Bank  
103 Manzanares Ave. East  
(575) 835-1550  
Nusenda Federal Credit Union  
108 California St.  
(575) 835-1522  
Washington Federal  
201 Plaza St.  
(575) 835-1569  
Wells Fargo Bank  
501 N. California St.  
(505) 766-6423  

TAOS  
Centinel Bank of Taos  
512 Paseo del Pueblo Sur  
(575) 758-6700  
Hillcrest Bank  
1356 Paseo Del Pueblo Sur  
(575) 758-4500  
219 Paseo Del Pueblo Norte  
(575) 758-4211  
710a Paseo del Pueblo Sur, suite A  
(575) 758-5999  
U.S. Bank  
(505) 823-6215  
120 W. Plaza  
1021 Paseo Del Pueblo Sur  
1520 Paseo Del Pueblo Norte  

TATUM  
Western Commerce Bank  
102 S. Avenue A  
(575) 388-3521  

TEXICO  
Citizens Bank of Clovis  
420 Wheeler St.  
(575) 486-3381  
Western Bank  
333 Highway 180 West  
(575) 388-3521  

TUCUMCARI  
Citizens Bank  
211 E. Main St.  
(575) 461-1261  
FNB New Mexico  
101 E. Route 66 Blvd.  
(575) 461-1100  
Wells Fargo Bank  
302 S. First St.  
(505) 766-6423  

TULAROSA  
First National Bank  
206 Central Ave.  
(575) 585-6707  
Western Bank  
201 St. Francis Drive  
(575) 585-2092  

TUSCOSA  
First Financial Credit Union  
1230 Highway 53  
(505) 766-5600  

WHITE ROCK  
Los Alamos National Bank  
77 Rover Blvd.  
(505) 662-5171  

Enchantment Land Certified Development Co.  
Interim Executive Director  
Justin Hyde  
6500 Jefferson St.  
Northeast, suite 200  
Albuquerque  
(505) 843-9232 or (888)  
282-9232  
Fax (505) 764-9153  
elcdc.com  

Participating Micro lenders  

Accion New Mexico  
President/CEO Anne Haines Yatskowitiz  
2000 Zearing Northwest  
Albuquerque  
(505) 243-8844 or (800)  
508-7624  
Fax (505) 243-1551  
us.accion.org/region/az-co-nv-nm-and-tx  

The Loan Fund  
President/CEO Leroy Pacheco  
423 Iron Ave. Southwest  
Albuquerque  
(505) 243-3196 or (866)  
873-6746  
Fax (505) 243-8803  
loanfund.org  

WESST  
President Agnes Noonan  
609 Broadway Blvd.  
Northeast  
Albuquerque  
(505) 246-6900  
Fax (505) 243-3035  
wesst.org
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](https://sba.gov) and find leads in our Small Business Investment Company online directory.

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](http://sbir.gov) to find funding opportunities and helpful program tutorials, as well as past award winners, such as Qualcomm, iRobot, Illumina, and Symantec.

### 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.

### 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

**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.
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.”
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 camaraderie 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...

“We Would Have Been Out of Business Twice”

SBA disaster assistance helps a Houston bakery recover after disaster.

Written by Carlee Lammers
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

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.
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.

**Keep in mind**
An SBA disaster loan is a direct loan from the government. Other organizations may reduce or not award you a grant if you have received an SBA loan or other assistance. Be sure to check with other organizations to see how an SBA loan might affect your eligibility for their program.

In general, recovery expenses covered by insurance, FEMA or other forms of assistance may reduce the amount provided by your SBA disaster loan.
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.

Surety bonds are requested
Some contracts require that the business doing the work be properly bonded.

Surety partners with business
Authorized surety companies provide surety bonds to businesses that meet their qualifications.

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

Small businesses benefit
Small businesses get SBA-guaranteed surety bonds so they can get to work.

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
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:

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

- **Kevin Valdes**
  - Seattle, WA
  - (206) 553-7277

- **Jennifer C. Bledsoe**
  - Washington, DC
  - (202) 205-6153
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

Ask your SBA Lender about the Export Express Loan for enhancing your export development.

- Max loan amount: $500,000
- Interest rate: typically not to exceed prime + 6.5 percent
- Terms: up to 25 years for real estate, up to 10 years for equipment, up to seven years for lines of credit
- 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.
CONTRACTING
Doing Business with the Government

Staying Power

Evans Capacitor Co. of Rhode Island was chosen as the SBA’s 2018 National Small Business Subcontractor of the Year for its customer care.

WRITTEN BY JESS WALKER
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

Evans Capacitor built its business by being a subcontractor that sells its products to defense contractors. The company is expanding into commercial aviation and the oil and gas industry.
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.”

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.
CONTRACTING

SBA Contracting Programs

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

The federal government sets aside contracts for small business, and these certification programs are designed to help you compete for and win federal contracts. Visit sba.gov/contracting to learn more about set-asides and whether one or more of these government contracting programs is right for your business.

**All Small Mentor-Protege Program**

Looking for an opportunity to partner with a more experienced firm for mentorship? You may find that effort 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:

» Mentors and proteges must be organized for profit or as an agricultural cooperative.

» Mentors cannot own more than 40 percent equity in the protege’s business.

» An SBA determination of affiliation must not exist between the mentor and the protege. All Small-approved partnerships receive an exclusion of affiliation for contracting purposes.

**8(a) Business Development Program**

If you’re an entrepreneur who is socially and economically disadvantaged, you can get business training and government contracting assistance through the 8(a) Business Development Program, sba.gov/8a. The program 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 meet the following criteria:

» qualify as a small business which is unconditionally owned and controlled by one or more socially and economically disadvantaged people of good character

» be controlled by a U.S. citizen who lives in the United States

» demonstrate a track record of work and that you have potential for continued success

Socially disadvantaged: those who have been 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 of people are assumed to be socially disadvantaged: 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 they have suffered disadvantage.

Economically disadvantaged: those whose ability to compete in the marketplace has been impaired because the person has not had as much capital and credit opportunities compared to others in the same or similar line of business who are not socially disadvantaged.
Enter your address in our interactive map to see if your business is located in a HUBZone, maps.certify.sba.gov/hubzone/map.

» have at least 35 percent of your employees residing in a HUBZone

Service-Disabled Veterans
If you’re a service-disabled veteran looking to enter the federal marketplace, you may be eligible for this small business certification. To determine your eligibility, contact a veterans business development officer at your local SBA office, or the SBA’s Office of Veterans Business Development at sba.gov/ovbd. After you have set up to do business with the government in sam.gov, update your status as a service-disabled veteran business.

Keep in mind
The SBA does not officially certify this designation, so when a contract awarded based on this eligibility is protested, the SBA will determine if your business meets the eligibility status, ownership and control requirements.
**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.

**How can a procurement assistance center help you?**

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

» An adviser can help you register in the System for Award Management (sam.gov).

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

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

**Albuquerque**

CNM Workforce Training Center
5600 Eagle Rock Ave. Northeast
Program Manager
Therese Rivera
Lenny Bean, advisor
(505) 224-5966
Arthur Humphries, advisor
(505) 224-5968
Elythia McAnarney, advisor
(505) 224-5964
Tracey Edwards, administrative assistant
(505) 224-5965

**Las Cruces**

New Mexico State University Campus
Genesis Building A, suite 101
3655 Research Drive
Karen Medina, advisor
(575) 646-1622
Penny Wilson, advisor
(575) 646-1622

**Santa Fe**

Santa Fe Community College
1950 Siringo Road
Chris Avery, advisor
(505) 428-1850

**Clovis**

Clovis Community College
417 Schepps Blvd., room 152
Jonnie Loadwick, advisor
(575) 769-4135

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**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.
WE KNOW SMALL BUSINESS.

In 2018, we were awarded the “Top SBA 504 Lender of the Year” by the Enchantment Land Certified Development Company in New Mexico. The ELCDC is an authorized servicer by the SBA as a 504 lender.

Our award winning SBA lending program and lenders are committed to support the growth of small business in the communities we serve. As an SBA Preferred Lender, we are able to streamline the loan approval process and help your small business start, build and grow.