

# 2020

ANNUAL REPORT



**RISING TO THE CHALLENGE**



U.S. Small Business  
Administration

## Letter from Utah District Director Marla Trollan

Welcome to the Small Business Administration Utah District Office's (UTDO) Fiscal Year 2020 Annual Report. This past year has been a challenging and difficult year for all of us as we have dealt with the COVID pandemic, civil unrest, and natural disasters. However, with the tremendous support of our partners, we have endured the unthinkable and secured the continued operation of thousands of small businesses while keeping their employees on staff throughout the state. As a result, Utah was named as one of the top economic states in the nation and a leader in the SBA Paycheck Protection Program (PPP) employment numbers during the pandemic.

It was a year where we were especially grateful for and now want to recognize the significant accomplishments of our participating lenders, resource partners, community partners, civic leaders, elected officials, and especially our staff who have worked tirelessly to support and sustain Utah's small businesses during a period of monumental challenges. Through congressional stimulus packages and our coordinated efforts at the local level, we delivered new programs and services, and assisted numerous small business owners. Utah's entrepreneurs have been resilient and creative in adapting to changing needs, which has helped the state remain economically strong and maintain its reputation as THE place to do business.

During FY2020, the UTDO assisted Utah small businesses by providing record-breaking financial assistance, supporting enhanced counseling services, and implementing changes

in our contracting programs. Through these activities, **SBA supported the injection of around \$8.1 billion into Utah's economy.** SBA's COVID-related PPP and Economic Injury Disaster Loan (EIDL) Program accounted for over \$6.5 billion of this overall economic impact. **SBA made or guaranteed over 75,000 loans in the state, which was more loans than the previous 55 years combined.**

Aside from its emergency programs, the UTDO continued to provide significant small business funding through its traditional 7(a) and 504 loan programs. **The office approved 1,065 traditional loans amounting to almost \$626 million across the state.** Due to the significant efforts of its two certified development companies, the UTDO ranked fifth nationally in the number of approved 504 loans and seventh nationally in the dollar amount of approved 504 loans.

To further support Utah's business owners in growing their international sales, SBA substantially increased STEP Grant funding to World Trade Center Utah. **SBA has increased such funding from \$300,000 to \$641,000 over the past two years,** the largest increase among any state in the country in this highly competitive process. WTC Utah will administer the grant by providing financial support and business services to Utah small businesses to help them compete and win in global markets.

The UTDO continues to work closely with its resource partners—the Small Business Development Center Network of Utah, the Women's' Business Center of Utah, and SCORE,

## 2020 HIGHLIGHTS

all of which receive annual funding from SBA. **These partners also received Cares Act funding through SBA in the amount of almost \$2.3 million to enhance resources to counsel and assist small businesses struggling to keep their doors open during the pandemic.**

Through SBA's government contracting programs, **small businesses were able to access over \$400 million of contracts**, much of which went to women-owned and veteran-owned firms. SBA is now allowing firms to stay in its 8(a) program for another year, giving them extended access to government contracts.

To learn how to better serve Utah small businesses, our office conducted virtual and live roundtables, business visits, and listening sessions throughout the state. To better educate small businesses, we conducted webinars, workshops, and bootcamps throughout the year. We entered new partnerships and strengthened existing relationships with chambers, local government units, and economic development organizations. And we again hosted the SBA Administrator, who visited and listened to the concerns of local small businesses.

For the first time ever, the UTDO hosted its National Small Business Week awards event virtually. The UTDO made other adjustments to deliver its programs and services due to COVID restrictions. The pandemic has presented logistical challenges, but our office continues to focus and execute on our major objectives, including rural outreach, international trade, and underserved markets.

The office will continue to collaborate with other stakeholders and service providers, such as the World Trade Center Utah, the Governor's Office of Economic Development, several chambers of commerce, non-profit business support organizations, USDA Rural Development, U.S. Commercial Service, the Utah Global Business Center, and many others.

**Small businesses lead innovation and job growth in our communities. They employ more than half our workforce and create two out of every three new jobs in the private sector.** They give character to our neighborhoods and sponsor charitable and scholastic endeavors in our communities. In difficult times, it is often small businesses that step up to support those in need. This has been no more apparent than during the difficulties of this past year.

Thank you for your unwavering support this year. It has been critical to our office's success and provided a lifeline to the Utah's small business community.



*Marla L. Trollan*

# 2020 ECONOMIC IMPACT

TRADITIONAL LENDING	
7(a)	\$521,861,401
504	\$420,345,400
Microloans	\$596,317
<b>Subtotal</b>	<b>\$942,803,118</b>

CONTRACTING	
8(a)	\$142,579,572
HUBZone	\$21,424,831
WOSB	\$167,188,228
SDVOSB	\$88,241,745
<b>Subtotal</b>	<b>\$419,434,376</b>

NON-TRADITIONAL LENDING	
PPP	\$5,257,258,177
EID Loans	\$1,388,973,957
EID Advances	\$112,587,000
<b>Subtotal</b>	<b>\$6,758,819,134</b>

COUNSELING	
WBC Grant	\$270,000
WBC Cares	\$702,231
SBDC Grant	\$1,119,392
SBDC Cares	\$1,574,273
<b>Subtotal</b>	<b>\$3,665,896</b>

OTHER FUNDING	
STEP Grant	\$641,000
<b>Subtotal</b>	<b>\$641,000</b>

2020 ECONOMIC IMPACT	
<b>TOTAL</b>	<b>\$8,125,363,524</b>

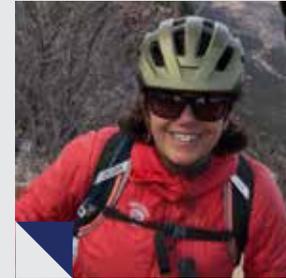


“I love the SBA. We have had such great success working with them through the years to help finance various business ventures.”

—Abrahm Dalebout  
Owner, Coleman Knitting

# SBA PANDEMIC RELIEF

When the COVID pandemic hit the country in early 2020, the President and Congress turned to the SBA to launch and administer newly legislated programs to provide much needed relief and support to the millions of small businesses around the country, thus keeping the economy afloat. SBA facilitated the injection of hundreds of billions of dollars into the small business community at a critical time of survival. The UTDO ramped up its efforts to direct these programs locally.



*“The PPP loan allowed me to keep the business open, keep the employees paid, and weather the wild variations in the number of customers. We are grateful for the opportunity to keep our business going with the support of the SBA.”*

—Ashley Korenblat  
Owner, Western Spirit Cycling



*“Because of the funds from the SBA, we were able to maintain our full staff of employees and hire additional part time help to aid in the manufacturing of PPE products, as well as continue to stay current with all our vendors for the raw materials needed to produce face shields, face masks, and medical gowns.”*

—Romy Humphries  
Director of Marketing and Sales,  
SugarHouse Awning

# SPECIAL PROGRAMS FOR PANDEMIC RELIEF

Managed by SBA and the Utah District Office during this difficult time

## PAYCHECK PROTECTION PROGRAM (PPP)

In March 2020, Congress passed and the President signed the CARES Act, which established the Paycheck Protection Program (PPP) to be administered by SBA. Under the PPP, SBA guaranteed loans made by lenders to small businesses to help them retain and pay employees through the adverse effects of the COVID-19 pandemic.

## EIDL (ADVANCES AND LOANS)

The CARES Act made SBA's existing Economic Injury Disaster Loans (EIDL) more accessible to small businesses affected by the COVID-19 pandemic and created a related grant program to provide \$1,000 per employee up to \$10,000 to eligible small businesses.

## SUBSIDY PAYMENTS

The CARES Act also provided funding for SBA to make six months of payments for existing SBA borrowers whose loans were current. This further provided relief for small businesses by allowing them to retain much needed cash for operations.

## PARTNER SUPPORT

To assist with the massive influx of inquiries coming from the small business community as a result of the CARES Act, SBA and the World Trade Center Utah worked together to establish a Rapid Response Team (RRT), which was staffed by over 50 volunteers from various sectors of the community. The RRT responded to over 4,000 inquiries over a three-month period of time. SBA's resource partners—the Small Business Development Centers and Women's Business Centers—also helped hundreds of small businesses in accessing SBA's relief programs during this critical time.



*"I am grateful to say that I received a PPP loan to keep a few of my staff on the payroll while we figured out how to adapt our business model."*

—Molly Kohrman

Owner, Brownies!  
Brownies! Brownies!

# RISING THROUGH THE CHALLENGES OF COVID-19

## PPP LENDER PARTICIPATION

Over **430 lenders** participated in the PPP program in Utah resulting in over **\$5.2 billion** going to small businesses around the state. Lenders' staff worked long nights and weekends helping small businesses access the PPP lifeline.

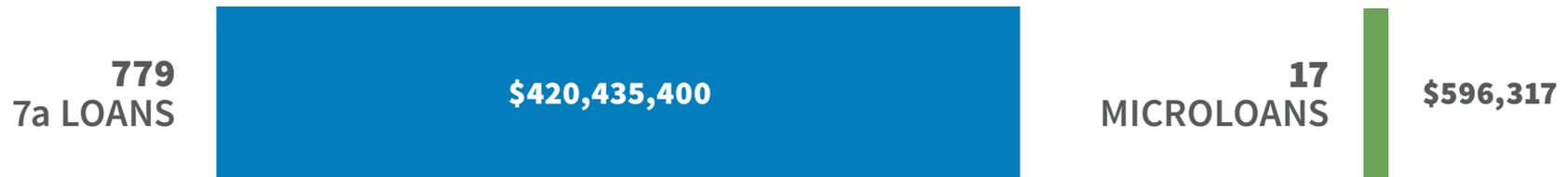
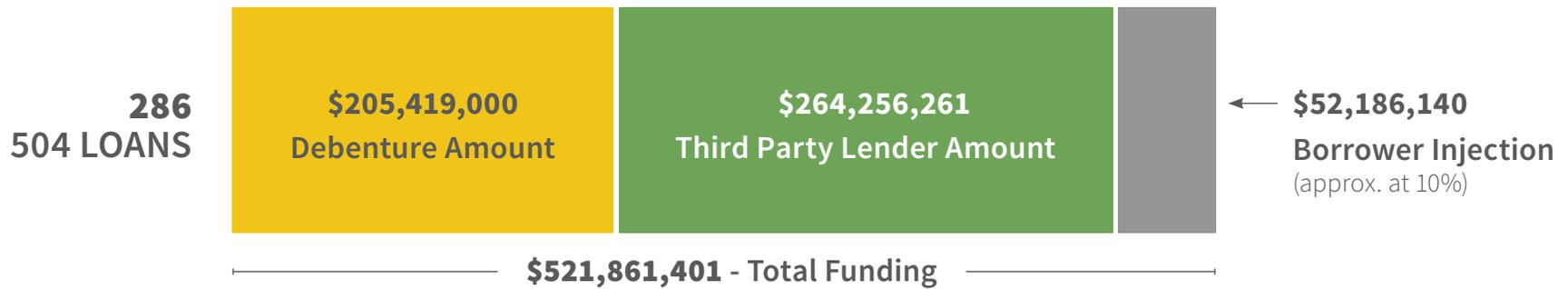
## IMPACT

	Economic Injury Disaster Loans (EIDL)	Paycheck Protection Program (PPP)	Totals	EIDL Advances
# of Loans	22,221	52,275	74,496	34,150
\$ Amount	\$1,388,973,957	\$5,257,258,177	\$6,758,819,134	\$112,587,000

# WORKING TOGETHER

In 2020, total lending supported by SBA programs exceeded **\$890 million, a 20% increase over 2019!** There was an **increase of 13%** in the number of loans approved in Utah under **SBA's 504 program** and an increase of **more than 28%** in the total loan amount given in **7a loans**, all of which allowed more small businesses than ever the opportunity to take advantage of incredible fixed rates—historically, the lowest rates ever!

2020



2020 FUNDING TO UNDERSERVED MARKETS		
Minority	107	\$41,951,100
Women	124	\$52,085,900
Rural	112	\$54,912,000
Veterans	27	\$6,668,600
Export	10	\$11,955,200
<b>TOTAL</b>		<b>\$167,572,800</b>

# CONTRACTING ACTIVITY

The UTDO continually places great emphasis on helping small businesses receive federal contract support. The federal government sets a goal to award at least five percent of all federal contracting dollars to small, disadvantaged businesses through programs as the 8(a) Business Development, HUBZone, and the Women-Owned Small Business Programs (WOSB). Also, the Service-Disabled Small Business Development Program (SDVOSB) has a goal of three percent. These programs offer a variety of direct-award and competitive opportunities to local small businesses.

Although FY 2020 was a challenging year for small businesses due to government delays and contract cancellations associated with the worldwide COVID-19 pandemic, Utah companies were awarded an impressive amount of set-aside contracts at many installations across the state, including Hill Air Force Base (HAFB), Camp Williams, Dugway Proving Grounds, and Zion National Park. Many of these contracts will span multiple years, providing more than annual revenue. Total small business contract actions exceeded 17,000, which equated to over \$703 million.

One of Utah's 8(a) firm's, Solid Ground, was invited to brief SBA Administrator, Jovita Carranza, on the company's recent success completing an 8(a) direct-award contract to rebuild the entry tollbooths and other structures at Zion National Park. Solid Ground was also able to take advantage of

the SBA's Surety Bonding Program, which increased their bonding capacity and qualified them for the award. Solid Ground also obtained PPP funding to help them retain and pay employees.

Federal contracting regulations were changed in a variety of ways this fiscal year to help provide greater opportunities for small businesses. Some of these include greater direct-award thresholds for individual owners and entity owned firms, streamlined 8(a) Joint-Venture procedures, and increased thresholds for acceptance to the 8(a) BD Program which increases a businesses chance of being eligible to enter the program.



<b>8(a) Contracts</b>	<b>760</b>
<b>\$142,579,572</b>	

<b>HUBZone Contracts</b>	<b>221</b>
<b>\$21,424,830</b>	

<b>WOSB Contracts</b>	<b>1,607</b>
<b>\$167,188,228</b>	

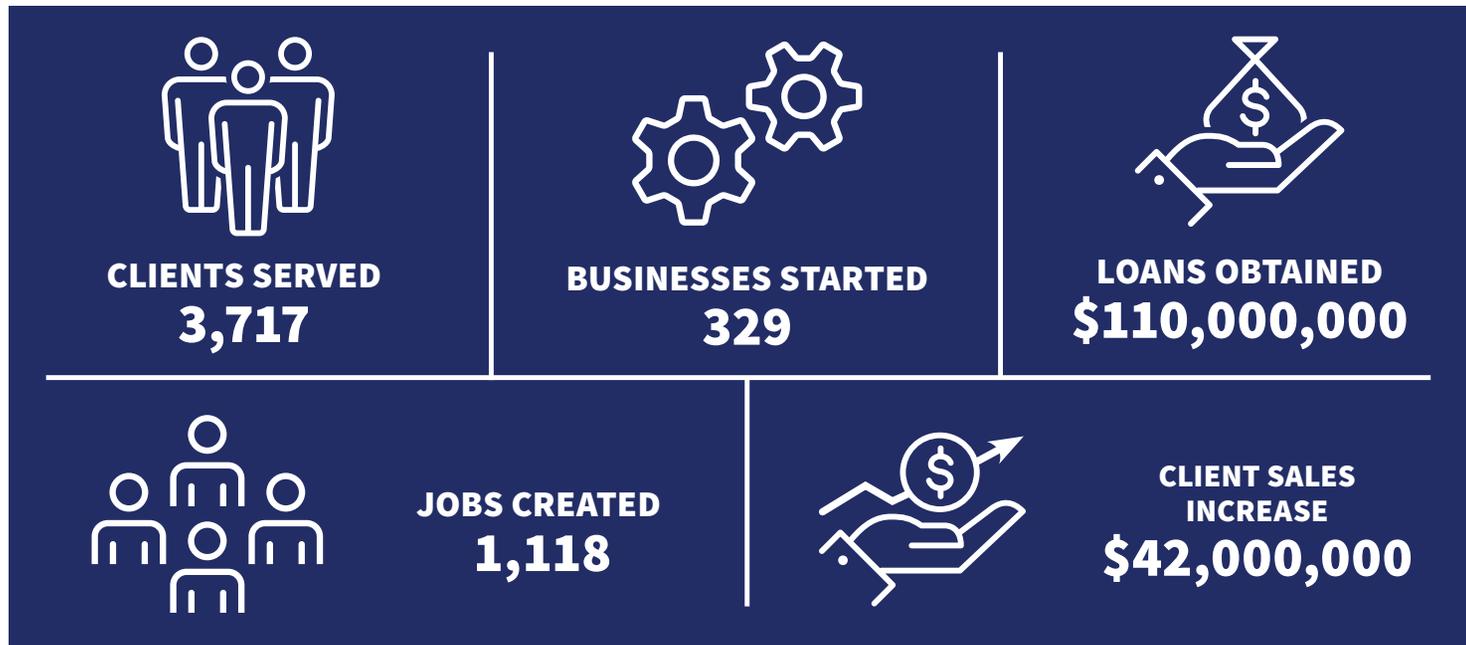
<b>SDVOSB Contracts</b>	<b>1,169</b>
<b>\$88,241,745</b>	

<b>Total Contracts</b>	<b>981</b>
<b>\$164,004,402</b>	

# RESOURCE PARTNERS

## SMALL BUSINESS DEVELOPMENT CENTER (SBDC)

This past year, the SBDC network, through its 15 regional centers across the state, provided crucial support for small businesses as they struggled to survive the pandemic and the resulting economic impact. The SBDC's significant impact numbers listed below reflect the critical services provided to these businesses. With the help of an almost \$1.6 million grant from SBA, the SBDC network was able to provide additional counseling and contracting services to the small business community. The network continued to develop its Entrepreneurial Academy, which will provide increased accessibility to clients as the community increasingly moves to a virtual environment.



# WOMEN’S BUSINESS CENTER OF UTAH (WBCUtah)

WBCUtah also worked diligently through the year, with an infusion of CARES Act Funds, to help more women business owners stabilize their businesses during the global pandemic. In-person services were transitioned to virtual and repurposed as webinars and podcast episodes. All services were offered for free.

The center hired two new advisors to meet increased demand for individualized counseling sessions and were able to serve a total of 562 unique clients with 1,200 training attendees.

WBCUtah launched a new cohort program, Next Step, which graduated 42 women-owned businesses with consistent revenue and at least one employee.

WBCUtah has partnered with the Vernal Innovation Hub, Utah Black Success Center, and the Escalante Chamber of Commerce to increase “digital equity” by placing laptops so any business owner in those communities can use them to access resources and support for their business, especially for those who do not have a reliable laptop or Wi-Fi.

WBCUtah has been working on a photo tour with several shoots with women business owners in many counties, which will be used for more effective marketing. The photos are shared back with the women for their use in improving their own marketing and sales.

WOMEN’S BUSINESS CENTER FUNDING		2019-20 STATEWIDE IMPACT	
 	<b>NORTHERN</b>		Advising/Training Clients: <b>562</b>
	2019-2020 Core Grant	<b>\$150,000</b>	New Business Starts: <b>144</b>
	CARES Act Grant	<b>\$420,000</b>	Jobs Created: <b>584</b>
	<b>SOUTHERN</b>		Total Revenue: <b>\$48.9M</b>
	2019-2020 Core Grant	<b>\$120,000</b>	Total Profit: <b>\$11.1M</b>
	CARES Act Grant	<b>\$282,231</b>	Increase in Profit: <b>\$5.8M</b>
		Capital Accessed: <b>\$10.4M</b>	
		Capital Infusion Transactions: <b>278</b>	

# PARTNERSHIPS

During FY2020, the UTDO fostered its existing relationships and developed new ones with many public and private organizations; local, regional, and state government agencies; and legislative offices. These alliances have helped the office more capably and efficiently deliver its programs and services to Utah small businesses. The UTDO continued to utilize its outreach tools—Memoranda of Understanding, Strategic Alliance Memoranda, and Co-sponsorship Agreements—to coordinate efforts and resources. The UTDO’s District Director also served on several partner committees enabling her to collaborate and strategize more closely with these organizations.

## **EXISTING COMMUNITY PARTNERSHIPS**

Governor’s Office of Economic Development  
Utah World Trade Center  
Procurement Technical Assistance Center  
Salt Lake Chamber of Commerce  
South Valley Chamber of Commerce  
Intermountain Health Services

## **NEW 2020 PARTNERSHIPS**

St. George Chamber of Commerce  
Weber State University Hall Global  
Entrepreneurship Center  
Warrior Rising  
Utah Black Chamber of Commerce  
Pacific Island Knowledge 2 Resources, Inc.  
Utah Association of Counties  
Sorensen Impact Foundation

## **DISTRICT DIRECTOR STATEWIDE BOARD AND COMMITTEE PARTICIPATION**

Governor’s Office Task Force—  
Economic Development  
Governor’s Office Task Force—Federal/  
State  
Governor’s Unified Command Team  
Utah World Trade Center Board  
District Economic Council  
Utah International Trade Steering  
Committee  
SBDC Board of Directors  
WBC Board of Directors

## **CONGRESSIONAL ENGAGEMENT**

Rural roundtables in southeastern and  
southwestern Utah  
Rural business visits  
COVID webinar presentations



# RURAL OUTREACH

In 2020, despite the pandemic and its restrictions, the District Director made a concerted effort to still physically visit rural areas to provide information on SBA's new COVID relief programs and support economic development in those vital communities. In conjunction with representatives from the office of Utah's two Senators and members of the Utah SBDC Network, the District Director held community roundtables in Price, Moab, Blanding, Cedar City, and St. George. These roundtables focused on issues and concerns that small businesses were facing during the pandemic and in accessing SBA's programs. Visits were made to individual businesses in each of the areas to further assess concerns. Business success stories and testimonials were captured on video and will be highlighted in a specially produced COVID-funding video.

## ▼ RURAL ROUNDTABLES

Price Cedar City  
Moab St. George  
Blanding

## ● BUSINESS VIDEO SUCCESS STORIES



Decorworx, Salt Lake City



Solid Ground, Provo Utah



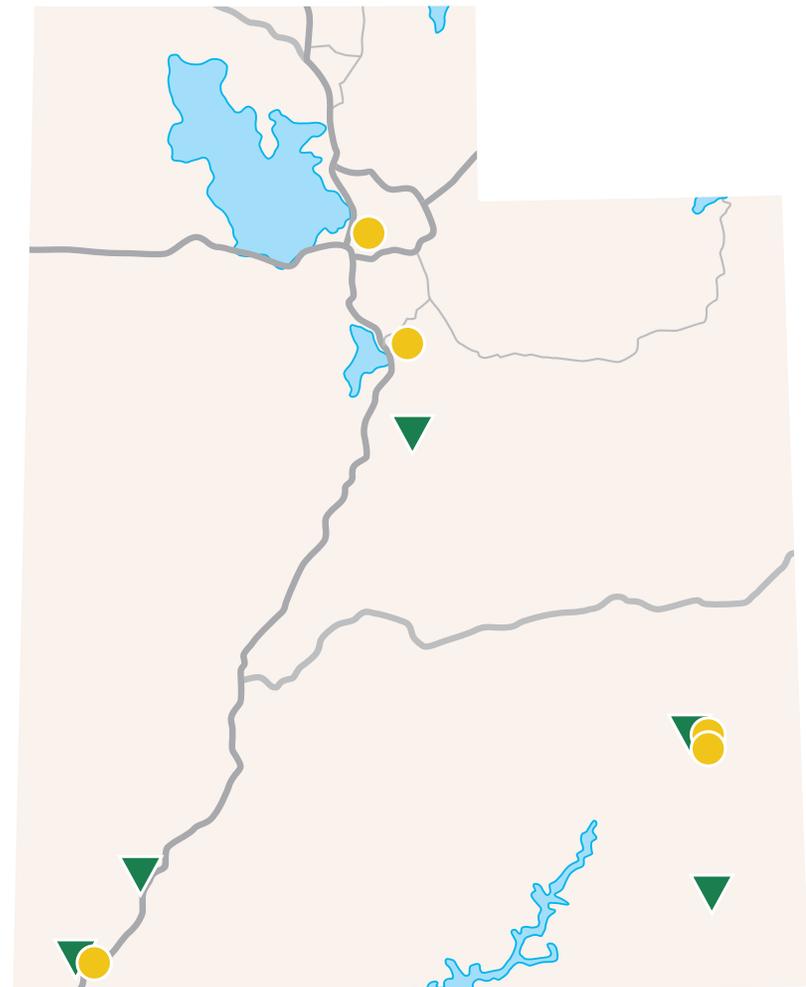
Sweet Cravings Bakery, Moab



Western Spirit Cycling, Moab



Design to Print, St. George



# INTERNATIONAL TRADE

Utah continues to be one of the fastest growing exporter states in the nation and has provided great opportunities to strengthen success for small businesses. In Utah, several partner organizations play unique and specific roles in supporting international business growth in various stages of the international pipeline process.

In FY2020, the UTDO worked closely with the World Trade Center (WTC) Utah through their Strategic Alliance Memorandum Agreement. In addition, the SBA's funding to the WTC Utah increased to \$641,000 (more than doubled since 2017-18) to administer the STEP Grant program for the SBA. The UTDO collaborated with the WTC Utah on various international bootcamps and webinars throughout the state.

The collaborative effort between the SBA, SBA resource partners, state government and other partners has continued to open strategic opportunities for Utah businesses in the international marketplace and further strengthen Utah's economy. The pipeline process, as well as the new recruitment and training tools to prepare companies to expand internationally, will provide small businesses with the resources, skills, toolkits, and other assets to ensure success on the international front.

## PROGRAMS AND SERVICES THROUGH THE EXPORT PROCESS

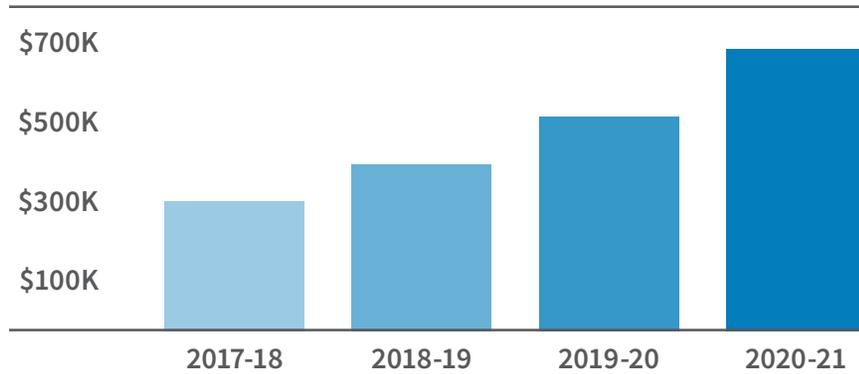


<p><b>GET EXPORT TRAINING</b></p> <ul style="list-style-type: none"> <li>• WTC - Seminars and Export Boot Camp</li> <li>• GTC - Global Business Management Certificate</li> <li>• WTC - SBA STEP Grant to Offset Costs</li> </ul>	<p><b>FIND BEST/NEW MARKETS</b></p> <ul style="list-style-type: none"> <li>• GTC - Best Markets Assessment/Research</li> <li>• WTC - Market Selection Analysis/Research</li> <li>• CS Utah - Customized Market Research</li> </ul>	<p><b>CREATE EXPORT PLAN/STRATEGY</b></p> <ul style="list-style-type: none"> <li>• GTC - Financial Projections</li> </ul>	
<p><b>GET CONTRACTS/GET CONNECTED</b></p> <ul style="list-style-type: none"> <li>• WTC - Trade Missions and Shows</li> <li>• CS Utah - Trade Missions and Trade Shows</li> <li>• CS Utah - Business Matchmaking</li> <li>• CS Utah - Company Background Reports</li> <li>• Attorneys for Contracts</li> </ul>	<p><b>GET FINANCING</b></p> <ul style="list-style-type: none"> <li>• GTC - Financial Projections</li> <li>• SBA - Export Loan Guarantees</li> <li>• Banks for SBA Guaranteed Export-Related Loans</li> </ul>	<p><b>SHIP PRODUCT</b></p> <ul style="list-style-type: none"> <li>• Freight Forwarding Companies</li> </ul>	
			<p><b>GET PAID</b></p> <ul style="list-style-type: none"> <li>• Banks for Funds Transfer, Letter of Credit, etc.</li> <li>• Insurance for Foreign Receivables</li> </ul>

**Organizations Key:**  
 GTC: SLCC/Utah SBDC Global Trade Center  
 CS Utah: US Commercial Service Utah  
 WTC: World Trade Center Utah  
 SBA: U.S. Small Business Administration

## STATE TRADE EXPANSION PROGRAM (STEP Grant)

STEP GRANT AWARDS TO WTC UTAH



## UTAH GLOBAL TRADE CENTER

Salt Lake Community College and the Utah Small Business Development Center have joined forces to provide small businesses with the ability to go global. Powered by the SBA, this partnership provides valuable support and services, including:

### Global Business Counseling

- Exporting
- Product and Manufacturer Sourcing
- Contract Negotiation
- Cultural Issues

### Trainings and Events

- Business Referrals
- ### Executive Certificate of Global Management
- Semi-Annual Program
  - 30 Hours of Class Instruction
  - Taught by Expert Practitioners
  - Prep for NASBITE Exam to Obtain CGBP Certification

### Partner Support

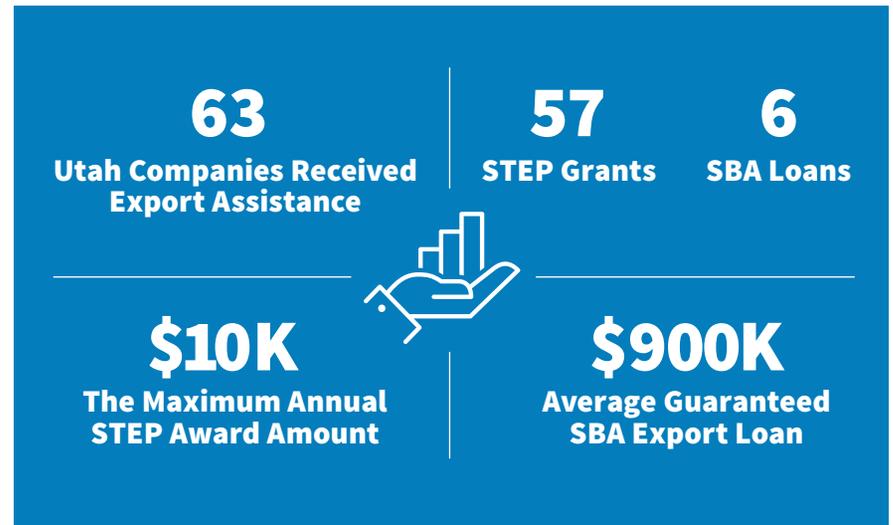
- Business Prep
- Statewide Outreach
- Support of Partner Export

## UTAH INTERNATIONAL BUSINESS ACCELERATOR (Zions Grant)

### Program Objectives

- To increase export sales for Utah companies
- To increase the number of companies utilizing lending to support exports
- To support CRA Community Development Goals

This program is readily accessible for successful Utah small businesses that meet the eligibility requirements. The funding is based around the accomplishment of market-development milestones, including completing a break-even analysis and financial projections, five-year growth plan, FTR compliance plan, IP protection plan, and receiving face-to-face counseling with a local lender. Zions Bank is the anchor investor in this Accelerator Program at \$400,000 in CRA Funds.

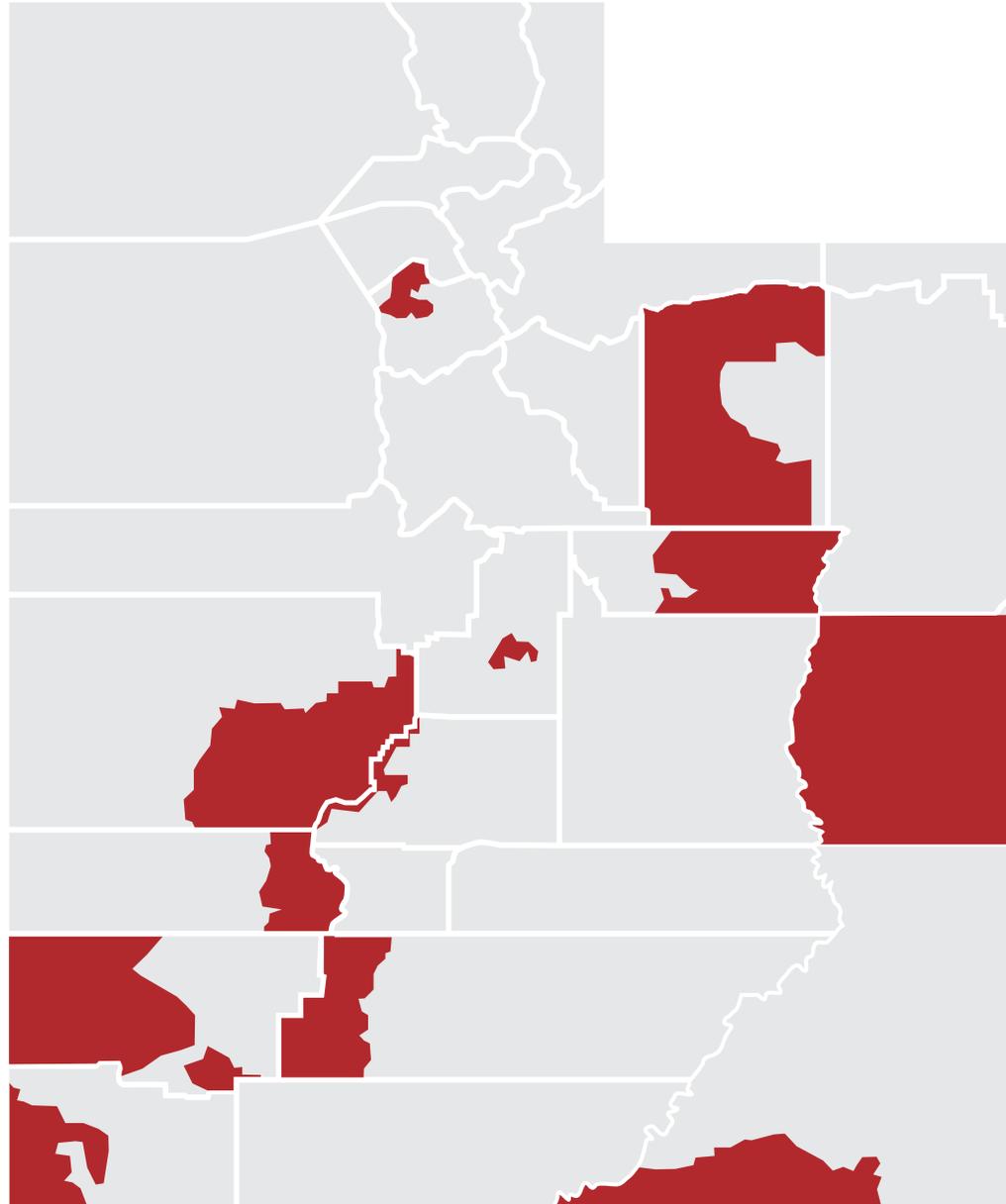


## SBA INTERNATIONAL FUNDING STATISTICS



# OPPORTUNITY ZONES

Opportunity Zones were created and designated by the Tax Cuts and Jobs Act of 2017 to foster investments in lower income areas through tax breaks. SBA made Opportunity Zones a focused initiative in FY2020. The UTDO engaged with the Sorenson Impact Center and Utah Association of Counties to produce Opportunity Zone conferences in Moab and Cedar City. At these events, local small businesses were able to pitch potential projects to potential investors. The UTDO also participated in an Opportunity Zone symposium at the University of Utah.



## TOP DOGS

Since launching K9 Sport Sack in Orem in 2015, Jen and Joseph Watson have made a global impact on the pet industry, shifting the way people incorporate pets into their modern lives. The company's business success led Jen and Joseph to be named the 2020 Utah Small Business Persons of the Year, where they represented Utah during National Small Business Week (NSBW) in September. The couple was able to participate in both the national ceremony as well as the Utah NSBW Recognition Virtual Ceremony.

Jen and Joseph originally designed a front-facing dog backpack for their then-puppy Daisy, who they rescued from a dumpster. The resulting design morphed into a lightweight carrier that has grown in popularity internationally. The carrier allows people to carry their pets on public

transportation and enjoy everyday activities regardless of the pet's age or ability.

K9 has grown exponentially each year since its inception and throughout the rise Jen and Joseph have stayed true to their *No Dog Left Behind* mission. The company has supported numerous animal rescue organizations as well as homeless and disabled pets, while using social media and their considerable online following to support these efforts.

Most recently Jen and Joseph worked with the SBA to secure funding through the Paycheck Protection Program to help keep their employees paid and working through the COVID-19 pandemic. The company has received a \$100,000 Express Loan, \$93,900 PPP loan, and \$950,000 7(a) loan from the SBA.



Jen and Joseph Watson of K9 Sport Sack were named the 2020 Utah Small Business Persons of the year.

## BUILDING BETTER

PureEnviro Management, LLC works to provide the highest quality innovated construction and environmental solutions for their many clients. And their work hasn't gone unnoticed. The company, owned by Gabe Reid, was named the winner of the 2020 National Small Business Week Utah District Office Award.

PureEnviro is a SBA certified 8(a), company with offices in Utah and American Samoa. They have completed projects for the Federal Aviation Administration, the Department of Defense, and the Forest Service among others.

Gabe founded the business in 2017 as a small environmental consulting business. Since then the business has grown by over 300 percent and now comprises construction projects as well.

PureEnviro uses its influence and technologies as a vehicle to do good for others. *"We live by the core value that great businesses are built on relationships not projects. We consider our clients family and are always pushing for innovation to provide the best for solution for them."*

Gabe also gives freely of his time and resources to give back to the community—both in Utah and America Samoa—founding the non-profit organization *A Widow's Wish* to help provide something special to people who have lost a loved one. The foundation accepts anonymous nominations to help a widow with a need or a wish.

Gabe, known as Uncle Gabe to many, played football at the highest level. He excelled at the sport as a boy in youth leagues before going on to play for Brigham Young University. After college, he signed with the Chicago Bears where he battled opposing teams a tight end for four years and even played in a Super Bowl.



Pure Enviro was named the winner of the 2020 National Small Business Week Utah District Office Award.

## SETTING THEMSELVES APART

Mountain West Precast, owned by Stephanie Loud, is a solution driven precast concrete partner focusing on both civil oriented and government restoration projects. The company fixes failing pavement, hillsides, shorelines, and bridges, striving to make the world more beautiful, while saving customers and taxpayers money along the way.

Mountain West is the only woman-owned precast concrete supplier in the state of Utah, and one of only a couple in the country. This fact made it initially harder for Mountain West to get contractors to take them seriously. *“It was a slow process,”* Stephanie said.

Stephanie started the business in 2002 with a partner. Her background was in marketing not precasting, so her role was to market the new company. But in 2005, she became the sole owner and faced a steep learning curve to master the craft. But her knowledge of the precast industry evolved and grew after she joined the National Precast Concrete Association (NPCA). She networked through the NPCA and got involved with precast plant

owners around the country. The mentorship she received from these plant owners led to her Mountain West’s success. In fact, she credits these relationships for bringing in every new product the company has added since it started in 2002.

In 2009, Stephanie was hand picked by a construction company to be the first precast producer to make precast pavement in Utah. The project was successful and her company gained positive notoriety at UDOT because of the complicated precast components.

Stephanie completed the Small Business Administration Emerging Leaders Program, which she found to be so valuable, she decided to pursue a deeper understanding of business education by enrolling back in college to work on her MBA at BYU. She gives 100% of the credit to the Emerging Leaders Program for her decision to pursue her MBA.

During the coronavirus pandemic, Mountain West focused on two things. Number one: carefully monitoring cash flow and inventory, and number two: strategically plan for growth.



*“We are using the principles I learned through the Emerging Leaders Program and in my graduate studies to navigate the current financial crisis thoughtfully and deliberately to our best advantage, instead of letting it control us.”*

—Stephanie Loud

# WESTERN SPIRIT CYCLING

## KEEPING THE WHEELS SPINNING

Ashley Korenblat bought Western Spirit Cycling Adventures in 1997 and has spent many days riding trails throughout the Western United States and beyond, developing the vast portfolio of trips her tour company now offers to recreational riders.

Ashley is a former bike racer and as she puts it, “reformed wall street captive,” with an unbridled entrepreneurial spirit. She operates Western Spirit in the cycling mecca of Moab with her husband Mark Sevenoff, who brings more than 30 years of experience as an expert guide in all things outdoors.

Western Spirit operates two primary programs. The first guides small group multi-day bicycle and camping trips on public lands, and the second is a series of events across the nation called Outerbike. “We bring demo bikes from all the bike manufacturers together to allow riders to test the bikes on popular trails,” Ashley said.

When the pandemic started to disrupt everyone’s schedules, the company had to cancel all the bike trips and events scheduled for March, April, and May. “We have many loyal customers who come with us on bike trips every year to the many National

*Parks, National Forests, and BLM lands where we travel. These customers were incredibly gracious and allowed us to keep their trip payments as credits for future trips. This made it possible for us to adapt and run trips beginning in June.”*

To follow social distancing rules and to stay within the generally accepted ten-person maximum gathering size, two guides now take eight riders out on the trips. Western Spirit also created several new trip protocols to avoid all communal touch points, such as using foot pumps for refilling water to avoid spigots and adjusting their food service procedures.

Ashley believes entrepreneurship requires taking a leap of faith and carries heavy responsibilities, but knows that when you need help, you should ask for it. She applied for and received both the SBA Paycheck Protection Program and the Economic Injury Disaster Loans.

*“Both were life savers. Barring another major macro set back, we are on track to transition back to funding our own payroll from operations. We are grateful for the opportunity to keep our business going with the support of the SBA.”*



*“The PPP loan we received from the SBA allowed me to keep the business open, keep the employees paid, and weather the wild variations in the number of customers.”*

—Ashley Korenblat

## INNOVATIVE SOLUTIONS

Since 1966, Kaddas Enterprises has been a leader in thermoform plastic manufacturing. From its headquarters in Salt Lake City, Utah, Kaddas Enterprises utilizes high-quality materials and innovative design to develop products and solutions for a wide variety of industries, including medical, transportation, and utility. Kaddas Enterprises also manufactures polymer solutions to provide the aviation industry with parts of unsurpassed quality and reliability, while allowing customers the ability to enjoy the reduced cost of ownership. Kaddas has been providing full-service engineering from consultation and drafting through prototype creation and final production, while maintaining its dedication to sustainable business practices for 50 years.

Kaddas Enterprises is a second-generation woman-owned family business. “We wanted to grow, but we needed more space and also wanted to start exporting,” said Natalie Kaddas, President and CEO.

Natalie secured an SBA 504 loan for \$1 million to buy a bigger facility and also applied for and received STEP grants from

2015–2019 to help market their products at international trade shows where they could network and find clients.

*“Our partners in specific regions have helped us to understand cultural differences and negotiate any importing, shipping, or payment problems. This has been extremely helpful. We have also developed a network of support in the areas we have traveled to during trade missions. In addition, we rely on the expertise of the SBA, US Commercial Services, World Trade Center Utah and other world trade associations to help navigate any challenges that arise”*

Natalie has grown her exporting business more than 750% in the last six years and the company now exports to 12 countries including several in Europe, Asia, and in the Middle East.

Natalie also serves as a member of the Utah District Export Council. *“I encourage small business owners to participate in trade missions and understand their marketability outside the United States. Companies should consider attending conferences and use the resources provided through the Small Business Development Center network, WTC, and the US Commercial services, as well as the SBA.”*



Kaddas Enterprises was selected as the 2020 SBA Utah Exporter of the Year and as the Region VIII Exporter of the Year.

# SUGARHOUSE AWNING

## THE DAWNING OF A NEW DAY

SugarHouse Awning Industries was founded in 1941, just before the United States got involved in World War II. Because of wartime priorities and rationing, industrial fabrics were impossible to locate and buy, so to keep the business afloat, the owner decided to take a chance on adding a line of high-quality Sherwin Williams paints to supplement the awning business.

Flash forward to today and SugarHouse Awning's president/owner, Mike Peterson—the grandson of the original owner—will tell you the national crisis brought on by COVID-19 very much reminds him of what his grandfather went through. He, too, had to think outside the box to keep the business afloat and believes the company's continued willingness to look for new products and new ways to reach customers has built resilience into the business.

*“We are a company that continues to evolve. We look at market trends, needs, and voids, and we try to make sure we are at the forefront of developing those products,”* said Director of Marketing and Sales, Romy Humphries. She found inspiration for adapting the business at the beginning of the pandemic when she watched a news report of hospital workers in Boston having to rig facial protection from craft store supplies. *“Mike had watched a similar news story and knew we had to make*

*more PPE supplies and get them in the hands of the right people.”*

The company started working on prototypes for masks, shields, and gowns, soliciting feedback from the medical community. *“We were able to help fill a void, and at the same time keep our staff busy working without having any layoffs, as so many companies had to do. We even outsourced some of the sewing to other companies to help them stay open and were very happy to be able to help other local small businesses.”*

Once the company had a plan, they moved quickly to take advantage of the programs available through the SBA, including both PPP and EIDL loans. Both loans came through at a critical time when sales revenue had decreased and cash flow was down.

Once first responders heard that SugarHouse Awning was making PPE products, the company was flooded with orders and needed more manpower. *“Our staff, families, and neighbors came in on Saturdays and volunteered to help make the much-needed masks and shields to get them ASAP to healthcare workers and first responders across the country.”*

As information poured in, the company started to fill orders that were sent out all over the United States, though they are proud that many of their masks and shields went to healthcare workers right here in Utah.



*“Because of the funds from the SBA, we were able to maintain our full staff of employees and hire additional part time help to aid in the manufacturing of PPE products.”*

—Romy Humphries  
Director of Marketing and Sales,  
SugarHouse Awning

## A CHANGE OF ATTIRE

Many homes in Utah have a Coleman letter jacket, school sweater, or cheer outfit in their closet. And it makes sense, because Coleman Knitting Mills has been making letter sweaters and jackets, and cheer wear since 1947, gaining local and national recognition along the way.

But this year, things shifted. In response to the COVID-19 crisis, Coleman owners Abraham and Lisa Dalebout switched gears to produce much needed personal protective equipment (PPE) for health care professionals. Their extensive experience in clothing manufacturing and use of SBA programs positioned the company well to make the product transition.

In March, as school sales were winding down, the Dalebouts received a call from Abraham's sister in law, who oversees several nursing homes in the Northwest. When she explained how short her nursing homes were on PPE, the couple hit on the idea of switching production.

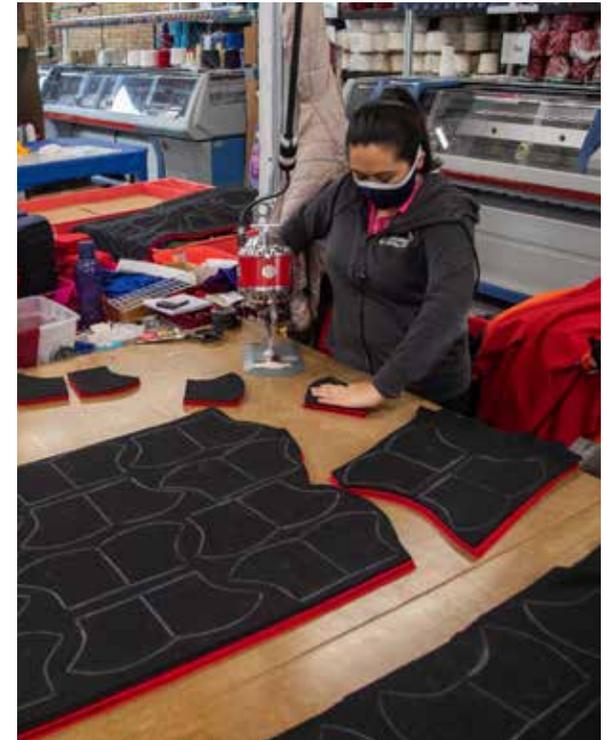
*"We immediately created a mask and then re-worked it until it became the mask we are still producing today. We also took the sweater pattern we have used for over 70 years and transformed it into a gown pattern. Both the mask and the gown have been so widely loved*

*and accepted by hospitals, clinics, and other medical facilities, that we have orders that will extend long beyond the COVID crisis."*

Abraham credits agility and supplies inventory as the two most significant factors that allowed them to rapidly respond to the need for PPE. *"We not only had the experience and personnel to quickly shift our focus, we had materials in house that allowed us to start production immediately. Just to give you an idea of how quickly it all happened, we made the pattern on Thursday, our crew came to work full time on Friday and sewed all day—and we have not stopped working since!"*

His advice to other entrepreneurs during this crisis: *"Get creative with what you have. Whatever your line of business, think of an alternate way to produce something, or how to use your current product and still get the consumer."*

As a result of this alternative market opening to them, Coleman will be creating a permanent new division offering PPE. *"We have had such a great response to our products and have made so many new hires, that we will continue to offer the PPE we developed, as well as creating innovative products as new needs arise."*



Coleman Knitting was voted top 10 in "coolest products" manufactured in Utah and voted #1 in customer service in 2019 by the Standard Examiner.

# BROWNIES! BROWNIES! BROWNIES!

## FINDING THE SWEET SPOT

In 2018, long before she opened BROWNIES! BROWNIES! BROWNIES!, Molly Kohrman knew she wanted to have a positive impact on the community. Fast forward a couple of successful years and a pandemic threatened everything she had worked so hard for. “After wallowing for a couple days and stress-buying an electric shoulder massager thingy, I decided that people needed positivity now more than ever.” she said.

She immediately got to work to keep her team and customers safe, quickly pivoting to implement curbside pickup and online ordering, though her biggest challenge was laying off some of her staff members. “I literally cried when I had to furlough my employees, and eventually let a few of them go as we restructured the business. My BROWNIES! team had become my family and it hurt.”

As events were unfolding and getting more serious, Molly applied for the SBA’s Paycheck Protection Program (PPP) and was able to receive funds to help keep some of her staff on board and paid. Molly also wanted to support frontline medical professionals, so she invited customers and others in the community to purchase brownies that were then

donated and delivered to local hospitals, laboratories, and clinics throughout the Salt Lake Valley. “We are proud to say we matched all donations up to five hundred dollars. With the support of our community, we were able to deliver over a thousand dollars worth of happy treats to frontline workers in just one month!”

And she’s not stopping there. With so many small businesses still in survival mode, Molly organized a community t-shirt fundraiser. “I figured we’d all do better if we banded together. Our shirts feature a design encouraging people to #shopsmall and #saveutahbiz along with a list of all participating businesses on the back. It will be free for businesses to participate and all proceeds from shirt sales will be divided equally among participating businesses.”

Molly is the first to show her gratitude for her community in Sugar House. “Our little neighborhood has been very supportive—from stopping by to grab brownies a little more often, to checking in on me personally with a quick Insta message or wave from the car, to testing new products as we try to grow our business amidst the chaos. It takes a community to raise a business...ours is the best.”



“I am grateful to say that I received a PPP loan to keep a few of my staff on the payroll while we figured out how to adapt our business model.”

—Molly Kohrman

## RAISING SPIRITS

Ogden's Own Distillery joined the hand sanitizer market in mid-March to help fill consumer demand for a product that suddenly became a hard-to-find necessity. The company's hand sanitizer products—offered for a reasonable price—were initially directed toward medical professionals and critical staff doing battle on the frontlines of the COVID-19 virus.

CEO Steve Conlin sees actions like that as his civic duty. *“Don't hesitate to do what you think is best for the community or your staff. There are no easy answers, so do what you think is right. And be kind to people. Those who are working are stressed, those who aren't are scared.”*

Ogden's Own Distillery adapted quickly despite significant challenges. In addition to the obstacles presented by the COVID-19 crisis, the distillery engaged in a major expansion project, financing a new building with funding through the SBA's 504 loan program. Further support also came from the SBA in the form of the Paycheck Protection Program, which provided the company with some much-appreciated additional funds.

To facilitate the production of hand sanitizer, the Alcohol and Tobacco Tax and Trade Bureau (TTB) temporarily relieved distilleries of certain requirements related



Ogden's Own introduced Five Wives Vodka in December of 2011 where it quickly became a favorite of Utah vodka drinkers. It has since garnered many awards, including “Utah's Best New Spirit” in City Weekly, Utah's weekly alternative paper.

to the use of alcohol for this non-beverage purpose. The producers would no longer have to obtain formula approval from TTB before producing hand sanitizer if using a formula consistent with World Health Organization (WHO) guidance.

*“When the TTB relaxed its requirements for*

*making the sanitizer, we had product on the shelf within 40 hours.”*

During the crisis, the distillery donated some of its hand sanitizer to the Wood Cross Police Department and proceeds from their sales to local restaurants to help servers through this difficult time.

## AWARD WINNERS

### FY 2020 SBA Lender Awards

Top 504 Lender

**Mountain West Small Business Finance**

Top 504 Third Party Lender in Utah

**Mountain America Credit Union**

Top 7(a) Lender by Number of Approvals

**Zions Bank**

Top 7(a) Lender in Utah by Dollars Approved

**America First Credit Union**

Top National 7(a) Credit Union Lender by Number of Loans Approved

**Mountain America Credit Union**

Top National 7(a) Credit Union Lender by Dollars Approved

**America First Credit Union**

Top 7(a) Rural Lender

**Zions Bank**

Top Ten 7(a) Lender Nationally

**Celtic Bank**

Top Community Lender Based on Number of 7(a) Loans Approved

**Central Bank**

Top Community Lender Based on 7(a) Dollars Approved

**Rock Canyon Bank**

Top Lender to Minority-owned Businesses

**Mountain West Small Business Finance**

Top Lender to Women-owned Businesses

**Mountain West Small Business Finance**

### FY 2020 Small Business Award Winners

Small Business Persons of the Year

**K9 Sport Sack, Joseph and Jen Watson**

8(a) Graduate of the Year

**Mountain West Precast, Stephanie Loud (Region VIII Winner)**

Small Business Exporter of the Year

**Kaddas Enterprises, Inc., Natalie Kaddas (Region VIII Winner)**

Utah District Office Award

**PureEnviro Management, LLC, Gabe Reid**



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U.S. Small Business  
Administration