



SMALL BUSINESS SNAPSHOT

DECEMBER 2017

MESSAGE FROM THE DIRECTOR

It's been a busy few months for the **WV SBDC**.

In October, Secretary of Commerce Woody Thrasher and Board Chair Justin Gaull helped kick off **WV SBDC's** 35th anniversary. More than 80 attendees from around the Mountain State attended a reception commemorating the **SBDC's** service to small business owners and the millions of dollars leveraged in capital that has aided West Virginia's economy. As we continue celebrating the center's anniversary, we're asking business owners to share their success stories on our website.

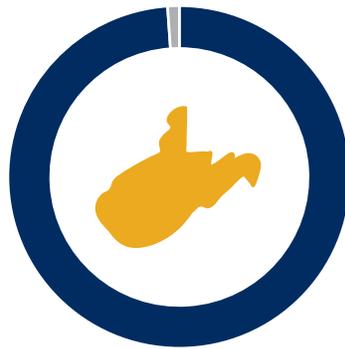
Throughout November, the **SBDC** encouraged West Virginians to shop small. We launched a social media campaign using #ShopSmallWV and celebrated Small Business Saturday. The holiday season is always a good time to remind and urge consumers to consider shopping small all year long. West Virginia small businesses provide jobs, security, and opportunity for the people of the Mountain State.

In early December, we launched the Business Fundamentals Online Workshop, allowing individuals the opportunity to access our fundamentals workshop from any device with internet access. This is the first time in the **WV SBDC's** 35-year history that we've had an online learning center with courses for potential and existing business owners.

I am proud of the progress we have made as a team here at the **WV SBDC** in the past few months. **WV SBDC's** 17 coaches are on the front lines ready to serve the needs of West Virginia's 115,000+ small businesses. I look forward to a bright and prosperous New Year as we continue to create jobs and expand business development in the Mountain State.

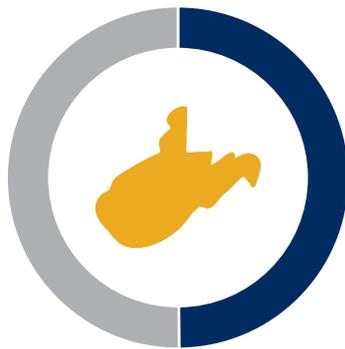
Erika Bailey
Director, WV SBDC

How we **IMPACT** business growth and expansion



115,673
or **98.9%**

of West Virginia businesses are small



288,211
or **50.1%**

of West Virginia employees work for small businesses

SOURCE: US SBA Office of Advocacy 2016

WV SBDC
impact
over the
last 5 years

2,507 jobs created

893 jobs retained

596 businesses started

3,550 clients coached

2,551 training attendees

\$90,119,193 capital leveraged



Celebrating Success

**Get started
BUILDING or
expanding
your
SMALL
BUSINESS
today!**

Call or go online today.
The **WEST VIRGINIA
SMALL BUSINESS
DEVELOPMENT CENTER**
is just a call or click away!

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  WWSBDC

WWSBDC.com


**Business
Ask Me! Line**
(888) WVA-SBDC

“ **EMILY BENIGNI** bought the Elkins Montessori School in Elkins. Our team helped her attain \$340,000 in capital through a loan package of three funders that included a traditional loan, Natural Capital Investment Funds and a microloan. Through Emily’s acquisition of this small business, four jobs were retained and seven more were created. Through our services at the West Virginia Small Business Development Center, we assisted with business feasibility, interpretation of previous owner’s historic financials, cash flow, business plan development and financial projections.”

— **Susie Higgins**
Upshur County Business Coach

“ After an organizational restructuring in 2016, **POTOMAC EAGLE SCENIC RAIL EXCURSIONS** enlisted the WV SBDC to assist with the training needs of their growing workforce and technical writing assistance for a lease renewal on the rail lines that was about to expire. The West Virginia State Rail Authority, the owner of the tracks, returned the initial request renewal with a list of concerns that they wanted addressed before considering a new lease. The Potomac Eagle team first met with fellow SBDC Coach Lindsey Teets and myself to overhaul the company’s business plan and prepare five-year financial projections to present to the West Virginia State Rail Authority for the lease renewal. The West Virginia Rail Authority Board was pleased with the plan that Potomac Eagle presented in May 2017 and voted to renew the lease for the requested ten-year term. Obtaining the lease renewal was a key step in the company’s plan to double its ridership over the next five years. It also retained the jobs of 20 hard-working, dedicated employees of the business.”

— **Matt Coffey**
Eastern Panhandle Business Coach

HOW WE CAN HELP!

WV SBDC helps businesses lay a solid foundation on which to build success. If you are an inventor with a great commercial idea, an entrepreneur with a business startup or an established business looking to sustain or ready to expand your success, then **WV SBDC** has services to match your needs.

- **LOW-COST TRAINING** in business fundamentals workshops
- **NO-COST, ONE-ON-ONE CONFIDENTIAL ADVISING** with our statewide network of credentialed business coaches
- **PRACTICAL ADVICE** on a broad spectrum of business knowledge, including developing a viable business plan, marketing, innovation, technology and management skills
- **FINANCIAL RESOURCE CONNECTIONS.** **WV SBDC** does not give loans or grants — but we can help companies be aware of and prepare for capital access opportunities.