

celebrating

SUCCESS 17

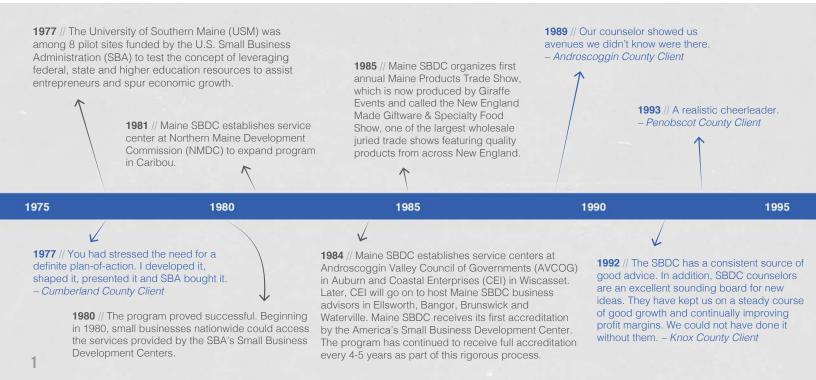
## **CELEBRATING 40 YEARS OF HELPING MAINE SMALL BUSINESSES START & GROW**

A lot has changed since 1977 — and we've been there through it all to assist entrepreneurs to start and grow successful small businesses.

- > NEARLY 62,000 CLIENTS
- > OVER 207,000 SESSIONS
- > ALMOST 422,000 HOURS (CONTACT & PREP)
- > OVER 16,000 JOBS CREATED & SAVED

\* Estimated over 40 years.

- > ALMOST 2,500 NEW BUSINESS STARTS
- > NEARLY \$705 MILLION IN CAPITAL FORMATION TO START & GROW BUSINESSES
- > OVER 2,600 WORKSHOPS WITH NEARLY 53,000 ATTENDEES

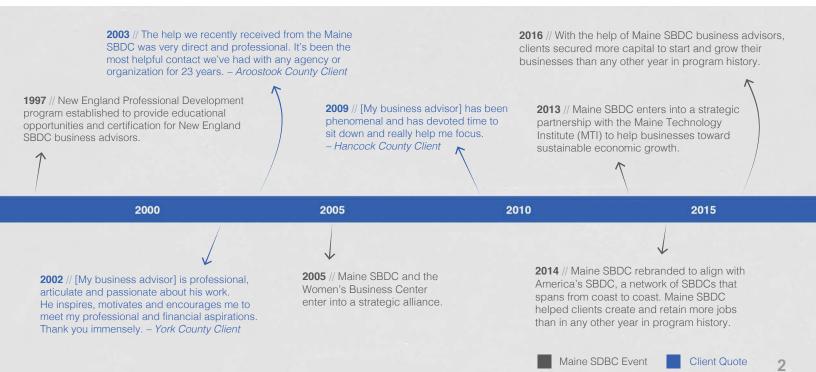


The University of Southern Maine (USM) was among eight pilot sites funded by the U.S. Small Business Administration (SBA) to test the concept of leveraging federal, state and higher education resources to assist entrepreneurs and spur economic growth. The SBDC concept is a simple but effective one: assist entrepreneurs and small businesses through no-cost confidential business advising and training. Maine SBDC serves the entire state of Maine, making it easy for entrepreneurs to receive business assistance.

Maine SBDC's impressive results over the last 40 years can be attributed to the assistance provided by our certified business advisors. These results, combined with client feedback, help prove the value and importance of the SBDC program. Nothing speaks louder than the comments we receive from the small businesses we serve – over 95% would recommend their business advisor to others. And this shows — word of mouth draws in over a third of the entrepreneurs we work with.

Without the U.S. SBA and its confidence in the program, none of this would be possible. Equally important is the support we receive from Maine's Department of Economic and Community Development (Maine DECD), USM and Maine Technology Institute (MTI). Economic development partners throughout the state help enhance our program. Host organizations in 2017 were the Androscoggin Valley Council of Governments (AVCOG), Coastal Enterprises, Inc. (CEI), the Northern Maine Development Commission (NMDC) and USM.

Activities that yield positive returns over an extended period stand as a solid investment. One can walk down any Main Street in Maine and feel certain that there is a Maine SBDC client, either past or present, nearby. We've been there through it all, and we hope to continue to support Maine's small businesses for another 40 years.



## SMALL BUSINESSES, LARGE ECONOMIC IMPACT



JOBS CREATED OR SAVED

661

**98** BUSINESS STARTS

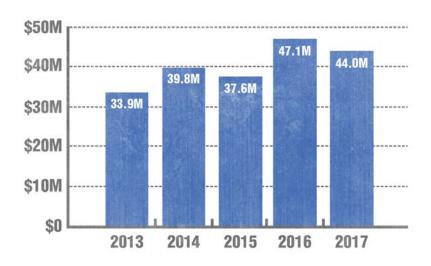
Over 1,400 entrepreneurs and small business owners turned to the Maine SBDC in 2017 to help navigate the process of starting, managing and growing their businesses. With the guidance and expertise of business advisors throughout the state, these entrepreneurs are better prepared, develop the skills necessary to meet their goals, create successful businesses and improve the local economies in which they reside.

The program's impressive results year after year stand as proof of the strength of these advisor-client relationships. Certified business advisors met with over 1,400 clients to help start 98 businesses, create and save 661 jobs and generate \$44 million in capital. Over 9,000 hours were spent advising clients towards success.

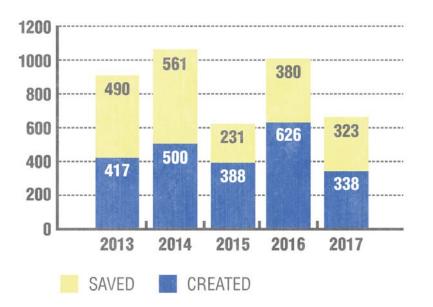
## **GENERATING CAPITAL INVESTMENTS**

## \$44 MILLION Capital Generated

During 2017, Maine SBDC clients secured \$44 million in capital. This includes a compilation of owner investment, lender financing and other capital generated by Maine SBDC clients.



## **CREATING AND SAVING MAINE JOBS**



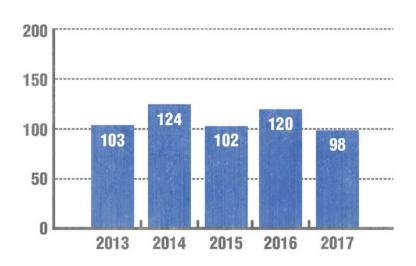
# 661 JOBS

During 2017, Maine SBDC business advisors helped clients to create 338 new jobs in Maine, as well as save an additional 323 jobs.

## STARTING SUCCESSFUL BUSINESSES

## 98 BUSINESS Starts

Business advisors worked with clients, partners and lenders around the state, contributing to the establishment of 98 new sources of employment and tax revenue.



## **RETURN ON INVESTMENT**

INVESTED

Return on investment for the Maine SBDC is evaluated, analyzed and reviewed annually through an independent study conducted by Dr. James Chrisman at Mississippi State University. His findings are based on information provided by a survey of clients meeting with a Maine SBDC business advisor for at least five hours. Dr. Chrisman's most recent report indicates that...

# FOR EVERY DOLLAR INVESTED IN THE MAINE SBDC, \$4.16 WAS RETURNED IN TAX REVENUE.

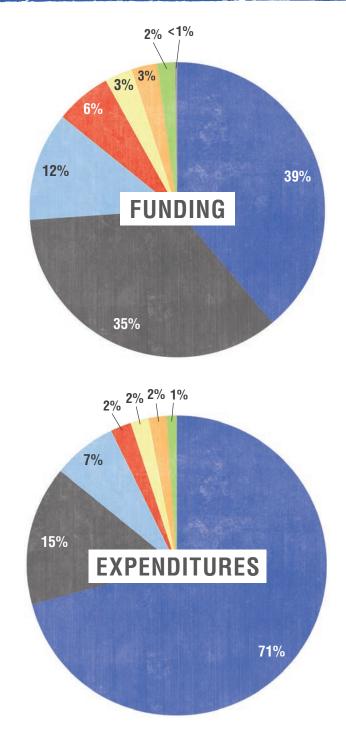
## **\$4.16** INCREMENTAL TAX REVENUE

5

## **2017 FINANCIAL OVERVIEW**

- ME Department of Economic and Community Development \$778,215
   U.S. Small Business Administration \$702,944
   Host Organizations \$237,742
   University of Southern Maine \$120,991
   Federal Contracts \$59,245
   Community Development Block Grant \$50,000
   State Contracts \$35,000
   Program Income \$8,118
   TOTAL: \$1,992,255
   Excludes USM cost share and in-kind contributions of \$143,520
   Various project years normalized to calendar-year format
- Personnel **\$1,410,227** 
  - Indirect Costs **\$289,400**
- Operating Expenses **\$137,517**
- Travel **\$51,386**
- Contracted Program Services \$49,579
- Deferred Expenses \$36,158
- Equipment & Software **\$17,988**

## TOTAL: \$1,992,255



## **HIGHLIGHTS OF 2017**

#### MAINE SBDC CELEBRATES 40 YEARS OF HELPING SMALL BUSINESSES SUCCEED

The Maine SBDC celebrated 40 years of helping build and strengthen Maine's small businesses through nocost business advising and training. Maine SBDC has received praise on its 40th milestone from both state and national leaders.

Senator Angus King commented, "I want to send my sincere appreciation for the impressive work that the Maine Small Business Development Centers does to grow our economy, and send congratulations on 40 years of building and strengthening local businesses. What a difference your organization makes to so many small business owners and communities across the State of Maine.... This is a vital program and 40 years is a remarkable achievement."

"Once again, I want to applaud and thank the Maine Small Business Development Center advisors and staff for their hard work and dedication to ensuring that our entrepreneurs and small businesses have every opportunity to be successful," commented Congressman Bruce Poliquin in a congratulatory letter he sent to the organization.

"Since 1977, Maine SBDC has helped countless Mainers start over 2,000 new businesses, create and save over 13,400 jobs and obtain over \$563 million in capital to open the doors and expand," said Sen. Amy Volk (R-District 30), Labor, Commerce, Research and Economic Development Committee Senate Chair. "These services have been invaluable, as small businesses are the backbone of Maine's economy."

"Home-grown jobs are responsible for more than 80 percent of total job creation in states including Maine," said Rep. Ryan Fecteau (D-Biddeford), Labor, Commerce, Research and Economic Development Committee House chair. "The SBDC works every day to make that possible. Our state's economy, small businesses and communities owe them a great deal."

#### MAINE SBDC MEETS WITH MAINE'S CONGRESSIONAL DELEGATION

In February, State Director Mark Delisle along with America's SBDC President Charles Tee Rowe had the opportunity to meet with Maine's congressional delegation in Washington D.C. to discuss the state of small business in Maine and the



Pictured (L to R): Charles Tee Rowe, Senator Susan Collins and Mark Delisle

United States. They also discussed top issues facing small businesses, as well as how to best utilize the SBDC as a field resource.



#### 2017 STATE STAR

Joshua Nadeau was recognized by America's SBDC as Maine's 2017 State Star. Nadeau is a center director and certified business advisor at the Maine SBDC at NMDC in Caribou. In the two years Nadeau has been with the Maine SBDC, he's spent nearly 2,500 hours advising over 260 clients. He's helped to start 36 businesses, create and retain 250 jobs and generate almost \$10.1 million in capital. The award, given annually, recognizes a member of the Maine SBDC staff who has shown exemplary performance and a strong commitment to small business success.

"Josh has been with the Maine SBDC for only a short time, and we've watched him grow substantially in his position. He's driven to achieve his goals and dedicated to helping small businesses succeed. He's brought new energy to Aroostook County and is a great representative of the Maine SBDC and NMDC. We are lucky to have him as part of our team," said Maine SBDC State Director Mark Delisle.

### **ONLINE TRAINING LAUNCHED**

Maine SBDC launched a platform that provides online, on-demand small business training. The workshops cover a broad range of topics to help start, manage and grow a small business. They are available to entrepreneurs and business owners at no cost and are accessible 24/7 from a computer or mobile device.

## **NEW STEPS TO SUCCESS VIDEOS**

Maine SBDC created a new series of videos that give entrepreneurs and small business owners key information about starting, operating and growing their businesses. Five short videos feature Maine SBDC business advisors and small business clients. They provide information on starting a business, business planning, financing, marketing and financial analysis.

### SUCCESS IN THE BUCKSPORT BAY AREA

The Maine SBDC completed its work in the Bucksport Bay Area as part of a Portable Assistance Grant from the U.S. Small Business Administration (SBA). The grant initiative provided entrepreneurial advising and training for potential and existing business owners in the Bucksport Bay Area who have been adversely affected by



the closure of the Verso Paper Mill.

In August, U.S. SBA's District Director Amy Bassett and Senior Area Manager James Pineau, along with Maine SBDC's Betty Egner and Jennifer Sherwood, met with several business owners who shared stories about their businesses and the Maine SBDC's role in their success.

The group visited with local business owners and key partners who have been involved with the grant initiative. Stops included:

- Lighthouse Arts Center
- Huckleberries Card & Gift
- The Local Variety
- Verona Wine & Design
- Square One Staging
- TLC Bookkeeping
- Bucksport Bay Area
  Chamber of Commerce
- Bangor Savings Bank

#### **FOCUSING ON JAY & MADISON**

The Maine SBDC was awarded a Portable Assistance Grant from the U.S. SBA to develop a program that will provide entrepreneurial advising and training for potential and existing business owners in the Madison and Jay regions in Maine that have been adversely affected by the layoffs and closures of the Androscoggin Mill and Madison Paper Industries.

The program will be a collaborative effort of the Maine SBDC in association with Coastal Enterprises, Inc. (CEI), Androscoggin Valley Council of Governments (AVCOG), New Ventures Maine and other partners. Beyond business advising, the program will provide awards for professional services, create a guide to local small business resources, host a resource and networking event and host specialized business training in each area.

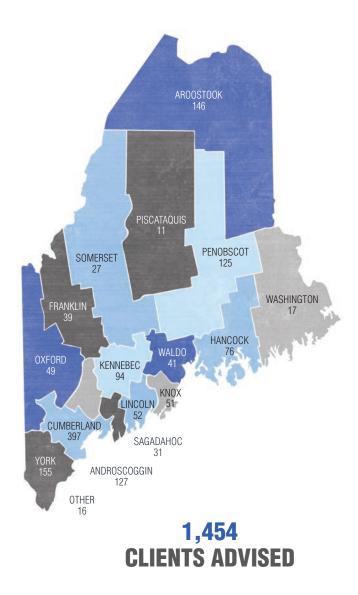
## RETIREMENTS & NEW STAFFING

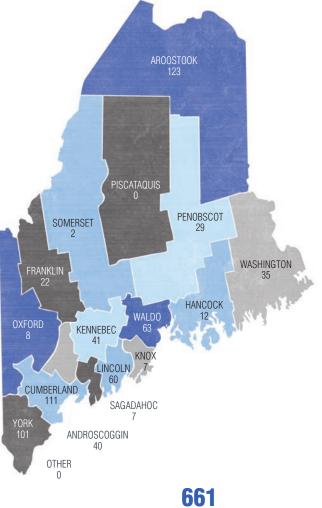
As the result of retirements in 2017, Maine SBDC welcomed two new business advisors. Shannon Byers joined our Ellsworth office and Rose Creps joined our Waterville office. The new employees replaced longtime business advisors Betty Egner and Janet Roderick.

#### MAINE SBDC HOSTS NEW ENGLAND SBDC PROFESSIONAL DEVELOPMENT EVENT

For the second year, Maine SBDC hosted a successful professional development conference for Small Business Development Center (SBDC) business advisors and staff in the New England region. In addition, Maine SBDC hosted a training for new SBDC state directors from across the country.

## **RESULTS BY COUNTY**

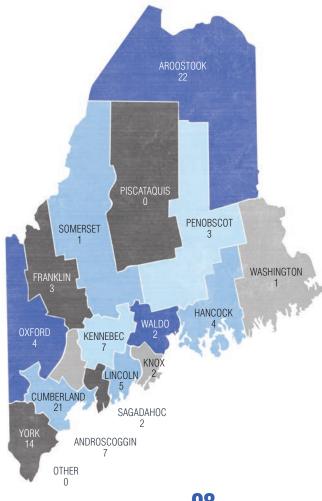




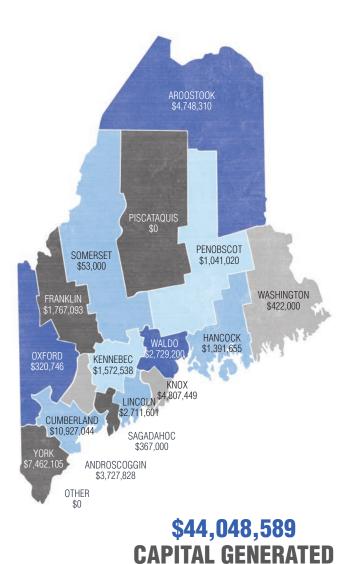
JOBS CREATED/SAVED

OTHER: OUT-OF-STATE, EXPANDING OR RELOCATING TO MAINE

## **RESULTS BY COUNTY**

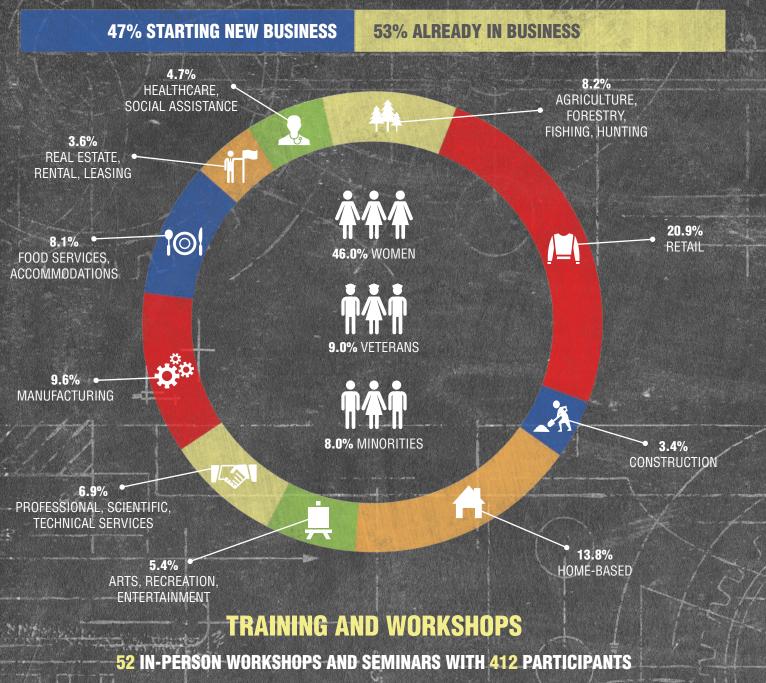


98 BUSINESSES STARTED



10

## **CLIENT COMPOSITION**



## WALLACE JAMES CLOTHING COMPANY | PORTLAND





Kimberly Ortengren started **Wallace James Clothing Company** in Portland's Bayside neighborhood with the hope of inspiring confidence in new and existing designers to make clothing right here in Maine. She understood the challenges independent designers faced to produce apparel and wanted to create an incubator-like space that would allow them to take their concepts and make them a reality. Wallace James is a place where new designers can make their ideas come to life, while receiving expert mentorship on the design, development and production process. It also helps companies scale up, with streamlined, sustainable practices that save money and reduce waste.

Ortengren knew that to be profitable and grow, she needed to keep a close eye on her financials. At the recommendation of a friend, she sought out the assistance of Maine SBDC Business Advisor Peter Harriman. Harriman helped her to better understand her cash flow. This involved a look at expenses and pricing. They worked to create a more streamlined pricing matrix which allowed her to understand her profit from each job. Harriman helped translate this information into appropriate QuickBooks

#### CLIENT

Kimberly Ortengren

BUSINESS Wallace James Clothing Company

CLIENT SINCE May 2017

**BUSINESS ADVISOR** Peter Harriman, Maine SBDC at University of Southern Maine

LOCATION Portland, Maine Cumberland County

categories so that Ortengren could run and understand her financial reports.

The pair also worked to redevelop her business plan, with a heavy emphasis on the new financial structure. With this new business plan, she was able to approach the City of Portland and secure \$100,000 in funding to buy more equipment and allow her to hire more staff (currently one employee with two others planned) and expand her business.



### VILLAGE MARKET | CARMEL

**CLIENT** Jamey Brown

BUSINESS Village Market

CLIENT SINCE September 2017

**BUSINESS ADVISOR** Ann McAlhany, Maine SBDC at Coastal Enterprises, Inc.

LOCATION Carmel, Maine Penobscot County

The Village Market has stood in the heart of the town of Carmel for more than 70 years. After being closed for five years, Jamey Brown and his wife Raquel came to Business Advisor Ann McAlhany with a dream to purchase and reopen this local market.

Working together, McAlhany guided Brown in conducting relevant market and industry research and drafting a business plan. Brown had never run a store before, but he had strong sales and managerial background in the food industry, so these skills were highlighted in the business plan narrative. Cash flow projections were built category by category, since there was no recent history upon which to rely. All the pieces were compiled and put into a loan



package. The plan was presented to a local bank and approved.

After enduring several months of delays and some hurdles. Brown worked day and night to rehab the business. He created a space that combines old and new, keeping the old country store feel while adding some modern elements. Brown officially opened the store in early June 2017. It has been well received by the local community who are excited to see the landmark back in business. And Brown is excited to give the next generation the same memories that their parents had at the Village Market. In less than a year, he is already meeting and exceeding his projections.



In addition, Brown came back to McAlhany to discuss purchasing the neighboring property which had come on the market. Together they looked at the pros and cons and decided that it was a wonderful opportunity for him to expand his footprint. This plan was presented to the original lender and ultimately funded. He has now secured more space (including additional parking) for his business.

The Village Market is located at 2 Plymouth Road in Carmel. The oldtime country market offers fresh cut meat, pizza, deli, sandwiches, baked goods and the coldest beer in town.

## THE FRANCIS | PORTLAND



When Jeff Harder and Nate Delois had an opportunity to purchase the historic Mellen E. Bolster House at 747 Congress Street in Portland, they had a vision of what it could become. The home was built in 1881 and had beautiful features and design. That vision has become **The Francis**, a 15 room boutique hotel in Portland's West End.

Working with Business Advisor Steve Lovejoy, CEI, Bangor Savings Bank and the City of Portland, Harder and Delois were able to put together a complex financing structure that has created a modern boutique hotel while keeping the beautiful features of the historic building.





Opened in the fall of 2017 after an extended construction phase, The Francis is already becoming a very popular spot in Portland. In addition to the hotel, their in-house restaurant Bolster, Snow & Co. is also becoming a popular spot for dinner or drinks.

## CLIENT

Jeffrey Harder & Nate Delois

**BUSINESS** The Francis

**CLIENT SINCE** January 2016

**BUSINESS ADVISOR** Steve Lovejoy, Maine SBDC at University of Southern Maine (USM)

LOCATION Portland, Maine Cumberland County



### MAINE SHELLFISH DEVELOPERS | WALPOLE

#### CLIENT

Tap Pryor

#### **BUSINESS** Maine Shellfish Developers

CLIENT SINCE April 2017

#### **BUSINESS ADVISOR** Brad Swanson, Maine SBDC at Coastal Enterprises, Inc.

LOCATION Walpole, Maine Lincoln County

Tap Pryor and his partner Rod Brandt at **Maine Shellfish Developers (MSD)** have developed new sustainable and ecologically sound technology to grow oysters. Insulated from major weather and environmental risk, MSD is able to produce market size oysters yearround using recirculating aquaculture system (RAS) technology along with a proprietary feed formula that grows seedlings to mature oysters in their shore-side facility.

MSD wanted to start commercializing its technologies, but to do that, they needed funding. The pair decided to apply for a Maine Technology Institute (MTI) Development Loan. Upon recommendation from Hugh Cowperthwaite, the Fisheries Program Director at Coastal





Enterprises, Inc. (CEI), Pryor contacted Maine SBDC's Brad Swanson for assistance with the application process.

Several meetings together led to an entire rewrite of their plan. Swanson helped the partners to refocus their plan to better address the information being requested on the application. The pair had included detailed information on their technology; Swanson helped them focus more on their business and their need for the \$125,000 Development Loan. He helped them to identify the strengths of their plan, along with areas that could be improved, ensuring that they were giving MTI the information they needed. In addition, they created a full set of

financials to accompany the narrative.

Their work together proved successful. MTI awarded the Development Loan to the operation to help them bring their one-of-a-kind technology to market.

Providing their oyster seedling service to local oyster farmers will help reduce time to market by a full year. This technology also opens other opportunities for the company. There are other market opportunities in the future, including offering cocktail-size oysters. They can harvest hundreds of thousands of these smaller-sized oysters in just six months.

#### GARDEN STREET BOWL | KENNEBUNK







Longtime friends and colleagues Daniel Hardy, John Nelson and Jake Peterson came to see Maine SBDC Business Advisor Roy Hebert with a big idea. They wanted to turn a 15,000-square-foot building — the space of a former market — into a bowling alley, restaurant and tap house. The building, located in the heart of downtown Kennebunk at 11 Garden Street, had been vacant for over six years. The partners needed assistance to purchase the building and renovate the space.

Hebert helped them develop a strategy for approaching the seller, explained the process and provided guidance on negotiating the deal. He also helped them with their business plan and accompanying financials to obtain funding for the complex project. After over a year of working together, the team finally had the financing they needed to move forward, securing loans from Kennebunk Savings Bank and the Biddeford-Saco Area Economic Development Corporation.

"The SBDC was integral in developing our business plan and business negotiations. The results were approved loans from Kennebunk Savings Bank, the SBA and BSAEDC... Our deal was very complicated and needed a consultant with a wide range of business experience and acumen; Roy Hebert of the SBDC met all of our needs," said the group of entrepreneurs.

#### CLIENT

Daniel Hardy, John Nelson & Jake Peterson

BUSINESS Garden Street Bowl

CLIENT SINCE March 2016

**BUSINESS ADVISOR** Roy Hebert, Maine SBDC at University of Southern Maine

#### LOCATION Kennebunk, Maine York County

Three days after closing on their financing, rehab on the building began. After six months of construction, Garden Street Bowl opened to the public in December 2017. The facility features ten 10-pin bowling lanes, a full restaurant that seats 40 and a tap house featuring over 20 craft beers. The game room offers shuffleboard, skee ball, air hockey tables and arcade games, as well as a bocce ball court. Already receiving rave reviews, they have created an entertainment experience where neighbors or visitors in York County can gather, relax and have a good time.

## **CREATIVE SIGNS & APPAREL | RUMFORD**

#### CLIENT

Jennifer & Brian Pingree

## BUSINESS

Creative Signs & Apparel

CLIENT SINCE August 2017

#### **BUSINESS ADVISOR**

Jane Mickeriz, Maine SBDC at Androscoggin Valley Council of Governments

#### LOCATION Rumford, Maine Oxford County

Jennifer Pingree and her husband Brian had the opportunity to purchase **Creative Signs & Apparel**, a screen and vinyl printing business located in the heart of Rumford. The opportunity was a perfect fit for their family. It would allow Jennifer to care for their 2-year-old daughter while managing the business. Brian would continue his work in the woods, allowing the business to grow to an income level that could support their family.

The couple had already started work with the seller, who was supportive of the pair purchasing the business. In order to complete the sale, however, they needed a loan. Their loan officer at Franklin Savings Bank sent them to Business Advisor Jane Mickeriz for assistance completing their loan package.





Mickeriz worked with the Pinarees to complete a business plan and financial projections. The seller provided good information on the value of the equipment and supplies. He also provided tax returns showing the current and historic profitability of the business. Using this information, they spent time focusing on realistic financial projections, which Jennifer planned to use as a budgeting tool to auide her new business. Mickeriz also reviewed their business plan and advised them on the steps of starting a business.

Working quickly, Jennifer was able to submit her completed business plan and financials to her bank just three weeks later. They closed on the loan and purchased the





business in late August 2017. They have done improvements to the leased space and organized a room that is available for their daughter to spend time in while mom is working.

Jennifer has already received glowing reviews from new and previous customers who are happy to see the business remain in good hands. Jennifer continues to meet with Mickeriz who is assisting her with her accounting and QuickBooks.

Mickeriz observed: "The Pingrees are eager learners and hard workers. Jennifer is bright, ambitious and committed to growing this business and helping her family thrive."

## BIG MACHIAS LAKE CAMPS & OXBOW OUTFITTERS | ASHLAND



If you call and schedule a hunting trip with Big Machias Lake Camps, LLC dba: Oxbow Outfitters, LLC (BMLC), you likely won't notice a difference because Jeff Lavway, the new owner of BMLC, is the same person who has been managing the day-to-day operations of the business for the past two years. Lavway recently purchased the business from Jeff O'Connor of Pennsylvania. Lavway has worked as a licensed Maine Guide since 2005 operating his own company until 2013. Upon selling his business, Lavway went to work for BMLC, starting out as a guide and expanding his role each year until 2015 when he took over the operation of the business.

In the industry, BMLC is well-known as it has been around since the

1920s. The business started out as a logging camp and transitioned to sporting camps in the 1960s. Hunters and avid sportsmen travel from all around the United States and Canada to enjoy this tranquil piece of Northern Maine.

Once Lavway decided to pursue the purchase of the business, he was referred to NMDC where he worked closely with Maine SBDC Business Advisor Josh Nadeau to develop an attractive business plan. Lavway knew the business was profitable, but to determine the business's full potential, he sat down with Nadeau and worked through a 12-month cash flow projection over the course of a few meetings. **CLIENT** Jeff Lavway

**BUSINESS** Big Machias Lake Camps & Oxbow Outfitters

**CLIENT SINCE** February 2017

#### **BUSINESS ADVISOR**

Josh Nadeau, Maine SBDC at Northern Maine Development Commission

#### LOCATION

Ashland, Maine Aroostook County

"The assistance I received from Josh really helped me to put numbers on paper and test the feasibility of my idea," he added.

Lavway then worked with NMDC to secure the funding which would make this business transaction possible. Today BMLC has a total of seven camps that sleep up to 33 people. The company also has exclusive rights to 238 lease sites covering over 757,000 acres within the North Maine Woods. In addition to guided and unguided bear hunts, Lavway also provides moose hunts, deer hunts, bird hunting and various types of fishing year-round.



#### AUBURN

Maine SBDC / Androscoggin Valley Council of Governments 125 Manley Road Auburn, ME 04210 207-783-9186

#### AUGUSTA

Maine SBDC / CEI Finance Authority of Maine 5 Community Drive Augusta, ME 04332-0949 207-620-3521

#### BANGOR

Maine SBDC / CEI One Cumberland Place – Suite 306 Bangor, ME 04401 207-942-1744

#### BIDDEFORD

Maine SBDC / University of Southern Maine Biddeford-Saco Area Economic Development Corporation 20 Pomerleau Street, 3rd Floor Biddeford, ME 04005 207-282-1748

#### BRUNSWICK

Maine SBDC / CEI 30 Federal Street Brunswick, ME 04011 207-504-5886

#### CARIBOU

Maine SBDC / Northern Maine Development Commission 11 West Presque Isle Road Caribou, ME 04736 207-498-8736

#### ELLSWORTH

Maine SBDC / CEI 210 Main Street – Suite 7 Ellsworth, ME 04605 207-664-2990

#### PORTLAND

Maine SBDC / University of Southern Maine 55 Exeter Street PO Box 9300 Portland, ME 04104-9300 207-780-4949

#### WATERVILLE

Maine SBDC / CEI Mid-Maine Chamber of Commerce 50 Elm Street Waterville, ME 04901 207-319-4316

#### WISCASSET

Maine SBDC / CEI Lincoln County Regional Planning Commission 297 Bath Road Wiscasset, ME 04578 207-504-5434

#### U.S. Small Business Administration SBBA Your Small Business Resource





Maine Small Business Development Centers

55 Exeter Street, PO Box 9300 Portland, ME 04104 207-780-4420 • 800-679-7232 www.mainesbdc.org

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