



U.S. Small Business
Administration

Small Business

UTAH EDITION 2020

RESOURCE GUIDE



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GROW
EXPAND
YOUR BUSINESS**





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Utah Edition 2020



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ON THE COVER Natalie Kaddas, courtesy of Kaddas Enterprises; Brian Noguera, courtesy of Maize Tacos; September Myers, courtesy of the Sundance Consulting; Bert Ortiz, courtesy of AVMAC Inc.

A MESSAGE FROM THE ADMINISTRATOR



It is my honor to serve as Administrator of the U.S. Small Business Administration, leading a dedicated team of talented individuals across America who are focused on helping entrepreneurs start, grow, and expand their small businesses. The SBA is here to support the prosperity and longevity of our nation's small businesses with timely and innovative resources to help them thrive in today's economy. America's entrepreneurs are innovators, risk-takers, and the catalyst for employment opportunities within their communities, and they are what makes our economy so strong and dynamic.

As we enter a new decade of possibilities, small businesses have a remarkable opportunity to continue building upon the success we've seen in our economy over the last three years. As the voice for America's 30 million small businesses, I am eager to advocate on entrepreneurs' behalf as a member of the President's Cabinet. Whether it's seeking access to capital, government contracting opportunities, business mentoring, or assistance with disaster recovery, the SBA is ready and determined to help our customers succeed.

The SBA remains committed to continuing our support of America's entrepreneurs and making an even bigger impact in communities across the country. In particular, the SBA is focused on elevating female entrepreneurs and our military veterans, expanding access to SBA resources

among entrepreneurs in disadvantaged communities, and continuing to prioritize disaster relief.

Within this resource guide, you will learn more about the tremendous tools the SBA provides small businesses through our 68 District Offices and numerous Resource Partners, such as our Small Business Development Centers, our SCORE mentoring network, Women's Business Centers, and Veterans Business Outreach Centers. Featured in this guide are some of the remarkable success stories of entrepreneurs who partnered with the SBA to take their businesses to the next level. The SBA encourages you to also utilize these resources to help strengthen and meet your business goals.

Sincerely,

Jovita Carranza
SBA Administrator



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COMMERCIAL

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- Business Visa® Platinum Card
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 - Dual Controls
 - Multiple levels of Access Authority
- Remote Deposit
- Mobile Banking and Bill Pay
- Payroll
- ACH payments to employees, vendors, or suppliers
- ACH collection of funds
- Merchant Services



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Fax (801) 524-4410

utahgeneral@sba.gov

sba.gov/ut

@SBA_Utah

District Director Letter

Welcome to the 2020 Utah edition of the U.S. Small Business Administration's Small Business Resource Guide. This guide directs small business owners and entrepreneurs in how to start, grow, expand, or recover after a disaster. I hope you will find it helpful as you pursue your goals for small business ownership.

Utah's small businesses are vital to the health of our state and national economy. As you launch new technologies and develop industry-leading innovations, you're also delivering essential goods and services. You're creating economic growth, generating two out of every three new jobs in Utah. Your business is helping sustain the local tax base and supporting community organizations. The Utah district office assists all small business owners, celebrating the entrepreneurial spirit every day. The SBA provides financial assistance through our SBA-backed loan guarantees. We support and fund small business counseling through our SBA Resource Partners. We counsel entrepreneurs on how to best compete for government contracts. Here's what you can do to improve your business in 2020:

- Find a business adviser via our network of SBA Resource Partners, which includes Small Business Development Centers, SCORE mentors, Women's Business Centers, and the Veterans Business Outreach Center, all powered by the SBA.
- Look to see if SBA-backed financing is right for you. Last year, Utah business owners qualified for \$511 million in SBA-backed loans from our 65 local lenders. The entrepreneurs that qualified for funding then went on to hire thousands of new employees, buy needed equipment, or build/renovate facilities.
- Research government contracting. Last year, Utah businesses brought in \$213 million in federal contract awards.

Stay up to date on SBA events near you and get valuable Utah business information by following us @SBA_Utah. Register for e-mail 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 Utah.

Sincerely,

Marla Trollan
District Director



District Director

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LOCAL BUSINESS ASSISTANCE

How I Did It

**Natalie
Kaddas**

President/CEO, Kaddas Enterprises Inc.
Salt Lake City, UT

Natalie Kaddas wanted to handle her business's growth with care, so she turned to the SBA for financing assistance.

For over 50 years, Kaddas Enterprises has manufactured thermoform plastic for the medical, transportation, and utility industries. Natalie is the second generation owner of the family business. Kaddas Enterprises also manufactures polymer products for the aviation industry. Natalie leads a team that provides full-service engineering, from consultation and drafting through prototype creation and production.

Challenge

We always wanted to expand here in Utah and export our quality products abroad. Access to capital is always a challenge for small businesses. Our business is creditworthy and has had a profitable history for 50 years, but we still couldn't find traditional financing to get the cash flow we needed to expand our facility and start exporting.

Solution

The SBA guarantees loans made by lending institutions to small businesses that cannot find financing elsewhere. Our small business qualified for an SBA-backed 504 Certified Development Company loan through Mountain West Small Business Finance. Our \$1 million loan allowed us to purchase a larger facility.

I also received SBA State Trade Expansion Program grants from 2015–2019 to help us market products at international trade shows. We were able to travel to shows in order to network and secure international sales contacts. Our partners in specific regions have helped us to understand cultural differences and negotiate any importing, shipping, or payment problems. We've also developed a network of support in the areas we have travelled to during trade missions; we rely on the expertise of the SBA, U.S. Commercial Service, World Trade Center Utah, and other world trade associations to help navigate any challenges that arise. I've also received fantastic business guidance from my local Small Business Development Center and Women's Business Center.

Benefit

Kaddas has grown its exporting business exponentially in the last six years. We now export to 12 countries. Because of my success and experience as a woman chief executive, I've been able to mentor and encourage other women small business owners. I'm a member of the Utah District Export Council, where I can encourage small business owners to participate in trade missions. I encourage them to research exporting as a way to stabilize seasonal sales and become less dependent on any one market. If you are interested in international trade, a great first step is to attend our conferences and use the resources provided through the SBA, Small Business Development Center network, World Trade Center Utah, and the U.S. Commercial Service.



“
We rely on the expertise of the SBA, U.S. Commercial Service, World Trade Center Utah, and other world trade associations to help navigate any challenges that arise.”

Natalie Kaddas
President/CEO
Kaddas Enterprises Inc.

SBA Resource Partners

No matter your industry, location, or experience, if you have a dream, the SBA is here to help you achieve it. Our SBA Resource Partners offer mentoring, counseling, and training to help you startup and thrive at all stages of the business life cycle. These independent organizations operating across the United States and U.S. territories are funded through SBA cooperative agreements or grants.

SMALL BUSINESS DEVELOPMENT CENTERS

950+

**Small Business
Development Centers**

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

SCORE

300+

SCORE chapters

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. Experienced executives share real-world knowledge to fit your busy schedule. SCORE mentors are available for free as often as you need, in person, via email or over video chat. Find a mentor at sba.gov/score.

WOMEN'S BUSINESS CENTERS

100+

**Women's Business
Centers**

Women entrepreneurs receive essential business counseling and 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 a business. To learn about SBA resources for women visit sba.gov/women.

VETERANS BUSINESS OUTREACH CENTERS

20+

**Veterans Business
Outreach Centers**

Veteran and military entrepreneurs receive business training, counseling, and referrals to other SBA Resource Partners at a Veterans Business Outreach Center, sba.gov/vboc. Receive procurement guidance to better compete for government contracts. VBOCs also serve active duty service members, National Guard or Reserve members, veterans of any era, and military spouses.

Our Local SBA Resource Partners

SBA's Resource Partners are independent organizations funded through SBA cooperative agreements or grants.

Utah Small Business Development Centers

State Director

Mike Finnerty
195 W. 1100 South
Brigham City
(435) 919-1299
mike.finnerty@usu.edu

SBDC Brigham City

Director Jared Turner
Utah State University
195 W. 1100 South, room 170
(435) 919-1296
jared.turner@usu.edu

SBDC Cedar City

Director Craig Isom
Southern Utah University
510 W. 800 South
(435) 865-7707
isom@suu.edu

SBDC Ephraim

Director Tim Chamberlain
Snow College
151 S. Main St.
(435) 283-7376
tim.chamberlain@snow.edu

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450 S. Simmons Way
(801) 643-0424
andrew.willis@davistech.edu

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1770 N. Research Parkway, suite 140
(435) 797-3303
mike.young@usu.edu

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Director Beth McCue
USU San Juan Campus
125 W. 200 South, building B, suite 123
(435) 259-7432
beth.mccue@usu.edu

SBDC Ogden City

Director Shawn Beus
Weber State University
2605 Monroe Blvd., room 211
(801) 626-7232
shawnbeus@weber.edu

SBDC Orem

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Utah Valley University
BRC Building, room 106
815 W. 1250 South, MS 239
(801) 863-8230
camillep@uvu.edu

SBDC Price

Director Austin Preston
Utah State University
420 N. 300 East
(435) 613-5460
austin.preston@usu.edu

SBDC Richfield

Director Craig Blake
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800 W. 200 South, room 155W
(435) 893-2252
craig.blake@snow.edu

SBDC St. George

Director Jeff Mather
610 S. Tech Ridge Drive
(435) 674-8477
jmather@dixietech.edu

SBDC Salt Lake

Director Jim Herrin
Salt Lake Community College
MCPC 200
9750 S. 300 West
(801) 957-5441
jim.herrin@slcc.edu



Arthur and Sandra Johnson, owners of 21 Short Stop in Georgia, received assistance from their local Small Business Development Center and SCORE chapter.

SBDC Tooele

Director Jess Clifford
Tooele Technical College
88 S. Tooele Blvd.
(435) 248-1892
jclifford@tooeletech.edu

SBDC Vernal

Director Mark Holmes
Utah State University Extension Office
320 N. Aggie Blvd.
(435) 722-1779
mark.holmes@usu.edu

SCORE Utah

Contact your closest SCORE office first for an appointment.

State Director

Wendy Bird
SLCC Miller Campus
MCPC building
9690 S. 300 West, room 201 D/E
Sandy
(801) 957-5453
wendy.bird@scorevolunteer.org
utah.score.org



COURTESY OF SBA

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.

Big Sky Economic Development

Director Dustin Frost
222 N. 32nd St., suite 200
Billings, MT
(406) 869-8411
dustin@bigskyeda.org

O'Connor Belting, a Delaware family-owned business, expanded with the help of an SBA-guaranteed 7(a) loan.



COURTESY OF SBA

Women's Business Centers of Utah

State Director Anne Marie Wallace
175 E. 400 South, suite 600
Salt Lake City
(801) 328-5046
annmarie@wbcutah.com
wbcutah.org

Northern Women's Business Center of Utah

Program Director Anne Marie Wallace
175 E. 400 South, suite 600
Salt Lake City
(801) 328-5052
robby@wbcutah.com
wbcutah.org

Southern Women's Business Center of Utah

Program Director Debbie Drake
510 W. 800 South
Cedar City
(435) 586-4234
debbie@wbcutah.com
wbcutah.org



Your Advocates

The SBA offices of advocacy and ombudsman are independent voices for small business within the federal government.

Advocacy

When you need a voice within the federal government for your interests as a small business owner, SBA advocates are here to assist. They analyze the effects of proposed regulations and consider alternatives that minimize the economic burden on small businesses, governmental jurisdictions, and nonprofits.

The office, **advocacy.sba.gov**, helps with these small business issues:

- » if your business could be negatively affected by regulations proposed by the government
- » when you need economic and small business statistics

The SBA Office of Advocacy also independently represents small business and advances its concerns before Congress, the White House, and federal agencies.

Ombudsman

Entrepreneurs who have an issue with an existing federal regulation or policy receive assistance from the SBA 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 national ombudsman. These events are posted periodically on the ombudsman website, **sba.gov/ombudsman**.

To report how a proposed federal regulation could unfairly affect you, contact **advocacy.sba.gov**.

To submit a comment about how your business has been hurt by an existing regulation, visit **sba.gov/ombudsman/comments**.

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.

Brian Noguera, owner of Maize Tacos in Salt Lake City, started up his food truck enterprise with the help of an SBA-backed 7(a) loan.



COURTESY OF MAIZE TACOS

How to Start a Business in Utah

Thinking of starting a business? Here are the nuts & bolts.

The Startup Logistics

Even if you're running a home-based business, you will have to comply with many local, state, and federal regulations. Do not ignore regulatory details. You may avoid some red tape in the beginning, but your lack of compliance could become an obstacle as your business grows. Taking the time to research regulations is as important as knowing your market. Being out of compliance could leave you unprotected legally, lead to expensive penalties, and jeopardize your business.

Market Research

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.

» Division of Corporations and Commercial Code

Heber Wells Building
160 E. 300 South, second floor
Salt Lake City
(801) 530-4849
corporations.utah.gov

Taxes

As a business owner, you should know your federal tax responsibilities and make business decisions to comply with tax requirements. The IRS Small Business and Self-Employed Tax Center, irs.gov/businesses/small-businesses-self-employed, includes information on paying and filing income tax and finding an Employer ID Number.

As the IRS continues to implement some of the Tax Cuts and Jobs Act provisions, your tax obligations may change. For the latest tax reform updates that affect your bottom line, visit irs.gov/tax-reform.

» Utah State Tax Commission

210 N. 1950 West, Salt Lake City
(801) 297-2200
tax.utah.gov



COURTESY OF VIBETECH

SBA business counseling helped Norman Serrano, CEO/chief technologist, scale up VibeTech, a vibration technology company in Utah. A veteran, Norman received business guidance from his local Small Business Development Center, and SBA Resource Partner. His company specializes in the analysis and correction of vibration in vehicles.

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 at (800) 772-1213 or visit [socialsecurity.gov/employer](https://www.socialsecurity.gov/employer). 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, see uscis.gov/forms. For the employer hotline call (888) 464-4218 or email I-9central@dhs.gov.

E-Verify is the quickest way for employers to determine the employment eligibility of new hires by verifying the Social Security number and employment eligibility information reported on Form I-9. 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 [employer.gov](https://www.employer.gov) and [dol.gov](https://www.dol.gov). The Occupational Safety and Health Administration provides information on the specific health and safety standards used by the U.S. Department of Labor. Call (800) 321-6742 or visit [osha.gov](https://www.osha.gov).

» Utah Labor Commission

OSHA Consultation and Education Services
(801) 530-6855
consultation-program@utah.gov

Employee Insurance

Check 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](https://www.healthcare.gov/small-businesses/employers).

Association Health Plans allow small businesses, including self-employed workers, to band together by geography or industry to obtain healthcare coverage as if they were a single large employer. For information, visit [dol.gov/general/topic/association-health-plans](https://www.dol.gov/general/topic/association-health-plans).

» Utah Labor Commission

160 E. 300 South, third floor, Salt Lake City
(801) 530-6800

» Utah Department of Workforce Services

Downtown metro office
720 S. 200 East, Salt Lake City
(801) 526-9850

Provo center

1550 N. 200 West
(801) 342-2600
jobs.utah.gov

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 and confidential assistance to help small business owners understand and comply with 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.

- » **Environmental Protection Agency Small Business Division**
epa.gov/resources-small-businesses
- » **Utah Small Business Environmental Assistance Program Office**
195 N. 1950 West, Salt Lake City
(801) 536-4400

Accessibility & ADA Compliance

For assistance with the Americans with Disabilities Act, call the ADA center at (800) 949-4232 or the Department of Justice at (800) 514-0301. Direct questions about accessible design and the ADA standards to the U.S. Access Board at (800) 872-2253, TTY (800) 993-2822, ta@access-board.gov or visit access-board.gov.

Child Support

Employers are essential to the success of the child support program and collect 75% of support nationwide through payroll deductions. You're required to report all new and rehired employees to the State Directory of New Hires. If you have employees in two or more states, you may register with the Department of Health and Human Services to report all your employees to one state. Find electronic income withholding orders and the Child Support Portal, which can be used to report information to nearly all child support agencies, at acf.hhs.gov/programs/css/employers. Send questions to employerservices@acf.hhs.gov.

» ORS Child Support Services

Ogden
2540 Washington Blvd.

Salt Lake City
515 E. 100 South

Provo
150 E. Center St.

St. George
33 N. 100 West, suite 100

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. Rocky Mountain Regional Office in Denver, Colorado, uspto.gov/denver. For inventor entrepreneur resources visit uspto.gov/inventors.

There are three types of patents:

- Utility patents may be granted to anyone who invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement.
- Design patents may be granted to anyone who invents a new, original, and ornamental design for a manufactured article.
- Plant patents may be granted to anyone who invents or discovers and asexually reproduces any distinct and new variety of plant, other than a tuber propagated plant or a plant found in an uncultivated state.

A trademark or service mark includes any word, name, symbol, device, or any combination, used to identify and distinguish the goods/services of one provider from others. Trademarks and service marks can be registered at both the state and federal level. The U.S. Patent and Trademark Office only registers federal trademarks and service marks, which may conflict with and supersede state trademarks. Visit uspto.gov/trademarks.

Copyrights protect original works of authorship including literary, dramatic, musical and artistic, and certain other intellectual works, such as computer software. Copyrights do not protect facts, ideas, and systems, although

they may protect the way they are expressed. For general information on copyrights, contact:

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

Chambers of Commerce

American Fork
(801) 756-5110
workamericanfork.com

Box Elder & Brigham City
(435) 723-3931
tremontoncity.org
boxelderchamber.com

Cache & Logan
(435) 752-2161
cachechamber.com

Carbon County
(435) 637-2788
carboncountychamber.net

Cedar City area
(435) 586-4484
cedarcitychamber.org

Davis & Kaysville
(801) 593-2200
davischamberofcommerce.com

Draper
(801) 553-0928
draperchamber.com

Fillmore
(435) 743-6714
fillmoreutahchamber.com

Heber Valley
(866) 994-3237
gohebertvalley.com

Hurricane
(435) 635-3402
hvchamber.com

Kanab
(435) 644-5033
kanabchamber.com

Lehi
(801) 901-6664
lehiareachamber.com

Magna
(801) 250-5690
magnautah.org

Moab area

(435) 259-7814
moabchamber.com

Murray

(801) 263-2632
murraychamber.org

Ogden & Weber

(801) 621-8300
ogdenweberchamber.com

Park City

(800) 453-1360
visitparkcity.com

Payson Santaquin area

(801) 465-2634
paysonSantaquinarea.com

Pleasant Grove

(801) 801-922-4540
pglindonchamber.org

Richfield

(435) 896-4241
richfieldareachamber.com

Salt Lake City

(801) 364-3631
slchamber.com

San Juan

(435) 459-9700
sanjuancountychamber.com

South Jordan

(801) 253-5200
southjordanchamber.org

South Salt Lake

(801) 466-3377
sslchamber.com

South Valley

(801) 566-0344
southvalleychamber.com

Southwest Valley

(801) 280-0595
swvchamber.org

Spanish Fork Salem area

(801) 798-8352
spanishfork-chamber.com

Springville area

(801) 491-7830
springvilleutahchamber.org

St. George

(435) 628-1658
stgeorgechamber.com

Tooele

(435) 882-0690
tooelechamber.com

Utah Black Chamber

(801) 747-9134
uaacc.org

Utah Hispanic Chamber

(801) 532-3308
utahhcc.com

Utah Valley

(385) 482-2555
thechamber.org

Vernal

(435) 789-1352
vernalchamber.com

West Jordan

(801) 970-3671
westjordanchamber.com

West Valley City

(801) 977-8755
chamberwest.com

Economic Development

Bear Lake

(435) 946-2198

Box Elder County

(435) 734-3313

Cache County

(435) 752-2161

Carbon County

(435) 636-3295

Daggett County

(435) 784-3218

Davis County

(801) 451-3278

Duchesne County

(435) 722-4598

Emery County

(435) 381-5576

Garfield & Panguitch

(435) 676-1160

Iron County

(435) 586-2770

Juab County

(435) 623-3415

Millard County

(435) 864-1400

Moab

(435) 259-5121

Piute County

(435) 577-2949

Salt Lake County

(801) 468-2221

San Juan County

(435) 587-3235

Sanpete County

(435) 835-4321

Sevier County

(435) 893-0454

Summit County

(435) 649-6100

Tooele County

(435) 843-3150

Uintah County-Vernal City

(435) 781-6767

USDA Rural Development

125 S. State St., room 4311
 Salt Lake City
 (801) 524-4321
rd.usda.gov/ut

Utah Governor's Office of Economic Development

(801) 538-8680
business.utah.gov

Utah County

(801) 328-8824

Wasatch County

(435) 654-3666

Washington County

(435) 652-7750

Wayne County

(435) 836-1315

Weber County

(801) 621-8300

West Jordan

(801) 569-5060

Export Assistance

U.S. Export Assistance Center

Department of Commerce
 350 S. Main St.
 Salt Lake City
 (801) 524 3091
 Shelby Daiek
shelby.daiek@trade.gov

Trade Adjustment Assistance Center

(303) 499-8222

World Trade Center Utah

President and CEO Miles Hansen
 (801) 532-8080
wtcutah.com

Entrepreneurial Resources

Regional Innovation Clusters

Create jobs and grow the economy through an SBA Regional Innovation Cluster.

Who should join

Small businesses driving innovation in one of these tech industries:

- advanced composites
- agTech
- bioscience
- food processing
- data sciences
- medical sciences
- power and energy
- unmanned aerial systems
- water tech
- wood products

How it works

Each industry cluster is based in a geographic region. Your small business must be located in or near that region in order to join the cluster. For example, the AgLaunch Initiative cluster, which focuses on agricultural technology, is located in the Tennessee area. A small agTech business in or near Tennessee will connect with other agTech suppliers, service providers, and related institutions through that innovation cluster.

How it benefits you

Network with other industry innovators and connect with resources that will help your small business find funding. You'll also receive guidance on how to better compete for government contracts and other opportunities for growth and expansion. Receive free technical and legal assistance to develop your tech and get it to market for government and industry buyers.

Get involved

Find an SBA Regional Innovation Cluster near you by visiting [sba.gov/localassistance](https://www.sba.gov/localassistance). Select the regional innovation clusters on the drop-down menu.

Online Learning

Find free short courses and learning tools to start and grow your small business at [sba.gov/learning](https://www.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
- understanding your customer
- buying a business
- marketing to win customers
- legal requirements
- financing options
- disaster recovery

Native American Workshops

Tribal enterprises and business organizations can receive entrepreneurial training at an SBA Entrepreneurial Empowerment Workshop. These workshops cover business concepts important for starting, growing, or expanding a small business. RedWind instructors identify and help participants avoid common pitfalls. Learn how to prepare a business plan, gain access to capital, and basic book keeping. Request a workshop in your area by visiting [nativesmallbusiness.org](https://www.nativesmallbusiness.org).

SBA Regional Innovation Clusters



- 1 Autonomous & Unmanned Systems Cluster – Emerging Tech Ventures**
- 2 The Ozarks Cluster – Startup Junkie**
(Industry focus: Food processing, supply chain, & logistics)
- 3 The Water Council Cluster**
- 4 Marine Industry Science & Technology Cluster**
- 5 BioSTL: St. Louis Biosciences Cluster**
- 6 Oklahoma-South Kansas Unmanned Aerial Systems Cluster**
- 7 The Appalachian Ohio Wood Products Cluster**
- 8 Conductor RIC in Healthcare, Education & Data/Decision Sciences – Startup Junkie Consulting**
- 9 Integrative Business Services Inc.**
(Industry focus: Optics)
- 10 Great Plains Technology & Manufacturing Cluster**
- 11 Montana Bioscience Cluster – Montana Technology Enterprise Center**
- 12 AgLaunch Initiative**
- 13 Utah Advanced Material Manufacturing Initiative**
- 14 Defense Alliance - LSI Business Development Inc.** *(Industry focus: Advanced Power and Energy)*

Emerging Leaders

Learn the skills to grow your small business in this seven-month course.



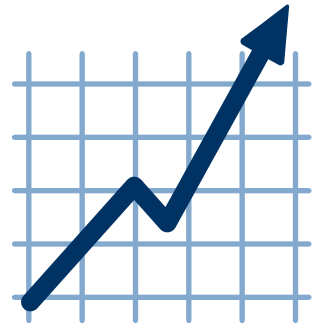
COURTESY OF A&A FIRE AND SAFETY

▲ HOW THE SBA HELPED ME SUCCEED

When April Broderick wanted to expand into government contracting, she turned to the SBA. A&A Fire and Safety Co. in Cabot, AR serves the fire protection and service needs of businesses, schools, and fire departments across Arkansas. She took over from her father, Alan, in 2014, becoming one of the few women executives in her industry. With the help of the SBA Emerging Leaders program, April received business training and networking opportunities to help her better compete in the public marketplace. April committed to the program because she wanted to develop a three-year growth plan with business experts. Since graduating from Emerging Leaders, she has grown her business to six full-time employees, seven part time, with a projected 2019 revenue of \$1.7 million.

Accelerate Growth

Small business executives looking to grow their business, create jobs, and strengthen their communities will find their next challenge



in the SBA Emerging Leaders program. This seven-month course offers about 100 hours of training and provides the opportunity for high-potential small business owners to work with experienced coaches and mentors while developing connections with peers, local leaders, and the financial community.

How it benefits you

Since the start of the program in 2008, Emerging Leaders graduates have reported creating over 6,500 jobs, gaining more than \$300 million in new financing, and securing over \$3.16 billion in government contracts. Participants produce a three-year strategic growth plan that connects them with the necessary tools and resources to reach major performance targets.

What you learn

The curriculum is research-based and nationally scalable, enabling you to engage in focused development and expansion strategies, including options for accessing new capital and securing government contracts.

Who's eligible

Small businesses having annual revenues of at least \$250,000, in business for at least three years, and with at least one employee.

Get involved

To register online, visit sba.gov/emergingleaders.



10 STEPS to Start Your Business

Starting a business involves planning, making key financial decisions, and completing a series of legal requirements.

1 Conduct market research
This will tell you if there's an opportunity to turn your idea into a successful business. Gather information about potential customers and businesses already operating in your area so you can use that information to find a competitive advantage.

2 Write your business plan
This is the roadmap for how to structure, run, and grow your new business. You'll use it to convince people that working with you and/or investing in your company is a smart choice.

3 Fund your business
Your business plan will help you figure out how much money you'll need to startup. Investors or lenders will help you get the amount you need.

4 Pick your business location
Are you setting up a brick-and mortar business or launching online?

5 Choose a business structure
The legal structure you choose for your business will affect your business registration requirements, how much you pay in taxes, and your personal liability.

6 Choose your business name
Pick a name reflecting your brand. Check your secretary of state's website to make sure your business name isn't already being used.

7 Register your business
Once you've picked the perfect business name, it's time to make it legal and protect your brand. If you're doing business under a name different than your own, you'll need to register with the federal government and often your state government.

8 Get federal and state tax IDs
You'll use your Employer Identification Number for important steps to start and grow your business, like opening a bank account and paying taxes. It's like a social security number for your business. Some, but not all, states require you to get a tax ID as well.

9 Apply for licenses and permits
Keep your business running smoothly by staying legally compliant. The licenses and permits you need for your business vary by industry, state, and location.

10 Open a business bank account
A small business checking account can help you handle legal, tax, and day-to-day issues.



AVMAC President/CEO Bert Ortiz, left, and fellow U.S. Navy veteran and electrician Ken Morey manufacturing a power panel bracket.



◀ HOW THE SBA HELPED ME SUCCEED

U.S. Navy veteran Roberto Ortiz puts his 40 years of aviation management experience to use as a small business owner in Chesapeake, VA. Bert expanded AVMAC Inc. into the government sector fulfilling aviation and maritime logistical services with the help of his local SBA Veterans Business Outreach Center. VBOCs are the first stop for military community entrepreneurs looking to start, grow, or expand a small business. The VBOC located at Old Dominion University helped Bert obtain government contracting business certifications. With support from his local VBOC, Bert has strategically positioned AVMAC in the federal marketplace to better compete for large-scale government contracts. From AVMAC's first contract in 2010, this veteran-led company has nearly doubled in revenue and grown to over 400 employees.



Opportunities for Veterans

Military community members become more successful entrepreneurs with the help of the SBA.

Entrepreneurship training

In Boots to Business, explore business ownership and other self-employment opportunities while learning key business concepts. Walk away with an overview of entrepreneurship and applicable business ownership fundamentals, including how to access startup capital using SBA resources. Boots to Business is conducted on all military installations as part of the Department of Defense's Transition Assistance Program.

Who's eligible?

Service members transitioning out of active duty and military spouses. Boots to Business: Reboot, for veterans, National Guard or Reserve members and military spouses, teaches this entrepreneurship curriculum off base in communities. Register for either B2B program at <https://sbavets.force.com>.

For women veterans

Receive entrepreneurial training geared toward women veterans, service

members, and spouses through these SBA-funded programs:

- » Veteran Women Igniting the Spirit of Entrepreneurship in Syracuse, New York
- » LiftFund in San Antonio, Texas

For service-disabled veterans

Learn how to start and grow a small business using these SBA-funded programs:

- » Entrepreneurship Bootcamp for Veterans with Disabilities in Syracuse, New York

- » Veterans Entrepreneurship Program at the Riata Center for Entrepreneurship, Spears School of Business, Oklahoma State University in Stillwater, Oklahoma
- » Veteran Entrepreneurship Jumpstart at St. Joseph's University in Philadelphia, Pennsylvania
- » Dog Tag Inc., affiliated with Georgetown University in Washington, DC

Financing

Employee called to active duty?

You can receive funds that enable your business to meet ordinary and necessary operating expenses when an essential employee is called up to active duty in the military reserve. Ask your local SBA specialist or lender about the Military Reservist Economic Injury Disaster Loan.

Government contracting

Veteran-owned and service-disabled veteran-owned small businesses that want to better compete in the public market receive training from the Veteran Institute for Procurement, nationalvip.org.

VIP Start

Enter the federal market and become ready for procurement.

VIP Grow

Strategize to expand and operate within the federal marketplace.

VIP International

Enter or expand your federal and commercial contracting opportunities overseas.

Get certified

Learn about the service-disabled veteran-owned small business certification program on page 49.

Need assistance?

Veteran and military entrepreneurs receive business training, counseling, and referrals to other SBA Resource Partners at a Veterans Business Outreach Center, sba.gov/vboc. For veterans business information visit sba.gov/veterans.



COURTESY OF AVMAC INC.

Write your Business Plan

Your business plan is the foundation of your business. Learn how to write a business plan with the help of an SBA Resource Partner.



Business plans help you run your business.

A good business plan guides you through managing your business. You'll use your business plan as a roadmap for how to structure, run, and grow your new business.

Business plans can help you get funding or bring on new business partners. Investors want to 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 investment. Brain storm with a business counselor (visit one of our SBA Resource Partners detailed on page 10) and write a **traditional business plan**, which uses a standard structure and detailed sections. Once you've got it all down, you can then condense it to a lean startup business plan, which typically contains key points on only one page.

TRADITIONAL BUSINESS PLAN FORMAT

When you write your business plan, you don't have to stick to the exact business plan template. Instead, use the sections that make the most sense for your business and your needs.

Executive Summary

Briefly summarize your company 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

Go into detail about the problems your business solves. Be specific as to audience and location. List out the consumers, organizations, or businesses your company plans to serve.

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

Market Analysis

Demonstrate a solid understanding of your industry outlook and target market. This is where it pays to partner with an experienced business counselor from your local Small Business Development Center, SCORE, Women's Business Center, or Veterans Business Outreach Center—all these SBA Resource Partners provide free or low-cost business assistance. Competitive research will show what other businesses are doing and their strengths. 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

Explain 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 limited liability company.

Want to see an example of a business plan?

View examples of business plans at [sba.gov/business-guide/plan/write-your-business-plan-template](https://www.sba.gov/business-guide/plan/write-your-business-plan-template)

TRADITIONAL BUSINESS PLAN CHECKLIST

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

Use an organizational chart to show the hierarchy. Explain how each person's experience will contribute to the success of your venture. Consider including CVs of key members.

Service or Product Line

Describe what you sell or what service you offer. Explain how it benefits your customers and the product lifecycle. 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.

Marketing and Sales

Your marketing strategy should evolve and change to fit your needs in each context.

Describe how you'll attract and retain customers. Show how a sale will actually happen. You'll refer to this section later when you make financial projections, so be thorough.

Funding Request

If you're asking for funding, outline your funding requirements. Specify whether you want debt or equity and the terms you'd like. Your goal is to clearly explain how much funding you'll need over the next five years and how the investment will be used.

Specify if you need funds to buy equipment or materials, pay salaries, or cover specific bills until revenue increases. Explain how you'll pay off the debt.

Financial Projections

Supplement your funding request with a prospective financial outlook for the next five years. Show how your business will be a financial success. 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. Explain your projections and match them to your funding requests.

If your business is already established, include income statements, balance sheets, and cash flow statements for the last three to five years. List collateral you could put against a loan.

Use visual organization tools--graphs and charts—to tell your business's financial story.

Appendix

Here you'll attach supporting documents or other requested materials. Common items to include are credit histories, CVs, product pictures, letters of reference, licenses, permits, patents, legal documents, and other contracts.

LEAN STARTUP PLAN FORMAT

Write a lean startup plan if requested from an investor, or if your business is relatively simple or you plan to regularly change and refine as you go.

Lean startup plans use more visual organization tools and only a handful of elements to describe your company's value proposition, infrastructure, customers, and finances. They're useful for visualizing your company's fundamental facts. Your business counselor can help you edit down into the Business Model Canvas, used here—the most well known style, or another lean startup template.

Key Partnerships

Note the other businesses you'll work with, such as suppliers, manufacturers, subcontractors, and strategic partners.

Key Activities

List the ways your business will gain a competitive advantage. Will you sell direct to consumers or use technology to tap into the sharing economy?

Key Resources

List resources you'll leverage to create value for your customer. Your most important assets include staff, capital, and intellectual property. 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. Think through the customer experience from start to finish. Is it automated or personal? In person or online?

Customer Segments

Name your target market. Your business won't be for everybody; it's important to have a clear sense of who you serve.

Channels

List the most important ways you'll talk to your customers.

Cost Structure

Will your company focus on reducing cost or maximizing value? Define your strategy, then list the most significant costs you'll face.

Revenue Streams

Explain how your company makes money: direct sales, memberships fees, selling advertising space? If your company has multiple revenue streams, list them all.

LEAN STARTUP PLAN CHECKLIST

- | | |
|---|--|
| <input type="checkbox"/> Key partnerships | <input type="checkbox"/> Customer segments |
| <input type="checkbox"/> Key activities | <input type="checkbox"/> Channels |
| <input type="checkbox"/> Key resources | <input type="checkbox"/> Cost structure |
| <input type="checkbox"/> Value proposition | <input type="checkbox"/> Revenue streams |
| <input type="checkbox"/> Customer relationships | |

FUNDING PROGRAMS

Financing Your Small Business

How We Did It

Crafting a Business

SBA-backed financing helped Superstition Meadery expand into a multimillion dollar enterprise.

WRITTEN BY BECKY BOSSHART

Jennifer and Jeff Herbert's home-based brewing has expanded into a global, multimillion dollar enterprise thanks to SBA assistance. Using Arizona honey and ingredients they've sourced from around the world (such as Tahitian vanilla and Moroccan saffron), the Herberts are selling nearly 30,000 gallons annually of their honey-based fermented beverage. They operate a downtown Prescott, Arizona tasting room and state-of-the-art production facility, creating jobs and building a local craft industry. The Herberts, founding members of the American Mead Makers Association, have traveled around the world hosting pairing events and pouring at craft beverage festivals.


Challenge

The Herberts wanted to scale up their meadery while also staying true to their values of quality ingredients and craft process. It is often difficult for new entrepreneurs or unique concepts like a meadery to get traditional financing, even though they knew they had a great idea, the backing wasn't there to expand. They say that choosing to do something new breaks the mold, which can be uncomfortable for traditional lenders.

Solution

Thanks to guidance from an SBA Resource Partner, the Small Business Development Center at Yavapai Community College, Jennifer and Jeff learned about financing that worked for them. The SBA guarantees loans made by lending institutions to small business that would not otherwise be able to obtain financing. Their small business qualified for two SBA-backed loans totaling more than \$600,000. The Herberts' first SBA-backed loan allowed them to acquire commercial property to design and build their mead production facility. Their second SBA-backed loan provided the funding for professional brewing equipment to complete their 7,450-square-foot production space. The Herberts recently purchased a historic building in downtown Phoenix, Arizona to open a mead-pairing restaurant.

Benefit

The Herberts started with two employees and now have over 20 producing 29,000 gallons this year. From a homegrown setup, Jennifer and Jeff are now charting revenue in excess of \$2.6 million and distributing to 37 states, across Europe and Southeast Asia. They have plans for another expansion, including a shipping warehouse to manage their online retail and wholesale orders. 



Jeff & Jennifer Herbert, owners of Superstition Meadery, completed their 7,450-square-foot production space and opened a tasting room in Prescott, AZ with the assistance of SBA-backed financing. See their story on YouTube by searching for the 2019 National Small Business Persons of the Year.

5 Tips for Success

Get guidance.

Develop a working relationship with an SBA Resource Partner (see page 10). Your business adviser will help make your business ready for financing.

Define your lending needs.

Determine if a loan is right for you and if this is the right time. Define your needs. How much do you need? What are you going to use it for? Include this in your business plan.

Keep clear records.

Track your cash, inventory, accounts payable & receivable, payroll, sales, purchases, loans payable, owners' equity, and retained earnings. Most lenders will want to see this data, balance sheets, and profit & loss statements for multiple years.

Talk to multiple lenders

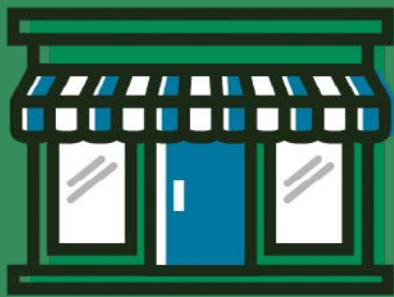
Talk to multiple lenders and see who best matches your business. Lenders have different levels of risk and types of industries they take on.

Check all options.

SBA Lenders determine if you're eligible for SBA financing programs based on your industry & experience, collateral, credit score, and the relationship & transparency you develop with the lending agent.

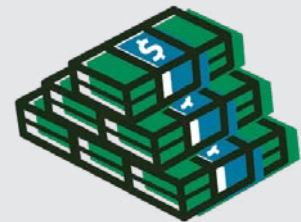
Lender Match

Find a lender interested in working with you at **sba.gov/lendermatch**. This matching tool connects entrepreneurs with SBA Lenders in your area.



SBA guarantees

help small business owners and entrepreneurs who are creditworthy but don't qualify for conventional financing. If you cannot obtain a business loan with reasonable rates and terms, contact your local SBA Lender to see if you are eligible for SBA programs. The SBA works with participating lenders to reduce their risk, increasing the likelihood your loan will be approved with the terms that work best for you. 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 lender in accordance with your terms.



Get Your Small Business On!

Local decisions made quickly.

We've been lending to Utah businesses, entrepreneurs, and go-getters for over 129 years. We enjoy partnering with businesses as we help our communities grow and succeed. Contact us to discuss your next project—a business lending expert is looking forward to hearing from you.



801-375-1000 • cbutah.com



SBA Lenders

Our participating SBA Lenders serve all Utah. Lenders are listed with SBA specialist.

BOUNTIFUL

Hillcrest Bank

Spencer Pack
801 N. 500 West, suite 210
(385) 300-7215
spencer.pack@hillcrestbank.com

BRIGHAM CITY

Bank of Utah

Norm Fukui
80 E. 800 South
(435) 723-9313
nfukui@bankofutah.com

CEDAR CITY

State Bank of Southern Utah

Eric Sawyer
377 N. Main St.
(435) 865-2300
esawyer@sbsu.com

COTTONWOOD HEIGHTS

Northwest Bank

Ryan Shelley
6985 Union Park Center, suite 650
(801) 416-4813
ryan.shelley@northwest-bank.com

HEBER CITY

Heber Valley National Bank, a division of Grand Valley Bank

Steve Hallows
2 S. Main
(435) 654-7400 x4915
steve.hallows@grandvalleybank.com

LAYTON

First Community Bank

Jason Robinson
1601 N. Hill Field Road
(801) 813-1683

LOGAN

Cache Valley Bank

Ted Erikson
101 N. Main
(435) 753-3020 x4411
tede@cachevalleybank.com

MURRAY

Finwise Bank

Jim Noone
756 E. Winchester St., suite 100
(801) 545-6036
tbrosnan@finwisebank.com

OGDEN

Goldenwest Credit Union

Curtis Singleton
5025 S. Adams Ave.
(801) 337-8342
csingleton@gwcu.org

Wasatch Peaks Credit Union

Greg Washburn
4723 Harrison Blvd., Ogden
(801) 627-8720
gwashburn@wasatchpeaks.com

PRICE

Eastern Utah Community FCU

Ken Bishoff
675 E. 100 North
(435) 636-1726
kbishoff@euccu.com

PROVO

Central Bank

Deborah Lamb
75 N. University Ave.
(801) 655-2152
dlamb@cbutah.com

Rock Canyon Bank

Dan Bennett
226 W. 2230 North
(801) 426-0179
dan@rockcanyonbank.com

Utah Community Federal CU

Brian Luke
188 W. River Park Drive
(801) 223-7628
brianl@uccu.com

RIVERTON

Altabank

Aga Merx
2691 W. 12600 South
(801) 838-9879
aga.merx@altabank.com

SALT LAKE CITY

America First Credit Union

Dave Doria
455 E. 500 South
(801) 879-2853
ddoria@americafirst.com

Bank of the West

Mark Haslam
142 E. 200 South
(801) 537-6361
mark.haslam@bankofthewest.com

Brighton Bank

Brett Jensen
93 W. 3300 South
(801) 467-5411
bjensen@brightonbank.com

Celtic Bank

Brad Bybee
268 S. State St., suite 300
(801) 363-6500
bbybee@celticbanking.com

Continental Bank

Roger Preston
15 W. South Temple #300
(801) 931-5252
ajohnston@cbankus.com

First Utah Bank

Kent Dehart
3826 S. 2300 East
(801) 478-2303
kdehart@firstutahbank.com

Granite Federal Credit Union

Brian Frandsen
3675 S. 900 East
(801) 288-3034
brianf@granite.org

JPMorgan Chase

Keler Soffee
201 S. Main, suite 300
(801) 715-7400
keler.soffe@chase.com

Key Bank of Utah

Jeremy Bills
36 S. State, suite 2500
(801) 297-5731
jeremy_j_bills@keybank.com

Meadows Bank

Scott Snow
4001 S. 700 East, suite 500
(801) 890-3016
ssnow@meadowsbank.com

T Bank

Eric Wadley
7069 S. Highland Drive, suite 100
(801) 856-2302
ewadley@tbank.com

U.S. Bank

Kevin Corless
448 E. 6400 South, suite 150
(801) 284-5911
kevin.corless@usbank.com

University First Federal Credit Union

Steven Mathews
490 E. 500 South, suite 200
(801) 463-3599
smathews@ucreditu.com

Utah First Federal Credit Union

Jeff Stringham
200 E. South Temple
(385) 465-3200
jstringham@utahfirst.com

Zions First National Bank

Ryan Shaw
310 S. Main, suite 101
(801) 844-7909
ryan.shaw@zionsbank.com

SANDY

Capital Community Bank

Steve Carlston
9080 S. Village Shop Drive
(801) 705-4365
steve@ccbantutah.com

Jordan Credit Union

Heather Johnson
9260 S. 300 East
(801) 567-3353
heather@jordan-cu.org

Mountain America Federal Credit Union

Dave Christiansen
9800 S. Monroe St.
(801) 803-2841
dchristiansen@macu.com

Wells Fargo Bank

Jeff Cromar
10010 S. State St. #200
(801) 246-8831
jeff.cromar@wellsfargo.com

VERNAL

Grand Valley National Bank

Jim Linschoten
121 W. Main St.
(435) 781-1001
jlinschoten@grandvalleybank.com

WEST JORDAN

American United Federal Credit Union

Jacob Bowman
2687 W. 7800 South
(801) 838-8820
jakeb@amucu.org

Cyprus Credit Union

Derek Money
3876 W. Center View Way
(801) 260-7600 x5279
derek.money@cypruscu.com

WEST VALLEY

Desert First Federal Credit Union

Brady Smith
3999 W. Parkway Blvd.
(801) 456-7063
brady.smith@dfcu.com

WOODS CROSS

Prime Alliance Bank

Lucas Wait
1868 S. 500 West
(801) 296-2200
lwait@primealliancebank.com

NATIONAL/REGIONAL LENDERS

Live Oak Banking Co.

Ryan Furstenau
(801) 949-3595
ryan.furstenau@liveoakbank.com

Pacific Premier Bank

Diane Heyden
(949) 864-8516
dheyden@ppbi.com

ReadyCap Lending

Dan Bywater
(801) 477-7798
dan.bywater@rclending.com

Seacoast Commerce Bank

Jason Hutsenpiller
(801) 592-1800
jhutsenpiller@sccombank.com

Security Service FCU

Yvonne Fernandez
(210) 476-4449
yfernandez@ssfcu.org

Spirit of Texas Bank

Tim Duffy
(281) 252-8842
tduffy@spiritoftexasbank.com

Stearns Bank

Tom Ethan
(888) 320-2899
tome@stearnsbank.com

Participating Certified Development Companies

Mountain West Small Business Finance

2595 E. 3300 South
Salt Lake City
(801) 474-3232
mwsbf.com

Utah Certified Development Co.

5333 S. Adams Ave., suite B
Ogden
(801) 627-1333
info@utahcdc.com
utahcdc.com

Participating Microlender

Utah Microloan Fund

154 E. Ford Ave., suite A
Salt Lake City
(801) 746-1180
utahmicroloanfund.org

Community Advantage Lender

Mountain West Small Business Finance

2595 E. 3300 South
Salt Lake City
(801) 412-3784
lchavez@mwsbf.com

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Financing 101

1 What do you need funding for?

- Start or purchase a business
- Purchase, renovate or expand facilities
- Purchase inventory, equipment or machinery
- Revolving credit/working capital for day-to-day expenses
- Export a product or service



I need investors.

Look into SBICs.



I need to research and develop a business idea for commercialization.

Research the SBIR or STTR programs.



I'm bidding on a contract that requires me to be bonded.

Ask for information on SBA surety bonds.

2 Do you need help with your business plan or loan package?

If so, SBA Resource Partners can help. Find a list at your local SBA district office.



3 Now that you have your business plan and loan package ready, contact an SBA Lender to see if you qualify. There are two options...

A.

Check out Lender Match (sba.gov/lendermatch) to find an SBA Lenders who may specialize in your industry or type of project.

B.

Visit your local SBA district office for a list of local SBA Lenders.

Be prepared to discuss:

- size and purpose of your loan
- how long your business has operated
- your credit history
- collateral
- financial projections
- technical assistance/mentoring needs



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 cannot get conventional financing and you meet the eligibility requirements, 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%

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%

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.

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%; for loans of \$50,000 and greater, prime + 4.75%

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%

Community Advantage

A financing program 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%

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

GUARANTEE: 75 to 90%



Microloans

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%; loans \$10,000 and greater, lender cost + 7.75%

TERMS: lender negotiated, no early payoff penalty

504 Certified Development Company Loan

For those who do not qualify for traditional financing, but would like to purchase/renovate real estate or buy heavy equipment for a small business. It provides competitive fixed-rate mortgage financing through a lender and a certified development company.

MAX LOAN AMOUNT (UP TO 40% 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% of the project cost (with no SBA guarantee); the CDC finances up to 40% 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%

Go Global with International Trade

Stabilize seasonal sales and become less dependent on any one market by exporting.



Expand your Market

Small businesses can enter and excel in the international marketplace using State Trade Expansion Program grants and training. Visit sba.gov/internationaltrade to find out if your state is participating. You can:

- learn how to export
- participate in foreign trade missions and trade shows
- obtain services to support foreign market entry
- translate websites to attract foreign buyers
- design international marketing products or campaigns

Financing for International Growth

Having trouble securing capital to meet your small business exporting needs? Use SBA international trade programs to cover short or long-term costs necessary to sell goods or services abroad. Loan proceeds can be used for working capital to finance

foreign sales or for fixed assets, helping you better compete globally. Apply for lines of credit prior to finalizing an export sale or contract and adequate financing will be in place by the time you win your contract. If you've been in business for at least a year, ask your area SBA regional finance manager about the Export Working Capital program. The International Trade Loan program also helps exporters who have been adversely affected by foreign importing competition, helping you better compete globally.

Max loan amount: \$5 million

Interest rate: for Export Working Capital, the rate is negotiated between borrower and lender. For the International Trade Loan, it also cannot exceed prime + 2.75% for loan amounts over \$50,000 and maturity of seven years or more.

Terms: For Export Working Capital, typically one year, cannot exceed three years. For International Trade Loans, up to 25 years for real estate, up to 10 years for equipment.

Guarantee: up to 90%

Expert Advice on Exporting

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. Visit your local Small Business Development Center (see page 10) for exporting assistance from professional business counselors.

Export Express uses a streamlined process that expedites the SBA guarantee—what small businesses need most when preparing to export or ramping up international trade on a fast timeline.

Max loan amount: \$500,000

Interest rate: typically not to exceed prime + 6.5%

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%

Approval time: 36 hours or less

Help with Trade Barriers

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.



COURTESY OF THE SBA

▲ HOW THE SBA HELPED US SUCCEED

Small businesses that qualify for the SBA State Trade Expansion Program use grant proceeds to bolster their international market presence, which EarthQuaker Devices has done in a seismic way. A manufacturer of guitar special effects pedals in Akron, OH, EarthQuaker has built an international social media fanbase delivering content in seven languages, generating millions of website page views.

EarthQuaker owners Julie Robbins & Jamie Stillman developed their global marketing strategy and multilingual promo materials with the SBA State Trade Expansion Program. The couple also received global marketing counseling and research assistance from the Ohio Small Business Development Center Export Assistance Network.

Help with Trade Barriers

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.

R&D Opportunities for High Growth Startups

Businesses engaged in high-risk research and development can compete to develop their tech to market.



COURTESY OF THE SBA

Do you work in one of these areas?

- » advanced materials
- » agTech
- » artificial intelligence
- » augmented reality and virtual reality
- » big data
- » biomedical
- » cloud computing
- » cybersecurity
- » energy
- » health IT
- » national security
- » sensors
- » space exploration

America's Seed Fund

The Small Business Innovation Research and the Small Business Technology Transfer programs, known as America's Seed Fund, provide more than \$3.5 billion each year in early stage capital through a competitive awards process.

How it works

Every year, participating federal agencies announce topic areas that address their R&D needs. Topics include:

- » energy efficiency tech
- » remote exploration to outer space
- » New advances in devices for health research and diagnostic applications

Eligible businesses submit proposals to win either grants or contracts and then advance through three phases:

- » The proof-of-concept stage typically lasts from 6-12 months, and provides from \$100,000-\$225,000
- » The full R&D period lasts about 24 months, and typically provides \$600,000-\$1.5 million

▲ HOW THE SBA HELPED US SUCCEED

Killer Snails brings science out of the laboratory and into classrooms and living rooms with award-winning educational games, such as BioDive, Assassins of the Sea, and Biome Builder. The Brooklyn, NY-based business gained access to startup funding thanks to the Small Business Innovation Research seed funding program. Dr. Mandé Holford, left, Jessica Ochoa Hendrix, right, and Dr. Lindsay Portnoy envisioned how venomous marine snail research could be used in extended reality and digital learning to engage students and meet educators' needs. The business has raised more than \$1.2 million to support a team of full-time employees. Killer Snails's tabletop, digital, augmented and virtual reality games have won national and international awards.

- » The commercialization stage is when your small business seeks public or private funds for its venture or sells the innovation for a profit.

How your startup benefits

The funding agency does not take an equity position or ownership of your business. The federal government also protects data rights and the ability to win sole-source phase three contracts. Some agencies provide additional resources beyond funding.

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
 - › Centers for Disease Control
 - › Food and Drug Administration
 - › National Institutes of Health
- » Department of Homeland Security
- » Department of Transportation
- » Environmental Protection Agency
- » NASA
- » National Science Foundation

Visit **sbir.gov** to find funding opportunities and helpful program tutorials, as well as past award winners, such as Qualcomm, iRobot, Illumina, and Symantec. Use the local resources locator tool to identify state and regional programs and resources available to assist with grant writing, commercialization, and business counseling in your community.

SBIR Road Tour

Visit **sbirroadtour.com** and follow us @SBIRgov to learn about this annual national program and related events connecting tech entrepreneurs to the country's largest source of early stage funding, providing over 5,000 new awards annually.

Investment Capital

Looking for investors? For mature, profitable businesses with sufficient cash flow to pay interest, a small business investment company can help scale up your small business.



How an SBIC works

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 then use the SBA-guaranteed capital and private funds to invest in qualifying small businesses. Each SBIC has its own investment profile in terms of targeted industry, geography, company maturity, the types and size of financing they provide.

To be eligible

The majority of your employees and assets must be within the United States. Some ineligible small businesses and activities include re-lenders, real estate, project financing, and foreign investment.

Visit **sba.gov** and click on Funding Programs and then Investment Capital. Follow us on Twitter for updates and announcements or visit our events page to learn about outreach programs in your community.

For more information, visit **sba.gov** and click on Funding Programs and then Investment Capital.



How I Did It

Smiling After the Storm

With SBA assistance, Stephanie Vitori rebuilt her Miami Beach, FL restaurant after Hurricane Irma.

WRITTEN BY JESS WALKER

If you ask Stephanie Vitori, the person who coined the term “bittersweet” must have run a business. In the 15 years Stephanie has owned Cheeseburger Baby, the Florida burger joint has endured recessions, multiple hurricanes, and competition from corporate franchises. She has grown along with Cheeseburger Baby, changing with each stage of the business lifecycle.

Vitori worked as a delivery driver before purchasing the business in 2004. Since then, she’s expanded by purchasing two food trucks. She runs an open kitchen, which means customers can watch their 100% Angus

beef cheeseburgers sizzle on the flat-top grill. Burgers are kept classic, no extra frills. “People feel at home,” Stephanie says. “You’re not just another table somebody has to serve.” Here, everybody feels like somebody, she says. So many people love a good cheeseburger, which is why all kinds of people are attracted to her restaurant. Cheeseburger Baby’s handcrafted patties have been featured on the Food Network and consumed by celebrities such as



Jay-Z and Kanye West. Stephanie has met famous chefs “all through a cheeseburger.” But just as special to her is the Vietnamese couple who came in one day, speaking little English. They were eager to meet Stephanie and show her a napkin with “Cheeseburger Baby” scrawled on it. On the other side of the world, a friend had told them to come, so they did. It all just goes to show you, Stephanie says, people come together for a great cheeseburger.

Challenge

Despite these sweet moments, there have also been bitter ones. Hurricane Irma struck in 2017, and Cheeseburger Baby lost equipment and food supplies. Thirty percent of sales blew away with the wind. “It was a zombie zone in South Beach. People were scared to come since they thought everything was destroyed,” Stephanie says. “It was the roughest road I’ve ever traveled.”

Solution

An SBA disaster assistance loan aided Cheeseburger Baby’s recovery. The SBA provides direct low-interest loans to businesses of all sizes, nonprofits, homeowners, and renters to repair damage or replace property not covered by insurance or other forms of assistance. SBA disaster assistance loans can also be used to rebuild stronger, protecting your home or business against future damage caused by a disaster. The SBA also introduced Stephanie to her local

Once safety and security needs are met, the SBA helps get you and your community back to where you were before the disaster. Since low-interest SBA disaster assistance loans are government aid, creditworthiness and the ability to repay are taken into consideration before a loan is awarded. For information visit [sba.gov/disaster](https://www.sba.gov/disaster).

What to do after a Disaster Declaration

After a disaster is declared by the President



Register with FEMA at disasterassistance.gov or 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 SBA cannot help you with a loan for all your needs, we will in most cases refer you back to FEMA. If you do not complete an SBA application, you may not be considered for assistance from other agencies.

Express Bridge Loan Pilot Program

Businesses affected by a Presidential disaster declaration are eligible to receive expedited financing through an SBA Express lender. These 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 seven years

Guarantee: 50%

After a disaster is declared by the SBA

Businesses of all sizes, nonprofits, homeowners, and renters are eligible to apply for an SBA disaster assistance loan. Visit a Business Recovery Center or Disaster Loan Outreach Center in your area or visit disasterloan.sba.gov/ela to apply for a loan. You can also call the SBA customer service center at (800) 659-2955, TTY (800) 877-8339, and ask for an application package. FEMA grant assistance for homeowners or renters is not available under an SBA declaration.



Information you need to get started:

- address of damaged residence or business and contact information
- insurance information, including type of insurance, policy numbers, and amount received
- household and/or business income
- description of disaster-caused damage and losses



Small Business Development Center, which provided assistance with financing options and marketing. She continues to meet with SBDC advisers to remain competitive in an ever-changing economy.

During disasters, the responsibility falls on the owner's shoulders. But one lesson Stephanie has learned is the value in reaching out to others for assistance and counsel. While her brick-and-mortar restaurant was being rebuilt, she sold from a food truck. When the restaurant was operational again, she advertised that with spray paint on the plywood covering the broken windows. Stephanie and her wife, Gabriele Vitori, rebuilt Cheeseburger Baby by depending on each other and SBA assistance. See their story on YouTube by searching for the 2019 Phoenix Award for Small Business Disaster Recovery. "You've got to have resiliency. You've got to swallow your pride sometimes," Stephanie says. "But you also have to believe in your product."

Benefit

For Cheeseburger Baby, that product will continue satisfying the burger hankerings of locals, celebrities, and tourists alike. Vitori sees expansion in her future—she'd like to have a brick-and-mortar restaurant and food truck in each growing town in South Florida. "My whole life is this. I've always felt a love for business ownership," Stephanie says. "That drive keeps you going."



Get Ready

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, flooding, power outages, and severe winds/tornadoes. Spanish materials are available.

Don't Wait

Take steps now to protect your business and reduce property damage with the help of an SBA disaster assistance loan. Those affected by a disaster can rebuild stronger by increasing their SBA loan up to 20% of the verified physical damage to make mitigation improvements. Borrowers have two years after loan approval to request an increase for higher rebuilding costs, code-required upgrades or mitigation.

Keep in mind

Since 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 for your disaster loss. Be sure to check with the organization offering assistance 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 assistance loan.



Getting Back to Business:

Six essential preparedness steps for creating a continuity plan

The financial and emotional cost of rebuilding a business after a disaster can be overwhelming. With a business continuity plan in place, you can recover more quickly. Your plan also puts you in a better position to contribute to the economic recovery of your community.



Establish a communications plan

- Test your calling tree or communications list to reach employees to ensure they and their families are safe.



Protect your documents

- Keep copies of vital business documents in a digital format or in an accessible, protected off-site location.



Review 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 because of 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. Put a disaster response plan in place to get key supplies from companies outside your area. Create a contact list of contractors and vendors you plan to use.



Plan for an alternative location

- Identify several places to relocate your operations in case you must close your primary location for an extended time.
- Consider creative options for available office space, including sharing space and resources with other businesses.
- Allow employees to telecommute until your location reopens.



Practice your plan with your staff

Based on your location, assess your risk for every type of emergency.

- Discuss as a group how your plan would be affected by different types of disasters, such as an earthquake, tornado, flood, mudslide, or hurricane.

Surety Bonds

SBA-backed surety bonds help small businesses succeed.

Eligible small businesses in the construction, supply, and service sectors better compete for contracting and subcontracting jobs using SBA-backed surety bonds.

How you benefit

Surety bonds help small businesses receive the bonding assistance they need to win contracts by providing the customer with a guarantee the work will be completed.

How surety bonds work

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.

Is the program right for you?

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
- » those who cannot secure bonding through regular commercial channels
- » subcontractors with a desire to establish their own bonding as a prime contractor
- » those wishing to increase their current bonding limits



COURTESY OF AZTEC CONTRACTORS

▲ HOW THE SBA HELPED ME SUCCEED

With SBA-backed surety bonds, Frank Spencer III has been able to better compete for commercial and government contracts. Aztec Contractors of El Paso, TX received the bonding support it needed to compete for construction contracts with the General Services Administration, U.S. Army Corps of Engineers, and the Mission and Installation Contracting Command. Frank acquired Aztec in 2006 with no capital and only two employees. Now he employs 25 full time and provides internship opportunities. Sales have grown to about \$30 million annually. Aztec now qualifies for bonding in the standard surety market without SBA support.

For all contracts and subcontracts up to \$6.5 million, the SBA guarantees bid, payment, performance, and ancillary bonds issued by surety companies. For federal contracts up to \$10 million, the SBA makes a guarantee if it's in the best interest of the government.

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

Need a surety bond guarantee fast?

For contracts under \$400,000, the process is streamlined using the SBA QuickApp program.

- » easy application
- » no need to submit financials to the SBA
- » online applications submitted to SBA authorized agents approved within hours

Ready to start?

The SBA partners with 40 surety companies and hundreds of bonding agents. Find authorized agents at sba.gov/osg. Do you want to discuss the advantages of the SBA Surety Bond Guarantee program? Contact a bonding specialist:

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

**Office of Surety
Guarantees**
(202) 205-6540

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

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CONTRACTING

Doing Business with the Government



How I Did It

Taking the Helm

Jennifer Rahn steers Admiral Engineering and Manufacturing to success as a government subcontractor.

WRITTEN BY MICAELA MORRISSETTE

COURTESY OF THE SEA



5 Tips for Success

Find a mentor.

I had a great mentor in my company, and I reached for opportunity when it was in front of me.

Always move forward.

The SBA has educational resources to improve your business knowledge. To learn more about government contracting and SBA certification programs, call your local SBA district office or procurement center representative.

Compete smart.

See if your company can use the SBA Subcontracting Network database, https://eweb1.sba.gov/subnet/client/dsp_Landing.cfm. SubNet connects businesses with subcontractors & small businesses with contract opportunities.

Know your industry.

I see everything; I have my hands in everything. I don't want to expand to where I can't do that anymore.

Build a team.

Everybody feels like this is our work family. My employees are as big a part of my company as I am, so I make sure they know that.

with her existing clients, which include major government contractors. She's grateful prime contractors have incentive to subcontract with small business, and that helps businesses like Admiral.

Rahn has plans to grow, but not in the typical ways. She's investing in replacing equipment, enhancing efficiency and productivity while leading Admiral into new arenas like 3D printing. Because of the stability provided by being a government subcontractor, she's able to do all of this.

Jennifer Rahn was first hired as an office assistant at Phoenix, Arizona-based Admiral Engineering and Manufacturing Co. Rising to the top in a sector dominated by men, Rahn's career sounds a lot like the classic American success story. She got there with the help of a mentor and business growth earned as a federal government subcontractor.

For 16 years, Rahn worked side-by-side with then-owner David Schlosser, who became her mentor. Rahn says she learned "everything it takes to run a machine shop. I naturally just picked it up and wanted it."

The learning curve was steep—Admiral specializes in complex machined parts for industries including aerospace and communications—and Schlosser expected as much as he gave. "When I did something wrong, he told

me, and I didn't do that again," Rahn said, laughing.

One of their largest clients, aerospace and defense company L3 Technologies, nominated Admiral for the SBA Subcontractor of the Year award. As a subcontractor for L3 Technologies, Rahn said she gets great satisfaction from knowing soldiers are able to communicate with their leaders because of parts her company has made.

When Schlosser decided to retire, he asked Rahn to purchase Admiral.

"He did not want to sell to a corporation that would bring in their own people or end up foreclosing," Rahn says. "Then all your hard work is gone. I agreed because it was everything I had spent my life working on, too."

In September 2017, she took over as owner and president. Ownership transition poses a unique set of challenges. Rahn wanted to maintain relationships

How to do business with the government

- 1** Consult your local Small Business Development Center (see page 8) or Procurement Technical Assistance Program adviser. Find your closest center at **aptac-us.org**.
- 2** Search **<https://beta.sam.gov>** to see if any federal agencies are looking for your product or service. Search the SBA SubNet database for subcontracting opportunities.
- 3** Attend an SBA district office contracting workshop. Visit **sba.gov/localassistance** to find your local office.
- 4** Identify your product or service number at **naics.com**.
- 5** Obtain a free DUNS number at **fedgov.dnb.com/webform**. A Unique Entity ID managed by Ernst & Young will replace DUNS in late 2020.
- 6** Register with the System for Award Management (**sam.gov**).
- 7** Research SBA certification programs like the 8(a), woman-owned small business, and HUBZone programs. If eligible, upload all required documents to **certify.sba.gov** before you submit an offer on a contract.



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A man with a white beard and a woman with dark curly hair are standing in a restaurant. The man is wearing a green button-down shirt and khaki pants, and the woman is wearing a blue sweater. They are both smiling. The background features a textured, yellowish wall and modern black pendant lights. There are tables and chairs visible in the background.

Wattsmart® helps Red Iguana *save big*

When Lucy Cardenas and her husband, Bill Coker, wanted to upgrade to better, more efficient LED lighting for their Red Iguana restaurants in Salt Lake City, they turned to Rocky Mountain Power's Wattsmart program and lowered their annual energy bill by \$1,300.

Rocky Mountain Power took care of everything, from removing the old lights to installing the new ones – all with \$3,785 in Wattsmart incentives. Find out how. Wattsmart.com.

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SBA Certification Programs

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



COURTESY OF THE SUNDANCE CONSULTING

◀ HOW THE SBA HELPED ME SUCCEED

September Myres knew that becoming a government contractor would empower herself and other native peoples, while also growing her small business to the next level. She sought business development assistance from the SBA, qualifying for the 8(a) Business Development Program, which helps small disadvantaged businesses compete in the federal marketplace. This program helped September strategically grow her company to become a competitive force in the environmental services industry. Sundance Consulting of Pocatello, ID has secured Department of Defense contracts to improve Native American lands adversely affected by past department activities.

American Indians, Alaska natives, and native Hawaiians seeking entrepreneurial development training can start, grow, and expand their business with the help of the SBA, [sba.gov/naa](https://www.sba.gov/naa). The Office of Native American Affairs also consults with tribal governments prior to finalizing SBA policies affecting tribes.

to racial or ethnic prejudice or cultural bias without regard to their individual qualities because of their identity as members of certain groups. The following groups often fit this status: Black Americans, native Americans, Alaska natives, native Hawaiians, Hispanic Americans, Asian Pacific Americans, and subcontinent Asian Americans. A person who is not a member of one of these groups must establish that it is more likely than not that he or she has suffered social disadvantage.

Economically disadvantaged: those whose ability to compete in the marketplace has been impaired because they have not had as much capital and credit opportunities compared to others in the same or similar line of business.

The benefits of the 8(a) program:

- » You are assigned an SBA professional to help coordinate business development assistance.
- » You could be awarded an 8(a) sole-source contract up to \$4 million for goods and services, \$7 million for manufacturing, exceptions apply.

What is an 8(a) sole-source contract?

A direct awarding of a contract to an 8(a) small business that can provide the needed services. This is an accelerated process saving time for both you and the government agency or office.

All Small Mentor-Protege Program

Looking for an opportunity to partner with a more experienced firm for mentorship? That effort can be rewarded in the All Small Mentor-Protege Program, [sba.gov/allsmallmpp](https://www.sba.gov/allsmallmpp). At the same time you're gaining invaluable direction and experience, you and your mentor can compete for government contracts, further growing your business.

To qualify for this program:

- » Proteges must have a mentor prior to applying for the program. Visit your local SBA office for guidance. Ask about the SBA's Resource Partners and the Procurement Technical Assistance Program for help in connecting you with a mentor business.

Contracting certification programs are designed to help you better compete for and win federal contracts set aside for small businesses. Visit [sba.gov/contracting](https://www.sba.gov/contracting) to learn more about set-asides and whether one or more of these government certification programs is right for your business. To see if you are eligible and to then certify as 8(a), woman-owned, All Small Mentor Protege or HUBZone, visit [certify.sba.gov](https://www.certify.sba.gov).

8(a) Business Development Program

If you're an entrepreneur who is socially or economically disadvantaged, you may be eligible to receive business training and government contracting assistance through the 8(a) Business Development Program, [sba.gov/8a](https://www.sba.gov/8a). It includes free business development

education, training workshops, and match-making opportunities with federal buyers. Firms owned by Alaska native corporations, Indian tribes, Native Hawaiian organizations, and community development corporations are also eligible for 8(a) business development assistance. To be eligible for the 8(a) program, your small business must:

- » be owned and controlled by U.S. citizens who are socially and/or economically disadvantaged
- » demonstrate at least a two-year track record and have potential for continued success
- » have a net worth and an adjusted gross income of less than \$250,000 and assets under \$4 million

Socially disadvantaged: those subjected

- » You must be certified as a small business within your NAICS industry classification (naics.com).
- » Mentors and proteges must be organized for profit or as an agricultural cooperative.
- » Mentors cannot own more than 40% 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.

HUBZone

Businesses located in historically underused business zones, sba.gov/hubzone, can gain special access to federal contracts. To qualify for the certification, your small business must:

- » be owned and controlled by U.S. citizens, a community development corporation, an agricultural cooperative, Indian tribal government, Alaska native corporation, or a native Hawaiian organization
- » have a principal office located in a HUBZone, which includes Indian reservations and military facilities closed by the Base Realignment and Closure Act. Enter your address in our interactive map, maps.certify.sba.gov/hubzone/map, to see if you qualify.
- » have at least 35% of your employees living 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, 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.

Woman-Owned Small Business Certification

Here's how to get certified so you can more easily compete for government contracts.

1. Make sure you're eligible

- » The business must be owned and controlled by one or more women who are U.S. citizens.
- » A woman must hold the highest officer position.
- » 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, the business owner and/or manager must also meet certain income and asset requirements. Find out more at sba.gov/wosb.

2. Register

- » Register with the System for Award Management (sam.gov) to start doing business with the government.

3. Certify

- » Submit your documents to certify.sba.gov. The SBA will offer free certification starting in late summer 2020. 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 Corp.
 - U.S. Women's Chamber of Commerce
 - Women's Business Enterprise National Council

4. Update your status

- » Update your status as a woman-owned small business in sam.gov.

5. Search the database

- » Search beta.sam.gov for your new business opportunity. You must receive your certification prior to submitting an offer on a contract set aside for a woman-owned small business.

Get Expert Contracting & Certification Help

Federal contracting can be complex, but you don't have to do it alone. A Procurement Technical Assistance Center adviser can help you determine if your business is ready for government contracting. An adviser can also help you register in the System for Award Management (sam.gov) and see if you're eligible for any small business certifications and/or programs. Visit sba.gov/localassistance to find one-on-one counseling that is free or low cost. (see page 10).

Contracting

**Utah Governor's Office
of Economic Development PTAC**
60 E. South Temple
Salt Lake City
(801) 538-8680
business.utah.gov/ptac

By the Numbers

The U.S. government is the largest single purchaser of goods and services in the world awarding over

\$500 billion

in prime contracts annually, 23% is set aside for small businesses.



What types of small businesses benefit?

- 5% are small & disadvantaged
- 5% are women owned
- 3% are HUBZone certified
- 3% are service-disabled veteran owned

An O'Fallon Casting Inc. employee at work in O'Fallon, MO. Owner Vince Gimeno grew his business thanks to expert SBA business counseling.



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