



U.S. Small Business Administration

New Mexico District Newsletter

Information for the Small Business Community
February 2009

SBA – Your Small Business Resource

U.S. Small Business Administration
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Your Small Business Resource



New Mexico Small Business Week Awards Celebration! May 5, 2009

In recognition of the small business community's contributions to the American economy and society, the President of the United States designates one week each year as National Small Business Week. 2009 National Small Business Week is scheduled for May 17 through May 23, 2009 in Washington D.C. This is a time when we recognize and honor the vital role America's small business community plays in maintaining and strengthening the Nation's economy.

The New Mexico Small Business Administration, the New Mexico Small Business Development Center Network, and the Small Business Week Committee, invite you and encourage you to join us in honoring the New Mexico Small Business Person of the Year, Family Owned Business of the Year, Exporter of the Year, Young Entrepreneur of the Year, and Business Champions of the Year award winners at their annual luncheon.

New Mexico Small Business Week Awards Celebration Luncheon

Tuesday, May 5, 2009

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**Embassy Suites Hotel
1000 Woodward Place, NE
Albuquerque, New Mexico 87102
11:00 a.m. – 1:30 p.m.**

For additional information on the event, please contact Kim Leibman, NM Small Business Development Center (Santa Fe, NM) – (505) 428-1362 or 1(800) 281-7232 or Susan Chavez, SBA, (505) 248-8236 or (505) 248-8225.



From the Director's Desk....



As we start 2009 we are confronted daily by news of financial crisis and business failure that sometimes distracts us from the positive things that are happening in New Mexico and around the country. Last month the New Mexico District of the SBA, along with 13 Cosponsors, completed the first Emerging 200 program. Albuquerque was one of 10 cities around the country that participated in the inauguration of e200, a 26 week "Street-Wise MBA" intensive training program that in which 19 Albuquerque businesses participated. I appreciate that with the leadership of Instructor Wendy Ederer and with the moral support of our Cosponsors, who nominated most of the participants, Albuquerque was apparently the only one of the 10 participating cities that did not have a single dropout. I think that while the whole program was valuable for all of us, the evening that really brought it all together occurred 16 December when the participants presented their Growth Action Plans to panels made up of representatives from the Cosponsors. It gave the participants an opportunity to get real world feedback on their plans and for the Cosponsors to have a good appreciation of what they learned during the half year of training we had spent together. It was a great evening!

We have now received word that e200 will be extended into 2009 and, since Albuquerque successfully carried out the pilot program, we are going to be included in the next round of training. We are already in contact with our existing and some new Cosponsors and will start recruiting participants soon.

Another bright spot in New Mexico is Government Contracting Business Development (GCBD). With three Air Force Bases, the largest Fort the Army has, two National Laboratories and many other programs, New Mexico continues to be among the highest net per capita recipients of Federal spending in the country. We are seeing unprecedented interest in the GCBD seminars we present the first Thursday of every month at 1:00 pm here in our offices. The Federal Government is the largest customer in the world. I encourage any small business that sells goods or performs services the government buys to explore the possibility of entering that market, whether it be by means of the programs SBA administers, 8(a) or HUBZone, or as a Service Disabled Veteran Owned Small Business, Small Disadvantaged Business or other possibilities.

"Ability is what you are capable of doing. Motivation determines what you do. Attitude determines how well you do it." ~Lou Holtz

The financial crisis that affects the rest of the country is impacting New Mexico as well. Small Business Administration lending was down in our fiscal year 2008 compared to 2007 and is further down year to date in 2009. Nonetheless, the New Mexico banking community has made over \$20,000,000 in SBA loans to New Mexico businesses since 1 October. Small businesses that obtain the assistance of SBA and our Resources Partners, SCORE – Counselors to America's Small Business, the New Mexico Small Business Development Centers and WESST Corp, the Women's Business Centers, to develop strong business plans and demonstrate the viability of their projects are obtaining financing and the situation should only improve as the Federal Government's economic stimulus programs move forward.

2009 will be a year of great challenges but I look forward optimistically to the opportunity to work with the rest of the SBA team in New Mexico, our Resource Partners, Small Business Lenders and the many other small business supporters in the state to help our small businesses survive the current situation and thrive as the economy improves.

John C. Woosley
New Mexico District Director

E200 Training Initiative To Continue in 2009!



Training to begin in April, 2009!
For information regarding the program criteria contact the SBA NM District Office at (505) 248-8225.

SBA Honors Emerging 200 Initiative Graduates - - Small Businesses Impacting Albuquerque's Inner City

The U.S. Small Business Administration recognized 19 small businesses December 18, 2008 in a graduation ceremony at the Albuquerque Convention Center. The goal of the SBA Emerging 200 initiative, started last Spring, was to identify 200 inner-city businesses across the country that show a high potential for growth - and to provide them the network, resources and motivation required to build a sustainable business of size and scale within a designated inner-city geographic location.

Albuquerque was selected to participate in the SBA's Emerging 200 Initiative (e200) and 19 businesses signed up. SBA contracted InnerCity Entrepreneurs to conduct the executive training aspect of SBA's Emerging 200 initiative, a jobs and growth stimulation effort targeting promising inner-city small businesses.

"We were very pleased, along with our co-sponsors, to bring Emerging 200, and its MBA-style environment and program, to small businesses in Albuquerque," John C. Woosley, director of the SBA's New Mexico District Office, said. "We had a great Class of 2008 and we appreciate their commitment and enthusiasm to the program. We feel that each one of them will have a brighter future as a result of their participation, and that the economy of the Albuquerque area will benefit as well. "

Wendy Ederer of Cornerstone Consulting Associates, LLC, was the local trainer subcontracted by InnerCity Entrepreneurs to deliver the E200 curriculum in Albuquerque. The training ran from June through December 2008. Ms. Ederer lead the program and worked with the e200 CEOs and small business owners, each of whom on completion of the program produced a three-year strategic growth plan with benchmarks and performance targets for their individual business. The participants were trained further to target their business strategies to accelerate growth, explore financing, diversify markets and expand their networking.

Ms. Ederer, e200 Albuquerque instructor, reports "in a short time, the business owners began applying the information they learned from the program and are seeing positive results. I have no doubt that the business owners will see substantial and measurable growth in their business; and this growth will have a direct impact both socially and economically on the businesses' surrounding area."



The cornerstone of the e200 in Albuquerque was an in-depth 80 hour educational program, which ran from June through December, 2008, focusing on topics such as organization management, financial management, growth strategies and management, market development, and strategic planning. Graduating businesses recognized for completing the program are:

- **E200 Instructor:** Wendy Ederer, Consultant, Cornerstone Consulting Associates, LLC
- Annapurna's World Vegetarian Café - Yashoda Naidoo, President
- Aurora Publishing, LLC - Melanie Patten-Fritzsche, CEO
- Bare Bones Graphics, Inc. - Tracy Martinez, Owner
- Bocotek, Inc. - John Bears, Vice President
- BroCon, Inc. - Daniel Osborn, Vice President
- Creative Consultants, LLC - Jaime Sirgany, Owner
- Document Handling & Information Services, Inc. - Debby Kruzic, President
- Dyron Murphy Architects, PC - Greg Comer, Partner
- EXHIB-IT! Tradeshow Marketing Experts, LLC - DJ Heckes, Founder, CEO
- Golden Crown Panaderia - Christopher Morales, Owner
- In-Compass International - Kay Carrico, Owner
- La Entrada Realty - Joe Olmi, Owner
- LTC Alliance, LLC - Richard J. Henry, Jr., President
- Rancho Viejo Custom Woods - LLC, Patricia Ascevez, Owner
- Rocket, Inc. - Lex Dominey, President/Owner
- Sacred Power Corporation - David Melton, President/CEO
- Spic N Span Cleaning - Edwin Lopez, President
- Tex-Mex, Inc. - Jane Butel, President
- Ulibarri Construction - Ben Ulibarri, General Manager

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The selection of Albuquerque an e200 city was a prestigious one. There were 23 cities nationwide that applied to take part in this initiative. Along with Albuquerque, the other e200 cities were Atlanta, Baltimore, Boston, Chicago, Des Moines, Memphis, Milwaukee, New Orleans, and Philadelphia.

Participants were asked for their feedback on the e200 training. In response to the question *'What lessons/tools from your e200 training have you applied to the benefit of your business?'* Listed below are some of the participants' feedback.

"I learned how to prepare a presentation to a bank; micro-lender; finance company etc. on how to obtain finance for a small business. Having the panels at the classes gave valuable information to me on what these organizations look for in a package/loan request," states e200 participant Yashoda Naidoo, President and CEO of Annapurna's World Vegetarian Café.

e200 participant David Melton, President and CEO of Sacred Power Corporation, indicates that "from the e200 Finance Module, we are now running monthly cash flow analysis; and from the e200 Operational Module, we have tightened our project management oversight significantly."

John Bears, Vice President of Bocotek, Inc., answered the inquiry with the statements - "During e200 I really learned the value of input of other CEO's and the need to continue a CEO mentoring group. The most valuable information I received was from my other classmates. I was happy to share my knowledge and thoughts, and I received feedback from others which helped in my process. I will value what we learned, but more importantly, I will continue with my classmates in a CEO mentoring capacity. Thank you for the opportunity."

The Albuquerque e200 effort has been a collaborative one. The Cosponsors for the 2008 inaugural E200 Pilot Program were:

- City of Albuquerque/Economic Development Dept.
- ACCION New Mexico
- Albuquerque Hispano Chamber of Commerce
- Albuquerque Small Business Development Center at CNM
- Albuquerque SCORE/Chapter 67
- American Indian Chamber of Commerce of New Mexico, Inc.
- Greater Albuquerque Chamber of Commerce
- National Association of Women Business - Northern New Mexico Chapter
- New Mexico Department of Veterans' Services
- New Mexico 8(a) & Minority Business Association
- New Mexico Manufacturing Extension Partnership
- South Valley Small Business Development Center
- The Loan Fund
- WESST Corp

Participation in e200 was free to qualifying businesses and it was expected to be especially beneficial to firms that have been in business for a minimum of three years, have \$400,000 or more in gross annual revenues, and are located within the geographic boundaries identified as the Albuquerque inner city. Participation was limited to only 200 businesses nationwide.



Business.gov, the official business link to the U.S. Government is managed as a partnership among 22 Federal government agencies. Business.gov helps businesses save time and money spent on regulatory compliance by providing quick and easy access to business laws, government regulations, forms and agency contacts.

IRS's Latest Hot Product, '09 Small Biz Tax Calendar, Ready for Businesses

The IRS 2009 Small Business/Self-Employed Tax Calendar is stocked and ready to go. With its professional illustrations, in-depth business tax information, and day-to-day reminders for which business taxes are due when, the 12-month wall calendar has always been a popular item. The calendar is FREE.

Small business and self-employed taxpayers can also download the business tax dates and reminders directly to their Microsoft Outlook calendars, and access the calendar via electronic organizers and portable hand-held devices.

New 2009 topics include:

- The 2008 Economic Stimulus Act
- Section 179 Expensing
- Minimizing Identity Theft
- Disaster Recovery for Small Businesses

To order, visit the tax calendar ordering page at <http://www.irs.gov/businesses/small/article/0,,id=176080,00.html> on IRS.gov or call the National Distribution Center at (800) 829-3676. To get the latest IRS information and learn about IRS products and services as they become available, start a FREE subscription to e-News for Small Businesses; just go to IRS.gov at <http://www.irs.gov/businesses/small/article/0,,id=154825,00.html>

2008 Economic Stimulus Package Tax Incentives to Small Business

SBA developed an information summary designed to provide an overview of the tax incentives available to small businesses as a result of the Economic Stimulus Act of 2008. The 2008 stimulus package is robust, temporary and puts money back into the hands of American workers and businesses.

The new law provides tax rebates to 128 million American households, beginning in May. It also provides temporary tax incentives for businesses to invest in their companies and create jobs.

Small businesses are a powerful economic force. The new stimulus legislation enables them – through tax incentives – to expand and continue to create new jobs. The SBA briefing focuses on the tax incentives available to small businesses. You can view and listen to this program at: <http://training.sba.gov:8000/eco>

New Mexico District Office Launches Its First-Ever Small Business Hotline



The New Mexico SBA District Office has launched its first-ever **Small Business Hotline** in response to the concerns raised by the state's small business community during these uncertain economic times. The purpose of this hotline is to give small business owners a single telephone number they can call with business and financing related questions. **Small business owners may call Toll Free at 800-726-3632, and then select Option 2, followed by selection of Option 3.** The telephone number is staffed from 8 a.m. to 4:30 p.m. Monday to Friday.

"New Mexico small businesses have questions about today's economic situation," said John C. Woosley, District Director of New Mexico's SBA office. "Businesses need to stay focused and not panic during these times. We feel it's important that SBA provide an outlet for our small business community to get the answers they need on questions relating to surviving in this environment. Our small business resource partners, the Small Business Development Centers (SBDC), SCORE – Counselors to America's Small Business, and the Women's Business Centers (Women's Economic Self Sufficiency Team Corp (WESST Corp)) have business experts that can advise them on ways to enhance their marketing, re-evaluate their business plans, and look for new sources of financing. Many of these services are free of charge and are available throughout the state."

SBA employees will listen to callers' concerns, and then refer them to business counselors at the SBA or at the SBDCs, SCORE or the Women's Business Centers.

Small Business Survival in Tough Times Workshop

Successful small business owners and a panel of business experts will show you proven techniques that can help your business survive tough economic times and come out on the other side primed and ready for long-term success. Learn how to manage cash, find and keep customers, make your operation more efficient and much more!

The workshop will be held on Saturday, February 21, 2009 at 8:30 a.m. at the WESST Enterprise Center located at 609 Broadway NE, Albuquerque. Register and pay online at www.wesst.org or call (505) 246-6900.

Tools, Resources and Information—at your fingertips!

The Small Business Training Network (SBTN) is a customer-focused SBA strategy designed to enrich, educate and empower small businesses. It is an Internet-based learning environment - operating like a virtual campus - offering online courses, workshops, publications, information resources, learning tools and direct access to electronic counseling, and other forms of technical assistance. The over 30 course offerings are **free**, most are self-paced generally take about 30 minutes to complete and the majority are considered "topical primers."

On a typical day, 800 to 2,000 customers register for free online courses offered by the SBA through its virtual training campus at the Small Business Training Network (SBTN).

Visit (www.sba.gov/training) Today!

***New Mexico Business and
Community Development Calendar***

The New Mexico Business and Community Development Calendar, is a collaborative, web-based calendar designed for quick reference to relevant business and community events and news happening throughout the state. The Calendar is an initiative of the New Mexico Economic Development Department (www.edd.state.nm.us), the New Mexico Small Business Development Centers (www.nmsbdc.org), and New Mexico Finance Authority (www.nmfa.net), and is powered by New Mexico Community Capital (www.nmccap.org). No longer will businesses and communities have to search multiple sources to find training, industry information, or networking events; all such events are on one web site!

Businesses, associations, and other organizations may set up free accounts for posting their events. Everyone, from employees to consultants to community leaders, can browse these events by industry, region and date and be directed to links for sign-up information. The types of events include Business/Professional training, Funding Opportunities, Networking Events, Tradeshows, Conferences and much more!

Check it out at: www.edcalendar.org

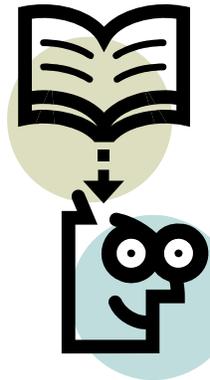
***Get To Know Our
Resource Partners!***

SCORE—Counselor's to America's Small Business

Albuquerque SCORE Chapter #67
625 Silver Ave, SW, Suite 320
Albuquerque, New Mexico 87102
(505) 248-8232
www.abqscore.org

Las Cruces SCORE Chapter #397
Loretto Towne Center
505 S. Main Street, Suite 125
Las Cruces, New Mexico 88001
(505) 523-5627
www.zianet.com/score.397

Santa Fe SCORE Chapter #373
Montoya Federal Bldg., Room 207
120 S. Federal Place
Santa Fe, New Mexico 87501
(505) 988-6302
www.santafescore.org



**New Mexico Small Business Development Centers
19 Centers Statewide**

NMSBDC is a partnership of the SBA, the state of New Mexico, the New Mexico Association of Community Colleges, the private sector.... and YOU!" Whether you have an established business or want to start a new one, you can obtain FREE, confidential assistance. www.nmsbdc.org, 1(800) 281-7232

**Women's Economic Self-Sufficiency Team
(WESST Corp) – 6 Centers Statewide**

WESST Corp participates in the SBA's Women's Business Center Program which is funded in part through a cooperative agreement with the SBA. Through the Women's Business Center Program women business owners and entrepreneurs can access training programs, management and technical assistance, and counseling services. WESST Corp offices are located in Albuquerque, Gallup, Las Cruces, Rio Rancho, Roswell and Santa Fe. WESST Corp is also a microlender under SBA's microlender program. Visit their website at www.wesst.org for additional information on available assistance or call the Toll Free number, 1(800) 469-3778.

NM Success Clients Highlighted at NMSBDC Day at the Legislature

SBA New Mexico District Director John Woosley together with staff members, Edward Cadena, Susan Chavez, Frances Padilla and Shirley Bailey, joined Roy Miller, New Mexico Small Business Development Center Network (NMSBDC) State Director, the 19 SBDC Centers and 20 entrepreneurs at the State Capitol during the “**11th NMSBDC Day at the Legislature**” held on January 27, 2009 in Santa Fe. **The NMSBDC Network was honored for their 20 years of service to the state during this event. Congratulations to the NMSBDC!**

SBA, the NMSBDC Lead Center and the 19 SBDC centers from across the state, each had a booth exhibit in the East and West Wings of the State Capitol Rotunda. Twenty “Success Clients”, from each SBDC service area, were highlighted at the SBDC booths. During the day’s events at the State Capitol the Success Clients were introduced in the Senate and House. The day’s events concluded with an awards banquet held at the Santa Fe’s La Fonda Hotel on the Plaza where the 20 small businesses were recognized, honored and presented with award certificates. The 20 small businesses honored during these events included:

- Cottonwood Orthodontics/Dr. Carlos Torrebiarte (Albuquerque)
- Forever Young Day Spa/Patricia Castillo-Quinn (Albuquerque)
- Clovis Pool, Spa and Patio, Inc./Richard & Nicole Hahn (Clovis)
- Evergreen Cleaners/Barton (Bart) Byars (Ruidoso)
- The Pink Carnation Florist/Patrick & Vanessa Padilla (Las Vegas)
- Emery Welding Service & Supply, Inc./Bobby & Phyllis Emery (Clayton)
- The Third Day LLC/Mitchell Baxter (Hobbs)
- Sunset Run Restaurant/Wayne McDonald (Alamogordo)
- Food Jet South/Ben Vasquez & Cathleen McIntire (Carlsbad)
- Schaefer Outfitter/Richard & Lynn Grant (Dona Ana County)
- Grants Boots & Saddle Shop/Ross Marquez (Grants)
- The Taos Gallery/Jan Mellor (Taos)
- Farmington Flooring Center, LLC/Mike & Simone Culver (Farmington)
- Celebrations/Sylvia Johnson (Santa Fe)
- Lewis & Clark Expeditions/John Easton (Gallup)
- Bilingual Montessori School, LLC/Odalys Gonzales Fernandez (Los Alamos)
- Molina/Watson Dental Technologies, Inc./Richard Molina & Fred Watson (Rio Rancho)
- Casa de Abo/Benny & Joaquin Sisneros (Belen)

- El Rey Meat Market & Las Casuelas Steak House Ramon Sanchez (Deming)
- Sol Imports, Inc. & One World Tile Kenneth & Christina Montoya (Las Cruces)

The NMSBDC Network of 19 SBDC centers are located throughout the state. The network provides free confidential consulting, affordable workshops and training to prospective and existing business owners. The NMSBDC is one of SBA’s resource partners that is funded by the state of New Mexico and SBA. To locate a center near you visit www.nmsbdc.org or call (800) 281-7232 or contact the SBA NM District Office at (505) 248-8225 or visit the SBA website at www.sba.gov/nm.

Available Training

SBA 8(a) Business Application Workshop

1st Thursday of the Month - 1:00 p.m. to 3:00 p.m.

(March 5, 2009, April 2, 2009, May 7, 2009)

SBA Conference Room

625 Silver SW, Suite 320, Albuquerque, NM

Workshop is free. Telephone reservation: (505) 248-8228

SCORE Workshop

Essentials for Starting a New Business

3rd Friday of the Month - 8:30 a.m. to 4:00 p.m.

(February 20, 2009, March 20, 2009,

April 17, 2009, May 15, 2009)

SBA Conference Room

625 Silver SW, Suite 320, Albuquerque, NM

Fee: \$55 – Payable at the door.

Telephone Reservation: (505) 248-8232

A one day workshop for entrepreneurs and new business owners. Learn business basics from outside professionals. All are experts in a variety of business fields who will share their professional knowledge and experience.

Access To Capital Workshop

February 19, 2009 - 4:00 p.m. to 7:30 p.m.

Luna Community College Learning Resource Center

366 Luna Drive, Las Vegas, NM

Free – To Register contact the Las Vegas SBDC at

(505) 454-2582 or 1(800) 588-7232 ext. 1759

Access To Capital Workshop

March 24, 2009 - 3:00 p.m. to 6:30 p.m.

International Bank in Raton

200 S. 2nd Street, Raton, NM

Free – To Register contact the Las Vegas SBDC

at (505) 454-2582 or 1(800) 588-7232 ext. 1759

Representatives from the Las Vegas Small Business Development Center (SBDC), lending community, certified development companies, microlenders, USDA, and SBA will provide information on available loan programs and services at these *Access to Capital* workshops.

We thank the New Mexico lenders and the New Mexico Small Business Resources for their support and assistance to the small business community!



1st Qtr TOTALS
(10/1/08 - 12/31/08)

**FY09 New Mexico
Lender Rankings**

Lender	No. Loans	\$ Volume
<u>7(a) Loan Activity</u>		
Wells Fargo Bank	9	\$1,088,400
Century Bank	8	\$979,500
BBVA Compass Bank	6	\$2,013,000
Western Commerce Bank	6	\$1,955,000
Bank of the Southwest	6	\$235,000
First Community Bank	5	\$776,300
Mountain America FCU	5	\$150,000
New Mexico Bank & Trust	2	\$62,000
The Bank of Clovis	1	\$1,500,000
Innovative Bank	1	\$995,000
CIT Small Business Lending	1	\$615,000
The First National Bank of New Mexico	1	\$350,000
Western Bank of Clovis	1	\$319,000
My Bank	1	\$242,000
Newtek Small Business Finance	1	\$241,000
American Heritage Bank	1	\$150,000
First Savings Bank	1	\$150,900
United Bank of El Paso del Norte	1	\$25,000
Superior Financial Group	1	\$7,500
Totals	58	\$11,854,600
<u>504 CDC Participation</u>		
Capital CDC	8	\$2,941,000
Enchantment Land CDC	2	\$370,000
Total	10	\$3,311,000
<u>504 3rd Party Lender Participation</u>		
The Bank of Clovis	2	\$380,175
First Community Bank	1	\$1,553,317
Western Commerce Bank	1	\$891,226
Bank of the West	1	\$358,371
Los Alamos National Bank	1	\$295,000
Wells Fargo Bank	1	\$254,600
New Mexico Bank & Trust	1	\$230,000
Alerus Financial, NA	1	\$215,000
Washington Federal S&L (First Federal Bank)	1	\$194,184
Total	10	\$4,371,873
TOTAL SBA RELATED LOAN ACTIVITY - 1st Qtr		
7(a) Loans	58	\$11,854,600
504 Loans - CDCs	10	\$3,311,000
SBA NM LOAN TOTAL	68	\$15,165,600
504 Loans - 3rd Party Lenders	10	\$4,371,873
TOTAL NM CAPITAL		\$19,537,473