



NEW MEXICO SMALL BUSINESS DEVELOPMENT CENTER

BUILDING NEW MEXICO'S ECONOMY ONE BUSINESS AT A TIME



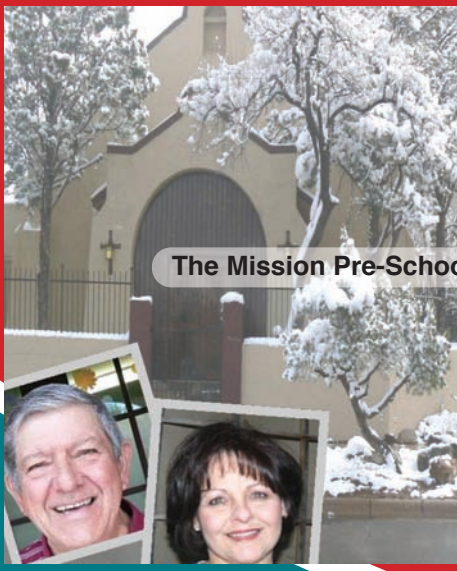
Lucky Ridge, Inc.



Hill Diner and Dixie Girl



The Chispa Company, LLC



The Mission Pre-School



Blue Sky Pet and Feed Supply



Martinez and Sons Processing, LLC



Stardust Dance Academy



Purple Adobe Lavender Farm

NEW MEXICO SMALL BUSINESS DEVELOPMENT CENTER

BUILDING NEW MEXICO'S ECONOMY ONE BUSINESS AT A TIME

ANNUAL REPORT 2012

A MESSAGE FROM THE STATE DIRECTOR



On behalf of the entire New Mexico Small Business Development Center (NMSBDC) network, it is my pleasure to share our 2012 Annual Report with you. This year was a challenging one for all small businesses however; the entrepreneurial spirit still runs high in the state.

To overcome certain challenges, the NMSBDC joined forces with its many partners and leveraged our resources to assist small businesses and clients. In 2012, we provided 12,654 hours of counseling to 4,380 clients that resulted in the creation of 1,196 jobs, over \$31 million in capital formation, and 162 new businesses in New Mexico. The NMSBDC International Business Accelerator and the Procurement Technical Assistance Program continued to provide excellent services to our clients in international trade and government contracting with incredible results as well.

We increased our capacity in the area of international trade by seven of our Certified Business Advisors and Directors becoming Certified Export Counselors through the Certified Global Business Professional Program offered by the National Association of Small Business International Trade Educators and sponsored by the U.S. Small Business Administration. This certification requires an intense course of study and the successful completion of two exams by our staff.

The U.S. Small Business Administration recognized the San Juan College Small Business Development Center (SJC-SBDC) with the 2012 Service Excellence and Innovation Award. This award was presented to the SJC-SBDC for their superb work in service delivery to clients, economic development partners and small business owners in the four corners region of the State of New Mexico.

The NMSBDC was also re-accredited by the Association of Small Business Development Centers (ASBDC) for another 4 years. The ASBDC uses a rigorous set of criteria fashioned out of Malcolm Baldrige national quality standards. The criterion rates the NMSBDC on process, strategy, capability, expertise, results, client services and many others. We are proud of this designation, as the NMSBDC is the only small business service delivery organization in the state that is nationally accredited.

However, our greatest achievements are those of the small businesses in the state that sustained or expanded their businesses and those that started small businesses this year with our help and assistance. It is clear to the entire NMSBDC staff that our customers come first and that the support of the New Mexico Legislature, the U.S. Small Business Administration, the U.S. Department of Defense, our host post-secondary institutions and our economic development partners are critical to the success of all of our clients.

In the following pages, you will find our achievements in economic impact and the stories of just a few of our most successful clients from throughout the state. Although economic challenges will continue in the near future, we are confident that New Mexico small businesses will continue to prosper and grow with assistance provided by the NMSBDC.

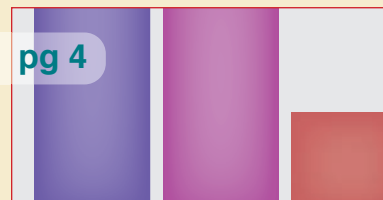
Sincerely,

Michael A. Rivera
NMSBDC State Director



pg 3

**NMSBDC
RESUMÉ & EXPERTISE**



pg 4

**NMSBDC
ACTIVITIES**



pg 7

**NMSBDC NETWORK
SUCCESS CLIENTS**

pg 18			SERVICE CENTERS
NMSBDC	MesaLands Community College	University of New Mexico-LA	
Sanity College Brewery 7508-4887 Tel: (505) 241-7232 1469	911 South 10th Tulacum, NM 88401-3352 (575) 461-4411, ext. 140 Fax: (575) 461-4338 Vicki Walker, Director	282 Camino del Pueblo, Suite 2A Roswell, NM 87068-0922 (505) 867-5066, Fax: (505) 867-3746 Ted Braglia, Director	
State Director Sergio Budget Program Fry, Database Central	New Mexico Junior College	University of New Mexico-Tsa	
	1 Thousand Creek Hobbs, NM 88201-1221 (575) 492-4700, Fax: (575) 492-4704 Brandon Hunt, Director	115 Chaco Plaza Dr. Tsa, NM 87071-2900 Tel: (575) 737-6214 Gary Royle, Director	

**NMSBDC
SERVICE CENTERS**

pg 19			ADVISORY COUNCIL
NMSBDC STATEWIDE	Ed Brubaker	Nelle Fran Ward	
ADVISORY COUNCIL	Alamogordo Flower Company 901 Texas Avenue Alamogordo, NM 88110 (575) 438-1300 call mab@florist.com (NMSL-Alamogordo SBDC)	WardDesign Design, LLC 123 Bridge Street Las Vegas, NM 87703 (505) 425-3877 nfr@warddesign.com (LCCC SBDC)	
2011 Julie, Chair Ed, President Ed, Chair Jan Stout 8481801 1000 10000, Inc.	Mike Morales Morales & Kniffman, LLC	Rick Jackson American Document Services, LLC	

ADVISORY COUNCIL

Highly Skilled, Experienced and Educated

20 CENTERS | 74 PROFESSIONAL STAFF MEMBERS

Education

- 31 Master’s Degrees, 22 MBAs (71%)
- 56 Bachelor Degrees, 29 BBAs (52%)
- 30 Associates Degrees in Business
- 2 Doctorate Degrees

Experience

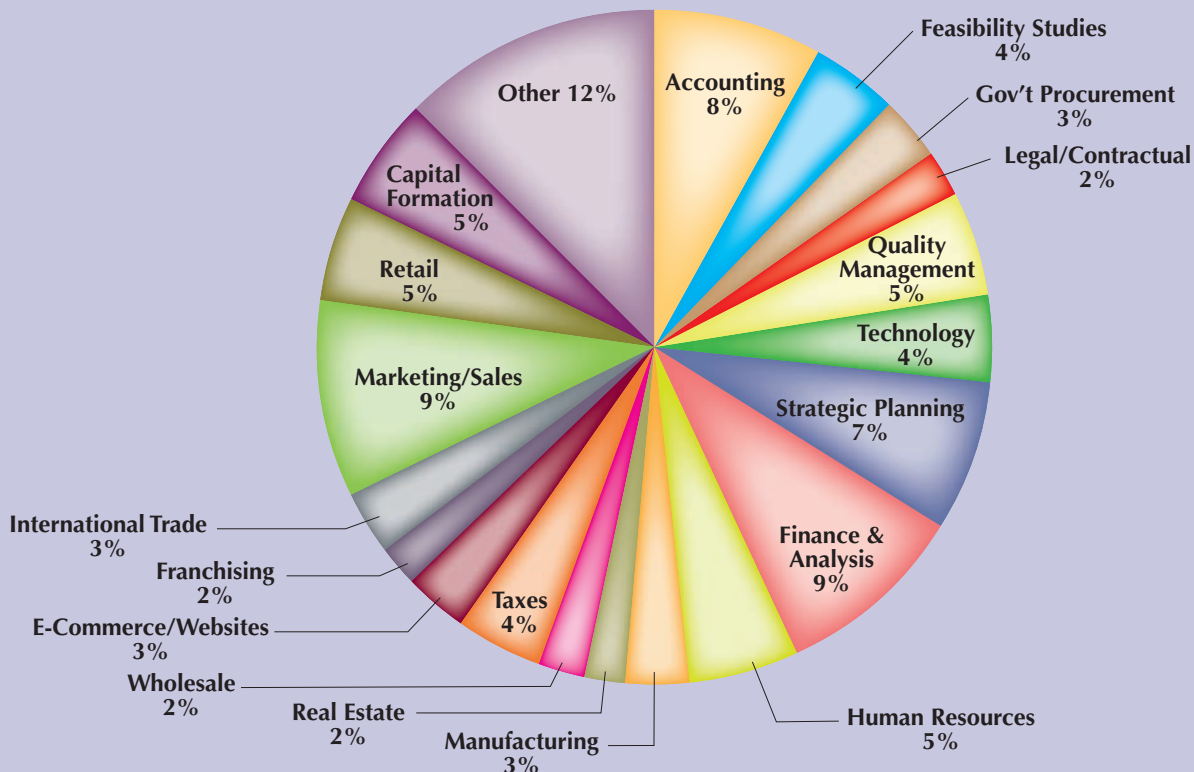
- 758 years combined in small business management or ownership
- 580 years combined with the NMSBDC

ACCREDITATION

The NMSBDC is nationally accredited by the Association of Small Business Development Centers. The ASBDC represents the collective interest of all members through a comprehensive accreditation process, which delivers nationwide educational assistance to strengthen small/medium business management, thereby contributing to the growth of local, state and national economies.

“The New Mexico SBDC Network has recently completed the rigorous ASBDC accreditation, a Baldrige based review, that exemplifies excellence, innovation, and service to its clients and stakeholders.” Al Salgado, Chairman of the Board of the ASBDC, March 2012

NMSBDC STAFF AREAS OF EXPERTISE

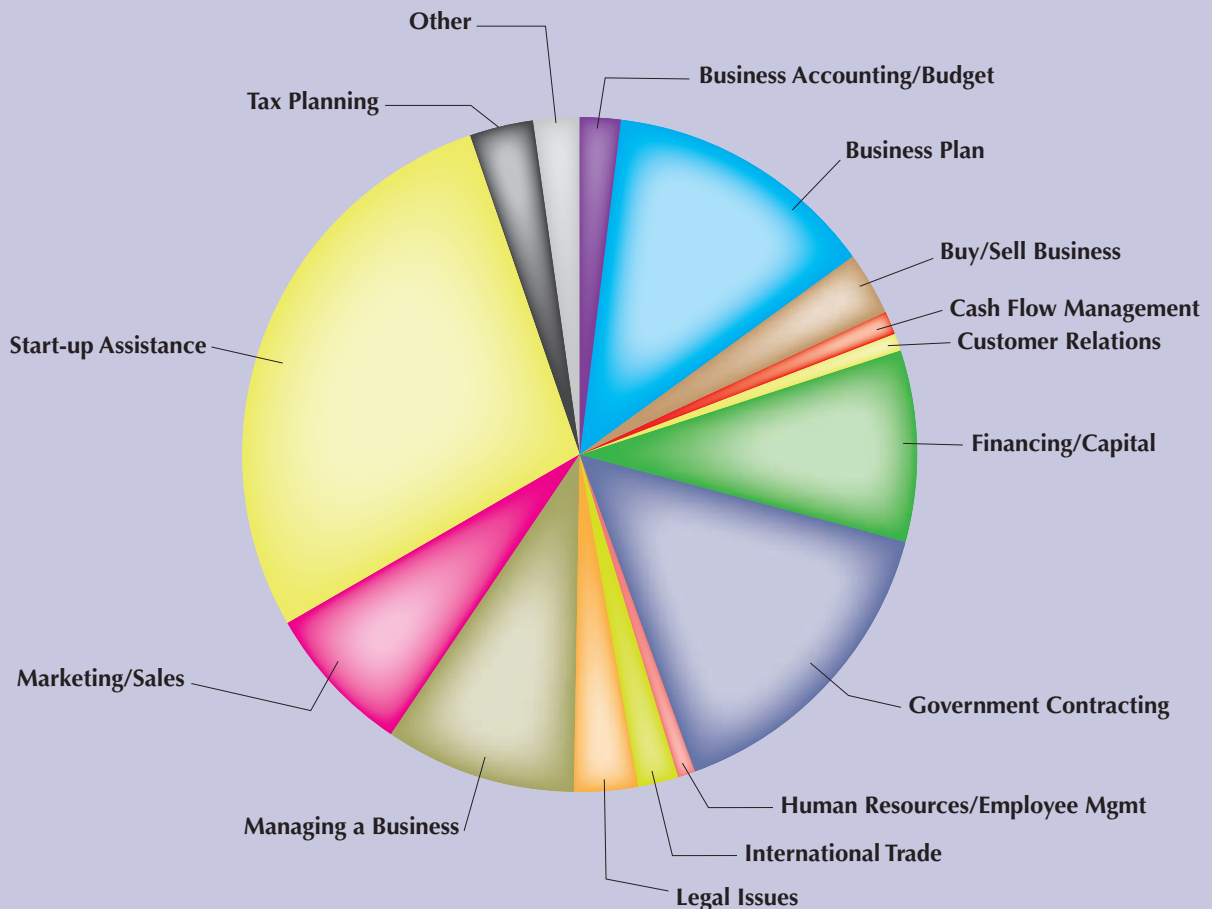


NMSBDC AREAS OF ASSISTANCE PROVIDED

	Total FY 12	Percent
Business Accounting/Budget	135	2%
Business Plan	746	13%
Buy/Sell Business	182	3%
Cash Flow Management	51	1%
Customer Relations	48	1%
eCommerce	20	-
Engineering Research & Development	21	-
Financing/Capital	527	9%
Franchising	11	-
Government Contracting	858	15%
Human Resources/Employee Mgmt.	39	1%
International Trade	89	2%
Legal Issues	171	3%
Managing a Business	534	9%
Marketing/Sales	391	7%
Start-up Assistance	1,573	28%
Tax Planning	156	3%
Technology/Computers	27	-
Other	104	2%
Total Counseling Sessions	5,683	100%

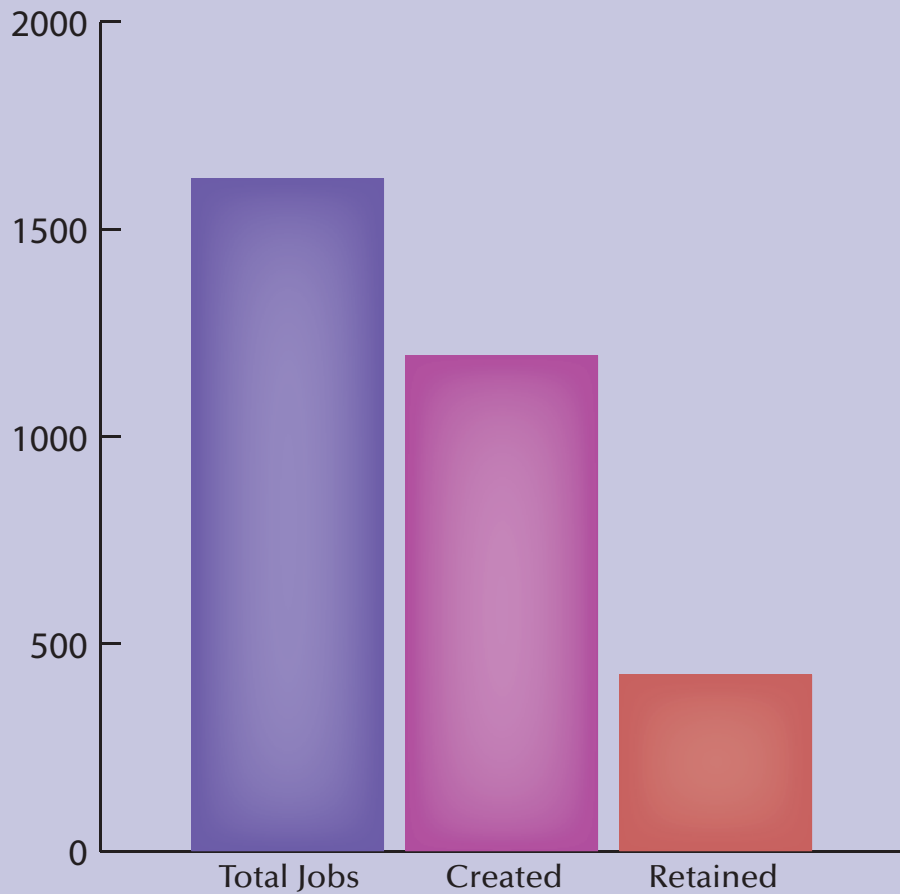
Clients come into the Small Business Development Center (SBDC) for assistance with a variety of needs. Our Certified Business Advisors often discover additional opportunities to assist during one-on-one counseling sessions.

NMSBDC AREAS OF ASSISTANCE PROVIDED



NMSBDC ACTIVITIES

JOBS CREATED AND RETAINED 2012*



*Includes SBDC, PTAP and IBA Performance

Time Period	Total Jobs	Created	Retained
Total FY 12	1,622	1,196	426
July 1989-June 2012	23,229	18,781	4,448

CAPITAL FORMATION

Assistance in developing capital for small businesses, e.g., loans, microloans, personal equity, etc.

Time Period	Amount	No. of Bus.
Total FY 12	\$ 31,415,068	310
July 1989-June 2012	\$ 647,333,712	4,673

NEW BUSINESSES CREATED

Time Period	No. of Bus.
Total FY 12	162
July 1991-June 2012	7,912

CLIENT ACTIVITY 2012

Program	Clients Served
SBDC	3,425
PTAP	834
IBA	121

NMSBDC ACTIVITIES

CLIENTS SERVED

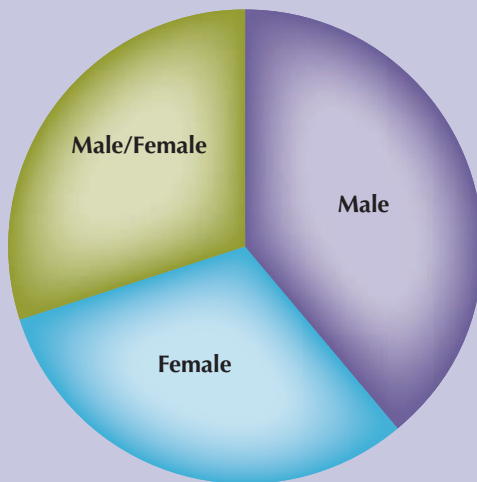
Type	Total FY 12
Veterans	528
Hispanic	1,221
Caucasian	2,806
African American	143
Native American	239

INDUSTRIES SERVED

Type	Total FY 12	Clients Served
Retail	516	12%
Service	1,368	34%
Wholesale	59	1%
Manufacturing	301	7%
Construction	429	10%
Other	1,486	36%
Total Clients Served	4,159	100%

CLIENT GENDER

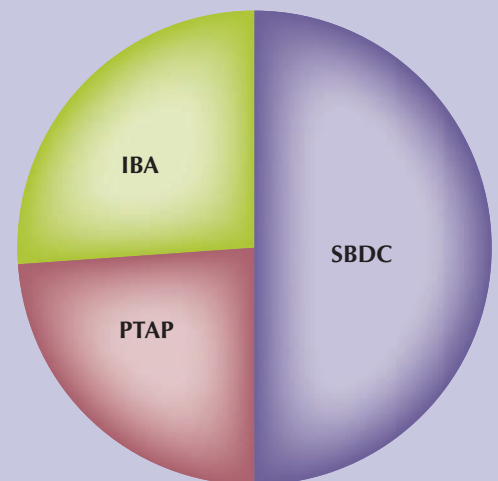
Gender	Total FY 12	Percent
Male	1,620	39%
Female	1,290	31%
Male/Female	1,249	30%
Total	4,159	100%



CLIENT GENDER

SEMINARS AND WORKSHOPS

Program	Total FY 12	Attendees
SBDC	490	4,880
PTAP	119	2,313
IBA	23	2,567



ATTENDEES

INTERNATIONAL BUSINESS ACCELERATOR

2006 TO PRESENT

Exports	Imports	Businesses Started
\$21,573,969	\$3,669,159	66
Jobs Created & Retained	Equity Investments	
603	\$30,638,376	

Additional and detailed information is available upon request.

NMSBDC NETWORK SUCCESS CLIENTS

ALBUQUERQUE: THE CHISPA COMPANY, LLC

Owner: Ruben Parga
Type of Business: Food Processor
Years in Business: 1.5 years
Number of Employees: 1 FT/2 PT
Website: www.chispasalsa.com
SBDC: Central New Mexico Community College



The Chispa Company, LLC manufactures authentic world-class Hispanic salsas and cooking sauces. Founder Ruben Parga grew up in a household and environment where traditional New Mexico chile was served on a regular basis. After spending 14 years in the corporate world, Mr. Parga decided to leave the company and pursue his dream of starting a company that offers the best tasting and highest quality salsas and cooking sauces in the world! The Chispa Company is very proud of the fact that only the highest quality, registered and certified New Mexico chile (i.e., Hatch) is used in its products.

Mr. Parga gives special credit and recognition to Ray Garcia of the Albuquerque SBDC for taking him under his wing and acting as his business mentor. Mr. Parga states, "Ray has been an invaluable resource to me and our business. His real world operational experience has provided focus around the fact that at the end of the day, it's about creating socially responsible

economic prosperity and job creation on the local, regional and one day national level as well." ■■■



ALBUQUERQUE SOUTH VALLEY: CLINICA LA ESPERANZA

Owners: Mauro Nava and Olena Dzuiba
Type of Business: Healthcare
Years in Business: 1 year
Number of Employees: 7
Website: www.abqesperanza.com
SBDC: Central New Mexico Community College—
South Valley

Mauro Nava, a native of Mexico City, created a mobile radiography

business in 2001. Then in early 2011, Mr. Nava brought in his current partner, Olena Dzuiba, to transition his scope of service from strictly radiography to a more expanded role of a complete health clinic. They

recognized the lack of quality medical services in Albuquerque's South Valley and decided to fill that void. Services at Clinica La Esperanza now include gynecology, ear, nose and throat specialists, pediatrics, vaccinations, drug testing, physicals and X-rays. Both owners are hardworking immigrants whose goal of owning a business - and living the American dream - has come to fruition.

Mr. Nava and Ms. Dzuiba received assistance from the Albuquerque South Valley SBDC with financing and business planning. Clinica La Esperanza has created six new jobs in the South Valley. After only nine months of operation, the clinic was making a profit and had built a client base of more than 3,000 patients. Clinica La Esperanza provides treatment to an average of 25 patients per day. ■■■



NMSBDC NETWORK SUCCESS CLIENTS

Chris and Ida Jo Moreno, together with their son A.J. Moreno, have worked as a team to build a successful business. In 2004, the Clovis SBDC supported the Moreno's as they implemented a computerized accounting program. The family strategically purchased an existing glass business in 2005 and A.J. also acquired a glazing license in Nevada, where the company has done award-winning work on the Las Vegas Strip. In 2006, the Morenos decided to expand their business by becoming a government contractor.

The Moreno's worked diligently with the Clovis SBDC to expand their business to a full construction firm and be certified as a Small Business Administration 8(a) contractor in 2007. In addition, they successfully obtained funding to double the physical location of their business and develop new sites. M-CORE Construction has grown from a family-owned, two employee operation to a business with 13 employees, several vehicles and multiple buildings. The company has seen an increase in work at Cannon Air Force Base. The strong foundation of the team consists of both Chris and A.J. having their GB98 with Ida Jo managing accounting.

"[Clovis] SBDC and PTAP are very instrumental in the success of our business," says Chris Moreno. ■■■



CLOVIS: M-CORE CONSTRUCTION, LLC DBA EASTERN NEW MEXICO GLASS

Owners: Chris J. and A.J. Moreno

Type of Business: Construction and Glazing

Years in Business: 8 years

Number of Employees: 13

Website: www.enmglass.com

SBDC: Clovis Community College



The Code Smiths, LLC was founded with the goal of providing small business owners with an opportunity to build professional websites with all of the latest web features at a low cost. By leveraging a combined 21 years of information technology and software development experience in both the private sector and for the U.S. government, The Code Smiths, LLC have developed software that enables general computer users to not only develop a website but create a custom enterprise web-application of their own, all with no downloads and no programming required.

"The SBDC [at Doña Ana Community College] has been a tremendous help launching our business," says Kevin. Wesley adds, "Our biggest initial concern was attracting clients with little to no budget. The Doña Ana SBDC not only drove our first clients to us, but hosted a series of workshops in which these clients built their websites. Thanks to the Doña Ana SBDC we were able to see real people use our product and make our product not only more robust, but also more user-friendly." ■■■



LAS CRUCES: THE CODE SMITHS, LLC

Owners: Kevin Smith and Wesley Smith

Type of Business: Web Software

Years in Business: 1 year

Number of Employees: 2

Website: quickbuildwebsite.com

SBDC: Doña Ana Community College



NMSBDC NETWORK SUCCESS CLIENTS

ROSWELL: JUST CHILLIN' ICE & WATER

Owners: Steve and Cynthia Green

Type of Business: Vending

Years in Business: 4 years

Number of Employees: 2

SBDC: Eastern New Mexico University—Roswell



You'll frequently see a line of cars at a little white building on the north side of the Roswell Mall. Just Chillin' Ice & Water has been dispensing ice and Roswell's best-tasting purified water at that location since February of 2008. You will usually get a chance to visit with owner Steve Green, who has a friendly rapport with his customers and loves to stop and chat while he keeps the place sparkling clean.

In 2009, Steve and his wife Cynthia wanted to expand and worked with the Roswell SBDC to put together a business plan and loan proposal. However, the business was too new to qualify for expansion capital. They tried again in 2012 and, with the assistance of the Roswell SBDC, they were able to obtain a loan from ACCIÓN, which allowed them to purchase two additional units in Clovis and Portales.

Mr. Green brought modern management to this commodity business, utilizing the Internet and smart phone technology to receive real time data on equipment and sales from off site. The Greens were successful in expanding their business due to persistence, attention to detail, adoption of technology, and great customer service.



SANTA TERESA: INTERNATIONAL BEVERAGES, LLC

Owner: Horacio Garcia

Type of Business: Importer

Years in Business: 1 year

Number of Employees: 5

SBDC: International Business Accelerator



Horacio Garcia has been an entrepreneur in different industries such as household fixtures, clothing, and furniture. Towards the end of 2011, Mr. Garcia approached the IBA with the idea of establishing a tequila importing company, but he didn't know where to start. The IBA assisted Mr. Garcia with establishing his new company, International Beverages, LLC. In addition, the IBA also assisted the new company in obtaining the proper documentation to import its tequila, El Ausente, into its new Santa Teresa warehouse.

Mr. Garcia said, "The IBA helped me with the business registration in New Mexico and continued helping me with the rest of the process for the state and the federal permits. The IBA also helped me identify available spaces for me to rent for my new operation. After eight months of hard work with the IBA, I obtained my liquor permit as an importer and wholesaler, and I got the labels of the tequila approved. Without this help, I would still be wondering how to start." ■ ■ ■



LAS VEGAS: MARTINEZ AND SONS PROCESSING, LLC

Timoteo (Teo) Martinez grew up with a good work ethic working on his family ranch in Wagon Mound, NM. He explored the need for a local meat processing plant by talking to other ranchers in the area and having long conversations with his father Tim Martinez, who is a livestock inspector. Teo gained the support of his wife Latania for his plan. With both husband and wife on board with starting the plant, Teo asked his father to be a principal owner to form Martinez and Sons Processing, LLC.

During counseling sessions with staff at the Las Vegas SBDC, the Martinez's learned about loan programs and how to develop a business plan that would be used to determine the feasibility of the project and to serve as a basis for their financial proposal. They completed a business plan and approached several banks in the area before they decided to go with Community 1st Bank in Las Vegas. The financial proposal was also submitted and approved by the SBA's 504 loan program. Additional funding sources for the project included grants from the State's Economic Development Department for a water recycling system and for training employees. The USDA Rural Development Department provided funding for equipment. A ground breaking ceremony was held in April 2012 with many dignitaries and supporters in attendance.

The construction of the building is on schedule and the grand opening is on target with a planned date of November 1, 2012. The first employee to be hired will be Teo's brother Travis Martinez, who will be the facilities manager. The company estimates between 50 – 60 direct and indirect jobs will be created in the agriculture industry as a result of the opening of the meat processing plant. ■ ■ ■

Owners: Tim Martinez, Timoteo (Teo) and Latania Martinez
Type of Business: Meat Processing
Years in Business: Start-up
Number of Employees: 3
SBDC: Luna Community College



TUCUMCARI: THE MISSION PRE-SCHOOL

Sometimes you just have to acknowledge your passion! When the passion includes children and a deep religious faith, the only answer is to follow the calling. Don and Connie Falls followed the calling and created a non-denominational Christian pre-school and day care center. Children learn the basic skills for their next level of school in an atmosphere where children love to learn and learn to love. Parents are always expressing how thankful they are to have found a safe and loving environment for their children, where the same biblical values that they teach at home are reinforced.

Ms. Falls says, "The [Tucumcari] SBDC, under the leadership of Vicki Watson, has been a wonderful source of information for us these past two years. We have sought counsel from her for many of our small business concerns. Vicki spent many hours researching the steps for us to take in order to become a 501(c)(3). She has been a practical help, as well as a true source of encouragement each step of the way." ■ ■ ■

Owners: Don and Connie Falls
Type of Business: Pre-school/Day Care Center
Years in Business: 4 years
Number of Employees: 4
SBDC: Mesalands Community College



NMSBDC NETWORK SUCCESS CLIENTS

LOVINGTON: MORENO'S OILFIELD SERVICE, LLC

Owner: Abel A. Moreno, Sr.
Type of Business: Oilfield Support Operation
Years in Business: 1 year
Number of Employees: 5
SBDC: New Mexico Junior College



Abel Moreno embraced his entrepreneurial spirit offering shoe shining services as a youth. As an adult, Mr. Moreno continued with that spirit operating a remodeling business and a janitorial service while maintaining a full-time job with Lea Regional Medical Hospital. He retired from the hospital and established Moreno's Oilfield Service, LLC.

When he wanted to further establish and expand operations, staff at the Hobbs SBDC worked hand in hand to assist Mr. Moreno in developing a comprehensive business plan and financial projections. He was successful in securing the financing necessary for his oilfield service operation. Moreno's Oilfield Service, LLC is now able to offer vacuum truck and well testing services in addition to its kill truck operation. The growth of the business has resulted in the creation of five full-time positions. Mr. Moreno had this to say about the SBDC, "If not for the assistance of the [Hobbs] SBDC, I would not have been able to succeed at establishing and growing my business. Their services were invaluable and I am appreciative of the SBDC program." ■■■



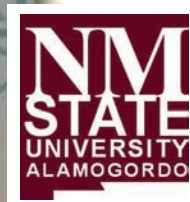
ALAMOGORDO: COBLE CONSTRUCTORS, LLC AND AMERICRETE, LLC

Owners: Bruce and Barbara Coble
Type of Business: Concrete Placement
Years in Business: 23 years
Number of Employees: 25
Website: cobleconstructors.com
SBDC: New Mexico State University—Alamogordo



Coble Constructors started in 1989. The company specializes in concrete and concrete services and has grown over the years to 25 employees. The owners take pride in their workmanship and in their community. The Cobles believe in creating long-term relationships with their customers. They attribute their success partly to having quality employees and local bank support. In 2009, they fulfilled a life-long dream when they set up a second, related company called Americrete.

The Cobles have used the Alamogordo SBDC several times over the years. Barbara Coble notes, "Even as existing business owners, business planning and startup assistance was useful in planning and focusing our dream to get our second company, Americrete, off the ground. The SBDC helped us to focus the dream and get us going in the right direction. I know that there's someone there that can give me the answers I am looking for or send me to where I can find the answers." With assistance from the Alamogordo PTAP Advisor, the company was able to register and obtain the certifications needed to compete for federal government contracts and was recently awarded a large contract. ■■■



NMSBDC NETWORK SUCCESS CLIENTS

CARLSBAD: GARDEN MART, INC.

Owners: Mark and Mary Waltersheid

Type of Business: Nursery and Flower Shop

Years in Business: 28 years

Number of Employees: 24

Website: www.thegardenmart.net

SBDC: New Mexico

State University—

Carlsbad

Mark Waltersheid grew roses in a small greenhouse at home, just as a hobby. He and his wife Mary decided they could build on that hobby. In 1984, they created a business based on growing long stem roses and selling them to local florists as well as to the area flower shops. The business was so successful they were able to put up four large greenhouses on the back part of their land.

In 1993, Mary left her medical career to join Mark in his ventures. A year later, they opened a flower shop which has grown into the largest volume shop in the Carlsbad area. In 2000, they expanded into contract work. The Waltersheids state, "We sought help from Larry Coalson, [Director] of the SBDC in Carlsbad, to help us get the contract for the Carlsbad Cemetery. Larry has always been willing to meet with us at any time on professional and personnel matters. We currently do the landscape [maintenance] on major banks, city properties, personal properties and so forth."



After a bout with cancer and 40 years of service as a Cosmetologist, June Blea decided to change her life at fifty-nine years old and start a new business. She was given a chance to re-open the snack bar at New Mexico State University - Grants campus. She was nervous and unsure, but she took a leap and tried. The snack bar is now known as "J.J.'s Snack Shack." Ms. Blea also provides catering services to the Cibola County Chamber of Commerce and school entities.

"When I began my new business, the NMSU Grants SBDC was there for me. Clemente Sanchez and Geraldine Ortiz spent many hours helping me with my gross receipt taxes, making sure my bookkeeping records were in order. Clemente spoke with me about self-employment taxes and Schedule Cs and what the impact was on our income tax return at the end of the year. Geraldine helped me set up my menu prices, advertising, and advice on purchasing my refrigeration equipment. Clemente and Geraldine are a great support to my success as an entrepreneur."



GRANTS: J.J.'S SNACK SHACK

Owner: June M. Blea

Type of Business: Snack Shop

Years in Business: 4 years

Number of Employees: 3

Website: <http://grants.nmsu.edu/JJs%20Snack%20Shack>

SBDC: New Mexico State University—Grants



NMSBDC NETWORK SUCCESS CLIENTS

ABIQUIU: PURPLE ADOBE LAVENDER FARM

Owner: Elizabeth Inman

Type of Business: Agri-Tourism, Manufacturing, Exports

Years in Business: 8 years

Number of Employees: 4 FT / 5 seasonal

Website: www.PurpleAdobeLavenderFarm.com

SBDC: Northern New Mexico College



Purple Adobe Lavender Farm is located in the beautiful Chama River valley of Abiquiu, New Mexico. Owner Elizabeth Inman is dedicated to growing organically, supporting sustainable communities, and using fair trade practices. She invites people to “Soak up peace and serenity and reawaken your mind, body and soul to Lavender’s healing qualities.” Customers enjoy a trip to lavender country for farm tours, demonstrations and crafts. They can take part in specialty classes or just stroll through the lavender fields. Visitors can also buy from the green house or experience a taste of lavender!

Before she established the farm, Ms. Inman visited France to learn how to grow lavender. When she returned to New Mexico, she sought assistance from the Española SBDC. “It has been so helpful knowing that Julianna Barbee and Ida Carrillo have been there whenever I needed their help,” says Ms. Inman. “It has been a great journey with the SBDC. They are very much a part of our success and we look forward to continued work with them.”



LAS CRUCES, DOÑA ANA COUNTY: RTD HARDWARE

Owner: Richard Trujillo

Type of Business: Retail

Years in Business: 27 years

Number of Employees: 13

Website: rtd.incomsupply.com

SBDC: Procurement Technical Assistance Program



There was a time when you could walk into your local hardware store and you would be greeted by the owner and his staff who knew you and your family by name. As you perused the store, the owner would show you new items they had received and give you advice on how to get the best use of the things you purchased. You could even just stop in to talk about the weather. Richard Trujillo opened the doors to RTD Hardware in 1986 with these ideas in mind. With the help of his wife, Rita, and their three children — Renee, Theresa, and Deanna, whom RTD Hardware is named after — he has steadily built a business with a solid reputation for quality products, competitive prices and dedicated personal service.

RTD Hardware was named the 2012 New Mexico Jeffrey Butland Family-Owned Small Business of the Year. The company has enjoyed both commercial success and success with government clients. PTAP Advisors assisted Mr. Trujillo with the process to get a General Services Administration (GSA) Schedule Contract, which he did in July 2011. The GSA establishes long-term government-wide contracts with commercial firms to provide access to millions of commercial products and services at volume discount pricing. RTD Hardware has received approximately 200 orders against their GSA Schedule Contract.



NMSBDC NETWORK SUCCESS CLIENTS

As a child, Anthony Simpson repeatedly told his friends he wanted to be a business owner and what a business owner he became! In 2006, Mr. Simpson, with his wife Roxanna's support, left his job as a welder, cashed in his 401(k), worked through the fear and went out on his own. Today, with 27 well-paid employees, Lucky Ridge provides maintenance and construction services to the mining, oil and gas industries. Their services run the gamut from maintaining the railroad at the mines, to repairing drag lines, to building gas well support facilities.

"With the assistance of the SBDC, we were able to improve our quality of life. We remember and appreciate the start they gave us; it allowed us to grow beyond our kitchen table," reports Mr. Simpson.

As a Navajo- and woman-owned business, Lucky Ridge is a current participant in the SBA e200 Emerging Leader Program, a past recipient of the San Juan College Enterprise Center Company of the Year award and the only contractor in the area certified by the Federal Railroad Administration. Lucky Ridge has become the sole source provider to many of their customers, which is explained by their credo of treating others as they would like to be treated and by Mr. Simpson being an admitted perfectionist. In addition, Mr. Simpson seeks out the underdogs, gives them a chance, trains them and takes great pride in their success. ■ ■ ■



FARMINGTON: LUCKY RIDGE, INC.

Owners: Roxanna and Anthony Simpson
Type of Business: Mining and Welding Services
Years in Business: 6 years
Number of Employees: 27
Website: www.luckyridge.com
SBDC: San Juan College



The Candyman has been a presence in Santa Fe since 1969, serving northern New Mexico musicians. Rand Cook had been in management at the company for 19 years when the former owner decided to retire for health reasons. Rand and his wife Cindy were given the opportunity to purchase the business. They approached the Santa Fe SBDC for help with their business plan and received their funding successfully from a local community bank. Since then, the couple has implemented their vision for Candyman Strings & Things to become 'Santa Fe's Community Music Store.' As a result, sales have grown over 10% every year and the business has been acknowledged with five national awards for marketing, merchandising, hosting youth rock camps and supporting local schools.

Cindy explained, "When the opportunity to purchase The Candyman Strings & Things came along, the [Santa Fe] SBDC gave us invaluable advice and resources...allowing us to secure the funding needed for our business. Ms. Collins, our SBDC Advisor, has helped us over the past three years with a variety of business topics

We consider her an extension of our management team and part of The Candyman family." ■ ■ ■



SANTA FE: THE CANDYMAN STRINGS & THINGS

Owners: Rand E. and Cindy Cook
Type of Business: Sales and service of musical instruments and accessories
Years in Business: 3 years under present ownership
Number of Employees: 13
Website: www.candymanstringsandthings.com
SBDC: Santa Fe Community College



NMSBDC NETWORK SUCCESS CLIENTS

GALLUP: KNIFEWING PRODUCTIONS

Owners: Knifewing Segura and Beverly Newman

Type of Business: Media Production Services

Years in Business: 18 years

Number of Employees: 12

Website: nativestars.com

SBDC: University of New Mexico—Gallup

Knifewing Productions was established by husband and wife team Knifewing Segura and Beverly Newman in 1994. Knifewing Productions consists of several companies: Native Stars Talent Agency Inc.; Downtown Conference Center Inc.; and Knifewing Segura Music, a registered record label complete with recording studio, a “live room” and control room. The staff of Knifewing Productions coordinates all the arrangements, equipment and logistics necessary to make a concert happen. Knifewing and Beverly have worked with many well-known Native and mainstream celebrities.

Knifewing states, “The [Gallup] SBDC...is assisting me with the development of a more formal business plan that will allow better strategic planning, allowing me to grow and better organize my business. What I most appreciate about the SBDC office is that I can walk in there and talk to someone who is interested in my success. They don’t just push papers at me to complete. Even with my years of experience, they assist me in understanding there is always a better way of getting business done.” ■ ■ ■



BERNALILLO: STARDUST DANCE ACADEMY

Owners: Judy Pfeifer and Rachel Martin

Type of Business: Dance Academy

Years in Business: 2 years

Number of Employees: 2 FT / 5 PT

Website: stardustdanceacademy.com

SBDC: University of New Mexico—Los Alamos—Sandoval County

If you go to Stardust Dance Academy in Bernalillo, you will find an energetic recreational dance studio for both children and adults. The company has an interesting history. After completing a successful career in construction, Judy Pfeifer decided she would like to be involved in a new business with her daughter Rachel Martin, a successful professional dance teacher.

While Ms. Pfeifer pursued the steps needed to open the business, Ms. Martin obtained additional training to offer a new curriculum called Dance Logic. Currently, Stardust Dance Academy offers thirty-five classes per week with instruction in seven different dance styles.

Ms. Pfeifer tells her story to others and states, “My daughter Rachel and I would not have completed the process without the help of several business resource partners. The most helpful resource that we used was certainly the Sandoval County Small Business Development Center. Aaron [Lundquist] helped Rachel and I form the company. He explained financing programs and provided advice for marketing, budgeting and other business information.” ■ ■ ■



NMSBDC NETWORK SUCCESS CLIENTS

LOS ALAMOS: HILL DINER AND DIXIE GIRL

Denise Lane started the Hill Diner 27 years ago. The business has grown to become part of the fabric of Los Alamos, both as an eating and meeting spot and as the first experience in the working world for more than 400 high school students. The Hill Diner is where people go when they are craving comfort food in a family-friendly environment. In the midst of the tough 2012 economy, Ms. Lane expanded to establish a new restaurant, Dixie Girl.

“Our relationship with the [Los Alamos] SBDC goes way back,” according to Ms. Lane. “We have sought and received assistance on a variety of business issues over the years. Dixie Girl was an idea that was five years in the making”

In 2011, Ms. Lane participated in a ‘Destination Retail’ initiative facilitated by the SBDC in partnership with the Los Alamos Chamber of Commerce. Ms. Lane enthusiastically says, “I would have to say that the experience was life changing in terms of how I now think about positioning my businesses.”



Owner: Denise Lane
Type of Business: Restaurants
Years in Business: 27 years
Number of Employees: 75
Website: www.hilldiner.com
SBDC: University of New Mexico—Los Alamos



TAOS: BLUE SKY PET AND FEED SUPPLY

Ann Ware is owner and operator of Blue Sky Pet and Feed Supply. Ms. Ware has worked with animals for most of her life. She holds an associate’s degree in Equine Studies and worked previously at a breeding farm and veterinary clinic. After having spent six years working at the local feed and supply store, she decided that Taos needed another feed and supply store and she was the person to do it. She opened her doors in December of 2011 right in the center of town, offering food and supplies for all types of animals.

With help from Gary Bouty, the Taos SBDC Director, Ms. Ware was able to submit a business plan and supporting financial documentation to the Loan Fund and secure a small capital loan. “Gary’s help with writing a business plan to present to a potential lender was crucial. If anyone is trying to start a small business, SBDC’s are a great place to start,” she comments. ■■■

Owner: Ann Ware
Type of Business: Feed Supply Store
Years in Business: 1 year
Number of Employees: 2 FT/I PT
SBDC: University of New Mexico—Taos



NMSBDC NETWORK SUCCESS CLIENTS

LOS LUNAS: GRAPHIC ARTS STATION, LLC

Owner: Bruce Prater

Type of Business: Graphic Arts

Years in Business: 4 years

Number of Employees: 5

Website: www.GraphicArtsStation.com

SBDC: University of New Mexico—Valencia



Graphics Arts Station is a family owned, full-service business for anyone requiring printing or designing for business or personal needs. The staff works to develop a relationship with each customer so the product is tailored to the specific needs of the customer. The business was started four years ago with one employee and now has a total of five employees. Graphic Arts Station experienced tremendous growth when it moved its facility from a rural road in Belen to Main Street in Los Lunas. Walk-in traffic multiplied, as well as the overall volume of business, indicating location is a key element of success with this type of business. Some of the services Graphic Arts Station offers are: design, advertising, signs, apparel, vehicle graphics and wraps, printing, murals, business collateral and photo gifts.

Mr. Prater states, "The [Los Lunas] SBDC has helped us by providing needed workshops for our business, as well as providing input on areas such as marketing, taxes, business plan development and personnel management." ■■■



GRANT COUNTY: BEAR MOUNTAIN LODGE

Owners: Linda Brewer, John Rohovec et al.

Type of Business: Lodge and Restaurant

Years in Business: 2 years

Number of Employees: 5 FT / 12 PT

Website: www.BearMountainLodge.com

SBDC: Western New Mexico University

Bear Mountain Lodge is located on 180 acres bordering the Gila National Forest. It's a place to enjoy peace and quiet amid the natural beauty of the area. The main structure of Bear Mountain Lodge is a 10,000-square-foot Mission-style building. The Lodge was originally opened in 1928 as a boy's school and has operated in various capacities since then.

Linda Brewer, one of the partners who helped reopen the lodge after a brief closure in 2009, says, "The [Silver City] SBDC helped us to do the projections that the banks required for the loan. But more than that fact, the SBDC encouraged us, fine-tuned the business plan and helped us in every way. We could not have done it without them. The SBDC was wonderful!"

After purchasing the business, Ms. Brewer and co-owner John Rohovec relocated their Blue Dome Gallery to the lodge, providing original artwork in each guest room. The Lodge's eatery, Café Oso Azul, is also open to non-guests, and its weekend brunches have proven popular. ■■■



LEAD CENTER

New Mexico SBDC

Santa Fe Community College
6401 Richards Avenue
Santa Fe, NM 87508-4887
(505) 428-1362 or (800) 281-7232
Fax (505) 428-1469
www.nmsbdc.org

Michael A Rivera, State Director
Flo Dow, Assistant Director Marketing &
Professional Development
Marlene Chaires, Budget Program
Coordinator
Martin Gutierrez, Database Central
Systems Specialist
JoAnne Oglesby, Office Manager

Eastern New Mexico University-Roswell

Mailing address: P.O. Box 6000
Physical address: 20 W. Mathis St
Roswell, NM 88202-6000
(575) 624-7133, Fax (575) 624-7132
Carl Kallansrud, Director

Luna Community College

366 Luna Drive
Las Vegas, NM 87701-9838
(505) 454-2582, Fax (505) 454-5326
Don Bustos, Director

Mesalands Community College

911 South 10th
Tucumcari, NM 88401-3352
(575) 461-4413, ext. 140
Fax (575) 461-4318
Vicki Watson, Director

New Mexico Junior College

1 Thunderbird Circle
Hobbs, NM 88240-9121
(575) 492-4700, Fax (575) 492-4704
Brandon Hunt, Director

NMSU-Alamogordo

2400 N. Scenic Drive
Alamogordo, NM 88310-3722
(575) 439-3660, Fax (575) 439-3819
Sierra Duran, Director

NMSU-Carlsbad

221 South Canyon
Carlsbad, NM 88220-5734
(575) 885-9531, Fax (575) 885-1515
Larry Coalson, Director

NMSU-Grants

709 E. Roosevelt
Grants, NM 87020-2113
(505) 287-8221, Fax (505) 287-2125
Clemente Sanchez, Director

Northern New Mexico College

921 Paseo de Oñate
Española, NM 87532-2649
(505) 747-2236, Fax (505) 747-2234
Julianna Barbee, Director

San Juan College

5101 College Blvd.
Farmington, NM 87402-4709
(505) 566-3528, Fax (505) 566-3698
Carmen Martinez, Director

Santa Fe Community College

6401 Richards Avenue
Santa Fe, NM 87508-4887
(505) 428-1343, Fax (505) 428-1469
Michael Mykris, Director

University of New Mexico-Gallup

103 W. Highway 66
Gallup, NM 87301-6225
(505) 722-2220, Fax (505) 863-6006
Dan Sanchez, Director

University of New Mexico-Los Alamos

190 Central Park Square, #118
Los Alamos, NM 87544-4006
(505) 662-0004, Fax (505) 662-0099
Don Wright, Director

University of New Mexico-LA- Sandoval County

282 Camino del Pueblo, Suite 2A
Bernalillo, NM 87004-5925
(505) 867-5066, Fax (505) 867-3746
Ted Trujillo, Director

University of New Mexico-Taos

115 Civic Plaza Dr.
Taos, NM 87571-7400
(575) 737-6214
Gary Bouty, Director

University of New Mexico-Valencia

280 La Entrada
Los Lunas, NM 87031-7633
(505) 925-8980, Fax (505) 925-8981
Wayne Abraham, Director

Western New Mexico University

P.O. Box 680
Silver City, NM 88062-2672
(575) 538-6320, Fax (575) 538-6341
Bruce Ashburn, Interim Director

International Business Accelerator (IBA)

113 Sundance Court
Santa Teresa, NM 88008-9304
(575) 589-2200, Fax (575) 589-5212
www.nmiba.com
Jerry Pacheco, Director

Procurement Technical Assistance Program

6401 Richards Avenue
Santa Fe, NM 87508-4887
(505) 428-1622, Fax (505) 428-1469
Wendy Ederer, Program Manager
Barbara Sinha, Assistant Manager

SERVICE CENTERS

Central New Mexico Community College

Mailing address: 525 Buena Vista SE
Albuquerque, NM 87106-4023
Physical address: 2501 Yale Blvd. SE,
Suite 302
Albuquerque, NM 87106-4329
(505) 224-5250, Fax (505) 224-5256
Ray Garcia, Director

Central New Mexico Community College- South Valley

1309 4th Street SW
Albuquerque, NM 87102-4314
(505) 248-0132, Fax (505) 248-0127
Steven Becerra, Director

Clovis Community College

417 Schepps Blvd
Clovis, NM 88101-8345
(575) 769-4136, Fax (575) 769-4135
Sandra Taylor-Sawyer, Ed.D., Director

Doña Ana Community College

2345 East Nevada Ave., Suite #101
Las Cruces, NM 88001-3902
(575) 527-7676, Fax (575) 528-7432
Fred K. Owensby, Director

Terry Blaschke, Chair

Senior Vice President
The Bank of Clovis
300 N. Main Street, Clovis, NM 88101
(575) 769-9000
(575) 769-0050 fax
tblaschke@bankofclovis.com
(CCC SBDC)

Phil Archuleta

President
P & M Signs, Inc.
P.O. Box 567, Mountainair, NM 87036
(505) 847-2850
(505) 847-0007 fax
general@pmsignsinc.com
(UNM-Valencia SBDC)

Debbi Moore

President & CEO
Rio Rancho Regional Chamber
of Commerce
4001 Southern Blvd. SE, Rio Rancho, NM 87124
(505) 892-1533
dmoore@rrcc.org
(UNM-LA Sandoval SBDC)

David L. John

Owner
3866 Knollcrest Drive, Farmington, NM 87402
(505) 327-0493 home
(505) 330-8526 cell
wjohnd@fisi.net
(SJC SBDC)

Margo Covington

Owner
Covington Consulting
P.O. Box 1965, Santa Fe, NM 87504
(505) 982-0044
(505) 982-0033 fax
margo@covingtonconsulting.com

Alex O. Romero

President
Albuquerque Hispano Chamber
of Commerce
1309 4th St. SW, Albuquerque, NM 87102
(505) 348-5978
(505) 764-9664 fax
alex@ahcnm.org

Ed Brabson

Owner
Alamogordo Flower Company
901 Texas Avenue, Alamogordo, NM 88310
(575) 430-1300 cell
mande@totacc.com
(NMSU-Alamogordo SBDC)

Mike Morones

Owner
Morones & Knuttinen, LLC
608 N. Bullard St., Silver City, NM 88061
(575) 538-2750
mike@silvercpas.com
(WNMU SBDC)

Rosanne Roberts Archuleta

Owner
RM Roberts & Associates, LLC
4305 Sierra Blanca, Santa Fe, NM 87507
(505) 992-1310
rroberts@robertsresources.com
(SFCC SBDC)

Randy Burge

Owner
Proactive Teams
P.O. Box 4531, Albuquerque, NM 87196
(505) 977-3274
burgenator@gmail.com

Brett Newberry

Owner
Newberry & Associates
407 South Cliff Drive, Gallup, NM 87301
(505) 722-6633
brett@naltd.net
(UNM-Gallup SBDC)

Sandra D. Leyba

Assistant Vice President &
Portfolio Manager
Century Bank
56 Arrowhead Trail, Tijeras, NM 87509
(505) 798-5935
(505) 450-5394 cell
sanleyba@aol.com

Pamela Evans

Owner
Care-A-Van-Evans
510 E. Yeso, Hobbs, NM 88241
(575) 397-2801
(505) 730-8313 cell
(575) 393-4132 fax
pdevans@zianet.com
(NMJC SBDC)

Rick Jackson

Owner
American Document Services, LLC
300 N. 17th Street, Las Cruces, NM 88005
(575) 647-0060
(575) 642-9696 cell
(575) 647-0550 fax
rick@adslcnm.com
(DACC SBDC)

Neita Fran Ward

Owner
WarDancer Designs, LLC
125 Bridge Street, Las Vegas, NM 87701
(505) 425-3877
neitafranward@wardancerdesigns.com
(LCC SBDC)

Barbara Brazil

Deputy Cabinet Secretary
New Mexico Economic Development
Department
1100 St. Francis Drive, Santa Fe, NM 87505
(505) 476-3747 office
(505) 819-1423 cell
barbara.brazil@state.nm.us
www.goNM.biz

Ted Pedro

Executive Director
The American Indian Chamber
Of Commerce of New Mexico
2401 12th St. NW Suite 5-S,
Albuquerque, NM 87104
(505) 766-9545 office
(505) 766-9499 fax
www.aiccnm.com
tedpedro@qwestoffice.net

Kathleen Hodgkinson

Council Secretary &
Admin. Staff Representative
SBDC @ NMSU-Alamogordo
2400 N. Scenic Drive, Alamogordo, NM
88310
(575) 439-3660
(575) 921-1524 cell
(575) 439-3819 fax
kat@nmsua.nmsu.edu
(NMSU-Alamogordo SBDC)

Pablo Sedillo

Staff
Senator Jeff Bingaman office
219 Central Ave. NW Suite 210
Albuquerque, NM 87102
(505) 231-0234
pablosedillo@comcast.net
(NNMC)

Joan Zagone

Owner
Sears Hometown Store
PO Box 2114, Ruidoso, NM 88355-2124
(575) 937-7175 cell
joanzagone@gmail.com
(ENMU-R SBDC)

David Horpedahl

Owner
Los Alamos Properties
1475 Central Suite 150
Los Alamos, NM 87544
505-662-0930
davidhorp@msn.com
(505) 663-3388
(UNM-LA)

F. Leroy Pacheco

President & CEO
The Loan Fund
423 Iron Ave. SW, Albuquerque, NM 87102
505-243-3196
Leroy@loanfund.org

Synthia Jaramillo

Executive Assistant
Albuquerque Hispano Chamber of Commerce
1309 4th St. SW, Albuquerque, NM 87102
505-842-9003
synthia@ahcnm.org

Celina Bussey

Cabinet Secretary
State of NM Department of Workforce Solutions
401 Broadway NE, Albuquerque, NM 87102
(505) 841-8405
(505) 670-6673 cell
(505) 841-8491
Celina.Bussey@state.nm.us

Tina Cordova

President & CEO
Question Construction, Inc
7518 2nd St NW
Albuquerque, New Mexico 87107
(505) 897-6787
Fax (505) 890-0157
tcordova@question.net

Michael A. Rivera

State Director
New Mexico SBDC
6401 Richards Avenue, Santa Fe, NM 87508
(505) 428-1362
(505) 428-1469 fax
michael.rivera@sfcc.edu

Jason Pfeifer

Owner
Taos Entrepreneurial Network-Ten
c/o Taos County Chamber of Commerce
515 Gusdorf Rd. Suite 6, Taos, NM 87571
www.taosten.org
575-613-4855
jasonthecoach@mac.com

Your Local, National & Global Business Resource

NMSBDC Services include:

- No-cost confidential business consulting
- Low-cost business training workshops
- Certified business professionals
- Variety of business expertise
- International Business Accelerator
- Procurement Technical Assistance



The New Mexico Small Business Development Center is partially funded under Cooperative Agreement No. 12-603001-Z-0032-24 by the U.S. Small Business Administration. The support given by the U.S. Small Business Administration through such funding does not constitute an expressed or implied endorsement of any of the cosponsors' or participants' opinions, findings, conclusions, recommendations, products, or services. All of SBA's programs and services are extended to the public on a nondiscriminatory basis. Special arrangements for the handicapped will be made if requested in advance.