



UNIVERSITY OF
SOUTH ALABAMA

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ALABAMA

Handout from
Ms. Yolanda Johnson (CA3)

ASBDC Baldwin County 2020

March 10 – FREE Baldwin County Taxpayer Workshop, 5pm – 7pm, Robertsdale Courthouse Annex, no pre-registration. Just show up!

March 18 – FREE – “How to Start a Business in Baldwin County Seminar”, 11am – 1pm, at the North Baldwin Chamber of Commerce. Provided by the Alabama SBDC, Bancorp South and the North Baldwin Chamber of Commerce. Pre-registration is requested due to limited space. Registration is online at: <https://asbdc.ecenterdirect.com/events/8444>

April 7 – FREE – “Starting a Business in 2020? This Brown Bag Lunch Overview” is for you, Noon-1pm at the Orange Beach Public Library. Provided by the Alabama SBDC, Coastal Alabama Business Chamber and the Orange Beach Public Library. Bring your own lunch if desired Registration online at: <https://asbdc.ecenterdirect.com/events/8443>

May 5 – FREE – “How to Start a Business in Baldwin County”, 11am- 1pm, at Bancorp South in Foley. Provided by the Alabama SBDC, South Baldwin Chamber of Commerce and the Bancorp South. Registration online at: <https://asbdc.ecenterdirect.com/events/8457>

June 9 – FREE Baldwin County Disaster Preparedness and Recovery Expo Booth 3pm-7pm, Daphne Civic Center and

FREE Quarterly Baldwin County Taxpayer Workshop, 5pm – 7pm, Robertsdale Courthouse Annex.

Other training resources:

Ala SBDC - <http://asbdc.org/calendar.html>

IRS - <https://www.irs.gov/businesses/small-businesses-self-employed/alabama-tax-workshops-meetings-and-seminars>

Alabama SBDC Network is funded in part through a Cooperative Agreement with the U.S. Small Business Administration (SBA). Hosted by The University of Alabama. Nationally accredited by the Association of SBDCs.

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Karla Jordan, Box 870396, Tuscaloosa, AL 35487-0396. 1-877-825-7232

5 Year Statewide Impact

Growing Alabama's Economy

Since FY 2015, Alabama SBDCs provided **88,815 hours** of consulting to **10,654 client businesses**, and hosted **897 training events** for **19,045 attendees**, creating a significant positive impact on Alabama's economy.

The ASBDC Helps Clients Grow:

13.3% Sales Growth vs

5.1% State Average

16.3% Employment Growth vs

1.2% State Average



Create, Retain & Save

Jobs in Alabama*

→ 2019

2,115

→ 5 YEAR

6,917



Start new

Businesses*

219

1,026



Acquire Government

Contracts*

\$183M

\$1.61B



Access Investment

Capital*

\$97.4M

\$354.1M



One-on-One

Advising Hours

17,179

88,815

The Alabama SBDC Network provides emerging and established businesses with the expertise and resources needed to succeed.

Service Delivery Summary: Impact in 67 Counties

In 2019, the **Alabama SBDC Network** delivered substantial consulting and training services that resulted in a significant return on investment. With strong rural & urban coverage,

- **Consulting client breakdown: 3,482 clients served**
 - > **28% Women**
 - > **13% Veterans and Service-Connected Disabled Veterans**
 - > **37% Minorities**
- **Training event attendee breakdown: 4,213 training attendees**
187 training events were conducted:
 - > **44% Women**
 - > **16% Veterans and Service-Connected Disabled Veterans**
 - > **31% Minorities**

Preparing Alabama's workforce to support the businesses of today, and the jobs of tomorrow.

Alabama SBDCs Help Small Businesses Succeed



*For every \$1 invested in the America's SBDC program, \$2.10 is returned to the state, and \$3.38 is returned to the federal government in tax revenue.***

* Reported directly by respondent clients of outcomes resulting from or in part due to SBDC assistance in FY2018. ** "Economic Impact of Small Business Development Center Counseling Activities in the United States: 2017-2018" - for counseling services to clients with 5+ hours.

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration.

POWERED BY



U.S. Small Business Administration

Client Testimonials

"The mentor I spoke with was very down to earth, seemed genuinely interested, and knowledgeable in her field. She answered my questions and made great recommendations. Thanks so much for making real life dreams come true through small business ownership." - TC Pickens, Birmingham

My business advisor is the best at her job! Her knowledge and expertise have **elevated my business strategy to a new level**. I am glad she is a part of my team. - Leah M. Taylor, Taylor's Victory Garden Center, Tuscaloosa

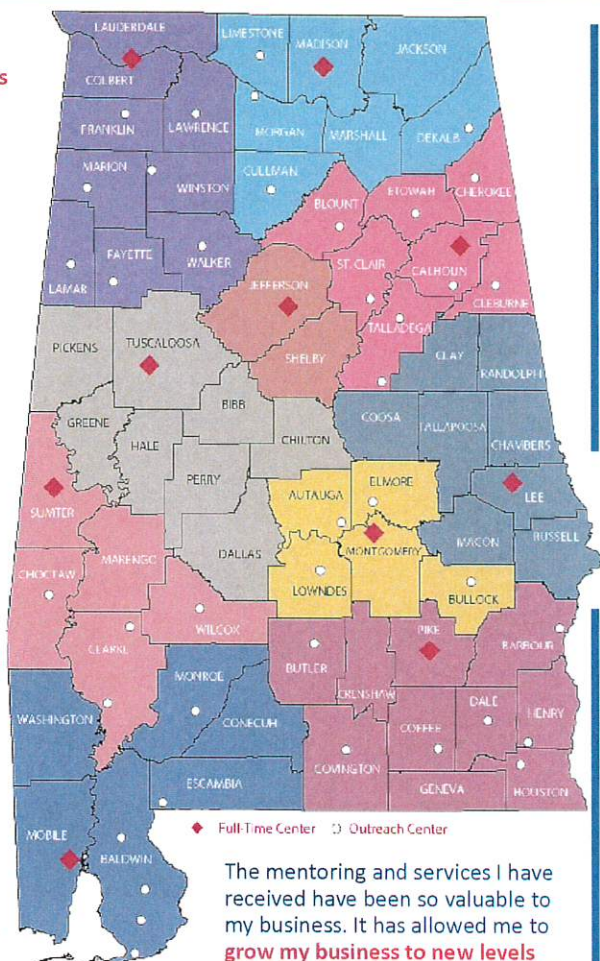
This is a **much-needed resource for new business owners**; staff is very helpful and knowledgeable. They were able to help me choose the right type of business entity, answered all of my questions, and even had referrals to further set up my business. -Eric Brennaman, Rocket City Rehabs, Decatur

My international trade specialist was proactive, helpful, and an expert in her field. She expanded my knowledge in all that SBDC has to offer my company. **Since meeting with her, our organization has expanded into sub-Saharan Africa**. I am thrilled with our company's new found potential! - Terri Lawrence, Collaborative Consultants, Huntsville

An extremely valuable resource in that **the advice given and guidance provided is candid, effective**, and helped me make adjustments to my business plan and funding request! - Don C., Auburn

Hands down the greatest community asset. This once-small company struggling to get into this centry is now the **largest family owned non-franchised business in this area and SBDC was its launching pad**. - Cheri Finley, Peace Frog Perfect Painting LLC, Anniston

My advisor has been very helpful and has given me the tools needed for my business. **I wouldn't have known where to start without her**. - Jamie B., Orange Beach



◆ Full-Time Center □ Outreach Center

The mentoring and services I have received have been so valuable to my business. It has allowed me to **grow my business to new levels** with support and resources I didn't even know were available. - Essence M. White, She's Mighty LLC, Hoover

Full Suite of Business Services

- Market Research & Assessment
- Business Strategy & Planning
- Market & Revenue Growth Strategy
- Capital Access & Loan Packaging
- Financial Analysis & Assessment
- Feasibility Analysis & Start-up
- Technology Commercialization Strategy

As the **largest statewide provider** of entrepreneurial and business development services, Alabama SBDCs play a vital role in Alabama's economic development by assisting entrepreneurs in **every stage of the business life cycle**.

In addition to the core service offerings of no-cost consulting, training, and business research, Alabama SBDCs provide a **comprehensive toolkit of specialized services** for businesses looking to accelerate market growth, including:

- International Trade
- Government Contracting
- Capital Access
- Business Continuity / Disaster Assistance

Partners

The **Alabama SBDC Network** is a partnership program with the US Small Business Administration, the State of Alabama, and Alabama's higher education institutions.

Statewide presence with 10 locations, and over 40 outreach locations. The University of Alabama, Auburn University, Alabama State University, Jacksonville State University, Troy University, University of Alabama in Huntsville, University of North Alabama, University of South Alabama, University of West Alabama, Greater Birmingham SBDC (at Innovation Depot), & Alabama International Trade Center.

Funded in part through a Cooperative Agreement with the U.S. SBA; hosted by the University of Alabama; and nationally accredited by the Association of SBDCs. The Alabama PTAC is co-located with the Alabama SBDC.

CONTACT:
Alabama Small Business Development Center
Network (205) 348-1582 ASBDC@ua.edu

Would you recommend the Alabama SBDC Network?

Best Apple Store	89
USAA	83
Ohio SBDC	81
Alabama SBDC	80
Starbucks	77
Costco	74
Ritz Carlton	68
Amazon Prime	53
Comcast	-7

The Net Promoter Score allows us to benchmark our client satisfaction against world-class organizations.

The Net Promoter Score is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others. It is used as a proxy for gauging the customer's overall satisfaction with a company's product or service and the customer's loyalty to the brand. How satisfied are your customers?

CONTACT A BUSINESS ADVISOR TODAY!

877-825-7232 • asbdc@ua.edu



The mission of the Alabama SBDC Network is to strengthen Alabama's economy by providing high quality one-on-one, confidential assistance, training, and education to small businesses targeted for increasing employment, fostering growth, and improving financial stability.

The ASBDC is a statewide partnership program with the U. S. Small Business Administration, the State of Alabama, and Alabama's higher education institutions to enhance economic growth in Alabama by providing management and technical assistance to small businesses.

Alabama SBDC Locations and Partners:

- Alabama State University
- Auburn University
- Jacksonville State University
- Troy University
- University of Alabama in Huntsville
- University of Alabama
- University of North Alabama
- University of South Alabama
- University of West Alabama
- Greater Birmingham Area SBDC

www.ASBDC.org



SBDCs HELP SMALL BUSINESSES CREATE JOBS.

America's Small Business Development Centers (SBDC) provide management and technical assistance to more than one million small business owners and aspiring entrepreneurs each year. Your local SBDC provides no fee face-to-face business consulting and low-cost training on operational & strategic planning, accessing capital, marketing, regulatory compliance, international trade and more.

The SBDCs are a partnership that includes Congress, SBA, the private sector, and the colleges, universities and state governments that host and manage SBDCs across the nation.

America's SBDC network is a cost-effective way to create jobs, grow the economy, enhance American competitiveness and fulfill the American dream.



Alabama SBDC Network
Culverhouse College of Business
The University of Alabama
877-825-7232

Start here: ASBDC.org/register

The Alabama Small Business Development Center Network is hosted by The University of Alabama. Funded in part through a Cooperative Agreement with the U.S. Small Business Administration.

Growing Your Small Business in Alabama



**Growing Alabama's Economy,
One Small Business at a Time**

www.ASBDC.org

Help for Small Business in Alabama

START / GROW

Are you ready to start or purchase a business? Looking to grow, scale, maintain, or transition out of your business? The Alabama SBDC is a trusted source for the information and tools you need to succeed at every stage.

Register online to get started: ASBDC.org/register

1 Small Business Advising

ASBDC provides consulting services and educational programs to existing businesses and entrepreneurs to help them fast-track their plans and position their business for success. SBDC Business Advisors work in confidential, one-to-one sessions to help with a range of business issues including new business growth, identifying and obtaining capital, feasibility studies, developing marketing strategies, location analyses, conducting market research, purchasing an existing business or franchise, and much more.

Start here: ASBDC.org/register



4 Capital Access Program



The Alabama SBDC Network specialists evaluate options to best finance your small business and assist in preparing a financial plan or loan package. Our finance specialists work with companies in all stages of development, with capital needs ranging from \$50,000 to over \$5 million. There are programs for start-ups, technology companies seeking venture capital, and working capital for exporters and government contractors. Looking for a strategy to grow your business? Our finance team includes experienced bankers and seasoned entrepreneurs. Most businesses under 500 employees qualify as a small business. The Alabama SBDC does not directly provide financing or loans.

- Strategic Planning
- Loans / Financing
- Marketing / Research

- Operational Planning
- E-Commerce
- International Trade

- Contracting / Subcontracting
- Financial Analysis
- Minority, Women's, & Veteran's Programs

GO INTERNATIONAL

Nearly 96 percent of consumers reside outside the U.S., but most small businesses don't know how to leverage export sales to grow. Reduce your dependence on the domestic market & diversify your revenue streams.

Register online to get started: aitc.ua.edu/register

2 International Trade Program

The Alabama International Trade Center, located at the University of Alabama since 1979, provides research, technical trade consulting services, one-on-one training programs, and trade financing solutions to Alabama's small business community. Its dedicated staff includes professionals that specialize in international sales & marketing, logistics, business strategy, and finance. Alabama companies exported over \$21 billion last year, taking full advantage of emerging markets and fast-growing economies.



GOVERNMENT MARKETING

The government buys almost everything, and selling to the government can be a profitable venture. Learn how to prepare a successful bid & compete for government contracts.

Register online to get started: AL-PTAC.org

3 Alabama PTAC Program

The ASBDC's key resource partner, the Procurement Technical Assistance Center (PTAC), prepares your company to successfully compete for lucrative federal, state, and local government contracts. Training seminars & workshops are available throughout the state on a regular basis. The no-cost Bid-Match service and Procurement Matchmakers reduce the time spent hunting for random opportunities. PTAC clients received more than \$3.3 billion in contract awards over the last three years.



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*Growing Alabama's Economy,
One Small Business at a Time*

www.ASBDC.org

ALABAMA SMALL BUSINESS DEVELOPMENT CENTER



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