



**Small Business Development Centers**

*Helping businesses start, grow, and prosper.*

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# 2012 ANNUAL REPORT

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# 2012 ANNUAL REPORT

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## INTRODUCTION

Established in 1980 with a mission to grow the economy of Pennsylvania through its entrepreneurs, the Pennsylvania SBDC's 18 university- and college-based centers provide timely consulting, education, and information to new and existing business owners. The SBDC focuses on three core areas: no-fee confidential business consulting, educational programming, and timely, useful information. This report reviews the economic environment and SBA-funded activities of the network to support small businesses from January-December 2012.

The SBDC utilizes a staff of experienced professionals to serve their customers in both traditional business assistance as well as offering specialized consulting. During calendar year 2012, the SBDC delivered **77,104 hours of no-fee management consulting**. Consulting is confidential and provided at no charge by a staff of skilled professionals that emphasize education and guidance in finding practical solutions to business problems.

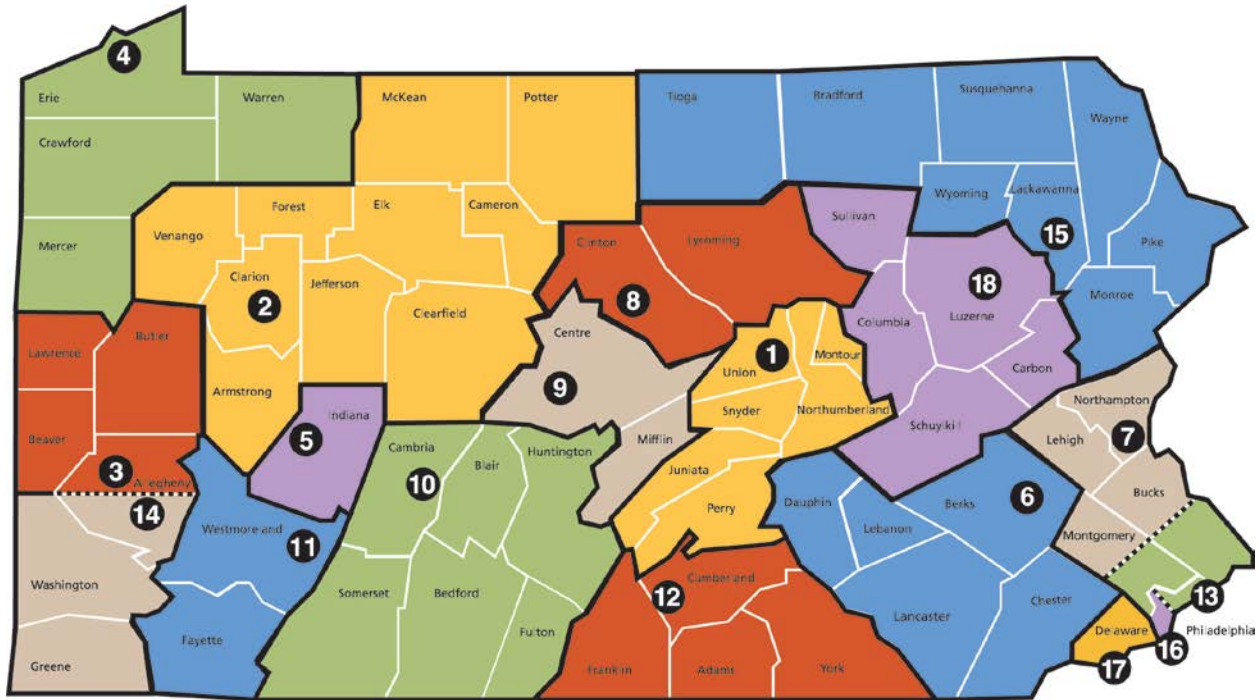
Educational workshops and conferences aid entrepreneurs in articulating goals, evaluating and improving business ideas, researching and attracting needed advisors and resources, and writing business plans to build their businesses. During the year, **8,997 individuals and firms benefited directly from 490 educational programs**. The Pennsylvania SBDC network also responded to numerous inquiries, circulated printed materials, updated websites, and provided critical information to partners to address small business concerns.

Impact resulting from these activities is evidenced by the success stories in Section 3 – APPENDICES and described in detail throughout this report.

## MISSION

The mission of the network of Pennsylvania Small Business Development Centers is to grow the economy of Pennsylvania by providing entrepreneurs with the education, information and tools necessary to build successful businesses.

PENNSYLVANIA SBDC LOCATIONS



- |                                       |                                   |   |
|---------------------------------------|-----------------------------------|---|
| 1. Bucknell University SBDC           | 8. Lock Haven University SBDC     | 15. University of Scranton SBDC                         |
| 2. Clarion University SBDC            | 9. Penn State University SBDC     | 16. The Wharton School, University of Pennsylvania SBDC |
| 3. Duquesne University SBDC           | 10. Saint Francis University SBDC | 17. Widener University SBDC                             |
| 4. Gannon University SBDC             | 11. Saint Vincent College SBDC    | 18. Wilkes University SBDC                              |
| 5. Indiana Univ. of Pennsylvania SBDC | 12. Shippensburg University SBDC  |   |
| 6. Kutztown University SBDC           | 13. Temple University SBDC        |   |
| 7. Lehigh University SBDC             | 14. University of Pittsburgh SBDC |   |

IMPACT

Since its inception, the Pennsylvania SBDC has provided over 2.5 million hours of consulting to more than 216,000 entrepreneurs and offered over 14,000 courses, workshops and seminars attended by 334,000 Pennsylvanians. SBDC services have helped small firms throughout the Commonwealth raise more than \$2.5 billion in start-up and expansion capital, start more than 30,000 new companies, and sell \$12 billion worth of Pennsylvania products and services globally. As a result, SBDC clients have created over 140,000 new jobs and generated more than \$796 million in new state income tax revenue.

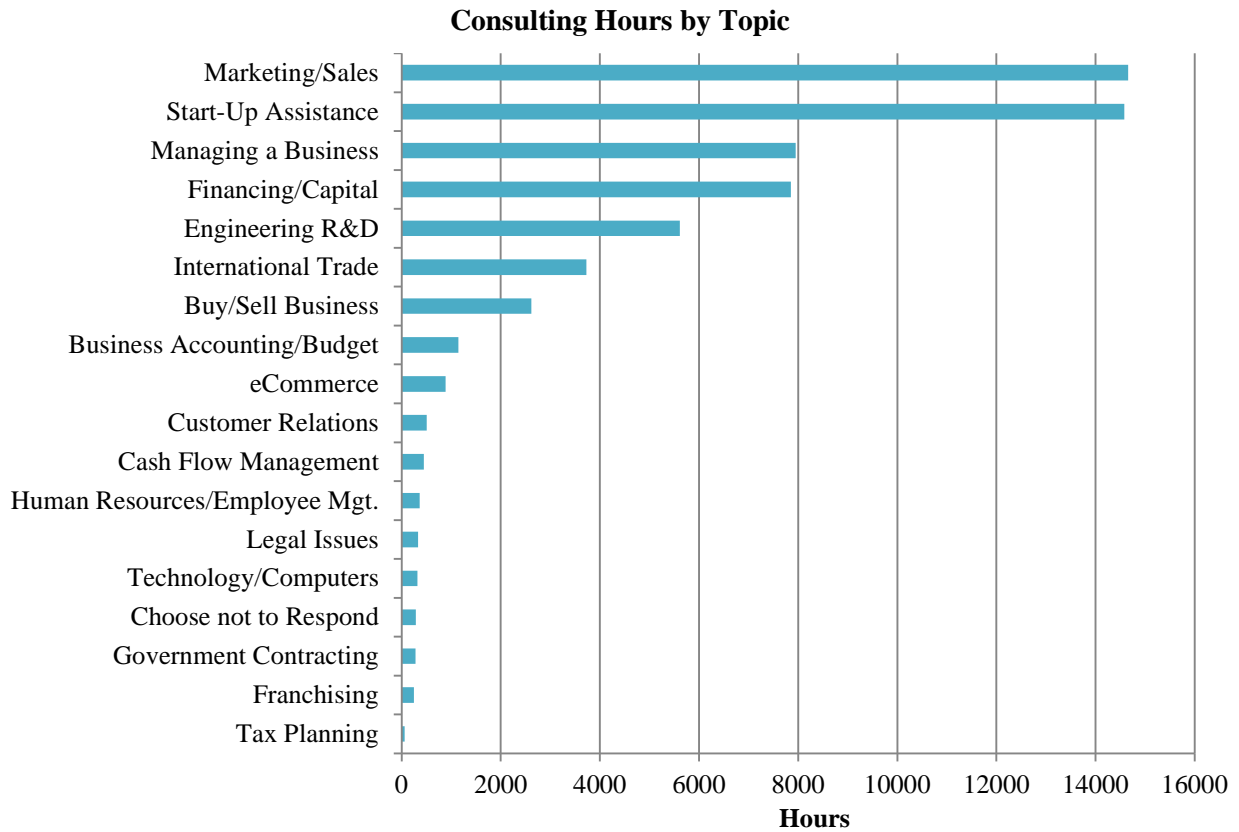
For calendar year 2012, the Pennsylvania SBDC network reported the following initial outcomes:

- |                                    |                      |                              |                     |
|------------------------------------|----------------------|------------------------------|---------------------|
| • <b>Bought/Started a Business</b> | <b>609</b>           | • <b>SBA Loans (18)</b>      | <b>\$9,890,125</b>  |
| • <b>Jobs Created</b>              | <b>2,288</b>         | • <b>Non-SBA Loans (120)</b> | <b>\$44,921,996</b> |
| • <b>Jobs Retained</b>             | <b>4,590</b>         | • <b>Equity Capital</b>      | <b>\$32,003,944</b> |
| • <b>Increased Sales</b>           | <b>\$224,736,771</b> |                              |                     |

**SUMMARY**

*Consulting*

In 2012, the Pennsylvania SBDC provided **6,983 entrepreneurs** with a total of **77,104 consulting hours**. A detailed breakdown may be found in SECTION 2 – DELIVERABLES and is described throughout this report.



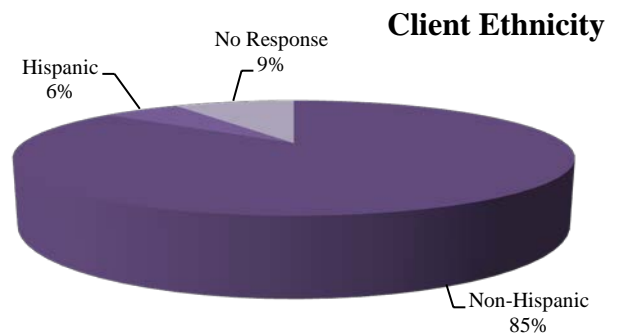
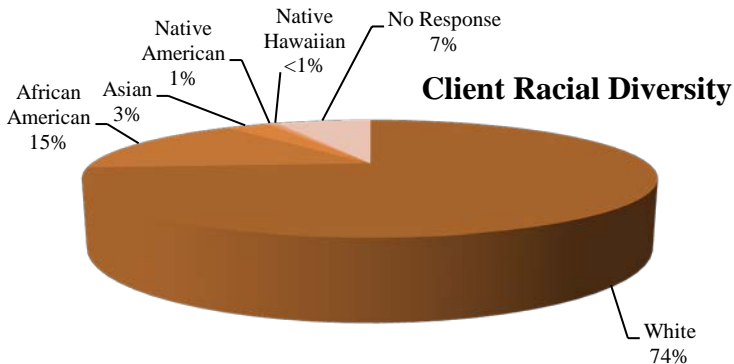
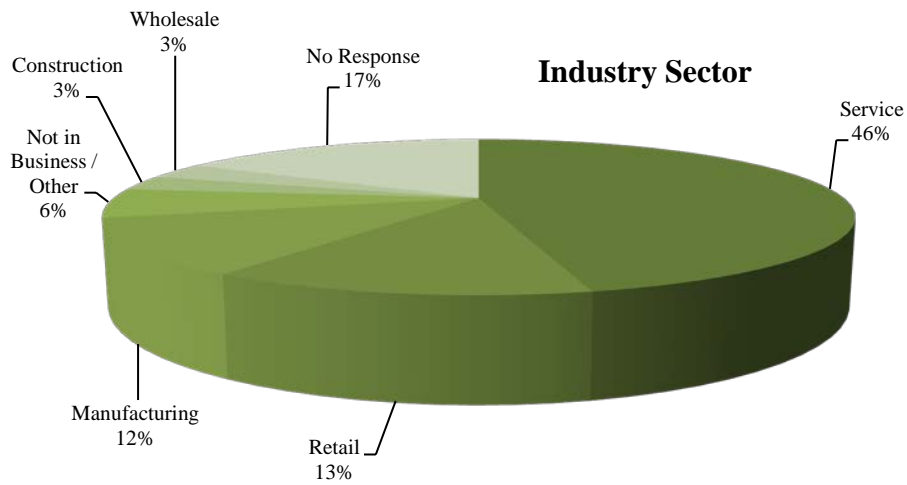
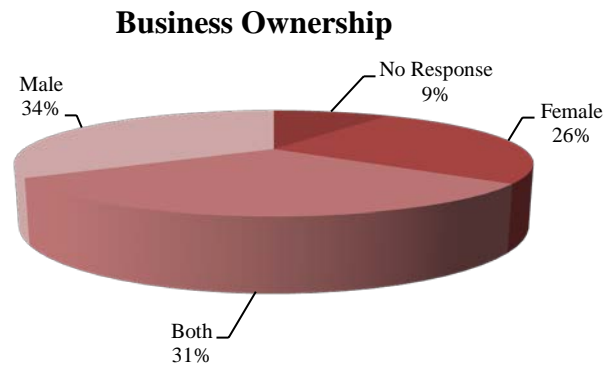
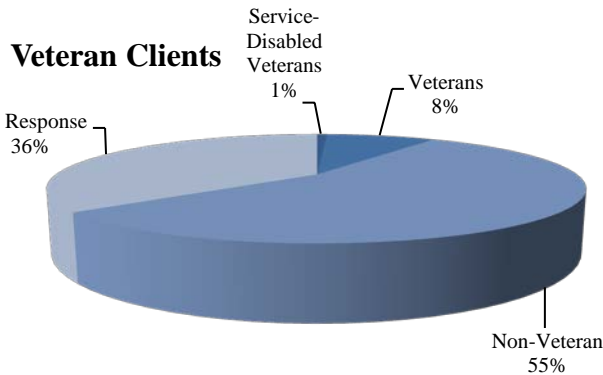
*Education*

The Pennsylvania SBDC network collectively **educated 8,997 individuals in 490 seminars and workshops** in 2012, which included topics such as “Introduction to NAFTA and Three New Free Trade Agreements” and “An Entrepreneurs Guide to Doing Business with the Government.” A detailed breakdown may be found in SECTION 2 – DELIVERABLES and is described throughout this report.

*Demographics*

Individuals served by the Pennsylvania SBDC thus far represent Pennsylvania’s diverse populace. **34% of clients assisted were woman- and jointly-owned firms** and **19% counted themselves as minorities**.

Clients also represent a variety of industries as shown.



## 100 ADVOCACY

In 2012, redistricting caused changes in district lines to Pennsylvania's Congressional delegation, and proposed changes in the Pennsylvania State Senate and House of Representatives are still pending. These boundary changes, coupled with an election year meant that in many cases SBDC staff had to increase their outreach and advocacy efforts to Pennsylvania legislators. The SBDC continues to meet with key program partners on a regular basis to keep a pulse on regional activities and respond appropriately.

For instance:

- Pennsylvania Congressman Glenn "GT" Thompson toured the Barnes Center for Biotechnology Business Development in March meeting with representatives of Clarion University and the Clarion University SBDC, NanoBlox and Clarion Research Group. Pennsylvania Congressman Mike Kelly also toured the Barnes Center and Clarion University SBDC in June. The visit highlighted the services offered by the SBDC in the newly formed legislative district. The tour included the Clarion County Economic Development Corporation offices, which is now also located in the Barnes Center.
- In February, the interim director of the Gannon SBDC and a business consultant attended a Legislative Luncheon sponsored and hosted by the Erie Manufacturers and Business Association. Congressman Mike Kelly, Congressman Glenn Thompson, and several other current state and local office holders, as well as several candidates running in the May 2012 primary election were in attendance. Following the luncheon, during a meet and greet session, the Gannon SBDC staffers were able to speak with each of the Congressmen, with several of the incumbent state and local officials, and with several of the candidates about the value the Gannon SBDC provides to their small business constituents.
- The Indiana University of Pennsylvania (IUP) SBDC celebrated the 20 year anniversary for its umbrella organization, the Management Services Group (MSG) at IUP which included a chamber after hours event where clients testified to the good work of the SBDC and gave specifics on how SBDC help has supported them.
- The Saint Francis SBDC's goal is to meet with the various economic development partners twice a year. The center reaches out to all legislators, in particular the newly elected representatives and those whose districts now encompass a part of the SBDC service territory. In all cases, the outreach involves a working relationship with various economic development partners including: Chambers of Commerce, economic development groups and others interested in expanding the

region's economy. Additional outreach locations at banks provide another avenue to serve clients. The number of referrals from all these groups remains strong. Additionally, banks and the SBDC's legislative delegation continue to be an excellent source of referrals. The Shippensburg SBDC was present at three legislative luncheons in 2012 including the York County Legislative Luncheon, Gettysburg Chamber Legislative Luncheon and the Franklin County Area Development Corporation's "A Rally For Business" event featuring Governor Tom Corbett. In addition, the SBDC also had a display at the "Here to Help" Career Fair hosted by Senator Rich Alloway.

- To help keep SBDC activities in the spotlight with area legislators, the Wilkes University SBDC continues to organize grand opening events for clients where legislators are invited to attend. At these events, letters of recognition from the Governor's office are presented to the client by their SBDC consultant. These events are typically covered by local news media.

#### *National Small Business Week*

- During National Small Business Week, May 20-26, the Bucknell University SBDC celebrated three long term clients who successfully reached their 10th year in business. The failure rate for new businesses has been estimated at as high as 80% in the first three years. However, research has shown that entrepreneurs who receive training from the SBDC prior to and during the launch of their business have a far greater chance of success.
- Lehigh University SBDC celebrated National Small Business Week by partnering with Congressman Charlie Dent to bring a full week of free educational programs to Lehigh Valley entrepreneurs. Congressman Dent welcomed all attendees at each session and also allowed time for questions and answers followed by delivery of the educational materials by staff of the Lehigh SBDC and a few other speakers. Six seminars were conducted, including two First Steps; one international business; one small business financing; and two selling to the government. The sessions were well received and many attendees have now become clients of the SBDC.
- The Saint Francis University and Saint Vincent College SBDCs participated with Congressman Mark Critz during the Congressman's small business week tour. During that week, Congressman Critz met with over 100 businesses in his district.
- The business outreach manager at the University of Pittsburgh SBDC met with many representatives and senators regarding the economic impact of the University of Pittsburgh SBDC. In addition, the business outreach manager provides outreach services upon request at other legislative offices. This program has allowed the SBDC not only to work more closely with



potential clients, but also to create and strengthen relationships with legislators and community groups.

During 2012, SBDC staff attended numerous networking events, participated in panel discussions, conducted workshops, and represented the SBDC on several committees. Through speaking engagements, serving as board members, and responding to media requests, SBDC staff members position themselves as regional leaders in small business.

## 200 CAPITAL FORMATION

Capital formation is vitally important to small business development and remains an important focus for the SBDCs. The inability to obtain sufficient funding remains at the top of the list of challenges for both start-up companies and business owners looking to expand. Area banks, still cautious, provide assistance mostly to only high-quality credit individuals and lending standards remain high. If existing companies exhibit cash flow issues, more often than not, the lending institution will close their line of credit or request other loans be paid or be subject to higher interest rates. Businesses who want to begin, continue, or expand exports also have limited access to capital.

SBDC consultants supported clients in producing solid business plans, analyzing markets and identifying commercial funding sources and agencies that control government loans. The sources of financing secured by clients included commercial bank loans, county and community loans and state loans. Examples of client success stories relating to capital formation can be found in Section 3 – APPENDICES.

A total of **28 SBA-guaranteed loans were approved, totaling \$9,890,125**. As for non-SBA loans, **217 were approved for a total of \$29,886,996**.

Examples of other activities include:

- The Bucknell University SBDC held a Bankers and Lenders Roundtable with representatives of the SBA, local development district (LDD) SEDA-COG, Chamber, and Keystone Innovation Zone (KIZ) sharing updates on financing programs available to clients and shares this information with clients seeking financing. SBDC staff also met with the Susquehanna Angel Investors Network for an update about their investment portfolio and interests.
- Through a partnership with the Economic Development Corporation of Erie County (EDC) and the Erie County Gaming Revenue Authority (ECGRA), the Gannon SBDC is promoting the Start, Grow & Prosper initiative. This is a microloan program funded through ECGRA and

administered by the EDC. The SBDC’s role is to promote the program and assist start ups and existing businesses to become “application ready.” During 2012, the Gannon SBDC worked with 158 clients, delivering 1,407 consulting hours. To date, the initiative has closed nine ECGRA microloans totaling \$218,750.

- The Saint Vincent College, Penn State, University of Pittsburgh and Clarion University SBDCs attended the Western Pennsylvania Lenders Quality Circle Conference presented by the SBA. The two-day conference featured presentations by SBA regional representatives and district loan processing officers discussing various lending topics.
- The Temple University SBDC participated in three outreach events aimed at educating clients on capital formation in 2012. These events: FDIC Interagency Small Business Lending Forum, Business Funding Seminar hosted by Senator Lawrence Farnese and Meet the Lenders and Counselors hosted by the SBA provided a chance for SBDC staff to meet with entrepreneurs seeking funding and promote their services to attendees.
- The Wharton SBDC held two Meet the Lenders events in 2012 meant to educate small business owners about how lenders evaluate their loan applications and enable small business owners to speak informally with representatives from large and community banks, SBA, microfinance lenders and others who supply credit. More than 50 small business owners attended each event.

### 300 INNOVATION & TECHNOLOGY TRANSFER

The Pennsylvania SBDC helps small firms bring new products to market by addressing business management issues including alternative financing, intellectual property, product development and product commercialization. SBDC technology services focus on building the management and technology capacity of small technology firms and identifying commercialization funding sources, such as the Small Business Innovation Research/Small Business Technology Transfer (SBIR/STTR) grant programs. The SBDCs also provide some assistance with intellectual property concerns.

In 2006 the Pennsylvania SBDC network received supplemental “Technology Accreditation” by the national Association of Small Business Development Centers, the accrediting body for the national SBDC program. In 2011 the Pennsylvania SBDC network was re-accredited and again received supplemental Technology Accreditation.

In 2012, technology commercialization services were delivered by two technology consultants: George Boehm serving the eastern counties of Pennsylvania from Kutztown University SBDC and Cynthia

Laurash serving the western counties of Pennsylvania from Duquesne University SBDC. Some of the new products currently in the works include Traumatic Stress Disorder medicines, logistics tracking software, super capacitor for custom configurations and lightweight/custom configured backpacks.

To further assist innovators in bringing new technologies to market the Pennsylvania SBDC, in conjunction with seven other economic development organizations, formed the [Innovation Partnership](#) to help small businesses commercialize technologies through increasing their success rate in obtaining SBIR and STTR grants. The SBDC's play a large role in the continued success of Innovation Partnership – the majority of businesses taking advantage of their services are referred by SBDC consultants.

With the rapid growth of the energy sector and the need to consider alternative technologies which are more energy efficient as traditional energy costs continue to rise, the Pennsylvania SBDC received funds from SBA to develop a specialization in clean energy technologies. Pennsylvania is one of only three states to receive these targeted funds. In addition to providing technology commercialization assistance, the Clean Technology Resource Center (CTRC) also provides assistance to businesses looking to deploy clean technologies at their company.

SBA also provided funds to the Wharton SBDC, a key partner in the Greater Philadelphia Innovation Cluster (now referred to as the Energy Efficient Buildings Hub), focused on developing energy efficient building technologies. These services are being provided to the Philadelphia region (Philadelphia, Bucks, Montgomery, Delaware and Chester Counties) as well as five counties in New Jersey. As part of this initiative the SBDC has been advising high potential businesses which are launching and growing new ventures to take advantage of opportunities in the sector. Opportunities are available for firms who are commercializing new business models and growing their traditional business operations to include energy efficiency in buildings. The Wharton SBDC has launched the Commercialization Acceleration Program (CAP) for Energy-Efficient Buildings to assist start-up companies in establishing sound commercial pathways for the technologies they develop to grow and commercialize.

The Bucknell SBDC provides [Engineering Development Services](#) (EDS) to their clients which includes helping design new products, fabricate prototypes, conduct studies of materials, and connecting clients with the expertise and resources of Bucknell University School of Engineering. Last year EDS assisted 68 clients, including referrals from all 18 centers in the state network. Partner SBDCs referred 41 clients and 27 were located in the Bucknell SBDC's six-county region. Outside the Pennsylvania SBDC network, EDS collaborates with and receives referrals from regional technical partners such as PennTAP,

the IMC, SEDA-COG, Ben Franklin Technology Partners, and Keystone Innovation Zones in the Greater Susquehanna and Williamsport Lycoming regions.

In 2012, Pennsylvania SBDC also offered a number of special events and formed strategic alliances to enhance technology and innovation opportunities including:

- In September, the Clarion University SBDC and the Pennsylvania SBDC Clean Technology Resource Center (CTRC) partnered together to exhibit at the Clarion County Economic Development Center Alternative Energy Exposition. This event was organized to bring together individuals, businesses, educational institutions, and economic development organizations to educate, network and market to the region about alternative energy opportunities. The event attracted businesses marketing their services related to CNG fuel; wood burning; shale gas landowner services; shale gas supply chain services; surveying, abstracting; and a demonstration on robotics. Many contacts were made with both prospective entrepreneurs and existing businesses interested in the services of both the SBDC and the CTRC.
- The Clarion University SBDC continues to develop a collaborative relationship with the Center for Applied Research & Intellectual Property Development (CARIPD). CARIPD is co-located at the Barnes Center, the same facility as the SBDC. This relationship has resulted in an increased local knowledge in the area of technology commercialization and intellectual property. In addition, this relationship has offered incubator opportunities and the development of executive-in-residence and entrepreneur-in-residence programs. Several SBDC clients have utilized these services to date.
- In September, the Duquesne University SBDC in conjunction with Pennsylvania SBDC Clean Technology Resource Center (CTRC) developed and hosted the second TCOMM (Technology Commercialization) event held at the University Holiday Inn in Oakland, where 84 attended.
- The 7th Annual Pennsylvania Business Technology Conference was held on November 15 at Duquesne University, hosted by the SBDC. The event attracted 118 business owners and managers seeking information on ways to improve their bottom-line by increasing profits and efficiency through the use of technology. A line-up of over 15 experts presented on topics such as social media, customer relationship management, mobile apps, free technology and website design.

- In June, the webinar “CONTRACTORS — Taking Advantage of Emerging Opportunities in Renewable Energy” was presented by the CTRC business consultant. The purpose of the webinar was to educate the Pennsylvania SBDC consulting staff, contractors, installers, and potential SBDC clients. The webinar discussed opportunities in renewable energy, certifications that can advance a business into the energy market, marketing products or services, and resources to increase contractor business success.
- In 2012, the Penn State SBDC collaborated with the Ben Franklin Technology Partners, the Venture Investment Forum, the Industrial Development Corporation, the Penn State Office for Technology Management and Innovation Park at Penn State to develop and kickoff the TechCelerator @ State College. This is a space where eligible entrepreneurs, students, faculty, and small business owners can seek one-stop-shop access to incubation services and network within an entrepreneurial climate. The SBDC director spoke at the grand opening celebration on March 2 alongside other distinguished speakers, including Pennsylvania Department of Community and Economic Development secretary Alan Walker. Since its opening, the TechCelerator @ State College has held two “boot camps” for aspiring tech entrepreneurs and competitively awarded \$10,000 in seed funding to one participating business which is an SBDC client.
- In 2012, the Higher Education Modernization Act (HEMA) was passed in the Pennsylvania Legislature. HEMA is viewed as important legislation for the 14 universities within the Pennsylvania State System of Higher Education (PASSHE) since it provides students and staff with greater potential to develop and market products or services resulting from discoveries within the academy. In October, the Shippensburg University SBDC director jointly hosted an “Entrepreneurial Forum” on Shippensburg’s campus with live interactive audio-video feeds from several other universities. The Forum shared information about HEMA with faculty, staff and students (as well as external business partners) with an eye towards the opportunities that may result from the legislation.
- The University of Pittsburgh SBDC is a participant in the Technology Commercialization Alliance, a Pitt organization designed to provide entrepreneurial support, education and outreach for faculty, staff and student innovators in their development of commercial innovations. The SBDC also attends meetings and events for the MIT Enterprise Forum. At these functions, consultants meet and network with technology businesses throughout Western Pennsylvania and gain access to high caliber referral sources, including venture capitalists and angel investors.

- In partnership with the Carbondale Technology Transfer Center's (CTTC) Kitchen Incubator program, the University of Scranton SBDC introduced a new seminar in 2012 for individuals interested in starting food-related businesses. "Starting Your Own Food Business" introduces participants to the necessary steps in getting a food business up and running. In addition, details are shared regarding the programs and services of The University of Scranton SBDC and the Kitchen Incubator at CTTC, a shared-use, licensed commercial kitchen with state-of-the-art equipment. SBDC staff also wrote articles and helped guide staff in creating the first Carbondale Technology Transfer Center Small Business Resource Guide.
- The Wharton SBDC's Commercialization Acceleration Program focuses on aiding life sciences start-ups, many of them based on technology developed at the University of Pennsylvania. In this program, Wharton SBDC consulting teams support formation of new businesses around some of the most promising technologies coming out of the University of Pennsylvania and other regional research institutions and innovative businesses. In 2012, the CAP team work included projects based on technologies from Penn, Drexel, and the Children's Hospital of Philadelphia.

#### 400 INTERNATIONAL TRADE

In 2012, the Pennsylvania SBDC made progress in strengthening its international business offerings for small businesses. The network continues to support the Pennsylvania Department of Community and Economic Development's (DCED) international trade priorities. As part of the SBA STEP grant to DCED the network is in the process of drafting guides to the Columbia, Panama and South Korea markets thanks to the efforts of the Duquesne University and Kutztown University SBDCs and supported by the Lehigh University, St. Francis University and St. Vincent College SBDCs.

This year, the Pennsylvania SBDC also formalized partnerships with the U.S. Department of Commerce's Commercial Service and the U.S. Trade Development Administration which has strengthened their international trade referral and partner network.

In 2012, the SBDC consulted with hundreds of clients on international trade issues while executing more than **20 educational programs**, including the "Doing Business with Asia" and "Growth through Exporting," that were attended by **919 individuals**. Clients reported an **increase in export sales, totaling \$50,336,6888**, for 2012.

The SBDCs have been designated as a major contributor to fulfilling the goals of the National Export Initiative. To assure the network has the expertise to help more small firms sell Pennsylvania products

and services around the world, staff at each center are receiving certification in international business. The Pennsylvania SBDC is proud to work toward fulfilling this requirement and currently has **19 out of 97 full-time employees certified in international trade**. The following staff members of the Pennsylvania network can be counted toward this goal:

- Lindsay Biddle, University of Pittsburgh SBDC, SBA/TPCC certified, 2012
- Martin Brill, Kutztown University SBDC, NASBITE certified, 2006
- Robin Burtner, Shippensburg University SBDC, SBA/TPCC certified, 2012
- Paul Caimi, Lock Haven University SBDC, SBA/TPCC certified, 2012
- Vickie Gyenes, Saint Vincent College SBDC, NASBITE certified, 2006
- Kate Hall, Clarion University SBDC, SBA/TPCC certified, 2012
- Brenda Holdren, Bucknell University SBDC, NASBITE certified, 2012
- Ruth Hughes, Wilkes University SBDC, SBA/TPCC certified, 2012
- Ed Huttenhower, Saint Francis University SBDC, NASBITE certified, 2012
- Maria Kirby, Penn State University SBDC, SBA/TPCC certified, 2012
- Cora Landis, Lehigh University SBDC, SBA/TPCC certified, 2012
- Mark Maguire, Wharton School SBDC, SBA/TPCC certified, 2012
- Glenn McAllister, Widener University SBDC, SBA/TPCC certified, 2012
- Holly Meng, Temple University SBDC, SBA/TPCC certified, 2012
- Maria Montenegro, The University of Scranton SBDC, SBA/TPCC certified, 2012
- Tony Palamone, Indiana University of Pennsylvania, SBA/TPCC certified, 2012
- Jim Porter, Widener University SBDC, SBA/TPCC certified, 2012
- Brent Rondon, Duquesne University SBDC, NASBITE certified, 2007
- Donna Simpson, The University of Scranton SBDC, SBA/TCPP certified, 2012

Examples of activities in international trade occurring in 2012 include:

- Brent Rondon of the Duquesne University SBDC assisted the Pennsylvania Department of Community and Economic Development in recruiting for 185 appointments held on April 2 with representatives from 40 local firms to meet one-on-one with Pennsylvania overseas trade experts. Participants discussed their export market potentials and opportunities as part of the midyear Pennsylvania International Week.
- During 2012, the Global Business Program at the Duquesne University SBDC has continued to provide services to the exporting and importing business community and has continued to be an active participant and member in the Regional Export Network (REN) Southwest Region, cooperating with the other members to streamline the services provided to those interested in exporting their services or products. Professional networking has been ongoing to increase client referrals and establish linkages with the economic development community. 193 clients received assistance from the Global Business consulting program from January 1 to December 31, 2012 accruing 1,077 hours of assistance.
- The Kutztown University SBDC actively participated in Expotech from October to December in partnership with the Regional Export Network representative and the U.S. Commercial Service. This was the first time that collaborative, team consulting has occurred with four companies in their region. Each company became a client of the SBDC and wrote legislative letters to support their activities. At the last session in December, each company presented their marketing plans to a panel of judges and the services providers.
- In September the Lehigh University SBDC partnered with the Lehigh Export Network (LEXNET), LVEDC, the Lehigh Valley World Trade Club, Manufacturers Resource Center, Milestone Bank and AGEX Financial to sponsor the “Bringing the World to You” event, the Lehigh Valley’s Premier International event. This event brought 19 Pennsylvania Authorized Trade Representatives to the Lehigh Valley to meet one-on-one with SBDC clients. Beyond the one-on-one meetings, the event featured training workshops specific to international business and a luncheon presentation on “Building Banking Relationships” presented by Milestone Bank.
- The Lehigh University SBDC International Trade Development Program (ITDP) developed a successful partnership between the SBDC, Lehigh University’s Global Village Program and the Lehigh MBA program office. This partnership offers a 2-year scholarship to the successful applicant from a former Global Village Program intern. The SBDC’s first candidate completed



the first full year as an international business analyst and has been a great asset to the program, doing research projects for clients as well as supporting the director with client consulting.

- The Saint Francis University SBDC's Center for Global Competitiveness was active in several areas of international trade. The Center represented five companies at Mining Vietnam 2012 in Hanoi held March 7-9 and attracted buyers from Vietnam as well as a number of other countries primarily in Asia. There were 156 leads generated for the participating companies. The US Commercial Service provided some financial support for the show which offset a portion of the booth cost as well as for the show catalog. Additionally, a senior Saint Francis student and native of Hanoi attended the show, providing the translations used in the catalog and helped with interpreting during the show.
- Saint Vincent College SBDC's Center for Global Competitiveness hosted its Fourth Annual Global Growth Conference on April 12 and 13 in Latrobe. This two-day conference, co-sponsored by Fifth Third Bank, Southwestern Pennsylvania Commission and the U.S. Commercial Service attracted approximately 50 attendees. Featured presenters included representatives from ABB, Bentley World Packaging, TUV Rheinland of North America, Cohen & Grigsby PC, Compliance Assurance LLC, Three Rivers Marine and Rail, DHL Global Forwarding, Fifth Third Bank, Kennametal Center for Operational Excellence, and the SBA Export Solutions Group. Specialized sessions focusing on the EAR and ITAR were included.
- During the year, the Temple University SBDC continued to offer its "The Going Global Series," which has been very beneficial to businesses in its service area. Seminars offered during 2012 included the following: Growth through Exporting (125 attendees); Doing Business with Asia (32 attendees); Philippine Business Forum (103 attendees) and Explore Indonesia (78 attendees).
- On June 21, in collaboration with the Chairman of the Mayor's Commission on African and Caribbean Immigrant Affairs, the Wharton and Temple SBDCs co-sponsored an event featuring 50 local entrepreneurs at which Dr. Kingsley Chiedu Moghalu, deputy governor of the Central Bank of Nigeria spoke about opportunities for small businesses in Nigeria. International trade representatives from the City of Philadelphia, World Trade Center of Greater Philadelphia and U.S. Commercial Service also spoke on their services for business owners.
- On June 25, his Excellency Mauro Vieira, ambassador of Brazil to the United States, and the Honorable Ney Campello, secretary of state of Bahia for 2014 World Cup Brazil, briefed attendees in business opportunities related to the 2014 FIFA World Cup Brazil in trade, investment, and tourism. Philadelphia City Council members Jannie L. Blackwell and David Oh

welcomed the Ambassador on behalf of the City of Philadelphia. Over 125 attendees from the greater Philadelphia business community were present.

## 500 MINORITY BUSINESS DEVELOPMENT

Assistance with certification programs, development of business plans, SBA 8(A) loan applications, and partnerships to increase outreach are just some of the ways the Pennsylvania SBDC supported minority business owners in 2012. In 2012, the SBDCs consulted with **1,340 minority clients**, representing **19% of the total client base**. Of this group, 6% counted themselves as Hispanic and 16% percent identified themselves as African-American.

Examples of activities to support Pennsylvania's diverse population include:

- Duquesne University SBDC continues to deliver services through the Southwestern Pennsylvania Urban Revitalization Project. Funds are being used over the course of two years and its goal is to connect residents from underserved communities—particularly the Hill District—with the local energy and health care industry clusters. This is being accomplished by focusing programs and activities on predominantly African-American communities that have, to date, not benefited from the resurgence of Pittsburgh through its notable clusters. Key partners are Pittsburgh Central Keystone Innovation Zone, Hill House Association and University of Pittsburgh Institute for Entrepreneurial Excellence.
- The Latino Business Resource Center (LBRC) at the Kutztown University SBDC held two eight week Business Skills for Latino Entrepreneurs classes in 2012. 69 entrepreneurs enrolled for the two classes and 44 graduated successfully. In the second semester, the program saw a higher retention rate of 80% due to two factors: it was the first time charging a nominal fee for the class and a business plan competition was held at the end of the eight weeks with cash prizes sponsored by Morgan Stanley. In October, the LBRC received a \$50,000 contribution from National Penn Bank at a reception held at the Berks County Community Foundation building. In total, the LBRC provided 407 hours of one-on-one consulting services to 80 clients in 2012.
- The Temple University SBDC continued to collaborate with organizations that provide assistance to minority businesses in the Philadelphia area. For example, the SBDC participated in the White House Hispanic Community Action Summit where White house representative, Marco Davis, and his team, met with Latino Organizations to listen to their concerns regarding education, healthcare, jobs, and the economy. The forum created a platform for other local agencies and organizations to hear the concerns and possibly form collaborations with Latino Organizations. A similar collaborative effort was developed with the Mayors Commission on African and

Caribbean Immigrant Affairs. The SBDC was invited to participate and co-sponsor a “Forum on Business Opportunities in Africa,” and hosted a delegation from Africa interested in business opportunities in the United States.

- The University of Pittsburgh SBDC has developed an excellent relationship with the Western Pennsylvania Minority Supplier Diversity Council (WPMSDC). The mission of the WPMSDC is to create and develop business opportunities for minority business enterprises between corporations and public agencies resulting in economic development in the communities. The SBDC also continues to work with the Southwestern Pennsylvania Engineering Outreach (SPEO). The primary objective of the program is to support and mentor minority and women-owned business enterprise (MBE/WBE) engineering firms in Southwestern Pennsylvania and to enhance their long-term viability by providing opportunities and resources.
- The Wharton SBDC collaborated with the Mayor’s Commission on African and Caribbean Immigrant Affairs on two large events in the spring reaching out to the internationally-focused small business community. On January 19, the Wharton SBDC, in collaboration with Stanley Straughter, chairman of the Mayor’s Commission on African and Caribbean Immigrant Affairs, hosted local entrepreneurs interested in applying to the USAID African Diaspora Marketplace Business Plan Competition to aid them in improving their business plans. This resulted in a Wharton SBDC client being one of the national winners of the competition. The Wharton SBDC director also spoke about opportunities for local businesses to take advantage of the SBDC support at the African and Caribbean’s Program on Finance and Trade on April 12.
- The University of Scranton SBDC teamed up with United Neighborhood Centers of northeastern Pennsylvania to offer on-site small business consulting and educational programs to existing business owners as part of the Elm Street Revitalization Project. In partnership with Scranton’s South Side Business Alliance, which serves a large portion of the Hispanic population in the city of Scranton, the University of Scranton SBDC offered small group consulting sessions on using Social Media platforms such as Facebook & Twitter for marketing their businesses.
- Widener University SBDC provides education programs in government marketing and certification programs for minority firms covering requirements for federal, state and local government programs as well as industry oriented supplier diversity programs. These programs involved personnel from the SBA, the Pennsylvania Department of General Services and industry supplier diversity officers. Changes in systems for registration as a minority supplier at the federal level and changes in the Pennsylvania program for minority supplier certifications and contracting opportunities has created a demand for client assistance in navigating these changes

and planning for marketing efforts to secure contracts and subcontracts for minority owned companies.

## 600 RESOURCE DEVELOPMENT

Partner relations are an important aspect in getting SBDC clients the information and resources they need to realize success. SBDC assistance is done in conjunction with many partners: regional and local economic development organizations, chambers of commerce, financial institutions, state and federal agencies, and local legislative offices, among others. Clients have directly benefitted from the network's contacts and relationships with these entities. In addition, these relationships promote collaboration, avoid duplication of efforts and expand outreach and referrals. In a time of reduced budgets, this last point has proved valuable in continuing to provide high-quality services to the small business community.

This year, the SBDCs have formed stronger partnerships within their respective communities. Many local agencies are also experiencing reduced revenues and are seeking greater partnership involvement. As a result, SBDC expertise in a variety of areas has been more widely recognized.

Examples include:

- Last year, Pennsylvania SBDC became a core member of DCED's Partnerships for Regional Economic Performance (PREP) which strengthens connections with partners in providing services and promoting economic development. The program encourages coordination of economic development efforts and promotes enhanced customer service to the business community. Throughout 2012, many of the centers began involvement with their PREP advisory boards and continue to participate in various working groups and committees. Projects such as MIS collaboration, customer service satisfaction surveys and others are being worked on within these regional alliances.
- The Clarion University SBDC, along with Northwest Commission and North Central Pennsylvania Regional Planning and Development Commission, offer an Entrepreneur's Training Series held in Venango, Potter and McKean Counties. Topics presented during 2012 were "Getting the Most Out of Your Generation Y Workforce;" "Fundamentals of Business Contracts, A Practical Approach;" "Developing and Operating a Successful Home-based Business Office;" and "The Art of Time Management."
- In 2012 the Clarion University SBDC received USDA funding of \$92,000 from the Rural Business Enterprise Grant program to increase consulting and training service capacity and

enhance the center's ability to work more directly with potential entrepreneurs and existing businesses in Potter, Cameron, and McKean counties.

- In April, The Hill District Federal Credit Union (HDFCU) approached the Duquesne University SBDC seeking assistance to provide training to their members on how to operate a business. Training started in June and involved five consecutive Saturday sessions for three hours each session. Topics covered included business planning, financial projections, marketing strategies and credit repair. In addition, on Friday, April 27, the HDFCU held its 41st Annual Meeting at the Hill House Kaufmann Center where the Duquesne University SBDC director was the keynote speaker.
- The Gannon University SBDC has established a working relationship with First Niagara Bank, adding First Niagara to northwest Pennsylvania's roster of active small business lenders. First Niagara entered the northwest Pennsylvania market through the acquisition of certain former National City Bank branch offices. In June of 2012 the Gannon SBDC Crawford outreach office consultant met with members of First Niagara's Meadville office. During the meeting the consultant described the SBDC's scope of small business assistance programs, including the methodologies, analyses, and documentation typically associated with SBDC assisted business plans and financial proposals. The representatives described First Niagara's small business lending programs, including the bank's willingness to finance start ups and early stage businesses, as well as established businesses.
- The Kutztown University SBDC continues to have SBDC and Jump Start Incubator (JSI) staff representation on the Greater Reading Business Resource Center (BRC). The BRC, an organization made up of representatives from the Greater Reading Chamber of Commerce, Greater Berks Development Fund, Community First Fund, Greater Reading Economic Partnership, Kutztown SBDC and Latino Business Resource Center, Jump Start Incubator and the local SCORE chapter. The group is a collaborative portal for the local resources and tools available to help entrepreneurs and businesses succeed.
- The Jump Start Incubator director and Kutztown University SBDC director were instrumental in developing a proposal submitted by the Kutztown University Foundation to Pennsylvania Department of Community and Economic Development's (DCED) Neighborhood Assistance Program Tax Credits. The proposal was approved by DCED which granted the Foundation a total of \$68,750 in 55% state tax credits. The Foundation leveraged these tax credits to raise \$125,000 in total program sponsorships of which Customers First Bank provided \$100,000 and

East Penn Manufacturing provided \$25,000. These funds were used to bolster the support services provided to Jump Start Incubator both on- and off-campus.

- Penn State SBDC has forged a valuable partnership with Penn State Research and has opened the door for opportunities including partnership with the Office of Technology Management and Ben Franklin Technology Partners on several initiatives, including the TechCelerator @ State College, weekly “Triage” meetings with clients seeking technology commercialization assistance, and “Research to Start-up” training for Penn State students and faculty. This partnership with Research has also had a positive impact financially, enabling the SBDC to reduce rent expenses and increase efficiency through cross-unit staff collaboration.
- The University of Scranton SBDC and Lackawanna County Department of Arts and Culture teamed up to offer a four-part “Building Your Art Business” series in March. The 16 Lackawanna County artists who participated learned about entrepreneurship, developing business and marketing plans, legal issues, pricing strategies, financial considerations, and more. Experienced local artists also shared valuable information and lessons with the participants through a panel discussion at the last session.
- The Shippensburg University SBDC has re-focused its York service efforts to be in closer coordination with the York County Economic Development Corporation – a long-standing partner in York and now a “partner” under the Partnerships for Regional Economic Performance (PREP) funding model. The SBDC has also reinvigorated its relationship with the Cumberland Area Economic Development Corporation (CAEDC), also a PREP partner. A new office location in the Carlisle Borough building, new staffing and a new director have offered new opportunities for collaboration. The SBDC will begin offering workshops at CAEDC’s location and serving clients referred through CAEDC at their base also.
- By partnering with other organizations for co-sponsorship of seminars, Saint Francis University SBDC has the opportunity to spread its name further and to provide high quality workshops at a fraction of the cost compared to if the center was to do them on its own. For example, the center has partnered with the Bedford County Chamber of Commerce on e-commerce and other seminars in Bedford County and with Penn State-Altoona for workshops on various topics related to starting and successfully operating a small business. Another example of this is work with the Saint Francis University School of Business in the presentation of more well-known speakers on a particular subject. In February, Dr. Art Laffer presented a session on the global economic outlook for 2012 which attracted 525 attendees.

- The University of Pittsburgh SBDC has formed a strong referral alliance with Waynesburg University in Greene County and California University in Washington County. Within this two-county area, the University of Pittsburgh SBDC, California University and Waynesburg University collaborate on projects in which each institution aids the client in its area of expertise.
- The University of Scranton SBDC is always seeking new funding sources to assist in providing programs and services to its small business clients. In 2012, program sponsorships were secured from the Lackawanna County Department of Arts and Culture for the Building Your Art Business Series and Pennstar Bank for the Women’s Entrepreneurship Center StartUP Series.
- Wells Fargo became a Principal Partner of the Wharton School and the Wharton SBDC in late 2011. Since beginning the partnership, Wells Fargo has supported Wharton SBDC’s core programs as well as several special events, including Wharton SBDC’s “Meet the Lenders” and a special “Business Outlook 2012” by Wells Fargo senior economist Mark Vitner for local small business owners. In addition, the Wharton SBDC in collaboration with the Wharton-Netter Center Community Partnership, was the recipient of a grant in January 2012 from JPMorgan Chase to collaborate on supporting local entrepreneurship and economic development.
- As part of the regional partnership, Wilkes University SBDC has teamed up with the Pottsville Area Development Corporation, the Carbon County Economic Development Office and the Back Mountain Chamber of Commerce to continue to bring business education and training to area small businesses and entrepreneurs. Along with these relationships, two consultants from the SBDC are active on MetroAction’s Loan Review committee and one serves on the Board of Directors.
- The Widener University SBDC partnered with Citizens Bank, the Delaware County Commerce Center, and the Chester Microenterprise Partnership (now Entrepreneur Works) to open an outreach office in Upper Darby. The office is in the Welcome Center on Walnut Street in Upper Darby where the SBDC offers services along with Entrepreneur Works, Upper Darby Township Weed and Seed, and Upper Darby Township Leisure Services. The continuing operation of the Upper Darby outreach office is made possible by a grant in 2012 of \$10,000 from Citizens Bank to the SBDC.

## 700 PROCUREMENT

The Pennsylvania SBDC is host to the Southeast Pennsylvania Procurement Technical Assistance Program (PTAP), a non-SBA project that assists companies with selling products and services to federal,

state and/or local government agencies. Training topics included “Doing Business with the Government” and “Certification Made Simple” where attendees can learn more about Disadvantaged, Minority and Women’s (DBE/MBE/WBE) business enterprise certifications.

Government markets are not a universal remedy for increasing revenues, and all centers encourage companies to self-evaluate products, processes and facilities to determine if they are prepared to compete efficiently in this marketplace. Centers also discuss the importance of Pennsylvania certifications, the certification requirements and benefits, how to identify state contracting opportunities, and how the state purchases goods and services in educational seminars. Attendance at training programs related to the certifications process was particularly strong.

Examples of information sessions with SBDC participation include:

- In June, the Gannon University SBDC co-sponsored and participated in a “Doing Business with PennDOT” seminar, along with the Northwest Pennsylvania Regional Planning and Development Commission's PTAC office, and the Economic Alliance for Progress. This event, conducted at the Alliance's facility in Meadville, attracted 12 contractors. Each of the sponsoring entities presented an overview of their applicable services. The featured speaker was the director of the state's DBE Supportive Services Center agency, housed at Cheney State University.
- The Gannon University SBDC, the NWPRPDC PTAC office, the SBA's Pittsburgh District Office, and the Penn-Northwest Development Commission co-sponsored a “Doing Business with the Federal Government” seminar and workshop which was conducted at the Penn-Northwest facility in Mercer on October 23. Approximately 15 business owners attended the workshop. The SBDC consultant and the PTAC manager presented an overview of their organizations' joint “doing business with the government” capabilities and assistance programs. Carl Knoblock, the SBA District Director (Pittsburgh District), delivered an extensive and detailed discussion of the qualification parameters and registration requirements associated with the SBA's programs intended to provide small businesses with better opportunities to secure government jobs, either as primary contractors or as subcontractors.
- The Kutztown University SBDC Government Marketing Program continues to be sought out by an increasing number of established companies who are seeking to replace some of their commercial markets loss with government procurement opportunities. Attendance at the GSA and WBE/MBE certification classes remained strong.



- In February, the Lock Haven University SBDC worked collaboratively by partnering with Senator Bob Casey’s staff and the PTAC located at SEDA-COG to host a Small Business Procurement Workshop on the campus of Lock Haven University. There were over 30 participants in attendance, which included presentations from the U.S. General Services Administration, clients who have successfully marketed their products and services to the federal government, the partners hosting the event, as well as remarks from Senator Casey.
- Saint Francis University SBDC cooperated with the state Department of General Services in an “Online Bidding for State Contracts” workshop held at the end of June.
- The Temple University SBDC participated in one of the largest regional procurement match-making events in the Philadelphia area. The Business Matchmaking 2012- Eastern Regional event was held at the Philadelphia convention center. SBDC representatives provided information about services offered and participated in the business match making consulting sessions. The event connected area entrepreneurs with key buyers from federal, state and local government agencies and major corporations.
- The Temple University SBDC Procurement Technical Assistance Program, which is a non-SBA funded project, organized various training topics including: Introduction to Government Marketing, Doing Business with the Commonwealth of Pennsylvania, Finding Federal Government Procurement Opportunities, and General Services Administration. The non-sponsored events focused on large and small businesses with emphasis on women owned, minority owned, service disabled veterans, Hub zone, 8(a) and disadvantaged owned businesses. The purpose was to increase opportunities for these protective groups and stimulate interest in the government arena.
- On June 22, the Wilkes University SBDC held a Government Contracting seminar in Scranton organized by the Northeastern Pennsylvania Alliance as part of their collaboration with PREP partners.
- Widener University SBDC participates in sponsored and non-sponsored procurement outreach events with the Delaware County Chamber of Commerce and the Delaware County chapter of SCORE in order to let the community at large know of the services of PTAP. As part of the center’s education and government agency outreach efforts the center co-hosts programs presented at the Delaware PTAC on opportunities for businesses with various government agencies and topics on business development for government procurement policies and procedures. In addition, the center conducts seminars on introduction to government marketing, a

seminar on market research methods for finding government contracting opportunities and a seminar on minority, veteran and women business certifications.

## 800 SPECIAL FOCUS

### *Shale Gas*

Shale gas activities continue to increase in regions served by many of the centers. Several locations have continued to assist clients in capitalizing on opportunities presented by the development of the Shale Gas deposits. In 2012, the Pennsylvania SBDC worked with **212 small businesses in the shale gas supply chain** located in **40 counties in Pennsylvania**. **28 business plans** were completed and **28 businesses were either bought, started, or expanded**. Existing businesses in the shale supply chain had **\$13 million in increased sales, added 51 jobs and saved an additional 63 jobs**.

Starting in 2009, the Pennsylvania SBDC network has been specifically identifying and tracking client businesses which are involved with the shale gas supply chain. Since tracking began, the SBDC network has consulted 333 Shale Gas clients for a total of 12,330 consulting hours. These clients represent 47 out of 67 counties in Pennsylvania. 92 businesses have been started or expanded with 88 business plans completed and \$39 million of investment applied for with \$24 million approved. Overall, 340 jobs have been created with another 451 being saved totaling \$53 million in increased sales.

Responding to the rapid development of the Shale Energy Industry, the Pennsylvania SBDC has been developing expertise and services to help small businesses take advantage of new opportunities spurred by this sector. The Clarion University and The University of Scranton SBDCs took the lead in developing a new Shale Gas 101 for Small Business workshop. This curriculum is available to all centers to offer these workshops all across the state in 2013. In November, to help build staff expertise in this area, the SBDC network met in Canonsburg and held a professional development program dedicated to the shale energy industry. Besides staff from all 18 centers in the network, staff from the Ohio, New York and West Virginia and Delaware SBDCs also attended. The Pennsylvania SBDC network has also developed a national Shale Energy Interest Group in the ASBDC network. This group was formed with a standing-room only discussion at the ASBDC national conference in New Orleans in September.

- The Bucknell University SBDC provides Engineering Development Services to several manufacturers in Union and Northumberland counties whose products are used in materials handling, construction, and maintenance operations related to gas extraction.

- In 2012, the Clarion University SBDC responded to the increased activity emerging from the shale gas industry in Pennsylvania. The SBDC director attended the Shale Gas Insights Conference in Philadelphia, and a shale gas forum at the ASBDC Conference in New Orleans. In addition the Clarion University SBDC attended a regional forum in Brookville on emerging opportunities for compressed natural gas and vehicle conversions and a Marcellus Shale forum at Indiana University of Pennsylvania.
- The Duquesne University SBDC participated during the trade show at the “Grow Your Marcellus Business Even if You Know Nothing about Drilling Gas.” The program was co-sponsored by the SBDC and the *Pittsburgh Business Times* and had more than 100 attendees.
- In April, the Pennsylvania SBDC met with a delegation of staff from the Ohio SBDC network in Williamsport. Representatives from the Lock Haven University SBDC, Clarion University SBDC, University of Scranton SBDC, Bucknell University SBDC, St. Francis University SBDC and staff of the State Director’s Office were present. The effort was orchestrated in collaboration with representatives from the Penn State Marcellus Center for Outreach and Research (MCOR), and included one and a half days of meetings with Pennsylvania SBDC and MCOR staff, local business owners, county officials and workforce development educators. The initiative provided great opportunities for members of the Pennsylvania SBDC network, from areas throughout the Marcellus Shale footprint, to showcase how the centers have responded to local, regional, and statewide Marcellus Shale opportunities in their work with clients.
- On April 18, 2012, the Penn State SBDC clean technology environmental consultant attended Secondary Containment Regulations and Best Management Practices (BMPs) for Marcellus Shale Drilling at the Pennsylvania Chamber of Business and Industry’s Energy and Environment Conference. The SBDC clean technology environmental consultant also attended the second annual TCOMM event in Pittsburgh on September 27 and participated in Marcellus Shale Supply Chain training.
- The Saint Francis University SBDC has been active in putting together information for the Marcellus Shale area. The University’s Renewable Energy Center (REC) remains housed at the SBDC. This enables a number of synergies and opportunities for both organizations. Center staff is more aware of the various opportunities provided to small businesses through the use of alternative energy sources. SBDC staff took part in the Pennsylvania SBDC shale gas training offered in Canonsburg in November and the SBDC Director attended the Shale Net conference at Seven Springs in October.

- The Saint Vincent College SBDC has participated in two Marcellus Shale events hosted by the Fayette County Chamber of Commerce and Riverside Center for Innovation. The seminars “Making Money with Marcellus Shale” and “Marcellus Shale: Small Business Impacts and Expectations” featured SBDC presenters who discussed services to businesses in this industry.
- A University of Pittsburgh SBDC consultant participated in a roundtable sponsored by the Small Business Administration which brought together economic development leaders from the region to talk to business owners about resources related to the Marcellus Shale.

### *Social Media*

Social media has also been a special focus for the centers. Assistance using social media as part of a marketing strategy has been in higher demand – both as platforms such as Google Analytics, Pinterest, Twitter and Tumblr grow more popular among small businesses, and as entrepreneurs seek more cost-effective communications and marketing tools. In addition to hosting educational workshops on best online practices, the centers have invested time in growing their own social media presence.

- Throughout 2012, the Clarion SBDC offered various marketing seminars that discussed social media networking. “Facebook for Business” seminars continue to be high in demand and are always closed to registrations prior to the event. These seminars are marketed as a hands-on program that is taught in a computer lab. Participants are able to establish a Facebook account and are then guided through the available options that can be used for marketing and promoting their businesses. The Clarion University SBDC also offered an “Advanced Facebook” class in response to the request for additional more in-depth training by participants.
- Students at the Kutztown University SBDC continued to edit and update the social media eBook. This resource is a guide for entrepreneurs that outlines the advantages and processes of using social media tools to market a small business. This resource has been shared with the Pennsylvania SBDC network.
- The University of Pittsburgh SBDC has been actively consulting on social media practices for small business during 2012. A consultant assisted the Michigan SBDC in establishing a website/SEO analysis as part of the state’s economic gardening program. In addition, a “Facebook for Business” session was part of the Duquesne University SBDC Entrepreneur’s Growth Conference, presented by the University of Pittsburgh SBDC. The SBDC was also the featured presenter at the “Social Media Implementation: Take Your Business to the Next Level”

at the Peters Township Public Library in conjunction with Peters Township Chamber of Commerce, Mt. Lebanon Public Library and the Mt. Lebanon Chamber of Commerce.

- SBDC staff from a number of centers represented the Pennsylvania SBDC at the Google “Pennsylvania Get Your Business Online Event” in Pittsburgh.
- On June 14, the Saint Vincent College SBDC held a seminar on Google Analytics, a website visitor tracking program designed to provide statistics that aid in the development of an effective online marketing plan. Presenter Joe Polk showed participants the various types of information Google Analytics provides and how that information can be used to better serve their business.
- A University of Scranton SBDC Business Consultant developed and presented the session “Using Social Media to Spread the SBDC Message” at the 2012 Association of Small Business Development Centers (ASBDC) Conference in New Orleans. This is the fourth year the Business Consultant was selected to present at the national conference. The Consultant also served as a panelist on the topic of technology at the Pennsylvania SBDC’s Small Business Growth Forum, sharing social media insights with staff from across the Pennsylvania SBDC network.

### *Small Business Jobs Act (SBJA)*

Small Business Jobs Act funding was used to specifically assist pre-venture and start-up companies in existence for 2 years or less. These funds allowed Pennsylvania SBDCs to offer “First Step” workshops at no cost at all 18 centers in their network. Separate SBJA deliverables include assistance to **1,675 clients with 328 jobs created. New business starts registered at 137** for 2012 with **client-obtained investment amounting to \$10,397,785.**

### *Encore Entrepreneurs*

Higher unemployment, coupled with retired individuals seeking to supplement their retirement income, has increased the number of individuals considering entrepreneurship. In 2012, the Pennsylvania SBDC partnered with the SBA to enhance services offered to ‘Encore Entrepreneurs’ who are individuals who are seeking to open a business and are 50+ in age.

- The Saint Vincent College SBDC Director offered small business consulting to those in attendance at Encore Entrepreneur Day in October. Westmoreland County Commissioner Charles Anderson officially proclaimed October 2nd as Encore Entrepreneur Day in Westmoreland County. A free event was held at Seton Hill University, Greensburg and enabled guests to hear entrepreneurship stories and meet with mentors from the SBA’s network of Small Business Development Centers, Women’s Business Centers and SCORE.

- The Pennsylvania SBDC along with the SBA and AARP teamed up on October 2 to present the first Encore Entrepreneur Day events in eastern and western Pennsylvania. Partnering organizations also included the WBCs and SCORE chapters. Programming at each event included a panel discussion spotlighting entrepreneurs that shared their experience starting a business.

## 900 ECONOMIC DEVELOPMENT

The mission of the Pennsylvania SBDC is to grow the economy of Pennsylvania through its entrepreneurs. Often, this involves participation in regional and statewide initiatives. Examples of the network's economic development activities are numerous; activities around the state in the last year include the following:

- In spring of 2012, the Bucknell University SBDC opened new offices co-located and coinciding with the launch of Bucknell's new Entrepreneurs Incubator. The incubator facility encompasses the second floor of the new renovated DeWitt Building in downtown Lewisburg and SBDC consulting offices and an educational programming center are on the third floor. Coverage of the opening of the center's new offices and the incubator included local media, University press, and *Keystone Edge*, a leading online magazine reporting on innovation and entrepreneurship in Pennsylvania. The Entrepreneurs Incubator provides affordable office space, bundled office services, and opportunities for consulting and networking to early-stage companies in the Susquehanna Valley Region.
- In 2012, Clarion University SBDC received a Community Fellows Grant from Clarion University in the area of economic development. The grant was designed to support direct interaction between business students in the MBA program and profit/non-profit organizations in the region. As part of a capstone course, students perform an organizational strategic audit that results in the development of a strategic plan. This grant opportunity, which is available on an annual basis, has helped provide additional specialized assistance to a range of SBDC clients.
- Clarion County Economic Development Corporation (CCEDC) moved into the Gregory Barnes Center for Biotechnology and Business Development in July 2012. The CCEDC sees this location as a better fit because it represents the breadth of the geographical area it covers and better serves its clients. The main benefit of the Barnes location is that it allows CCEDC to meet with clients in a private office space without compromising their confidentiality. Another benefit is CCEDC's proximity to Clarion University's SBDC. This co-location of CCEDC and SBDC not only will

enhance collaboration between the two entities, but also it fits the model for economic development in Pennsylvania implemented in 2011.

- The Duquesne University SBDC held its 14th Annual Entrepreneur’s Growth Conference (EGC) on May 9, attracting 245 business owners and managers. The program kicked off with a panel discussion of CEOs on how they have successfully run their businesses over many years. The luncheon keynote speaker was Dr. Raul Valdes-Perez, executive chairman at Vivisimo. In addition to the general sessions, fifteen workshops were held during three break-out sessions in areas of marketing, technology, finance, start-up and management. The Business Building Tradeshow ran in the afternoon following lunch with 37 exhibitor tables representing various companies from the surrounding area.
- A Gannon University SBDC business consultant participates in the Lawrence/Mercer Business Service Team (BST). The IDC’s in the counties meet with companies to identify their needs and present these findings to the BST participants. BST participants consist of representatives from economic development, workforce development and local officials. The monthly meetings focus on discussing current/potential projects and coordinating efforts between the agencies to provide assistance as needed.
- Gannon University SBDC participated in the Northwest PREP region meetings and development of the application for state funding. A business consultant served on the sub-committee which was designated to discuss and develop the application and budget. The consultant was also in charge of developing the Regional Advisory Board which was successfully launched in March 2012. The process provides the opportunity to nurture relationships with the economic development organizations serving the Gannon SBDC region.
- In September, the Corry Entrepreneurial Bedrock Series kicked off at the Corry Hi-Ed. The eight week Series focuses on startup and existing business management training with classes on sales, marketing, accounting, planning, management, etc. There were 21 people from the Corry area signed up to attend the series which represents a collaboration between the following entities: ECGRA, Corry Hi-Ed Council, Corry Community Foundation, Corry Community Development Corporation, Corry IDC, Corry 2020, Gannon University and the Gannon SBDC. Many of Corry’s past and current business owners agreed to act as mentors to those attendees who complete the course requirements. During the series, many additional business owners and organizational leaders make brief presentations on the topics at hand.

- An official grand opening ceremony was held on March 15 for the Jump Start Incubator (JSI) at Kutztown University SBDC. The ceremony introduced the two initial on-campus client businesses in the incubator, RB Legal Counsel, LLC and HighBeta, LLC who were chosen out of a field of nine applicants. In June, Boxaroo was selected for the on-campus JSI program, and became the incubator's third tenant.
- Through the USDA funding initiative forged in 2011 between the Lock Haven University SBDC and Downtown Lock Haven Inc., the SBDC staff placed a priority in 2012 on assisting and targeting previously identified needs for the downtown small business community. As a result numerous workshops, including topics related to social media strategies and customer service training are being developed for small independent retail and hospitality businesses. This programming will support Downtown Lock Haven Inc.'s focus on revitalizing the downtown through community and economic development, educational programs, and implementing progressive ideas to vitalize the main street area.
- The Penn State SBDC continues to participate in the Philipsburg Economic Restructuring Committee meetings to discuss improving the downtown business district. The SBDC is seeking funds to keep the Philipsburg outreach office open, and was given a \$1,200 gift from Clearfield Bank and Trust Company in December.
- A University of Scranton SBDC business consultant collaborated with Elm Street Project staff to plan a "Marketing Your Small Business" seminar. Offered in June, the program was part of United Neighborhood Centers of Northeastern Pennsylvania's Elm Street Revitalization Project.
- Through its business development incubator, the Temple University SBDC fulfills its economic development objectives by providing space and technical support for aspiring entrepreneurs. During 2012, the incubator housed eleven companies. In addition, the center also collaborated with economic development organizations, which included: Urban League of Philadelphia Entrepreneurship Center, People's Emergency Center, Community College of Philadelphia, Free Library of Philadelphia - Widener Branch, Beech Community Services, CDC Partnership, and Beech Consortium.
- The University of Scranton attended the Grand Opening of the East Stroudsburg University (ESU) Innovation Center Business Accelerator. The Innovation Center hosts ESU's Business Accelerator program, which is dedicated to the development of businesses with interests related to the fields of technology, computer science, healthcare, bioscience, renewable energy and web design. The Scranton SBDC offers "First Fridays," meeting clients and offering programs at the



East Stroudsburg University Innovation Center Business Accelerator on the first Friday of each month.

- The Wilkes University SBDC continues to have an active role with direct disaster assistance and with the assistance of a Portable Assistance grant from the Small Business Administration, the SBDC has been able to continue to provide assistance to affected businesses in Luzerne and Columbia counties. Since the grant began in June 2012, the SBDC has met with 13 businesses affected by the flooding. The SBDC has coordinated four grand opening events to date and has several more in the planning process for early 2013. In addition, the SBDC is in the final stages of developing a user friendly template that the SBDC and businesses can use to develop an emergency management plan for their business to minimize future losses.

## 1000 RESEARCH

Market, industry, and other research provided to clients plays an important part in the Pennsylvania SBDC consulting services. In many cases, research is conducted by students with the oversight of senior consultants. This has been a mutually beneficial arrangement; clients benefit from getting in-depth research to help them make better business decisions and students are given the opportunity to participate in a real-world learning experience.

Robust resources are available at host university libraries, through the Penn State Data Center, and databases provided through the Regional Export Network and the Pennsylvania SBDC State Director's Office, including Hoovers Online, First Research, Fintel, CultureGrams and Demographics NOW. The SBDCs also maintain a current library of solicitations for SBIR and Ben Franklin grants to support R&D efforts.

Examples of research projects conducted include the following:

- The Clarion University SBDC received a College of Business Administration Faculty Research Grant to explore regional partnership formation in public sector economic development service delivery.
- Gannon University SBDC led the development of the Regional Advisory Board for Northwest PREP. Research was conducted to identify industry clusters and regional economic development initiatives to focus the search for members to meet the needs of the region. Through the analysis, individuals meeting the qualifications were contacted to serve on the Board. Gannon SBDC organized and led the initial meeting of the Regional Advisory Board.

- In early May, Kutztown University SBDC international trade program manager completed a second consecutive year of Corporate International Partnership (CIP – international trade) research projects for three SBDC clients in cooperation with Elizabethtown College. Senior international business students presented oral reports and written research papers to each participating client.
- The Lehigh University SBDC has completed research projects for clients in the following sectors: argon recovery, global pharmaceutical markets of Brazil, Turkey, and Eastern Asia and potential markets in Central Europe and Asia for a manufacturer of power measurement, communication and process control equipment.
- Saint Francis University SBDC utilizes a number of students to work with clients to help resolve a range of issues from market research to financial analysis. The practice of using students provides the clients with additional timely assistance at no cost and enables the students to apply the theory they learn in class to real-world scenarios which promotes creative thinking and enhances decision making skills. Examples of student research projects included updating the Marcellus Shale industry report and using ProfitCents to prepare client financial projections.
- Wharton SBDC's High Growth Consulting Program engaged over 50 Wharton MBAs and undergrads as well as six volunteer senior advisors in 40 projects for established businesses this spring. These projects apply business analytics and research skills to support CEOs in making strategic decisions. In a recent example, a team assisted a consumer start-up with VC-backing which was seeking to diversify into niches that could not be profitably served by larger and more consolidated players.
- Many students at Wilkes University are offered firsthand experience through relationships that the Wilkes University SBDC has established with the University and its professors. Routinely, students are involved in specialized research projects and programs that require additional time and dedication than the typical consulting arrangement offers. Examples of recent student work include energy efficiency evaluations and plans, developing in-depth marketing and operations plans and evaluating clients' businesses through specific programs such as "secret shoppers."

## 1100 OTHER ACTIVITY

### *Network-wide Awards & Appointments*

- Christian Conroy, State Director was elected to serve for a two year term on the ASBDC board of directors through 2014.

- Nancy Crickman, director of Environmental, Energy and Technology Services has been reappointed by Governor Tom Corbett to serve on the Pennsylvania Department of Environmental Protection’s Small Business Compliance Advisory Committee through 2016.
- Zacherl Motor Trucking Sales (nominated by Clarion University SBDC) – SBA Pittsburgh District Office’s 2012 Jeffrey Butland Family Owned Business of the Year Award for Western Pennsylvania and Region III
- Clarion University SBDC – SBA Pittsburgh District Office’s Small Business Development Center’s Impact Award for 2011
- Jay Smithmyer, Smithmyer’s Superette (nominated by Saint Francis University SBDC) – SBA Pittsburgh District Office’s 2012 Small Business Person of the Year award for Western Pennsylvania
- Dr. Richard Somiari, ITSI-Biosciences (nominated by Saint Francis University SBDC) – SBA Pittsburgh District Office’s 2012 Small Business Exporter of the Year award for Western Pennsylvania and Region III
- Renee Staines, Altoona Dance Theatre (nominated by Saint Francis University SBDC) – SBA Pittsburgh District Office’s 2012 Young Entrepreneur of the Year Award for Western Pennsylvania
- Heather Fennessey (Penn State SBDC) – Penn State Outreach Vice President’s Award for Entrepreneurship, Innovation and Creativity Award
- Ray Vargo (University of Pittsburgh SBDC) SBA Pittsburgh District Office’s 2012 Lending Champion of the Year for Western Pennsylvania
- Michael and Jennifer Mancuso, Figliomeni Drug Stores (nominated by The University of Scranton SBDC) – SBA Philadelphia District Office’s Small Business 2012 Persons of the Year for Eastern Pennsylvania and Region III
- Maggie Calpin, Nibbles & Bits (nominated by The University of Scranton SBDC) – SBA Philadelphia District Office’s 2012 Young Entrepreneur for Eastern Pennsylvania

## 1200 SUCCESS STORIES

See SECTION 3, APPENDIX B – SUCCESS STORIES.

## 1300 TRAVEL

Unanticipated travel not disclosed in the Cooperative Agreement includes the following: Two staff members of the Kutztown University SBDC attended the Champions of Change event at the White House on March 7, 2012. In addition, the Kutztown University SBDC technology/strategic planning consultant attended the SBA America East Conference in Baltimore, Maryland from August 1, 2012 to August 3, 2012 as part of professional development. The Kutztown University SBDC director and blended learning and consulting specialist also attended the ASBDC Conference in New Orleans, Louisiana in September 2012. Lastly, The Duquesne University SBDC consulting manager attended the Annual National Association of Seed and Venture Funds Conference in Cleveland, Ohio on October 15 – 17, 2012.

## 1400 PROBLEMS

Funding reductions and uncertainty at the federal level continue to be a problem for the centers. Overall, the lack of funds has made it difficult to meet the continued demand for one-on-one consulting and provide the same level of programming to clients. This in turn has caused increased uncertainty for staff and in some cases, staff turnover. In many cases, staff positions remain unfilled due to the lack of funds.

Long term, the impacts of reduced staff has led to a decrease in capital acquired for our clients, since there are fewer consultants available to service small business owners. The impact of this can be seen in our overall capital numbers which are lower in 2012 than in 2011.

## 1500 FINANCE

All invoices for 2012 have been submitted for processing at the time of this report.

## 1600 WOMEN'S BUSINESS DEVELOPMENT

The Pennsylvania SBDC continued to support women-owned businesses through specialized services and educational programs in 2012. **16% of all clients represented women- and jointly-owned businesses.**

Examples of outreach and successes include:

- In May, the Gannon University SBDC hosted the 5<sup>th</sup> Annual Women in Leadership Development (WILD) Conference at the Bayfront Convention Center. Featured speakers included national names Grace Killelea and Peggy Klaus. This major event attracted 585 attendees, 36 sponsors and 70 vendors. Attendees were surveyed after the event where 91% said they were satisfied

with the conference overall versus 88% in 2011. In addition, the Lock Haven University SBDC staff accompanied 10 women to the conference consisting of three local business women and community leaders, as well as 8 participants from Lock Haven University.

- Two Gannon University SBDC business consultants serve as governing body members for the Athena PowerLink program in Mercer and Crawford Counties. Both consultants also serve as panel members for the recipients. Athena PowerLink is a mentoring program for women-owned businesses that provides 12 months of free consultation with a panel of experts focused on three goals the company has determined necessary to grow their business.
- The Kutztown University SBDC's Latino Business Resource Center (LBRC) partnered with Greater Reading Chamber of Commerce's Women 2 Women to create a Latina Chapter of their Roundtables. The idea is to create a resource where like-minded Latina business women can gather to learn from experts and each other to help grow or sustain their business. On December 13, an event was organized to launch the Latina Women 2 Women roundtables with the presence of almost 30 professional and business women interested in this kind of interaction.
- In October 2012, the Penn State SBDC participated in the fourth annual Entrepreneurial Women's Expo held in State College. The Expo was coordinated by a former client of the Penn State SBDC who is a woman and owns a successful organizing business. The SBDC displayed its booth and discussed SBDC services with the women business owners. At this time, it is the only all-women business Expo being offered in central Pennsylvania.
- The Pennsylvania Department of General Services presented "Certification Made Simple" hosted by the Saint Vincent College SBDC. This hands-on, interactive, step-by-step review of the certification application took qualified women business owners through the process of completing the state application required to contract with the government.
- The Temple University SBDC has developed partnerships with organizations that provide assistance to female entrepreneurs. Some of these included the following: Women Impacting Public Policy (WIPP), Women's Opportunity Resource Center, Bucks County Business Development Department, and Central Bucks Chamber of Commerce. The SBDC collaborated with the aforementioned organizations to host events geared toward women entrepreneurs. For example, a representative of the SBDC was invited to present at the "Government Certifications for Women, Minority and Veteran-Owned Businesses" event held in Bucks County.

- The Temple University SBDC also participated in the Women’s Entrepreneurship Conference hosted by Temple University’s League of Entrepreneurial Women. The purpose of the event was to create a networking environment that allows potential women entrepreneurs to interact with successful women business leaders in various industries. The SBDC had a resource table and several staff members attended the event.
- The University of Pittsburgh SBDC sits on the Governing Body and transition team of Seton Hill’s E-Magnify Athena Power Link Program. A business consultant is a board representative, who meets with prospective applicants and determines whether they are viable candidates for assistance. The program provides business assistance to women-owned businesses in Westmoreland, Fayette, Washington and Greene counties.
- A staff member of the University of Pittsburgh SBDC acts as a technical service provider to the Enterprising Women Program of the YWCA. The Enterprising Women Program offers a ten-week training program for women pursuing entrepreneurship. The business consultant met with many of these women after they completed the program to review their business plans and help develop their financial plans. Following the completion of the plan, the graduates of the Enterprising Women Program had the option of participating in a peer lending program. Participating women join groups led by technical service providers.
- Efforts continued to further develop programs and services offered by The University of Scranton Women’s Entrepreneurship Center (WEC), a partnership between the SBDC and the Kania School of Management (KSOM) that utilizes experienced SBDC consultants along with carefully selected KSOM student interns. 16 women completed the Women’s Entrepreneurship Center (WEC) “StartUP” series, a 6-week certification program for aspiring women entrepreneurs presented by the University of Scranton SBDC consultant manager. The series was offered free of charge thanks to program sponsor, Pennstar Bank.

## 1700 ECONOMIC IMPACT

For examples of the impact of the Pennsylvania SBDC network, see Section 2, DELIVERABLES.

## 1800 VETERAN BUSINESS DEVELOPMENT

In 2012, the SBDCs supported a total of **305 veterans and 55 service-disabled veterans**, and **educated another 461 veterans** in seminars. Many centers continue to offer no-charge or reduced admission to veterans who attend educational programs. Examples of outreach and successes include:

- The Gannon University SBDC, the Meadville Western Crawford County Chamber of Commerce, the Crawford County Career Link Office, and the Crawford County Veterans Assistance Office jointly sponsored, developed, and conducted a Veterans Career and Entrepreneurial Development Workshop. The first event, conducted in November 2012 at the Crawford County Career and Technical Center facility in Meadville, Pennsylvania attracted eighteen veterans, including Vietnam Era, Desert Storm, and recently discharged Iraq/Afghanistan vets. During the workshop, the Gannon SBDC Crawford County outreach consultant provided an overview of the SBDC's business start-up assistance services. The sponsoring agencies have decided to conduct the Meadville workshop on a quarterly basis, and an additional eastern Crawford County session has been scheduled in Titusville for the spring of 2013, with supplemental sponsorship and assistance from the Titusville Chamber of Commerce and the Titusville Community Development Office.
- The University of Pittsburgh SBDC is collaborating with the Riverside Center for Innovation on a new program focused on veteran businesses. The SBDC is committed to serving veterans and is working with Riverside Center for Innovation to develop appropriate seminars. The SBDC will provide consulting services to the veterans involved in the program.
- The primary activities of the Widener University SBDC focused on veterans have been assistance in identifying government and commercial contracting opportunities designed to leverage their status as a veteran owned business with a particular emphasis on service-disabled veteran owned businesses. These programs provide assistance in government contracting at the federal and state levels. This assistance includes the PTAP programs designed to assist with government procurement opportunities for veterans and contacts with prime contractors for subcontracting opportunities. Outreach and cooperation with the Veterans Administration and their Vet Biz organization are also part of the assistance program offered to veterans including information on the VA program that verifies veteran status for procurement opportunities.

## 1900 MANUFACTURING

The Pennsylvania SBDC has a long history of providing assistance to manufacturers, still a significant industry in Pennsylvania. The SBDCs noted an uptick in assistance needed for the industry, specifically focused on marketing plans and marketing research to find new customers at home and abroad and new

products to diversify their operations. In addition, the SBDCs provided financial analysis assistance to help manufactures identify operating efficiencies and to reduce costs. As a result, several companies were referred to the Pennsylvania SBDC's Environmental Management Assistance Program (see section 2100) for energy efficiency assistance to help reduce operating expenses and identify grant funding opportunities.

This year, **792 manufacturers, representing 12% of the total client base** turned to the SBDCs for such assistance, including:

- The Clarion University SBDC, along with the Brookville Chamber of Commerce and the Jefferson County Department of Development continues to promote the educational and networking program for manufacturing CEOs in Brookville. The program called, "The Brookville Business Solutions Roundtable" meets once per month to discuss various issues and concerns of the CEOs in manufacturing environments. The success of the program has been widespread with approximately 16 CEOs joining the program. Each month the CEOs bring an issue to the table to be discussed and resolved or the Clarion University SBDC provides a speaker for the meeting. The program has been met with such enthusiasm that other groups such as service industries and retail industries have also asked to form such roundtables.
- Local manufacturing companies are assisted through Lehigh University SBDC's international trade and government procurement programs. The SBDC's close working relationship with the Manufacturers Resource Center (MRC) has benefited them with a number of client referrals. They also partnered with MRC to develop the ExporTech Program. This was a first attempt for the MRC/SBDC partnership and it was a success. The SBDC had two companies participate and both companies were successful in development of their international strategic plan and they are now well on their way in the implementation stage.
- Westmoreland County manufacturer and Saint Vincent College SBDC client Carbi-Tech, Inc. opened its doors to SBA Administrator Karen Mills and Congressman Mark Critz, on March 12. The business owners founded Carbi-Tech with Kenneth Sanner 16 years ago, after attending a workshop entitled "The First Step" at Saint Vincent College SBDC. The entrepreneurs started their business in a garage in Lower Burrell, and within six years purchased their current 17,000-square-foot facility. Carbi-Tech now employs 20 Pennsylvanians and the owners see the potential for growth. Administrator Mills and Congressman Critz witnessed firsthand how Saint



Vincent College SBDC enabled long-time clients to grow their business venture from blueprint to success while also providing high value manufacturing jobs for the community.

- The Director of the Shippensburg SBDC continues to serve on the board of their regional Industrial Resource Center (IRC) – MANTEC. In this role the director maintains a close relationship with the IRC and was involved in the regional discussions centered on the report released by the Governor’s Manufacturing Advisory Council.
- During the Regional Partnerships for Regional Economic Performance (PREP) meetings, the already established working relationship between the Wilkes University SBDC and the Northern Pennsylvania Industrial Resource Center (NEPIRC) become even stronger. The Wilkes SBDC and NEPIRC were able to establish client definitions. During these discussions, NEPIRC offered the SBDC access to their resources and databases if they would benefit an SBDC client. The SBDC also participated in activities sponsored by NEPIRC during National Manufacturing Week in September 2012.

## 2000 ONLINE ACTIVITIES

With many business owners seeking new markets and additional sales, many have turned to an Internet presence to broaden their market base. Some retailers have closed traditional storefronts to operate exclusively online, and many business owners are frustrated by the time required to learn new technologies. Facebook, Twitter, and search engine optimization continue to be in high demand. Marketing and sales—and social media in particular—continue to be among the most requested topics for training.

Meanwhile, the centers have concentrated on more online resources to compensate for the decrease in consulting hours per client and still meet center goals in terms of the number of clients seen. Many centers have moved the client engagement process online by receiving Requests for Counseling and Client Confidentiality forms through eCenter and email. Online activities for 2012 include:

- The Pennsylvania SBDC continues to leverage its client database through increased usage among the network. As of July 1, all centers are now required to upload non-confidential client documents to the client profile in WebCATS for a central storage location. This ensures a secure place for all documents since the system uses an encrypted network protocol and is housed behind the Wharton firewall.

- The Clarion University SBDC, with the help of a local Apple smart phone applications developer and a SBDC client, has contracted to add the SBDC to their iClarion smart phone application. The iClarion application contains media content updated in real time by local businesses like restaurants, bars, retail stores and the Clarion University SBDC. Anyone that is living in or visiting the Clarion area is the target market of the iClarion app. The Clarion SBDC page area on the iClarion app includes The Clarion University SBDC business card, Google map location and directions, and the various commonly used SBDC website functions available on the SBDC website. The iClarion app was developed and approved for use on all Apple smart phones.
- The Indiana University of Pennsylvania (IUP) SBDC, and many other centers, continue to find ways to use technology to increase efficiencies when it comes to client consulting. In particular, when a business acquisition is involved, the IUP SBDC can request many forms in advance such as historical financials and other documents to save time before a face-to-face meeting is needed. Additionally, abilities to scan entire plans and send them by email to clients has added to their productivity and lowered costs for clients by being able to schedule less face-to-face meetings and exchange drafts by email. The SBDC is also using video conferencing through Skype for client consulting at a distance.
- In 2012, iPads were issued to the Penn State SBDC professional staff to modernize the business and environmental consulting processes. iPads are used to streamline client registration and modernize consulting.
- The Clean Technology Resource Center utilized webinars to offer professional development related to clean technologies and technology commercialization. The Adobe Connect platform that is used is an interactive experience and made the training easily available to clients and other SBDC network staff, saving the time and expense related to travel.
- The Saint Vincent College SBDC hosted a 5-part technology series geared toward teaching attendees how to effectively utilize the internet in marketing their business. The series ran for five consecutive Thursdays beginning on March 28. Sessions included: Planning and Promoting Your Website, Search Engine Optimization, Google Analytics Basics, Promote Your Business through Social Networking and Computer Security.
- During 2012, Widener University SBDC consultants worked with clients involved in online commerce. Consulting activities include website layout/functionality, e-commerce, online advertising, blogging, and assistance with social media for business promotion. The SBDC created a routine for its consultants to rapidly obtain legislative contact information (name,

address) based on a client's legislative district information. A volunteer intern developed the following php/mysql/html module, (<http://www.widenersbdc.org/legislativelookup>), which produces a full listing of legislative contacts that can be cut and pasted into an engagement letter.

## 2100 ENVIRONMENTAL MANAGEMENT ASSISTANCE PROGRAM (EMAP)

Environmental compliance assistance continues to be a statewide service with full geographic coverage, staffed by environmental consultants located at the University of Pennsylvania and Shippensburg University SBDCs. EMAP assists small business owners in understanding and complying with the environmental rules and regulations specific to their business, helping them avoid costly fines. EMAP also continues to be a leader in understanding and addressing small business environmental compliance issues. EMAP director, Nancy Crickman, was reappointed to the Pennsylvania Department of Environmental Protection (DEP) Small Business Compliance Advisory Board by Governor Corbett. On a national level, Nancy Crickman is the chair of the Small Business Environmental Assistance Providers Measurement/Promotional Sub-Committee and Jeremy Hancher is the co-chair of the Technical Sub-Committee.

During 2012, EMAP consultants provided over **2,400 hours of consulting assistance to 345 clients**, conducting **47 on-site assessment visits**. EMAP worked with small businesses to obtain funding to support the implementation of environmental improvement projects; **12 clients received \$86,288 in DEP Small Business Advantage Grant funds**.

EMAP consultants also helped many small firms obtain the necessary permits and approvals to achieve compliance with federal and state regulations. For example, working with EMAP consultants, EMAP clients received **19 Requests for Determination for air quality emissions and 9 Plan Approvals and Operating Permits** for their facilities.

EMAP consulting has been particularly important to support the development and sustainability of the Shale Gas Supply Chain. In 2012, 18 EMAP clients received 434 hours of in-depth environmental assistance from EMAP consultants. Manufacturers and producers received assistance from EMAP consultants obtaining air quality permits, waste permits, preparing reports and plans, and greening their operations to become more efficient, and therefore more competitive and more likely to win additional bids and contracts. Due to Pennsylvania's leadership and expertise in understanding shale issues, Nancy Crickman was appointed co-chair of the Shale Energy Interest Section of the national Association of

Small Business Development Centers. The Pennsylvania SBDC was awarded an Energy Environment Economy (E3) grant from EPA to help small manufacturers in the shale gas supply chain become more sustainable. EMAP will be providing compliance assistance to participating businesses in 2013.

In May 2012, EMAP received the 2012 Small Business Environmental Assistance Program Award. This national award recognizes exemplary performance in one or more areas where individuals and programs have contributed their time, created resources and work products, promoted policy advancements, developed program innovations, and established new partnerships to build a strong network of small business assistance. This award was presented by the National Steering Committee for the Small Business Ombudsman/Small Business Environmental Assistance Programs during the National meeting of the Small Business Ombudsman/Small Business Environmental Assistance Program.

Some other noteworthy EMAP initiatives during 2012:

- EMAP developed an on-line tool to help small businesses determine how the new federal Boiler Rule may apply to them.
- EMAP developed a YouTube Video to help small businesses understand how to apply for the Pennsylvania DEP Small Business Advantage Grant.
- EMAP compiled a database of green certifications – both for products and services, and launched a special webpage to help businesses determine how certifications would be applicable to their business.
- EMAP helped Philadelphia dry cleaners understand new requirements for eliminating the use of PERC and also provided information and assistance with grant funding for equipment upgrades from DEP and the Clean Air Council.

## **CONCLUSION**

In 2013, The Pennsylvania SBDC will continue to focus on expanding in the key areas of international trade, disaster preparedness and changes related to the Patient Protection and Affordable Care Act. Although centers resources remain limited, the network's unwavering focus on service delivery and understanding of clients' needs, as well as its flexibility in responding to these needs regionally, will hopefully allow the SBDC to continue to meet and surpass stakeholder expectations in the coming year.