

KANSAS



SMALL BUSINESS AWARDS

2018



E3 | Existing | Emerging | Exporting

kansassbdc.net

CONTACT

We'd like to extend a special thanks this year to the small business photographers as well as staff members of our E3 awardees that provided the photos for this program.

Learn more about our program and read more about our clients' inspirational success stories.

Website: kansassbdc.net

Twitter: @KansasSBDC

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CONTENTS



Cover photo: T & B Towing, LLC, Kansas SBDC at SCCC Existing Small Business of the Year

Photo credit: Stephanie Ormiston photographer, Whispers & Wishes Photography

Featured above: Dale Goetz, Owner, Double D Mat Shop Inc. of Park. Read more about Double D on page 15.

Photo credit: Custer Creative

9
Radius Brewing Company, LLC
2018 ESU Existing Business

Brewpub located in historic downtown Emporia.

Owners: Justin Bays, Jeremy Johns, Chad Swift

SBDC Advisors:
Lisa Brumbaugh, ESU
Jim Stephens, ESU

Legislators:
Senator Pat Roberts
Senator Jerry Moran
Congressman Roger Marshall

Representative Mark Schreiber
Senator Jeff Longbine

10
Bella Rose Boutique and Tanning Salon, LLC
2018 ESU Emerging Business

Online and on-the-ground retail clothing store and tanning salon located in Burlington.

Owner: Lindsey Beyer

SBDC Advisors:
Lisa Brumbaugh, ESU
Tom Byler, PSU

Legislators:
Senator Pat Roberts
Senator Jerry Moran
Congresswoman Lynn Jenkins

Representative Eric Smith
Senator Bruce Givens

12
KYVZ RADIO
2018 FHSU Existing Business

KYVZ Super Hits 106.1 FM located in Atwood.

Owner: Joe Vyzourek

SBDC Advisor:
Mariel Huasanga, FHSU

Legislators:
Senator Pat Roberts
Senator Jerry Moran
Congressman Roger Marshall

Representative Adam Smith
Senator Richard Billinger

14
Lost Creek Supply
2018 FHSU Emerging Business

Supply store located in Kensington.

Owner: Kaid Bauman

SBDC Advisor:
Richard Feltenberger

Legislators:
Senator Pat Roberts
Senator Jerry Moran
Congressman Roger Marshall

Representative Troy Waymaster
Senator Elaine Bowers

15
Double D Family Mat Shop Inc.
2018 FHSU Exporting Business

Mat manufacturing business located in Park.

Owners: Dale and Dena Goetz

SBDC Advisor:
Mariel Huasanga, FHSU

Legislators:
Senator Pat Roberts
Senator Jerry Moran
Congressman Roger Marshall

Representative Don Hineman
Senator Richard Billinger

CONTENTS



17
KC Restoration, LLC
2018 JCCC Existing Business

Commercial restoration service located in Olathe.

Owners: Bill and LeAnn Luemmen

SBDC Advisors:
John Addressi, JCCC
Stephanie Landis, JCCC

Legislators:
Senator Pat Roberts
Senator Jerry Moran
Congressman Kevin Yoder

Representative Larry Campbell
Senator Julia Lynn

18
Angel Competition Bikinis, LLC
2018 FHSU Emerging Business

Online and on-the-ground retail clothing store located in Mission.

Owners: Karah and Lauren Beeves

SBDC Advisor:
Stephanie Landis, JCCC

Legislators:
Senator Pat Roberts
Senator Jerry Moran
Congressman Kevin Yoder

Representative Melissa Rooker
Senator Barbara Bollier

19
KEA Advisors
2018 KU Existing Business

Business advisors located in Lawrence.

Owner: Keith Ely

SBDC Advisor:
Will Katz, KU

Legislators:
Senator Pat Roberts
Senator Jerry Moran
Congresswoman Lynn Jenkins

Representative Boog Highberger
Senator Marci Francisco

20
HMC Performance Coatings
2018 KU Emerging Business

Powder coating services located in Tonganoxie.

Owners: Shawn and Amie Bristol

SBDC Advisors:
Will Katz, KU
Jack Harwell, JCCC

Legislators:
Senator Pat Roberts
Senator Jerry Moran
Congresswoman Lynn Jenkins

Representative Jim Karleskint
Senator Tom Holland

21
La Harpe Telephone Company, Inc.
2018 PSU Existing Business

Fiber optic and broadband service provider in La Harpe.

Owners: Harry Lee, Joyce Lee, Carol Higginbotham

SBDC Advisor:
Tom Byler, PSU

Legislators:
Senator Pat Roberts
Senator Jerry Moran
Congresswoman Lynn Jenkins

Representative Kent Thompson
Senator Caryn Tyson



22
Root Coffeehouse
2018 PSU Emerging Business

Coffeehouse located in Pittsburg.

Owners: Lindsey and Trent King

SBDC Advisor:
Tom Byler, PSU

Legislators:
Senator Pat Roberts
Senator Jerry Moran
Congresswoman Lynn Jenkins

Representative Richard Hilderbrand
Senator Monica Murnan



23
T & B Towing LLC
2018 SCCC Existing Business

Towing services located in Turpin, Oklahoma. Y&L Earth located in Liberal.

Owner: Ty Rader

SBDC Advisor:
Mike O'Kane, SCCC

Legislators:
Senator Pat Roberts
Senator Jerry Moran
Congressman Roger Marshall

Representative Shannon Francis
Senator Bud Estes



24
Overstock Art LLC
2018 WSU Existing Business

Online art located in Wichita.

Owner: David Sasson

SBDC Advisor:
Alan Badgley, WSU

Legislators:
Senator Pat Roberts
Senator Jerry Moran
Congressman Ron Estes

Representative Ponca-We Victors
Senator Lynn Rogers



26
Advantage Marketing
2018 WSU Emerging Business

Marketing firm located in Wichita.

Owners: Cori Kohlmeier, Amy Hoefer

SBDC Advisors:
Elaine Hanna, WSU
Natalie Santonil, WSU

Legislators:
Senator Pat Roberts
Senator Jerry Moran
Congressman Ron Estes

Representative Tom Sawyer
Senator Lynn Rogers



27
The Wabaunsee County Signal-Enterprise
2018 WU Existing Business

Newspaper located in Alma.

Owner: Lori Daniel

SBDC Advisor:
Les Streit, WU

Legislators:
Senator Pat Roberts
Senator Jerry Moran
Congressman Roger Marshall

Representative Ron Highland
Senator Dennis Pyle

CONTENTS



28
Sugar Creek Country Store LLC
 2018 WU Emerging Business

Retail store located in St Marys.

Owner: Dan Hohman

SBDC Advisors:
 Les Streit, WU
 Laurie Pieper, WU
 Karl Klein, WU
 Bob Washatka, WU

Legislators:
 Senator Pat Roberts
 Senator Jerry Moran
 Congressman Roger Marshall

Representative Francis Awerkamp
 Senator Laura Kelly



29
Northwind Technical Services, LLC
 2018 WU Exporting Business

Engineering and control systems integration services located in Sabetha.

Owners: Marlene and Mike Bosworth

SBDC Advisors:
 Mary Ann Riederer, WU
 Karl Klein, WU
 John Addressi, JCCC
 Ross Jordan, WSU

Legislators:
 Senator Pat Roberts
 Senator Jerry Moran
 Congresswoman Lynn Jenkins

Representative Randy Garber
 Senator Dennis Pyle

11
About Us

We help business. We are small business advisors.

The Kansas Small Business Development Center (Kansas SBDC) is a statewide small business (typically less than 500 employees) advising, consulting, and training service funded by federal, state, and local partners.

Funding through tax dollars allows the Kansas SBDC to provide advising and training (i.e. cash flow, marketing, and market data) to businesses across the state at low or no cost. The SBDC is part of a larger national association committed to helping small businesses reach their development, improvement, and transition goals.

16
Impact

316 new businesses started
 3,240 jobs were created or retained
 \$117.8m new sales generated by clients
 \$79.3m in new capital raised by clients

According to the Kansas Department of Revenue, in 2016 our clients' sales grew 30.9% versus all Kansas businesses at 6.6%. And in 2016 our clients' jobs grew at 21.4% versus all Kansas businesses at 0.5% according to the Kansas Department of Labor.

For every \$1 invested in the Kansas SBDC network \$25.20 was generated in new taxes at the federal and state levels.

25
Services

No-cost advising, fee-based consulting, and training are provided in a variety of areas. Core and specialty services include:

Marketing
 Cash Flow Issues and Solutions
 International Trade & Export Assistance
 Financial Analysis
 Strategic and Growth Planning
 Business Plans and Financial Projections
 Market and Customer Research
 Startup Processes
 Including Legal Structure
 Technology and Innovation
 Exit, Transition, and Succession planning
 Business Disaster Recovery
 Planning
 Business Valuation
 Cybersecurity

FROM THE STATE DIRECTOR



Greg Panichello
 Kansas SBDC State Director

Our small business clients' stories tell our story best.

Each year we choose clients from each of our service regions that exemplify small business success. Our objective is to honor them at the Kansas Existing, Emerging, and Exporting (aka E3) Small Business Awards ceremony. Our goal is to highlight both the impact of small business in our Kansas communities and the impact of our work with these same businesses.

This program is a guide to their stories along with information about the Kansas Small Business Development Center (Kansas SBDC). We hope you find it useful.

About Us

Since 1983, we've helped tens of thousands of businesses just like the ones featured in this program with a variety of services including: access to capital, business plan development, and financial analysis, including cash flow projection and evaluation. We provide service through effective one-on-one advising at no cost to the business as well as low-cost high-impact training, fee-based consulting, and by filling vital requests for resources and information.

We encourage you to learn more about the SBDC by reading 'About Us' on page 11 or the FAQs included in the back of this program.

Impact

Throughout the year we measure the impact our services have on our clients as

well as the regional, state, and national economy.

In 2016 (the most recent year surveyed) we helped more than 2,350 small business owners, decision makers, entrepreneurs, and aspiring businesses reach their goals. Reaching their goals translates into more jobs, more sales, and more capital for their businesses. To learn how this impacts you, read 'Impact' on page 16.

Services

By guiding small businesses through strategic planning, market evaluation, and more, our clients have reported a significant impact on their business in the form of profitable business expansion, increased sales, as well as job expansion and retention – outcomes that show in their stories.

This year you can learn more about the services our clients use by visiting our website kansassbdc.net. Just type in the service (i.e. market research) in the search box on our website to connect with more stories and resources.

Some of the key areas where we consistently help our clients are the areas of marketing, business planning, and financial analysis. In addition to advising, we refer and connect businesses to the resources they need to succeed. Our clients include business service providers, retailers, and others in business-to-consumer B2C and business-to-business B2B entities.

I've provided some information on these core services in the next few paragraphs, but encourage you to look at page 25 or online at kansassbdc.net to learn about the specialized services we have developed over the last few years.

Marketing

For Kansas SBDC business clients, we help them get their hands around 'all things marketing.' We make it manageable for

businesses to evaluate their advertising, promotion, and sales efforts.

Often our clients come to us looking for help with marketing choices and are frustrated with trying to evaluate options on their own. We help them weigh the options to make effective decisions that in turn can help their businesses succeed.

Business Planning

For Kansas SBDC business clients, we help them develop business plans that make sense. We help business owners that are expanding, reorganizing, or just starting.

Often our clients come to us looking for help with the idea of developing or modifying a business plan. We help them cut through the extras, dive deeper into the analysis, and focus on what they really need to develop a workable plan.

In addition to assisting with business plan development, we help with other organizational choices. Our goal is to make it manageable for businesses to evaluate their market opportunities, project cash flow, and leverage the right financing.

Financial Analysis

For Kansas SBDC business clients, we help them make sense of their numbers. We help business owners that are scaling up, reorganizing, or just starting.

Our clients come to us often looking for help with the data they need to be watching and what cash demand can mean to their business. In other words, we help them focus on managing by the numbers instead of having the numbers manage them.

Well, that's a little about us. Now let's take a look at what really makes a difference...our Kansas small businesses.

PARTNERS

Partners provide the funding and substantial resources that make it possible for the Kansas SBDC to provide no- and low-cost services to small businesses across the state of Kansas.

We'd like to thank our partners as well as many other businesses and organizations that sponsor training programs and provide resources at no cost to our clients.

Training sponsors and resource providers in 2017 included:

Apex Business Advisors
 Arvest Bank
 Bank of Blue Valley
 Bank of Hays
 Better Business Bureau, Inc.
 BizBuySell
 Booz Allen Hamilton
 Butler Community College
 Central National Bank Commerce Bank
 Core Bank
 Cornerstone Companies
 Country Financial
 Ennovar
 First National Bank
 Friends University
 Greater Wichita Partnership
 Intrust Bank
 Kansas Air National Guard
 Kansas Department of Commerce
 Kansas Department of Revenue
 Kansas PTAC
 Kaw Valley State Bank
 KC Business Brokers
 Keller Leopold Insurance
 KR-HR
 K-State School of Business
 Peek Advisory Group
 Simmons First National Bank
 Small Business Bank
 Sunflower Bank
 Wichita State University
 Workforce Alliance of South Central Kansas
 TriCorps Security
 U.S. Small Business Administration

Kansas SBDC Advisory Board

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 Lawrence

Gary Strecklein, President
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 Kansas (IASCK)
 Wichita

Angela Motsinger, MBA
 CPA
 Lawrence

Shirley Voran, Founder and Co-Owner
 The Kansas Wheat House, Inc.
 Cimarron

Federal

U.S. Small Business Administration

State

Kansas Department of Commerce

Host

Emporia State University
 Fort Hays State University
 Johnson County Community College
 Pittsburg State University
 Seward County Community College
 University of Kansas
 Washburn University
 Wichita State University

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 Bird City Century II Development
 Foundation
 City of Lawrence
 City of Liberal
 Colby Community College
 Dane G. Hansen Foundation
 Dodge City Ford County Development
 Corporation
 Douglas County
 Farmers & Merchants Bank
 Glacial Hills RC&D
 Junction City Chamber of Commerce
 Manhattan Area Chamber of Commerce
 Neosho County Community College
 Lawrence Chamber of Commerce
 Peoples State Bank
 Pottawatomie County Economic
 Development Corp.
 Thomas County Economic Development
 Alliance

Radius Brewing Company, LLC

2018 ESU Existing Business

In 2012 U.S. microbreweries were on the rise.

For Justin "Gus" Bays, chef at the Grand Central Hotel in Cottonwood Falls, this was the right time to explore an opportunity. He approached his friend and nascent brewer Jeremy "J.J." Johns about the idea to open a brewpub in historic downtown Emporia, Kansas. Emporia, the county seat of Lyon County and home to Emporia State University was undergoing a renaissance.

Bays and Johns began putting out feelers to learn if the Emporia, Kansas, market was ready for a microbrewery. Together they sought out the local Kansas SBDC at Emporia State University (ESU) and began meeting with SBDC regional director, Lisa Brumbaugh, to talk about their plans. Brumbaugh pulled in SBDC business advisor Jim Stephens to help with the process.

Since a brewpub was a relatively new business model for the area, it took some creative funding to get the business started. Bays and Johns worked not only with the SBDC, but also with Emporia Main Street and NetWork Kansas to secure loans they needed. To ensure the business model would thrive, the team crowdsourced a critical piece of the funding. Bays and Johns put out a call for private investors willing to lend \$5,000 with creative terms: The principal is repaid in full in cash after seven years, and interest is paid in the form of \$30 monthly food credits at Radius Brewing Company, LLC.

The funding model worked.

Radius began producing beer in January 2014, and began selling it for off-site consumption in February while construction of the restaurant wrapped up. Radius completed their team towards the end of construction by adding Chad Swift to the team. Swift had just graduated from Wichita State with a business degree and filled the role of General Manager, adding some much needed business knowledge, and "Front of House" aka bar experience.

On April 24th of 2014 they opened their doors for full restaurant and bar service. More than 4,500 customers were served in the pub's first 10 days according to Johns.

Swift became a co-owner in 2015 joining Johns and Bays to complete the Radius team.

Since their start, Radius has drawn in numerous customers from outside the area with a few famous customers visiting as well. In June of 2015 William Shatner (aka Captain Kirk/Star Trek aka Denny Crane/Boston Legal) stopped in with a film group to taste the local fare.

*Kansas SBDC Advisors
 Jim Stephens, ESU
 Lisa Brumbaugh, ESU*



Bella Rose Boutique and Tanning Salon, LLC

2018 ESU Emerging Business



wouldn't be easy for me, and that in order to do so, I needed to do my research and learn as much as I possibly could." To get the ball rolling Lindsay attended a 'SBDC Start Your Own Business Workshop' taught by Lisa Brumbaugh, regional director for the Kansas SBDC at Emporia State University (ESU) and began meeting monthly

with Tom Byler, who was at that time working as a business advisor with the Kansas SBDC at ESU. Tom is now the Kansas SBDC at Pittsburg State University (PSU) regional director.

At the workshop, Lindsay shared that she received a ton of information and admitted that she felt slightly overwhelmed. "I made a checklist, and completed the tasks I knew how to do. Tom helped me tremendously with the tasks I didn't know how to do. He pointed me to the proper resources and made sure I got the information I needed to write an impressive business plan. I gathered information from bankers, insurance agents, accountants, and other helpful business owners. I learned how to research the market demographics, and one of the most important tools that I still use is the breakeven analysis."

Along with Tom Byler, Lindsay now has support from Lisa Brumbaugh.

"I can't imagine opening a business without their assistance. We wouldn't have made it very long." Lindsay still uses breakeven analysis to make decisions on what she can spend and if/when/how she can pay herself.

Her experience with the Kansas SBDC put her in a position to succeed from the start. "You can't start a business

overnight. I was not prepared for how much research/planning went in to opening our doors."

What would Lindsay share with other businesses? "It's

easy to get overwhelmed, and tasks were much more manageable with the help of the Kansas SBDC. I felt like I had direction and always knew what needed to be done next in our planning period."

With customers from across the U.S. from the online store, Bella Rose has found a model that works in small town Kansas and keeps the doors open.

*Kansas SBDC Advisors
Lisa Brumbaugh, ESU
Tom Byler, PSU*



ABOUT US

Our History

Since 1983, we've served as the driving force leading small business development in Kansas. For the past 35 years we've served tens of thousands of existing businesses, entrepreneurs, and pre-venture clients by providing exceptional confidential consulting, education, and training to businesses just like those featured in this program.

Where We Are Located

In 2017 twenty five consultants along with support teams deliver service from eight regional centers across the state. Regional centers are hosted on both university and community college campuses. Outreach centers can be found on community college campuses or co-located with economic development partners.

Who We Serve

We serve all small businesses and provide services in every small town, large city, and rural area across the State of Kansas including existing small businesses and individuals exploring pre-venture opportunities. (See *What is a small business?* sidebar.)

Why You May Not Have Heard of the Kansas SBDC

Because our services are confidential we do not actively advertise. We only share success stories with the express permission of our clients. Due to our confidential nature and because our financial resources are invested in providing our services at low or no cost to the business, we may be one of Kansas' best kept secrets.

How to Access our Services

Any current small business owner or individual interested in pursuing a small business interest is encouraged to contact any center (see back cover) or to visit our website at kansassbdc.net to learn more about our services.

Inspired by Success

At the Kansas SBDC, we share stories about our clients throughout the year - on our website, through social media, and in every day face-to-face conversations.

We've taken this year's stories and posted them on our website at kansassbdc.net. Each story goes into more detail about how the client used or currently uses our services. Additionally, we've provided links to our clients' websites and social media profiles so you can learn more about them. Just use the search box on the home page of our site and type in the name of the business you want to learn more about.

Read or watch more inspirational success stories online:

kansassbdc.net
twitter.com/KansasSBDC
youtube.com/c/KansasSBDC
pinterest.com/KansasSBDC
instagram.com/kansassbdc



What is a small business?

The Small Business Administration (SBA) defines a small business concern as one that is independently owned and operated, is organized for profit, and is not dominant in its field. Depending on the industry, size standard eligibility is based on the average number of employees for the preceding twelve months or on sales volume averaged over a three-year period.

Examples of SBA general size standards include the following:

- Manufacturing: Maximum number of employees may range from 500 to 1500, depending on the type of product manufactured;
- Wholesaling: Maximum number of employees may range from 100 to 500 depending on the particular product being provided;
- Services: Annual receipts may not exceed \$2.5 to \$21.5 million, depending on the particular service being provided;
- Retailing: Annual receipts may not exceed \$5.0 to \$21.0 million, depending on the particular product being provided;
- General and Heavy Construction: General construction annual receipts may not exceed \$13.5 to \$17 million, depending on the type of construction;
- Special Trade Construction: Annual receipts may not exceed \$7 million; and
- Agriculture: Annual receipts may not exceed \$0.5 to \$9.0 million, depending on the agricultural product.



Broadcasting was something Joe Vyzourek knew he wanted to do since he was a kid.

Joe's idea to manage his own business came from a conversation with his dad years ago.

"My dad and I were listening to a baseball game on the radio. During a pitching change, we started talking about working for yourself," shared Joe Vyzourek, owner of KYVZ radio in Atwood, Kansas. "My father has been working for himself for over 40 years as a farmer. He told me that as long as you work for someone else, that person will always determine your pay and hours. When you work for yourself, hard work will pay off."

What you may not know about Joe Vyzourek is that he's visually impaired. Joe never let his visual impairment stop him from achieving his goals.

After receiving his degree in broadcasting from Colby Community College, Joe landed a job at Colby's local radio station KXXX. Joe was recognized multiple times as one of the main radio personalities of the network.

One evening of September 2013, Joe was reading information on the FCC website, and noticed an upcoming auction for a construction permit for a radio station in his hometown. Joe recalled that day. "My mind went back to when I was a kid. I jumped at the chance and purchased the construction permit while dreaming of the day I would turn on the transmitter for my own radio station."

Vyzourek was excited with the possibility of making his dream come true, but he knew he needed business assistance to be able to obtain the funds required to make it happen. "My banker told me to contact the Kansas SBDC to help me put together a loan package," said Joe. "My consultant at that time helped me develop a strong business plan and effective financial projections. The result was that I was approved for a commercial loan and an e-community loan; and when we first went on the air, we were already cash flow positive."

Joe had to overcome multiple challenges along the way that tested his perseverance and confidence on his project. "The largest challenge I faced was finding a tower. I worked for several months trying to find a tower owner that would rent tower space to a small radio station in this area. Finally in March 2015, I thought I caught a break. The Kansas Department of Transportation had a tower 12 miles west of Atwood and gave me a reasonable quote. Unfortunately, they had some internal changes over the following weeks, and no longer were willing to rent tower space for my antenna. By then, I had already quit my full time job in Colby."

Joe did not let that event discourage him from pursuing his dream of having his station on air by the end of 2015. He actively continued to look for a tower to purchase. A few months into his search he found a small tower company in Texas that was able to provide a tower and travel to Atwood to install it. His parents provided the funds and let him use part of their land to build the tower. "My parents, my wife Becca and our marketing coordinator, Chelsea, were my strongest support during the journey, I wouldn't have done it without them."

In 2016 Joe spent the last months filling out the required paperwork, getting the station ready and supervising the tower construction. Finally, on March 17th, 2016, KYVZ radio went on the air.

Running the only locally-owned and operated radio station in Western Kansas and Southwest Nebraska, and being recognized as an example of entrepreneurship in the region, are

only a couple of Joe's successes. If you ask Joe one of his biggest accomplishments is in the support and what he's been able to give back to his community. "It is gratifying to me that our station can support area projects. We have been able to donate to the local 4H dog training, playground equipment, local cheer squad, high school sports clubs, and other projects that help our small town move forward."

Joe believes that his secret of success lies in patience and planning to fail. "Honestly, I think a lot before investing, I did a lot of research on equipment, I was able to purchase good used equipment and that saved me a lot of money. I looked for alternatives, talked to other independent radio owners to get their opinions and made more informed decisions. Also, I have always been told to plan to fail, never fail to plan. Looking back to when this journey started, I am glad I did."

Joe's advice to entrepreneurs and small business owners is to "get ready for an emotional rollercoaster ride. One day you are full of excitement, and another day you ask yourself why you are doing this. You are going to face many obstacles, but never give up. Remember to do your research, and then when you think you are done, do more research. Talk to as many people as you can that are doing what you are trying to accomplish. Fight the battles that you can't afford to lose. If you know that the future of your business depends on you doing a project, make it happen, don't be afraid to go out on a limb from time to time; but at the same time, learn to know when it's the right moment, both financially and strategically,



and for that you have to be patient." In a challenging industry, KYVZ radio continues to grow. "I plan to keep growing, add more employees and features. I want it to be the best independently-owned radio station that I can make it to be."

Currently, Joe and his Kansas SBDC advisor are working on a website where people will be able to listen to his station live while reading the latest local and state news. "I believe that the future of broadcasting goes hand-in-hand with the internet. You need to make yourself available for listeners on computers and smartphones. I think it helps with the exposure of the radio as an important communication medium." Joe and his advisor have already planned their next project, the KYVZ Android/iOS app.

*Kansas SBDC Advisor
Mariel Huasanga, FHSU*



Lost Creek Supply 2018 FHSU Emerging Business

Lost Creek Supply started with a building, a market in the community, and a need for flexibility and time with family. Kaid Bauman was looking for a business that could meet all three needs.

In April of 2017, Steve Hanson at Pioneer Development Inc. referred Kaid to the Kansas SBDC at Fort Hays State University (FHSU). Bauman was seeking assistance to develop a business plan that could secure financing for his new venture. Bauman remembers the initial meeting, "I learned so much from just sitting and talking for that hour."

Working with Rick Feltenberger, regional director at the Kansas SBDC at FHSU, Bauman developed a business plan and received funding for the business. To complete the business plan Rick and Kaid worked together on cash flow projections, market research, and benchmarking to help this new business owner understand how to manage his new business by the numbers. Lost Creek Supply, a farm supply

store in Kensington, Kansas, opened in June of 2017.

When working with the Kansas SBDC one thing that stood out to Kaid was Kansas SBDC market research. One challenge Kaid noted in starting his business from scratch was knowing what to sell, how much inventory to carry, and how to manage seasonal items. The research identified potential customers within a 50-mile radius of the store. This in turn provided Kaid a starting point for his marketing plan.

Kaid's advice as a new small business owner is to "do your homework and get in with good companies." "Go talk to the Kansas SBDC. You may think you know what you are doing, then you sit down with them." Even though his doors are open Bauman looks forward to working the SBDC team to keep things on track. "We don't want our experience with the Kansas SBDC to be a one and done experience. We want to keep using the center's knowledge as a tool as we continue."

At the end of 2017, only a few months into the business, the farm supply store is performing better than projected.



Kaid says the best thing about being an entrepreneur is being your own boss. He appreciates being flexible to do things the way he wants, whether they are right or become learning experiences. He has been able to talk with the community and fill his retail floor with inventory and find

the best deals for their needs. Bauman was also able to give his father a project working indoors in the store and out of the elements on their family farm.

"We have an older community, but there are a lot of young people coming back to the area," said Kaid as a representative of a new generation of emerging business owners. Kaid's schedule remains flexible to spend time with his own family of five.

*Kansas SBDC Advisor
Rick Feltenberger, FHSU*



Double D Family Mat Shop Inc. 2018 FHSU Exporting Business

In 1995 when Dale Goetz began using old tires as door mats on his family farm in Park, Kansas, he didn't know it at the time, but he was laying the groundwork for what would become Double D Family Mat Shop Inc.

While Dale had created a pragmatic solution out of old tires, a fellow feedlot owner from St. Francis noticed a different opportunity. He noticed the tire treads being discarded to make the door mats and asked Dale if it would be possible to produce mats from the treads to be used in the feedlots.

This made total sense to Dale. Tire tread was an effective and durable anti-slip surface. By applying the material attributes of treads, Dale could develop mats that could be used to protect his cattle from injury. "I fed cattle my whole life," shared Dale. "I noticed that they would slip, fall and get hurt in our feedlot. Those injuries were costing us a lot of money. The concrete surface was uncomfortable for them, and it made the processing area very noisy."

Dale cut the sidewalls out of the tires and created a machine that would cross cut the tread so that it was able to lay flat. To create the mats he would manually assemble basket-weave style mats cattle could walk on.

Curious about performance of the mats, Dale tested several at a St. Francis feedlot.

After seeing the mats in action at the feedlot, farmers and feedlot owners from surrounding towns began contacting Dale to purchase his mats proving the concept of the product.

Dale and his wife Dena decided to officially launch their cattle mats manufacturing business in 1995.

Since that time their journey has been full of successes both domestically and internationally. In 2014, the company decided to enter the global market. Their first major international order came from Mort & Co., feeding lot specialists in Australia.

"In the beginning, it was difficult and scary because we had no exporting experience" says Christin Merwald, marketing director of the company. "That is when we decided to contact the Kansas SBDC. The SBDC was very helpful in providing initial export guidance on how to correctly file export documentation. They referred us to the right resources - like the International Trade Administration and the U.S. Commercial Service - who helped us participate in the Alberta Beef Industry Conference in Canada. We generated \$10,000 in sales from this connection. They also guided us in the process of



obtaining a D.U.N.S. number and provided us with a list of potential local customers in a 100 miles radius."

The company has successfully entered the Canadian and Australian markets. In three years, they have shipped over \$270,000 worth of products. Currently, they ship annually three containers to Australia and an average of 10 pallets to Canada. "We are looking forward to continuing our work with the Kansas SBDC and Mariel, our advisor, to help us find distributors in Australia and Canada, and develop an international business and marketing plan that will allow



us to successfully enter new markets in South America, Central America and Asia." says Amber Hutchison, Double D Family Mat Shop's COO.

Dale's advice to someone thinking about starting a business is to "Go for it. Whatever your idea is, don't be scared. But always be careful

who you let in the door. Protect your secret of success, and take the time to find and use the resources available to help you grow."

This year, Double D Family Mat Shop celebrates 22 years of manufacturing custom-built, heavy-duty livestock slip-reduction mats.

*Kansas SBDC Advisor
Mariel Huasanga, FHSU*

Kansas SBDC | kansassbdc.net | 15

IMPACT

We know that helping small businesses in Kansas grow pays dividends to every citizen living in the state. But did you also know that it puts more money into the federal government?

Why should we care?

Since each and every person that works at the Kansas SBDC is a taxpaying citizen, we take a very concerned interest to ensure that the dollars invested in the Kansas SBDC are well-spent, flowing back into our communities many times over. Why? Because we live and work and take our kids to school in these communities as well. We hold ourselves to the highest level of accountability and measure the difference we make in our clients' businesses every day.

We know that everything we do to help grow small businesses in Kansas needs to make a difference in the short term, interim term, and long term. It needs to make a difference in the small business owner's life, in his or her business, immediate community/city/town, county, and beyond.

How do we know that we've made a difference?

Our small business clients tell us.

Each year we conduct a series of surveys to measure impact. Clients are asked to respond and report the difference that the Kansas SBDC has made in their business. We ask how we've helped them grow and retain employees, increase sales, and secure capital to grow their businesses.

Basically, we're measuring a return on your taxes as they are used in the SBDC program.

To understand how we calculate our impact, return is measured by calculating sales and income tax on client revenue, jobs created, and jobs retained. Numbers are calculated based on self-reported

and affirmed client surveys, independent scientific study, and legislative audit. And even though our return on investment is impressive, keep in mind that our impact is a conservative estimate with 40% of our clients completing survey requests in 2016.

Additionally, we compare the performance of our business clients with all of Kansas businesses. We use information from the Kansas Departments of Labor and Revenue to compare our performance. Since we've started measuring this in 2002, our clients have consistently outperformed all Kansas businesses when comparing average annual sales and jobs growth.

According to the Kansas Department of Revenue, in 2016 our clients' sales grew 30.9% versus all Kansas businesses at 6.6%. And in 2016 our clients' jobs grew at 21.4% versus all Kansas businesses at 0.5% according to the Kansas Department of Labor.

These numbers really come to life when we can convey them in the stories told by our small business clients.

Our 2016 Results

Through these surveys we found that in 2016 (the most recent year for which we've collected data) that for every \$1 invested in the Kansas SBDC network \$25.20 was generated in new taxes at the federal and state levels.

Collectively the clients we surveyed in 2016 generated an increase of \$12.5 million in tax revenue to the Kansas state economy through the help we provided them in the previous year. From what you know about our state economic situation, that's a big deal. We're not just using taxes, we're assisting in the generation of new funds for the state.

316 respondents indicated that they started new businesses in 2016. And, as you might guess, starting a new business translates to new jobs, new sales, and new investments.

A total of 3,240 jobs were created or retained in 2016. It's estimated that these jobs would have generated \$4,924,800 individual income tax revenue for the state of Kansas, and \$52,909,741 individual income tax revenue for the federal government in 2016.

More on the math

The total benefits to the state from Kansas SBDC assistance would have been the sum of the revenue from the sales tax and the revenue from the individual income tax (\$7,663,426+\$4,924,800); that is \$12,588,226. The Kansas SBDC spent \$572,392 from the Kansas Department of Commerce (KDOC) in 2016. The return on investment from the KDOC was 22:1 (\$12,588,226/\$572,392), which means for every dollar spent from the KDOC, Kansas small businesses in the study returned \$22 income and sales tax revenue to the state government.

The Kansas SBDC spent \$1,071,536 from the Small Business Administration (SBA), and the return on investment from the SBA was 49.4:1 (\$52,909,741/\$1,071,536). In other words, for every dollar that the Kansas SBDC spent from the SBA, Kansas small businesses in the study returned \$49.4 income tax revenue to the federal government.

The total tax revenue generated from sales increase and job creation and retention was estimated to be \$65,497,968 (\$12,588,226+\$52,909,741).

The Kansas SBDC spent a total of \$2,598,910 local, KDOC, and SBA funds in 2016. The return on the combined local, state and federal investment was 25.2:1 (\$65,497,968/\$2,598,910).

Any questions? Contact Greg Panichello, Kansas SBDC State Director at 785-296-6514 or panichello@ksbdc.net.



KC Restoration, LLC 2018 JCCC Existing Business

In 2011 LeAnn and Bill Luemmen launched KC Restoration, LLC in Olathe, Kansas, soon after moving to Johnson County to seek a better education for their daughter.

With a new move, LeAnn and Bill also made significant transformations in their careers. LeAnn transitioned from elementary school teacher to CEO while Bill transitioned from police captain to the COO of their new venture. Together, this husband and wife team built KC Restoration, which was established to fill a niche in refinishing metal, stone, and wood. Their work can be appreciated at large and notable commercial landmarks around the Kansas City area.

With the new location, new business and new purpose, the Luemmens wanted to ensure that they would become employers that played a role in improving the lives of their employees.

The founders of KC Restoration and their professional staff have attended nearly every business seminar offered by the Kansas SBDC at Johnson County Community College (JCCC), and they have worked with many of the center's business advisors. Early work centered on the classification of employees vs. independent contractors, marketing, search engine optimization and staff compensation levels. LeAnn says, "The SBDC has been excellent in educating us. We had no background in business and were new to the state, so we weren't even sure of the right questions to ask. Kansas SBDC Advisor John Addressi suggested that I take the sales tax class, and the class addressed most of our questions about taxation in Kansas."

KC Restoration is an active participant in Kansas SBDC's GAME program (Growth through Action Measurement and Engagement) at JCCC. Recently, the GAME cohort focused on organization and staff development, which fit in perfectly with LeAnn and Bill's goal of being exceptional employers. They epitomize Michael Gerber's (the author of the E-Myth Revisited) philosophy of working on their business rather than *in* it.

While their service already satisfies a niche, they are increasingly becoming known nationwide as unique experts in patina, a special finish for metal. KC Restoration has been gaining attention in the region and the company was recently celebrated as one of the KC Chamber of Commerce's Top 10 Businesses of the Year, selected out of 1,600 nominations.

KC Restoration continues to grow through careful planning and continued collaboration with the Kansas SBDC. KC Restoration currently employs 11 full-time and four part-time employees. In 2018, they were honored as one of the 25 outstanding businesses in the Kansas City region with under 25 employees.

The Kansas SBDC at JCCC is proud to work with such a determined, dedicated team of lifelong learners as they work toward a shining future.

*Kansas SBDC Advisors
John Addressi, JCCC
Stephanie Landis, JCCC*



Angel Competition Bikinis, LLC

2018 JCCC Emerging Business

Upon graduating from KU in 2013, twins Karah and Lauren Beeves began their chosen careers - Karah as a respiratory therapist and Lauren as a preschool teacher. Always looking for their next challenge, the twin sisters took their passion for working out and in October 2013 Karah entered her first body building competition. Lauren was not far behind entering her first competition in March of 2014.

Struggling to find quality competition suits the twins decided to make their own, and Angel Competition Bikinis (ACB) LLC was born.

Karah and Lauren were taught to sew at a very young age by their mother. The girls knew design and construction and knew they could build a better suit than what was currently available to a growing market.

On June 24, 2014, Karah resigned from her job and started ACB using money saved from her salary. Lauren joined the business full time the following August, requiring both girls to continue living like they were in college and reinvesting all their revenue into the business.

Combining a unique social media strategy with their higher quality product, ACB sales exceeded every expectation and all projections in its first full year. ACB began 2016 with record sales. It became apparent the business was growing faster than Karah and Lauren could accommodate.

In 2017 ACB was referred to the Kansas SBDC at Johnson County Community College (JCCC). They met with Stephanie Landis, their SBDC Advisor. Initial conversations focused on purchasing a new building. "Stephanie has been AMAZING helping us with the purchase of our new building... (She) has helped us apply for the correct zoning, set up the most efficient production flow line, finance the building, and much more."

This initial work was just the beginning. With a commitment to continually improve themselves and the business,



the sisters are working with Stephanie Landis in all areas of their operations - including process and production flow systems as well as employee and inventory management. In addition, the ACB owners actively participate in GAME – Growth through Action, Measurement and Engagement – a strategic planning workshop series offered at the Kansas SBDC at JCCC. While 2017 began with an analysis of profit and loss statements and production flow, the year ends with drastically improved financial records tracking revenue by product line and accounting that is more reflective of a true manufacturing business.

2018 will bring continued success in a new 6,000 square foot building, systems to enhance operational efficiencies as well as six full-time and five part-time employees. *The Kansas SBDC and its group of advisors are extremely proud to support this uniquely creative and passionate team of entrepreneurs.*

*Kansas SBDC Advisor
Stephanie Landis, JCCC*



KEA Advisors

2018 KU Existing Business

KEA Advisors provide businesses with detailed analysis of business operations with thoughtful implementation of innovative strategies that leverage current teams and systems. KEA creates and assists in the implementation of custom plans for companies and departments, providing assistance focused on transformation and profit for the business client.

KEA began working with Kansas SBDC at the University of Kansas (KU) regional director Will Katz in June of 2011. They were working through a new marketing and sales plan. KEA worked with the SBDC through advising and training and successfully rolled out a new brand one year into their work with the SBDC.

Recently we had an opportunity to sit down and talk with the team about their experience.

Kansas SBDC: What specific challenge(s) prompted you to contact the Kansas SBDC?

KEA Advisors: Our first contact with the Kansas SBDC several years ago was focused on revenue growth and project management, as well as helping us define the leadership portion of our engagements. We have continued to work with the SBDC on building processes and procedures for our business and helping develop the structure of our business to maximize the valuation of our company. The focus has been to move our business from "entrepreneurial" to "professionally managed."

Kansas SBDC: How did your Kansas SBDC advisor or advisor team help you overcome these challenges? What solutions did you and your advisor discover together?

KEA Advisors: The initial solutions were to attend a Profit Competencies



workshop. We utilized that workshop to identify profit leaks and to start to move our company away from a lone wolf organization. We also identified cost and project management tools and marketing ideas to help the business grow. From there we engaged with SBDC and the



University of Kansas entrepreneurship class for a deep dive into our project management process. This provided us some process and project management ideas, as well as continued marketing ideas. The SBDC continued to work with us at company meetings as well as one-on-one to review financial performance and continual organizational development. Our last engagement with SBDC was to start to identify transition processes to continue the movement from entrepreneur leadership to professionally managed. This, along with transition to potential new ownership, will continue to be the basis of our relationship with SBDC.

Kansas SBDC: What specific results or outcomes have you experienced in your business since implementing these solutions? How have these results changed your business?

KEA Advisors: Improved project management and "line of sight" in terms

of project status and profitability. We now develop logical and well thought out budgets for our projects and have established a pricing methodology to apply to this logic. We then are able to analyze our actual job profitability and performance.

This has helped us reduce our cost of sales as percentage of sales by two percentage points as well as open additional capacity for our business. This equates to about \$50,000+ per year. In addition, the continued defining of our organizational structure has helped us to improve the role definitions of our business. This has helped us to maintain growth in annual sales and operating profitability. Our sales have grown by 83% since 2011 and our operating income has increased by 230%+ since 2011. We have been able to improve our project quality while retaining a significant amount of our sales increase.

Kansas SBDC: When assisting you with your business, what did the Kansas SBDC do really well?

KEA Advisors: They listen very well to the concerns that we have and help us craft customized solutions unique to our firm. They have also been able to help us at various stages of our business growth and in various areas of our business.

*Kansas SBDC Advisor
Will Katz, KU*



HMC Performance Coatings

2018 KU Emerging Business

HMC Performance Coatings, a Hobby Monster Customs, LLC company is family owned and operated in Tonganoxie, Kansas. Once a personal hobby that ‘morphed out of control’ HMC was developed as a full-service powder coating facility for custom and manufacturing projects.

In January of 2014 on the recommendation of a business acquaintance the team at HMC contacted the Kansas SBDC at the University of Kansas (KU). Initially the big challenge was to conduct market research to test the theory that the retail business would succeed. However, as the business changed its focus, the challenge shifted from marketing to business development. As the company has grown, the challenges have shifted.

HMC is a great example of how the SBDC works with a client business as their needs change over time. The following is a short Q & A with the HMC team that highlights their experience with the SBDC team.

Kansas SBDC: What specific challenge(s) prompted you to contact the Kansas SBDC?

HMC Performance: Entrepreneurship comes with a host of challenges. We had an amazing vision, but in truth, we knew very little about planning, launching or building a business. In our search to learn more, we discovered America’s SBDC Kansas at the University of Kansas. Initially, we reached out for assistance in finalizing our business plan to obtain funding. Will Katz, our SBDC advisor helped to educate us on the vast support and resources available to entrepreneurs ready to build a successful business for little or no costs. The SBDC has become HMC’s “one stop shop” for business related resources. Despite what many might believe, the challenges of entrepreneurship do not get smaller as the business grows, however, our capacity to meet those challenges continue to develop thanks to the mentoring and coaching relationship we have with SBDC.

Kansas SBDC: How did your Kansas SBDC advisor or advisor team help you overcome these challenges? What solutions did you and your advisor discover together?

HMC Performance: As new entrepreneurs with limited business background we understood that we had many challenges ahead of us. HMC initially launched as a ATV/UTV specialty shop, offering powder-coating services to further customize the machines. Within the first few months of business, the demand for our outstanding powder coat finishes and fast-growing

reputation of unbeatable customer service spread well beyond our atv/ utv enthusiasts. The revenue trend of our powder coating services continued to grow and consume all our available resources. Armed with our company’s data, HMC worked closely with the SBDC to determine which path was best for the future of Hobby Monster Customs; continue to stretch HMC resources to “stick” with the original business plan OR use our data, embrace it, and redefine who we would become. The opportunity to work closely with Will analyzing balance sheets, profit/loss statements, and further market research allowed us to become laser focused on the profitable stream of the business and develop a plan for eliminating less profitable sections of the business. This was a momentous decision with great outcomes for our business.

Kansas SBDC: What specific results or outcomes have you experienced in your business since implementing these solutions? How have these results changed your business?

HMC Performance: HMC has experienced tremendous growth since focusing solely on powder-coating and media blasting services. Our business went from one employee to one part-time and 16 full-time employees, with an increased facility



of 8,400 square feet from 3,600 square feet since our doors opened for business four years ago. HMC continues to grow and looks forward to another successful year capitalizing on low cost professional development courses and other resources of the SBDC.

*Kansas SBDC Advisors
Will Katz, KU
Jack Harwell, JCCC*

La Harpe Telephone Company, Inc.

2018 PSU Existing Business

For more than 64 years, LaHarpe Telephone Company, Inc. has been “the phone company” in La Harpe, Kansas.

As the industry has changed so has LaHarpe Telephone.

In 1990, cellular telephones were introduced to the consumer market, and La Harpe Telephone was one of the owners of Kansas Cellular, which sold in 1999 to Alltel. Today, La Harpe Telephone is one of the 29 owners of Kansas Fiber Network, a communication system that delivers broadband connectivity to rural Kansas.

With La Harpe Telephone’s leadership and foresight La Harpe, Kansas has moved from landlines with a local switchboard to a fiber optic network and wireless broadband. In addition, La Harpe Telephone has begun expanding wireless broadband throughout its region, through its subsidiary New Wave Broadband. New Wave provides wireless high speed internet access and a range of video options in several locations in surrounding counties.

La Harpe Telephone has been owned by the Lee family since 1950. When LaHarpe Telephone recognized that it needed outside help to make its next leadership transition from the second to third generation of ownership they contacted the Kansas SBDC at Pittsburg State University (PSU). The team at the SBDC has been able to help with setting goals and deadlines to guide the company as well as refer the family to outside sources to help ensure a successful transition.

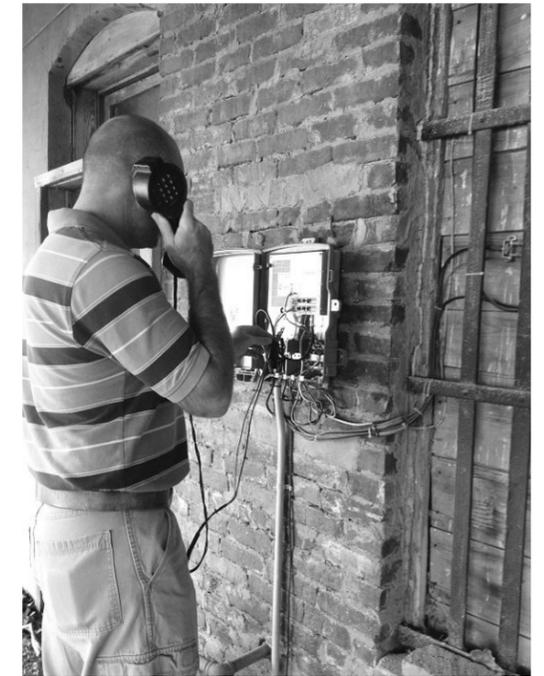
Tom Byler, Kansas SBDC at Pittsburg State University (PSU) regional director,



provided a few points to think about when transitioning a business. Tom was then able to connect the Lee family to two family business transition specialists from whom they chose one to work with to help them design the transition to the next generation.

La Harpe Telephone Company Highlights:

- The Lee family purchased the business in 1950. The business consisted of a switchboard and one operator and miles of rusty ground return party lines.
- Over the next few decades upgraded the ground return party lines to aerial metallic lines and ultimately to buried copper cable one party service. Additionally the switchboard and operator was replaced by a mechanical “step switch” and then by successive generations of state of the art digital switches.
- One of the founding owners of Kansas Cellular in 1990
- Kansas Cellular was purchased by Alltel in 1999
- Invested in fiber-to-the-home for La Harpe, KS, and surrounding rural area providing telephone and internet services in 2005.
- One of the founding owners of Kansas Fiber Network in 2009.



- Purchased AT&T microwave tower in Gas, Kansas in 2014 to serve as the beginning of a tower network throughout a 17 county region – providing fast, reliable, fixed wireless internet connections to the service area. Reliability is enhanced because of built in redundancy on backhaul. This is a result of lessons learned by decades of operating a telephone company.
- Contacted Kansas SBDC for assistance in transitioning from second to third generation of family ownership. Transition is ongoing.

*Kansas SBDC Advisor
Tom Byler, PSU*



Kansas SBDC: *How did your Kansas SBDC advisor or advisor team help you overcome these challenges? What solutions did you and your advisor discover together?*

Root: Among many other things, the most important thing the SBDC did for us was give us the feedback and encouragement we needed to move forward with turning our business from an idea to a reality. They were supportive while also being practical and were able to advise us through any questions or problems that arose as we were opening our business.



Root Coffeehouse 2018 PSU Emerging Business

Root Coffeehouse in Pittsburg, Kansas, is the epitome of local. At the coffeehouse Root sources many items they sell locally, including using coffee beans from a roaster located in Pittsburg. Additionally, Root provides retail space for local artisans to sell their products. Currently located at 802 N Broadway, Root is scheduled to move into the new Block 22 project in the heart of downtown Pittsburg in the Fall of 2018.

When working with the team at the Kansas SBDC at Pittsburg State University (PSU), Root used the SBDC as many people do - as a sounding board for their business. We had an opportunity recently to talk with Root about their experience.

Kansas SBDC: *What specific challenges prompted you to contact the Kansas SBDC?*

Root: There is a very glaring difference between a concept and a reality. While we had bounced around the idea of a local coffee shop flourishing in our community-driven college town, the thought of actually putting such a notion into action was very daunting.

My husband, Trent, and I (Lindsey) both had full-time jobs, and my sister, Taylor, was still in college at the time. However, after meeting with Sydney Anselmi and Tom Byler at the SBDC about our aspirations, we emerged with the confidence that not only was our plan a viable one, but we also had an incredible body of support behind us. We signed the lease on our current building within the week, and I left my job to bring Root to fruition a month later.

Kansas SBDC: *What specific results or outcomes have you experienced in your business since implementing these solutions? How have these results changed your business?*

Root: We have been officially in business for two years now, and our sales have increased exponentially each year that we have been open. The SBDC has been a consistent presence as we continue to grow and has been fundamental in helping us secure a new location in Pittsburg's downtown Block 22 project, set to open in August of 2018. We are anticipating a large increase in business with the move, as we will be located directly within a community of student apartments in the heart of downtown.

Kansas SBDC: *When assisting you with your business, what did the Kansas SBDC do really well?*

Root: We truly appreciate the willingness of the SBDC to be available in any capacity we've needed them. Their consistent support has been such an important part of our success as a business.

*Kansas SBDC Advisor
Tom Byler, PSU*

T & B Towing LLC 2018 SCCC Existing Business

When you need a tow, it's a relief to know someone is there to help. When you want to start a business, it's also a relief to know someone is there to help.

Ty Rader knew that dealing with a down vehicle of any kind on the road in southwestern Kansas miles between nowhere was not a good feeling. So, when he heard about a local towing owner that was interested in retiring and selling his business, he checked into what it would take to provide help to buy the business and keep people on the road.

Rader approached the First National Bank of Liberal for a loan and was referred to the Kansas SBDC at Seward County Community College (SCCC) to get assistance with a business plan and financial projections to obtain financing. It was at the SBDC that Rader met



business advisor, Mike O'Kane. "By working on financial projections to show that the business had very good positive cash flow, together, we found a way to receive the financing needed to start the business," shared O'Kane. "We helped answer numerous questions in starting his business and operating it successfully."

Currently T & B Towing, LLC, provides 24/7 towing, jump starts, and lockouts to stranded motorists in a multi-state region including Oklahoma, Texas, Kansas, and New Mexico. T & B is headquartered

between Turpin, Oklahoma and Liberal, Kansas with a team of nine employees.

Recently Rader recognized the need for a different kind of help. In February of 2017 Rader expanded his operations and opened Y&L Earth LLC. Y & L provides hazmat cleanup services and operates out of Liberal, Kansas.

No stranger to helping those in need Rader assisted with the relief effort in Texas. When Hurricane Irma hit the Texas coast in late August of 2017, a good friend of Rader's delivered a trailer load of water to Houston from Oklahoma City. This inspired Rader to help people hit hard by the storm, often stranded in place, and in need of help. Rader organized his T & B team and delivered several semi-trailers full of supplies and donations to the Texas cities of Houston, Beaumont, and Port Arthur. They spent four days helping in the relief effort.

"It's always inspiring to work with a business client like Ty who is motivated and dedicated," shared O'Kane. "He [Ty] gets every piece of information I need quickly. Because of that Ty was able to move forward quickly and reach his business goals faster." T & B Towing continues to grow and provide help in southwestern Kansas and beyond.

*Kansas SBDC Advisor
Mike O'Kane, SCCC*



The T & B Towing LLC team is featured on our 2018 E3 Program cover.



Overstock Art LLC 2018 WSU Existing Business

How do businesses grow? Very slowly, then all at once.

David Sasson can tell you first-hand what it's like to watch your business grow rapidly.

In 2002 David and Stacy Sasson opened overstockArt.com. In their own words, "It was a modest beginning. We were newly married and financing our start-up with a \$5,000 loan from a local Wichita bank. As the sole employees operating out of our suburban Kansas home, our first art collection offered only a handful of unframed oil paintings for art lovers and decorators."

The company grew quickly and within a couple of years relocated to a converted warehouse on the constantly busy Rock Road, just outside of Bradley Fair. By 2005, the company had a handful of employees

and stood on the verge of amazingly rapid growth.

Busy with growth David knew that to take the business to the next level he would need additional resources. So in 2016 he joined the SBA Emerging Leaders program to learn from peers, presenters, and mentors in the program. At the program, he met Alan Badgley, a small business advisor with the Kansas SBDC at Wichita State University (WSU).

Wichita State University on behalf of WSU Ventures, Kansas SBDC, and Kansas Procurement Technical Assistance Center is a co-sponsor of the program and provided Alan as an expert presenter on financial benchmarking. Identifying a need for analysis of profitability and cash flow, David began working with Alan as David progressed through the Emerging Leaders program.

For David it was a great connection. "We have seen five areas of improvement thanks to our advisor and work with the Kansas SBDC: 1. We found areas to

cut cost and increase profitability; 2. We've increased our GM in both dollars and percentages; 3. We reduced our inventory; 4. We hired a B2B sales person to develop a B2B market focusing on hospitality; and 5. We've gotten financing offers from a bank but have chosen not take them at this point as our cash flow has improved."

What's been the most helpful to the Sassons as they continue to grow overstockart.com? David points to some of the key areas where the SBDC advising made a difference in his business. "First by analyzing our financials. Next, by comparing our performance to the industry. Third, by advising us from a financial perspective, for our areas of focus, and finally, helping us to present the impact of refinancing our debt to banks in a very clear way."

Today, overstockArt.com is a successful art gallery. The company has over 20 employees on two continents and remains headquartered in Wichita, Kansas.

*Kansas SBDC Advisor
Alan Badgley, WSU*

SERVICES

As the needs of small business owners have changed, we've kept our core services while adding specialized assistance to keep up with their needs.

The following are specialty services we offer at the Kansas SBDC. Advising is offered at no cost to the business. Fee-based consulting is offered for businesses that need a more hands on approach. In all areas we advise, refer, and connect businesses to the resources they need to succeed.

Cybersecurity

For Kansas SBDC business clients, we break down the complexity of cybersecurity. We make it possible for all businesses to reduce their risks in real time. We advise, refer, and connect businesses to the resources they need to succeed.

We help business owners and decision makers faced with HIPAA and other regulations and businesses that need to comply with new NIST standards to continue doing business with the federal government. Our clients include pharmacies, manufacturers, and business services. Our clients are trying to comply with regulations on their own so we assist them to ensure they are not only in compliance, but more importantly, pull together a manageable plan to protect their businesses

Technology Commercialization

For Kansas SBDC innovators, we break down the complexity of commercialization. We make it manageable for businesses to run their existing business while expanding through research and development. We advise, refer, and connect businesses to the resources they need to succeed and ensure the engagement on both sides of the table is more productive.

We help innovators interested in working with the U.S. government and private enterprise by connecting the idea people with the people that need the ideas. Our clients include individual developers as

well as industries such as biomedical, software development, and UAS. We help our clients make meaningful connections to take the next steps in commercialization.

Succession and Exit Planning

For Kansas SBDC business clients, we help them through the challenge of leaving their business. We make it manageable for business owners to evaluate their options with confidence.

We help business owners who are interested in selling their business to internal or external buyers. By working with owners on how to make the most of their business value, we address their retirement or exit financial needs, and plan for what happens after they sell. Our advising helps reduce the stress of the process.

Our clients include business owners in a variety of industries that want to transition their business to their children, to employees, or to partners as well as sell the business on the market to an outside buyer. Our clients are often unsure of what steps to take to make a smooth transition so we help them plan for a future with which they can be comfortable.

Exporting/International Business

For Kansas SBDC business clients we make it manageable for small businesses to thrive locally while expanding globally. We advise, refer, and connect businesses to the resources they need to succeed.

We help business owners who are interested in expanding their sales to new overseas markets. They may just be trying to find buyers for their products or deciding on which markets to enter. Our clients include business services, resellers, and manufacturers. Business owners are often unsure about the processes, rules, and regulations as well as the time and effort

it will take to explore new markets. We help them determine if and how exporting fits with their overall business, how to find the right markets, establish the right distribution chains, and price effectively to preserve profits.

Market Research

For Kansas SBDC business clients we break down the complexity of market research. We make it manageable for small businesses to stay focused on their current day-to-day operations while helping them develop plans for the future.

We help business decision makers from the operations, sales, or marketing side of business by finding the data they need to make critical marketing decisions. By providing our clients with research they can use, we help our clients break down the complex data into actionable information. Our clients often couldn't afford extensive research and became overwhelmed when deciding what data to use. Using our research with our one-on-one advising we've helped our clients determine where to locate, which markets to pursue, and which markets to avoid.

Strategic Planning

For Kansas SBDC business clients, we break down the complexity of strategic planning. We make it manageable for small businesses to stay focused on their current day-to-day operations while helping them develop plans for the future. We advise, refer, and connect businesses to the resources they need to succeed.

We make it manageable by providing a customizable approach to fit their specific needs. Our clients include business service providers, manufacturing, retail, ecommerce, and high tech. Our clients come to us at a point where they need a team from the outside to provide a fresh look into their businesses. So we help our clients develop strategies they can live and work with while meeting their current obligations and future goals.



Advantage Marketing 2018 WSU Emerging Business

In 2013, when Cori Kohlmeier was close to completing her business plan for Advantage Marketing, she recognized that she was at a point where she needed more direction as well as help on her financial projections.

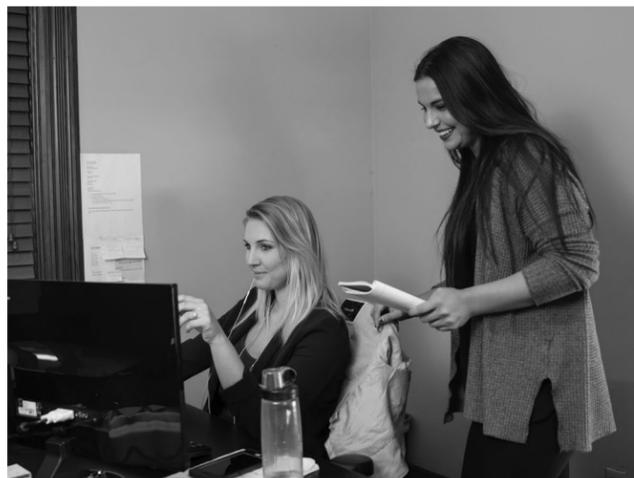
Cori knew her industry well. She had been in media since graduating from Wichita State University in 2001. What she needed now was a business advisor that could double as a sounding board for her new business venture.

Using local resources, Cori met initially with a member of the local SCORE chapter for some assistance. There her mentor, a local businessman who was retiring, encouraged her to use the Kansas SBDC. At the Kansas SBDC at Wichita State University (Cori's alma mater) she began working with Elaine Hanna.

For Cori, Elaine's help was exactly what she was seeking. "Elaine reviewed the business plan and talked me through changes that needed to be made. She guided me through the financials and

estimated projections for the company. Utilizing a software system called ProfitCents she completed the projections for my plan." After the business plan was finished, Cori identified that she would need additional funding to start the company. "I had a small amount I was going to invest but wanted to make sure we had a secure start. Elaine got me in touch with Fidelity Bank, who along with SCKEDD, was able to give me the business loans I needed."

After Advantage Marketing launched, Cori continued to use Elaine as her business advisor. "When I was experiencing significant growth early on I met with Elaine to establish the next set of goals and objectives. This included moving locations and adding a business partner," shared Cori. "The agency has since purchased another agency adding more clients as well as staff, further growing our footprint. Even though Elaine was retiring at the time, she listened and talked me through part of our negotiation."



Cori appreciated the help and advice. "Elaine really took the time to understand my business and how it worked. She asked questions and offered advice on every situation – which was instrumental in the growth of our company."

Today Advantage Marketing - with Cori at the helm as the President/Founder and Amy Hoefer as Vice-President/Partner – continues to thrive in a competitive market. The company employs eight full-time employees, three part-time employees, and sub-contractors. The firm has expanded services beyond traditional media buying to include digital marketing, social media management, and website development.

Success has also come in the form of awards for the business. After only one year of business, the Advantage Marketing team was named one of the top ad agencies in Wichita by the Wichita Business Journal. In 2016 Cori was named to the Wichita Business Journal's 2016 "40 Under 40 Class," recognizing 40 rising stars making a difference for the Wichita economy and community.

Growth has not slowed for the firm. Recently, Cori oversaw the merger with another

agency. The process grew the footprint of the agency while adding valued clients such as Botanica, Sedgwick County Zoo and Wichita Hyatt.

*Kansas SBDC Advisors
Elaine Hanna, WSU
Natalie Santonil, WSU*

The Wabaunsee County Signal-Enterprise 2018 WU Existing Business

One of the events that small rural communities look forward to each week is when they get their local paper.

When residents of Wabaunsee County, Kansas read the local news, they have Lori L. Daniel – Editor, Owner, Publisher – of the Wabaunsee County Signal-Enterprise to thank.

Lori Daniel first began working at the Wabaunsee County's Signal-Enterprise weekly newspaper in the late 1970's during her junior and senior years in high school. At that time, the paper had been printing for more than 100 years in northeastern Kansas.

Apparently, during her time at the Signal-Enterprise Lori found some 'ink in her veins.'

After high school graduation, Lori continued in the newspaper business spending the next 36 years working for the agriculture newspaper Grass & Grain published by Ag Press. At Ag Press she learned and mastered all the skills of printing and publishing including typesetting copy, building ads and even branching out into advertising sales, final page layout, and design. Lori maintained publishing software for billing, ad pricing, accounting, mailing lists – learning all aspects of the newspaper business.

In 2014 she found her way back to The Wabaunsee County Signal-Enterprise and worked two days each week for then owner Ervan Stuewe. Lori developed her skills as a graphic artist as well as a nice account list of commercial customers.



Over the next year of work at The Signal-Enterprise Lori became interested in doing more at the paper – she wanted to be the owner.



In early 2016 Lori met with Kansas SBDC at Washburn University (WU) advisor Les Streit and Tracy Henry, Director of Wabaunsee Economic Development. Lori already had a local bank interested in helping with the financing but needed additional funding to purchase the business. Working with the SBDC she pulled together a solid business plan to secure financing.

"Les Streit explained various options, offered support and encouragement. He also talked with me realistically about the printing and publishing business – especially newspapers," shared Lori. "I believe he was making sure I knew what I was getting into. Then he helped me put together a business plan, complete with charts and future income projections. I believe all this made the difference in my

obtaining my e-community loan. I was looking into tapping my retirement fund. I didn't think I had any other option until I met with Les."

Together with Lori's own equity contribution, a commercial bank loan and a Wabaunsee County E-Community loan, the financing package was finalized and Lori became the new owner of The Wabaunsee County Signal-Enterprise in June 2016.

When we talked with Les Streit, Kansas SBDC at WU advisor, he attributes the successful purchase and transition of this business to Lori's tenacity and the cohesive effort from all the financing partners as they worked together to assist in the asset purchase of the business. "The Kansas SBDC at Washburn was very honored and pleased to work with such a talented business entrepreneur and her funding partners," said Les.

To date this 134-year-old paper continues to publish weekly in the county seat of Wabaunsee County in Alma, Kansas, population 792. In addition to Lori the Signal-Enterprise employs two part-time staffers, two part-time reporters, and two contributing roving photographers.

*Kansas SBDC Advisor
Les Streit, WU*



Sugar Creek Country Store LLC

2018 WU Emerging Business

When Dan Hohman opened Sugar Creek Country Store LLC - his bulk foods store in St. Mary's, Kansas – it was because he had decided that not only would this type of store add something new and different to the St. Mary's community, but it would also give the Hohman kids a chance to grow up with the experience of participation in a family business.

With 10 children and more than 30 nieces and nephews, Dan knew that if the kids were interested, he could bring them into the business and provide them with the opportunity to learn valuable skills and acquire the self-confidence that comes from work and success.

Several years earlier, on the recommendation of a friend, Dan had begun working with the Kansas SBDC at Washburn University (WU) in order to get his idea of opening a new business



in St. Mary's off the ground. In 2013 Dan and the SBDC worked to vet his business concepts and develop a feasible business that would work in a town of 2,600 people.

Dan and his advisors analyzed the various business plans before Dan settled on the general idea for a bulk foods store. Once Dan decided bulk foods was the way to go, the team worked together to dive deep into the business' financial projections. The SBDC provided extensive market research including demographic information he could use to build a plan. Establishing a workable budget as well as developing a solid marketing plan were key to starting up a profitable business that wouldn't overspend its resources during the start-up phase.

"With the Kansas SBDC's assistance in putting together a business plan and a budget, and also looking at where the marketing budget could be best spent, we were able to open Sugar Creek Country Store in St. Mary's in July of 2016," shared Dan. "The time spent studying demographics and figuring out how to get word out about the store to folks outside of St. Mary's so that Sugar Creek could become a destination, was an enormous help in contributing to the store's ability to be profitable within the desired timeframe."



"With Sugar Creek we were able to make a bigger splash in a very big pond - northeast Kansas - by using best practices in marketing including social media and word-of-mouth to our advantage," said Dan. "Because of this, our business has outperformed sales expectations and needed to increase employment by the third month in business." Currently, Dan employs 15 people at Sugar Creek Country Store LLC.

Dan says that his Kansas SBDC advisors were really adept at putting themselves in his shoes and understanding his perspective as a business owner. Dan appreciated the advisors' ability to understand what it would be like to run his type of business and to see both the challenges and opportunities that he would face.

Referring other business owners to the Kansas SBDC is a "no-brainer", according to Dan. Whenever he talks with anyone interested in getting into business, Dan recommends that he or she contact the Kansas SBDC.

SBDC advisory team:
Les Streit, WU
Laurie Pieper, WU
Karl Klein, WU
Bob Washatka, WU

NorthWind Technical Services, LLC

2018 WU Exporting Business



Connections are incredibly important in business.

Michael and Marlene Bosworth started their engineering services and control system integration business, NorthWind Technical Services, LLC, in Sabetha, Kansas in 1997. Since that time, the Bosworth's have expanded their business to employ 38 people and sell in international markets.

To continue growing their operations they began working with the Kansas SBDC at Washburn University (WU) in 2012. The following is a short interview with Marlene Bosworth, Vice President of NorthWind Technical Services, LLC.

Kansas SBDC: What specific challenge(s) prompted you to contact the Kansas SBDC?

NorthWind: We were looking for ways to improve our business operations and for assistance with international shipping and business management. In addition, we were involved with a local initiative that prompted us to contact Mary Ann Riederer [SBDC business advisor] about

assistance for local businesses and retail establishments in our community.

Kansas SBDC: How did your Kansas SBDC advisor or advisor team help you overcome these challenges? What solutions did you and your advisor discover together?

NorthWind: We attended Profit Competencies seminars. Mary Ann also got us in contact with individuals who helped us formulate ways to address international business issues we were dealing with as well as other resources. She and the Glacial Hills RC&D Enterprise Facilitation program have been very helpful to our local businesses and retail establishments, providing needed educational resources and events as well as one-on-one consults.

Kansas SBDC: What specific results or outcomes have you experienced in your business since implementing these solutions? How have these results changed your business?

NorthWind: International business and shipping resources helped us make contacts with others who are helping us, we gained confidence in pursuing new avenues of business, and are moving forward. I think the international component of our business will increase going forward.



I am also very pleased with the assistance our local Chamber has received from SBDC and Enterprise Facilitation. The establishment of the Glacial Hills Business Center in Sabetha has also been instrumental in

increasing the small business assistance and improved business climate in our community.

SBDC advisory team:
Mary Ann Riederer, WU
Karl Klein, WU
John Addressi, JCCC
Ross Jordan, WSU

FAQ

How can you help my business?

We can help in a variety of ways. The primary way we help is by working with you to find out what your needs are and helping you develop a strategy to reach your goals.

Some of the key reasons clients contact us for help include:

- Business plan assistance
- Financial projection development
- Financial analysis
- Cash flow analysis
- Marketing plan development
- Human resources
- Sources of capital and financing
- Product cost analysis and pricing
- Market research assistance
- Advertising strategies
- Selling to the government/procurement
- Investor assistance
- Patent process
- International trade
- Buying or selling a business
- Business valuation
- Continuity planning
- Cybersecurity
- Technology commercialization

How do I use your services?

Start by contacting the center nearest you. A map can be found on the back of this material. If you want to take advantage of online training without contacting your local center first, visit www.kansassbdc.net/locations.

Is there a charge for Kansas SBDC services?

No and Yes. No, Kansas SBDC advising services are provided at no cost to our clients. Workshops, seminars, and online training are offered at low-cost or no-cost to clients as well.

Yes, we do offer specialized fee-based consulting if you need something beyond general advising. We offer different levels of business valuations and continuity plans. To learn more call 785-296-6514.

Why do you provide advising at no cost? Why don't you charge?

When the SBDC was established in 1983 the federal government decided that they would not charge for advising. Essentially since our government is funded by the taxpayer, they decided that taxpayers had really already paid for the service.

Can I see a business advisor without an appointment?

We would suggest scheduling an appointment to meet with us. As a first time client there are some helpful forms you can complete before you meet with an advisor to make the most of your time together. Learn about how to become a Kansas SBDC client at www.kansassbdc.net.

Do I have to become a client to attend one of your online or in-person classes?

No, you don't. Online classes as well as on-the-ground classes, workshops, and seminars are open to anyone that is interested in improving their business performance, starting a business or exploring a business idea.

However, we encourage you to take advantage of working with our team as a Kansas SBDC client. Learn more at www.kansassbdc.net.

How do I learn more about a class I might be interested in taking?

Visit our website at kansassbdc.net or visit the website of the center in your area. All center websites and contact email addresses are listed on the reverse of this handout.

Why don't more people know about your services?

Because we're a confidential service (Las Vegas rules apply) and we don't talk about our clients without their permission, you won't hear a lot about us. Plus, since we operate using tax payer dollars we don't spend money on advertising. We put all of our effort into delivering our service.

I already own a business. Can I still use the Kansas SBDC?

Yes. We encourage it. As of 2017, approximately half of the businesses we serve are already in business when they seek out our help. Our Kansas SBDC advisors have extensive experience and knowledge in many areas of business operations across a variety of industries. We can help with marketing, management, operations, expansion, cash flow analysis, inventory control, strategic planning, and pricing your products and services.

If your business meets the size standards of the SBA (typically less than 500 employees), you'll be able to access the no-cost and confidential business advising offered by the Kansas SBDC.

If your issue is outside the scope of your Kansas SBDC advisor's expertise, he/she will tap into a large network of business experts across the country to assist your company.

What if I'm interested in selling my business? Can you help with that?

Yes, we can. We have consultants that are certified in business valuation as well as advisors that can help you prepare to sell your business. We've helped many small businesses with successful transition and succession plans.

What if I'm interested in buying a business? Can you help with that?

Yes. We have advisors that can help you evaluate the existing business, your ideas, and the market so you can make an informed decision. Certified consultants can assist with a business valuation as well.

Does the Kansas SBDC loan money for my business startup?

The Kansas SBDC does not provide loan or grant money. However, we will assist you in developing your business plan and financial projections and identifying potential sources of capital. This is often the key to help you obtain additional capital. Additionally, Kansas SBDC advisors can often identify various non-traditional sources of capital to help your business.

FAQ

How do I find a center in my area?

Look on the back cover or visit us online at kansassbdc.net and use the locator map on our home page.

How many Kansas SBDC locations are there?

At the time of publication there were eight regional centers and four outreach centers. Our locations and a map are provided on the back cover. You can work with an advisor in your area or you may work with a team from across the state. Your primary advisor will help coordinate our team to best meet your needs.

How many businesses do you help each year?

We work with approximately 2,500 small business clients each year.

Since we began tracking impact in 2002, we have helped small businesses across the state. Through free one-on-one advising, training, and education, we have helped 36,732 clients:

- Start 4,408 small businesses
- Create 20,856 new jobs
- Retain more than 18,840 jobs
- Generate more than \$956,000,000 in equity injection or debt financing to start and expand their businesses
- Increase year-over-year sales by more than \$1,224,000,000

From 2002 - 2016 we helped small businesses through training:

- provided more than 225,177 hours of training
- held 7,982 training events
- assisted more than 68,708 small business owners and others through workshops, seminars, and training events

What if I refer someone to you? How will I know that you've helped them?

You won't unless they share that information with you. Our services are highly confidential. Confidentiality eliminates a big barrier for small businesses, entrepreneurs, startups, and innovators that want to test their ideas in a protected environment.

Who do you work with?

The Kansas SBDC network partners with many players across the economic landscape including Chambers of Commerce, economic development professionals, universities, community colleges, and lending institutions as well as federal, state, and local governments.

The goal of the Kansas SBDC is to work with all players interested in supporting entrepreneurship in our communities; because of this, we excel at providing a comprehensive service through many important partnerships.

You say that you help small businesses, and small businesses are important to the economy. What kind of impact do you have in Kansas?

A huge impact. For every \$1 that was invested in 2016 by the state and federal governments as well as our local funders, we returned \$25.20 to the tax base.

How? By helping our clients increase sales more sales tax was paid. By helping our clients grow to hire more employees more federal and state employment tax was paid.

We know this information is accurate because each year we measure our impact by asking our clients directly how we've helped their business through a third-party objective external survey firm.

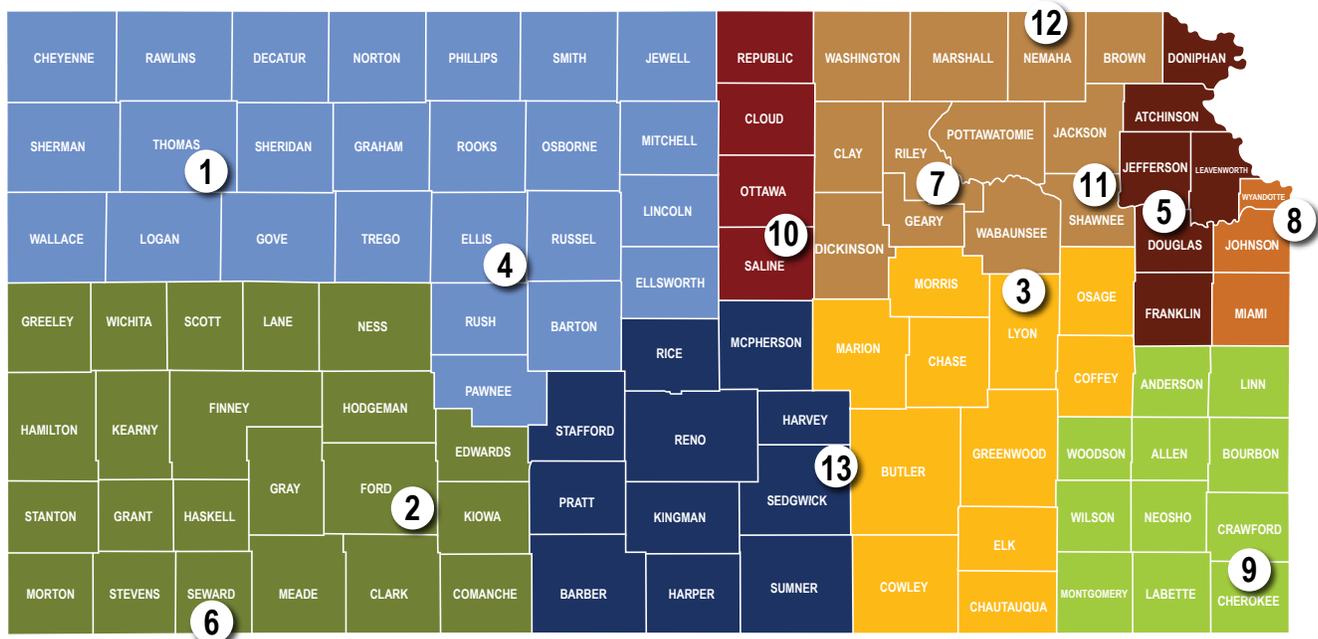
Do your centers have contact information for local attorneys and accountants?

Yes, each office does their best to maintain a local list of contacts for attorneys and accountants and other for-profits that work with small business. We also keep a list of other resource contacts that you may need on hand.

What if I have more questions?

Call your local center listed on the back cover, visit our website at kansassbdc.net, or email info@ksbdc.net. We'll be happy to help.

KANSAS SBDC LOCATIONS



- 1 Colby. Kansas SBDC (FHSU region) | 785.460.5482 | <http://www.fhsu.edu/ksbdc> | ksbdc@fhsu.edu
- 2 Dodge City. Kansas SBDC (SCCC region) | 620.789.0292 | <http://www.swksbdc.com> | ksbdc@sccc.edu
- 3 Emporia. Kansas SBDC at ESU | 620.341.5308 | <http://www.emporia.edu/sbdc> | ksbdc@emporia.edu
- 4 Hays. Kansas SBDC at FHSU | 785.628.5615 | <http://www.fhsu.edu/ksbdc> | ksbdc@fhsu.edu
- 5 Lawrence. Kansas SBDC at KU | 785.843.8844
<http://www.business.ku.edu/ku-small-business-development-center> | ksbdc@ku.edu
- 6 Liberal. Kansas SBDC at SCCC/ATS | 620.417.1955 | <http://www.swksbdc.com> | ksbdc@sccc.edu
- 7 Manhattan. Kansas SBDC (WU region) | 785.587.9917 | <http://www.washburnsmallbusiness.com> | ksbdc@washburn.edu
- 8 Overland Park. Kansas SBDC at JCCC | 913.469.3878 | <http://www.jccc.edu/ksbdc> | ksbdc@jccc.edu
- 9 Pittsburg. Kansas SBDC at PSU | 620.235.4921 | <http://www.btikansas.com/home/SBDC/> | ksbdc@pittstate.edu
- 10 Salina. Kansas SBDC at K-State Polytechnic | 785.368.6508 | <http://www.kansasbdc.net/k-state-polytechnic/> | K-StatePolytechnicSBDC@ksbdc.net
- 11 Topeka. Kansas SBDC at WU | 785.234.3235 | <http://www.washburnsmallbusiness.com> | ksbdc@washburn.edu
- 12 Wetmore. Kansas SBDC (WU region) | 785.207.0267 | <http://www.washburn.edu/sbdc> | ksbdc@washburn.edu
- 13 Wichita. Kansas SBDC at WSU | 316.978.3193 | <http://www.wichita.edu/ksbdc> | ksbdc@wichita.edu

