

# WCSBDA Success Stories...



## Men In Kilts Comes To SW Ohio

If you are wondering why there have been so many green, black and yellow kilts around town lately, you're not seeing things.

Warren County is home to the first Men In Kilts window and exterior cleaning franchise in the midwest, thanks to the business development efforts of Jennifer Faz. Men In Kilts provides professional window cleaning, gutter cleaning, siding cleaning, and pressure washing services to the region's residential and commercial customers. By opening the first franchise in South Lebanon, Ms. Faz created 4 jobs in Warren County.

Jennifer contacted the Warren County SBDC in November 2015. She worked with SBDC staff over the course of 7 sessions – that is almost 13 hours of time! SBDC staff assisted her with creating a business plan, reviewing the franchise agreement, and understanding cash flow projections. Staff also connected her to a variety of service providers, including attorneys, bookkeepers, accountants, the SBA, and the Ohio Bureau of Workers Compensation. The SBDC helped her outsource her “door to door and corner to corner” marketing efforts.

“The Warren County Small Business Development Center has been a wonderful resource that has helped me properly and successfully launch and grow my business. I have really enjoyed their support. It's nice to have someone to call who can be your advocate in helping to navigate through the various unknowns when starting a business,” said Jennifer.



## Lebanon Feed Store Opens

Not all business ventures are quick – some projects take years to come to fruition. The Lebanon Feed Store is a great example of how long it can take to be ready for a new business. Although Ralph and Jean Campbell opened the store in April 2016, they had been working with the WCSBDC on the project for several years.

The Lebanon Feed Store specializes in meeting the needs of the local farming, agriculture and home & garden community. Their inventory includes feed for livestock and other animals as well as home gardening plants and supplies. In addition to carrying a wide variety of goods, the store is also a resource for everything from general planting advice to technical assistance on issues such as soil composition. The store also has a community bulletin board that local organizations can use to post contact information and event details.

A Warren County official referred the Campbells to the SBDC in 2014 for in-depth business and strategic planning. They wanted to start their own feed business, but the project timing and overall economy were just not right. Over the next two years, SBDC staff continued to work with the Campbells to improve their business and organization plans, prepare financial projections, offer marketing ideas, provide banking and real estate connections, and form the new company entity.

One specific challenge for this project was real estate evaluation and the related property loan application. The Campbells considered several sites in Warren County that could accommodate their proposed business. The SBDC helped the Campbells to evaluate the sites within the parameters of their business plan and personal financial goals.

When the feed store that Ralph currently worked at suddenly closed, the Campbells seized the opportunity to move in and remodel/restore the 78-year-old building with the help of friends and relatives. Through their industry contacts, local knowledge and SBDC support, the Campbells have been successful and created 5 jobs for Lebanon.

“The Warren County SBDC has been there with us every step of the way. They gave us valuable advice to help us achieve our dream. They are a valuable asset to the community,” Ralph Campbell said.



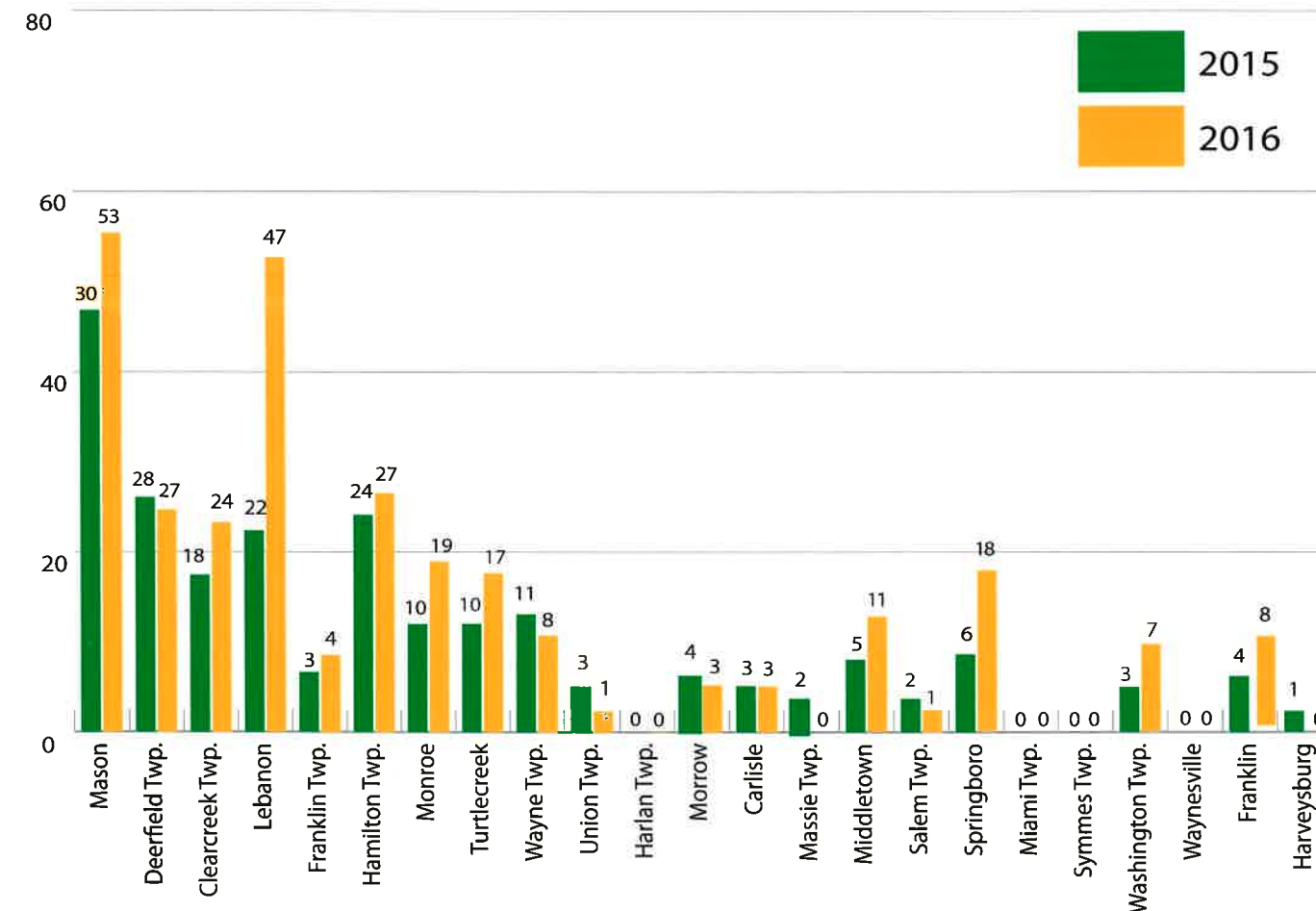
## The SBDC Goes to Washington D.C.!

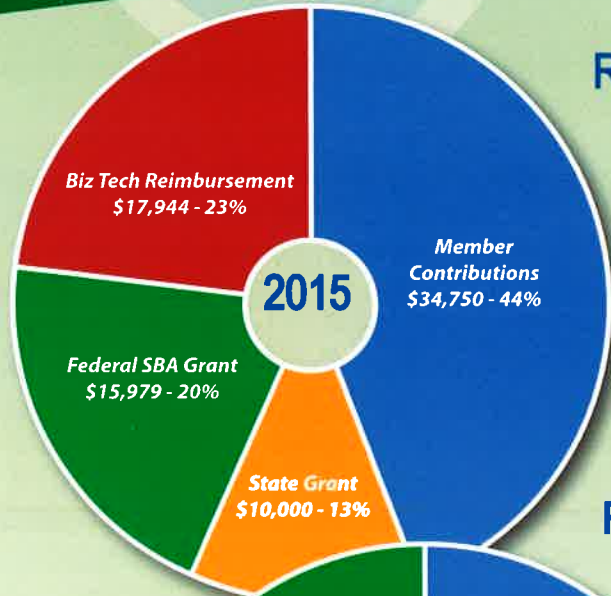
While most Small Business Development Centers (SBDCs) are hosted by a university or similar public institution, the Warren County SBDC is part of a border public-private partnership (the Warren County Small Business Development Alliance). The private sector represents approximately 60% of our membership. Because this is an unusual agreement for a business development center, staff from the U.S. House of Representatives' Small Business Committee was interested in learning more about it as a best practice to share with other regions. The Committee invited representatives from the County, several communities, and the WCSBDC to give testimony in Washington D.C. regarding the success of this unique hosting arrangement and how other SBDCs could replicate the model.

## Number of businesses served by location - 2015 & 2016

**67 locations were served in 2015 and increased to 86 in 2016.**

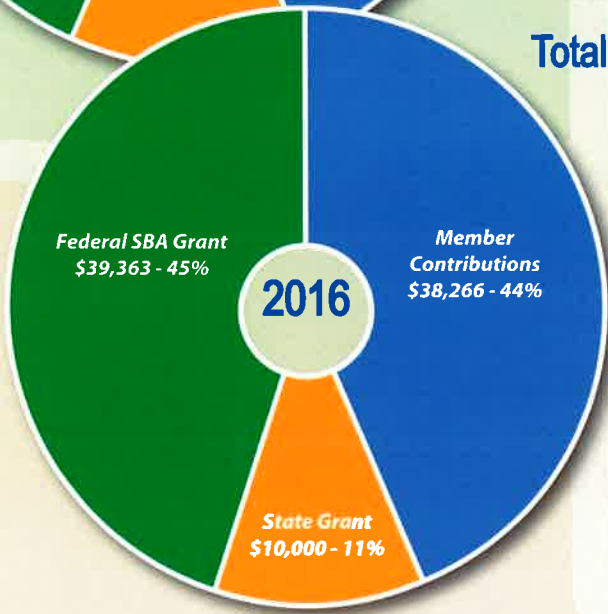
(Not shown on chart: "Other Locations")





## Revenues for FY 2015

Total \$103,996



## Revenues for FY 2016

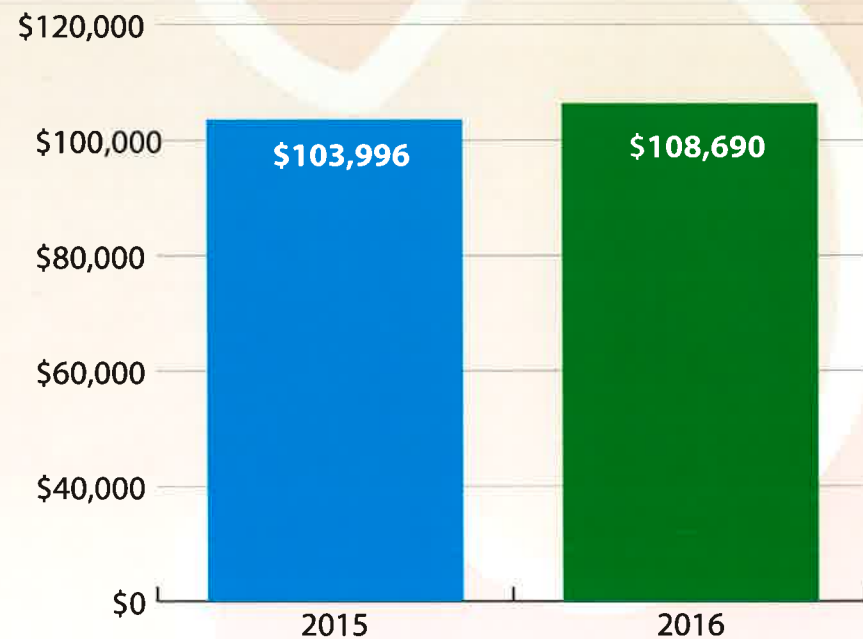
Total \$108,690

### WCSBDA Financials

Total WCSBDA revenues for fiscal year 2015 were \$108,690. Total expenses were \$108,690.

Expenses:	2015	2016
Salaries and benefits.....	80%	80%
Insurance.....	2%	2%
Marketing.....	1%	1%
Attendance @ Meetings.....	6%	6%
Mileage and cell phone.....	6%	4%
Equipment purchases.....	1%	0%
Other.....	4%	7%

### Expenses for FY 2015 vs. FY 2016



WarrenCountySBDC.org

WCSBDA  
 Located at the Warren County Career Center  
 Room 526 B  
 3525 North State Route 48  
 Lebanon, Ohio 45036-1099

Office open Monday through Friday  
 9:00 a.m. to 5:00 p.m.  
 By Appointment Only

WCSBDA/SBDC Staff:  
 Mike Stater, Executive Director  
 (513) 934-4793 ext. 5338  
 Mike.Stater@warrencountysbdc.org

Billy Grill, Counselor  
 (513) 934-4793 ext. 5317  
 Billy.Grill@warrencountysbdc.org

#### 2016 WCSBDA Member Organizations:

- Access Business Finance Inc.
- Area Progress Council
- Bricker & Eckler
- Village of Carlisle
- Clearcreek Township
- Deerfield Township
- Fifth Third Bank
- First Financial Bank
- 1st National Bank
- Flagel Huber Flagel & Co
- City of Franklin
- FranNet
- Franklin Chamber
- Frost Brown & Todd
- Gem City Business Solutions
- Graydon Head & Ritchey
- Hamilton Township
- Huntington Bank
- Kendo Dulaney LLP
- LCNB National Bank
- City of Lebanon
- Lebanon Chamber
- Legend WebWorks
- MADE: Mason-Deerfield Township
- City of Middletown
- Miller-Valentine Commercial Construction
- City of Monroe
- Village of Morrow
- Ohio Means Jobs
- Peoples Bank
- Patriots Engineering & Environmental Consulting
- Pickerel, Schaffer and Ebeling
- Security National Bank
- Sinclair College
- City of Springboro
- Springboro Chamber
- Turtlecreek Township
- United Way of Warren County
- US Bank
- Village of Waynesville
- WesBanco
- Warren County Career Center
- Warren County Government
- Warren County Port Authority
- Wright-Patt Credit Union

Dear WCSBDA Members:

As the Warren County Small Business Development Alliance (WCSBDA) moves into its fifth full year of operations in 2017, the Board of Directors would like to thank the membership for its continued support of the Alliance's activities. The involvement of the private sector, educational providers, and public entities is what makes the WCSBDA unique amongst its peers. Over 80% of our founding members are still part of the WCSBDA, and we have welcomed an average of 5 new members annually since then. It is evident that members are finding value in the WCSBDA's efforts, and we are focused on increasing that value as the organization moves forward.

The steady commitment and growth of the Alliance's membership is vitally important to the success of this program. In conjunction with competitive grant funding and technical assistance from the State of Ohio, membership support provided resources that allowed the Small Business Development Center (SBDC) to increase its client services in 2016. Through offering new classes on relevant business issues, providing access to supplementary software programs to guide entrepreneurs through the business planning process, and adding staff resources with extensive knowledge in marketing/social media, the SBDC continues to meet the needs of clients and make connections within the membership. Although not every client or Alliance member will take advantage of all of these opportunities, they are an important part of the business development services that the SBDC provides to the region.

The WCSBDA contributes to economic development efforts within the region by generating jobs and increasing private investment while serving a variety of industries throughout Warren County. Several groups have noticed these efforts (more on that on page 3!). However, most importantly, the purpose of this program is resonating with the clients and members. Just as membership continues to increase annually, so does the number of new clients benefiting from these services. In fact, the WCSBDC served its 1,000th prospect in 2016! This is a tremendous milestone for the SBDC, and we look forward to continuing to grow. I would like to recognize Mike Stater, SBDC Executive Director, and his staff for making this happen!

Furthermore, I'd like to thank Carey Curtis, Tom Harris, Randy Kuvin, Sonny Lewis, Lois McKnight, Michael Sandner, Pat South, and Sherry Taylor for their dedication to serving on the 2016 Board of Directors. As the WCSBDA evaluates projects for 2017 under the guidance of Tom Harris, I encourage you to become involved in the organization and reach out to the Board of Directors and SBDC staff if you have any questions or ideas about how the Alliance can continue to serve Warren County's businesses and residents.

Sincerely,

Jennifer A. Patterson  
 Past President, 2016 Board of Directors