



4031 University Drive, Suite 200
Fairfax, Virginia 22030
703-277-7703; fax 703-352-8518
www.virginiasbdc.org

SELECTED SUCCESS STORIES

Springfield Dentist Succeeds With New Practice

A dentist came to the SBDC office at the Community Business Partnership for assistance. He had worked many years at a practice but was being “squeezed out” ever since the owner’s son joined. The SBDC office worked with him on the development of a business plan, which included reviewing the purchase and build-out of a new space, and technical assistance on the preparation for an SBA 504 loan. The client applied to four banks and was approved at two. He obtained ~\$1.3 million in capital, \$250,000 of which was from his own money. The practice was launched in the second quarter of 2010 and did just under \$600,000 in its first three quarters. The practice has expanded to create six full-time jobs and is on track to reach \$1 million in revenue in 2011.

Pulaski’s Planet Care Becomes a Booming Business

The Roanoke University SBDC started working with Planet Care in 2008. The client went to the SBDC wanting help to find someone to buy a company that had tremendous potential and that would also give the client a job. Instead the SBDC helped the client and his partner actually buy the company, launch a new one, and begin production of a product with exciting potential. The SBDC helped the client develop a business plan, meet with local economic developers to find a location, explore financing options, negotiate with existing owner, develop sales strategies, and learn about alternatives to contract labor.

Planet Care produces and markets the EcoPure Peat Moss Biofilter, a unique onsite waste water system that has no moving parts and uses no electricity. It raised a total of \$545,000 from a private investor and \$250,000 in other equity. The company opened in January 2010 with five employees, and added three more, for a total of eight. The SBDC continues its assistance with their growth management.

Greene County Gets Tax Boost from Central Virginia SBDC

A sign and vehicle graphics company approached the SBDC, seeking assistance to obtain financing to buy a building in order to expand the business. After reviewing the firm’s financial history and projections to determine their ability to carry additional debt, the SBDC counselor helped them put together a financing plan. The client obtained a 504 loan of \$600,000 and an ARC loan of \$35,000.

When it was all done, the client testified, “The time that the SBDC counselor spent with me and my business not only translates to me getting the financing we needed, it immediately equates to \$4,759.81 in funds flowing directly to the Greene County for permits, recording fees, and increased assessment the

very first year, and the employment of trades people and professionals who live and shop locally in Greene County. Our company represents just one instance of the benefits of SBDC's work. Just think how many others they have helped. Clearly the benefits of their services to businesses in Greene County are enormous and will continue to pay dividends many times over."

Arrieta Construction Grows Revenues by 900%

Elaine Arrieta started her construction company in Yorktown in 2009 with eight employees and \$250,000. She took the workshop series "Owning Your Own Business" at Hampton Roads. It provided her with a solid grounding in sound business practices, and alerted her to the many other training and networking opportunities offered by the SBDC. She took more classes in human resources, QuickBooks, and issues around cash flow. In February 2010, she enrolled in the SBDC's NxLevel Entrepreneurial Training program, a 36-hour course designed for entrepreneurs who want to expand an existing business and need the skills to make it grow. As of the end of 2011, Arrieta Construction had 12 employees and year-end revenues of almost \$2 million.

Casual Friday Doubles Its Size

Crystal Fleming went to the Shenandoah Valley SBDC looking for help to start her new women's boutique in New Market. She had a very clear vision for her shop and was well-informed about her customer base -- professional women seeking better quality and unique clothing at reasonable prices. She met regularly with SBDC to discuss everything from cash projections and record-keeping to logo development and marketing options. She continued to use the SBDC for financial analysis, including QuickBooks training, marketing advice, social media use, SBDC's Small Town and Merchants Program (STAMP), and more. She has also been very effective at public relations, and her unique store has been regularly featured in local business success stories. In one year, she doubled the size of her shop.

Daystar Desserts Reaches 28% Annual Sales Revenue

Daystar Desserts crafts desserts for domestic and global clients. They developed an innovative way of making their excellent cheesecakes more attractive to a frugal marketplace, by developing a line of products with smaller portions and by creating less expensive packaging.

The Greater Richmond SBDC worked with them in developing a strategic plan that would prepare them for the rapid growth they were starting to encounter. They set them up with the Virginia Tech Pamplin School of Business, the University of Richmond MBA program, and Virginia Commonwealth University's International School of Business -- each of whom helped develop strategy around changes to prepare for growth, cash flow management, and international markets for frozen desserts. The SBDC also helped them obtain a 504 loan to restructure the debt on the property, building, and equipment needed for expansion.

Daystar Desserts grew to be a multi-million-dollar company that averaged over 28% annual sales growth over each of the last four years, that maintained profitability, and that doubled their richly diverse workforce. Daystar was also recognized by the US Small Business Administration as the Richmond District's 2010 Small Business of the Year.

Mason SBDC Client Acquired by Microsoft

Mason SBDC and Mason Venture Mentors worked closely with the principals of String Bean Software before and during their equity investment search. Soon after delivering a presentation to the Business Alliance Grubstake Breakfast, Microsoft approached them about an acquisition. Mason staff and professional volunteers continued to work with String Bean throughout the lengthy merger-and-acquisition due-diligence process to help negotiate the terms and conditions of the deal for String Bean shareholders. String Bean CEO, Mickey McIntire, speaks highly of the services, coaching, and mentorship provided by the Mason SBDC group, as well as the business support given to String Bean Software.

Virginia Artists Realize Their Dream

Cindy and Sean Haynies, both professional artists, founded Appomattox Tile Art, located in Petersburg, Virginia, on the belief that they could offer good artistic design and service to the tile business. Through the leadership of this husband and wife team, Appomattox Tile Art has grown from being a small three-person business to an employer of 25 people and servicer of 67 high-end tile showrooms throughout the United States.

In the beginning, the Haynies knew a lot about artistic design and manufacturing mosaic tiles, but their business skills were limited to previous careers. An acquaintance referred them to the Crater SBDC of Longwood University. According to Cindy, SBDC's assistance was invaluable to them, helping with "everything from projections to publicity." Even more than the hands-on assistance provided, they appreciated SBDC's support and encouragement. Through the SBDC they applied, and were approved, for an SBA prequalification loan through the Bank of McKenney.

As the business grew, the Haynies leased a second location and then needed a third. At that point, they wanted to consolidate under one roof for efficiency of operations and to house a multi-blade Italian wet saw. Again with the help of the SBDC, they purchased a 46,000 sq. ft. manufacturing facility on Bank Street in historic Old Towne Petersburg. Built in the early 1900s, the building was formerly used as an assembly plant and showroom for model-A Fords. As Cindy said, "This building was an excellent match for us because the front showroom has mosaic tiles throughout the main lobby and entrance area."

Appomattox Tile Art has since grown to become one of the largest and more successful privately owned national custom mosaic tile manufacturers.