Partners in Small Business Success
CV SBDC empowers entrepreneurs to achieve their goals

Primarily through:
- 1:1 confidential assistance
- connection to curated research
- access to technical experts and professionals
- timely events and training
TERRITORY

10 municipalities – most of Region 9
By the numbers

In 2019/20:

- Provided ~ 2,200 hours of client service time
- Conducted over 80 training events
- Advised 362 1:1 counseling clients
- Recorded over $10M in impact *19% response rate

In 2020/21:

- Provided ~ 5,000 hours of client service time
- Conducted over 80 training events
- Advised 539 1:1 counseling clients
- Recorded over $26.6M in impact *19% response rate

As reported in America’s SBDCs report in 2017...

Virginia SBDC clients' average annual sales growth was 15.5% compared to 1.1% for non-SBDC businesses in Virginia.

Virginia SBDC clients' average annual employment growth was 27.6% compared to 5.3% for the average non-SBDC Virginia business.
What changed in 2020?

- New fiscal partner: Community Investment Collaborative
- New director, Rebecca Haydock
- Pandemic funding drove need, increased budget
By the numbers

In Louisa, 2020/21:

- Provided ~200 hours of client service time
- Supported 34 Louisa-based business clients
- Conducted 152 1:1 counseling sessions
- Helped secure more than
  - $50,000 in loans (already approaching this current FY)
  - $100K+ in total financing
- Established monthly program with Louisa County Chamber of Commerce to support new businesses
YOUR TEAM

Staff:

- Rebecca Haydock
  Director, Venture Investment and Innovation Advisor
- Greg Dorazio
  Assistant Director, Marketing, Rural & Main Street
- Donna Clark
  Office Manager/Client Services Coordinator
- Shira Goldeen
  Events Coordinator
- David Reardon
  Culpeper Office Business Advisor, Financial & HR

Contractors:

- Diane Arnold
  Startup, Research, Contracting
- Greg McFeridge
  Loans, Business Plans & Grants
- Dillon Franks
  Strategy, M&A, Growth
- Yolanda Horrell
  Food and Hospitality, MBE
- Ellen Mortin
  Recordkeeping, Data Technology, Human Resources
- Scott Hamler
  Online Communications and Marketing
- Cameron Nelson
  Digital Strategy
- Margaret Buruss
  Web Developer
- Alexandra Littlehales
  Web Developer
AFFILIATED TEAM MEMBERS

Aaron Miller, Director International Trade
Chris Van Orden, IBD Craft Beverage Specialist
Director, Innovation Commercialization Assistance Program (ICAP)
Marc Willson, Retail & Restaurant Consultant
Tom Stamulis, Cyber Security Consultant
Lisa Wood, Virginia PTAC Director
Courtney Mustin, SBSD Consultant

...our host & team members at CIC

Stephen Davis, President
Shannon Beach, Director of Programs & SBDC Counselor
Anna Isserow, Development & Communications
Carolina Medina, Operations Coordinator
Juana Dent, Program Coordinator
ABOUT CV SBDC

Armed with LOCAL, STATE, FEDERAL assets:

- Market and Financial Research
- Technical Training
- Strategic Planning Tools
- Government Contracting
- International Trade
- Industry Specialists (retail, craft beverage, etc.)
- Powerful Professionals
TRAINING

Marketing Monday
First Monday each month
noon - 1pm

Pitch Preview
Offered by:
Charlottesville
Angel Network

Future Proof
Your Business
Blockchain Basics Bootcamp
May 19 | Noon EST
Register: virginiasbdc.org/partner-webinars/

CERTIFIED
SWaM Small, Women and Minority-Owned
Supplier Diversity Strengthens the Commonwealth
Virginia Department of Small Business and Supplier Diversity

Entrepreneurship Certificate

Attention Food & Beverage Producers
in the Charlottesville/Central Virginia and Shenandoah Valley Region

Apply NOW! Special opportunity for growth-oriented F&B Producers with ready-to-scale operations
Applications due 5pm March 30th - Program starts the week of March 20th

Entrepreneurship Certificate

Design | Protect | Sell
Registration opening soon for 3 upcoming events with Central Virginia SBDC and partner organizations. Join the CV SBDC team to learn more about the process of bringing your brand from creation to protection.
- Visually Capturing Your Brand with Justine Platt of Tasteful Design, date and time TBA
- Refine & Strengthen Your Product or Service Offering with private consultant Tom Kiley, date and time TBA

Woods Rogers
Attorneys at Law

Featured event from CV SBDC sponsor, Woods Rogers
Protect Your Brand with Trademarks
Nov 11, 12:00-1:00pm
Presented by legal experts Michael Hertz and Nathan Evans, attorneys with Woods Rogers.
MAJOR SUPPORTERS

It works because it's local.

SBA requires a minimum of 1:1 match.
Leading SBDC's are matched 3-4x.
CV SBDC's Director and CIC's President have achieved just over a 1:3 match.

THANK YOU for your support!
OUR ASK

- Continued REFERRALS
- Full recommended FUNDING

$21,249 ($ .575/capita)

ENTREPRENEUR SPOTLIGHT

Kris Chain, founder of Season Report

Season Report is dedicated to making it easier for everyone to be involved with their local ecosystem in order to ultimately foster responsible stewardship of our natural resources.

“We are beginning with hunting but we intend to grow into an indispensable resource for all locally sourced food information. From dirty hands to the dinner table (filled with family and friends). Season Report brings you everything you need to know.”

There were so many little things I wouldn’t have known. She knew all the ins and outs.
THANK YOU