2014 ANNUAL REPORT

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# PENNSYLVANIA SMALL BUSINESS DEVELOPMENT CENTERS

## 2014 SBA Annual Report

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INTRODUCTION

Established in 1980 with a mission to grow the economy of Pennsylvania through its entrepreneurs, the Pennsylvania SBDC’s 18 university- and college-based Centers provide timely consulting, education, and information to new and existing business owners. The SBDC focuses on three core areas: no-fee confidential business consulting, educational programming, and timely, useful information. This report reviews the economic environment and SBA-funded activities of the network to support small businesses from January 1, 2014 to December 30, 2014.

The SBDC utilizes a staff of experienced professionals to serve their customers in both traditional business assistance as well as offering specialized consulting. During calendar year 2014, the SBDC delivered **77,876 hours of no-fee management consulting**. Consulting is confidential and provided at no charge by a staff of skilled professionals that emphasize education and guidance in finding practical solutions to business problems.

Educational workshops and conferences aid entrepreneurs in articulating goals, evaluating and improving business ideas, researching and attracting needed advisors and resources, and writing business plans to build their businesses. During this reporting period, **7,547 individuals and firms benefited directly from 505 educational programs**. The Pennsylvania SBDC network also responded to numerous inquiries, circulated printed materials, launched new Center websites, and continued to provide pertinent information to partners to address small business concerns.

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

MISSION

The mission of the network of Pennsylvania Small Business Development Centers is to provide entrepreneurs and small business owners with the knowledge needed to make smart decisions and prosper.
1. Bucknell University SBDC
2. Clarion University SBDC
3. Duquesne University SBDC
4. Gannon University SBDC
5. Indiana University of Pennsylvania SBDC
6. Kutztown University SBDC
7. Lehigh University SBDC
8. Lock Haven University SBDC
9. Penn State University SBDC
10. Saint Francis University SBDC
11. Saint Vincent College SBDC
12. Shippensburg University SBDC
13. Temple University SBDC
14. University of Pittsburgh SBDC
15. University of Scranton SBDC
16. The Wharton School, University of Pennsylvania SBDC
17. Widener University SBDC
18. Wilkes University SBDC

IMPACT

Since its inception, the Pennsylvania SBDC has provided over 3 million hours of consulting to more than 260,000 entrepreneurs and offered over 18,000 courses, workshops and seminars attended by 414,000 Pennsylvanians. SBDC services have helped small firms throughout the Commonwealth raise more than $3 billion in start-up and expansion capital, start more than 34,000 new companies, and sell $13 billion worth of Pennsylvania products and services globally. As a result, SBDC clients have created over 157,000 new jobs and generated more than $796 million in new state income tax revenue.

In 2014, the Pennsylvania SBDC network reported the following initial outcomes:

- **Bought/Started a Business** 648
- **Jobs Impacted** 4,836
- **Increased Sales (domestic)** $77,082,922
- **SBA Loans (39)** $15,860,095
- **Non-SBA Loans (267)** $66,515,975
- **Equity Capital (442)** $35,047,281

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<th>GOAL</th>
<th>ACTUAL</th>
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<td>Long-term Clients</td>
<td>1,943</td>
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<td>New Business Starts</td>
<td>467</td>
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<td>Capital Infusion</td>
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SUMMARY

Consulting

From January 1, 2014 through December 31, 2014, the Pennsylvania SBDC served 6,413 entrepreneurs and small business owners through a total of 77,876 consulting hours. A detailed breakdown may be found in SECTION 2 – DELIVERABLES and is described throughout this report.

Education

The Pennsylvania SBDC network collectively educated 7,547 individuals in 505 seminars and workshops in 2014, which included topics such as “Business Planning in a Nutshell” and “Globalizing Your Digital Marketing Strategy.” A detailed breakdown may be found in SECTION 2 – DELIVERABLES and is described throughout this report.
**Demographics**

Individuals assisted by the Pennsylvania SBDC in 2014 represented Pennsylvania’s diverse populace. 58 percent of clients assisted were woman- and jointly-owned firms and 19 percent counted themselves as minorities. Clients also represent a variety of industries as shown.

### Business Ownership

- Male: 35%
- Female: 25%
- No Response: 7%
- Both: 33%
- Construction: 3%
- Retail: 13%
- Manufacturing: 12%
- Wholesale: 5%
- Service: 45%
- Not in Business / Other: 6%

### Client Ethnicity

- Non-Hispanic: 83%
- Hispanic: 6%
- African American: 15%
- Asian: 3%
- Native American: <1%
- Native Hawaiian: <1%
- No Response: 8%
- White: 74%

### Industry Sector

- Service: 45%
- Retail: 13%
- Manufacturing: 12%
- Wholesale: 5%
- Construction: 3%
- Not in Business / Other: 6%

### Veteran Clients

- No Response: 37%
- Non-Veteran: 58%
- Veterans: 4%
- Service-Disabled Veterans: 1%

### Client Racial Diversity

- White: 74%
- African American: 15%
- Asian: 3%
- Native American: <1%
- Native Hawaiian: <1%
- No Response: 8%
The SBDC continues to meet with key program partners on a regular basis to keep a pulse on regional activities and share impacts of the program.

For instance:

- In April the Bucknell University SBDC served as a focal point for the Department of Community and Economic Development (DCED) and Department of Labor & Industry (DLI) visit to Lewisburg during its “Jobs1st Tour” of Central Pennsylvania. The tour featured a celebratory ribbon cutting at the Bucknell University Entrepreneurs Incubator (BUEI) in downtown Lewisburg, a kickoff reception at Bucknell University with SBDC staff, and DCED & DLI joint visits to SBDC client success stories Siam Restaurant & Bar and Pompeii Street Soap Company. In addition, members of the staff of the Lock Haven University SBDC collectively participated in numerous scheduled events and programs associated with the visit. The tour concluded with a closing luncheon hosted on campus at Lock Haven University’s Conference Center.

- The Gannon University SBDC director and consultants converse with the state and federal legislators at a number of events and have been pleased with their attendance at client grand openings. For example, two regional legislators attended a client ribbon cutting event in January 2014.

- The Lehigh University SBDC hosted a day-long seminar honoring National Small Business Week in May. Multiple sessions covering services on international trade, government marketing, financing alternatives, and starting a business were offered. Attendees had the option of attending one, more, or all of the sessions to gain an introduction to each area of expertise as presented by the SBDC professional staff. Satisfaction ratings were high, with over 85 percent rating all speakers at the highest level of holding interest, organization of material, and communication skills.

- The Lock Haven SBDC was invited by Congressman Glen Thompson to participate in a meeting that he held with a group of small business owners in Renovo in October. The purpose of the meeting was a continuing effort by Congressman Thompson to meet with constituents of the Western Clinton County community to listen to their concerns and assist with their community revitalization efforts. The SBDC staff was invited to provide information related to small business finance and growth strategies.
When U.S. Senator Robert P. Casey, Jr. wrote a letter to the Small Business Administration seeking assistance for businesses impacted by the manhunt for Eric Frein, the suspect involved in the September 12 ambush shooting at the Pennsylvania State Police barracks in Pike County, The University of Scranton SBDC was quick to respond. Scranton SBDC staff drove to the impacted area to visit with businesses in person and discuss their needs. Information about SBDC programs and services was mailed to 250 businesses in Pike and Monroe Counties, as well as shared with local media. Senator Casey held a press conference on November 6 at Jie’s Chestnut Grove Resort, a business owned by SBDC clients Angel and Jerry Jie. In addition to the Senator, Lisa Hall Zielinski, Director of The University of Scranton SBDC, delivered remarks that included an overview of SBDC programs and services, highlighting business continuity planning assistance offered by the statewide network of SBDCs. Angel and Jerry Jie remarked about the impact of the manhunt on their business and their satisfaction with services provided by the SBDC. Christian Conroy, Pennsylvania SBDC State Director; Mike Kane, Harrisburg Branch Manager, U.S. Small Business Administration; and Robert Maximowicz, Wilkes-Barre Branch Manager, U.S. Small Business Administration, also participated in the press conference. The event generated media coverage from a number of television stations and newspapers and was featured in the November 13 edition of America’s SBDC Network Connect, a newsletter distributed to SBDC staff across the nation.

In an effort to sustain or increase awareness of SBDC services within its district legislative offices, the Shippensburg University SBDC did their regular mailing updates to legislators and also hosted meetings with all legislative district office staff in an approach where information on SBDC services could be presented and questions answered. The SBDC also hosted staff members from Senator Toomey’s office and made a presentation on Pennsylvania SBDC network services at Senator Teplitz’s Small Business Advisory Committee meeting in Harrisburg. An overview of the core services as well as specialized programs was provided for the group. A consultant from the Kutztown University SBDC also attended and provided the overview of International Business and Business Continuity services.
• The Pennsylvania SBDC announced in May that eight members of Pennsylvania’s Congressional delegation signed on to a national “Dear Colleague” letter in support of America’s SBDC Network. The letter, addressed to the House Appropriations Subcommittee on Financial Services, advocates for $115 million in funding through the FY 2015 Financial Services and General Government Appropriations legislation for the nationwide SBDC program. Congressman Robert Brady (D-1), Congressman Chaka Fattah (D-2), Congressman Jim Gerlach (R-6), Congressman Michael Fitzpatrick (R-8), Congressman Tom Marino (R-10), Congressman Lou Barletta (R-11), Congresswoman Allyson Schwartz (D-13), and Congressman Matt Cartwright (D-17) signed on to the support letter.

200 CAPITAL FORMATION
In 2014, there were some observable trends within the commercial lending industry. With rates competitive, lenders continued to compete for “good” business clients. Commercial lenders have been competing for business from established businesses that are financially healthy, and who are looking to fund a well collateralized project. In addition to the business’s financial health, some industries have been in demand. Manufacturing, health care, and professional services industries have been targeted by lenders, and business owners within these industries can take advantage of competitive offerings.

Attempts to spur small business financing have been increasing over the past few years. The SBA continued its efforts to increase small dollar amount lending by extending a policy to waive SBA guarantee fees on loans under $150,000. The policy essentially made borrowing cheaper for business owners, as borrowers can save several thousands of dollars depending on the size of their loan request.

Funding for startups continued to be a challenge, as lenders required a very healthy personal financial position, along with strong relevant industry experience. It was observed that commercial and SBA lenders took an even closer look at the borrower’s working experience when considering lending to a new startup venture. Business owners who were successful in obtaining financing for a startup this past year were required to demonstrate strong relevant industry experience, in addition to a healthy personal financial position. Most common reasons for being turned down included lack of collateral, poor credit/lack of credit history etc. The clients that received financing from institutions had a lot of other factors working in their favor for these deals to be executed.

The common roadblocks highlighted above that start-ups encountered has really propelled the trend towards alternate sources of financing such as crowdfunding. Many SBDCs received requests from clients interested in exploring such alternate sources of funding such as Kickstarter and Indiegogo. Consultants
across the SBDC network have made efforts to learn more about these types of alternate lending sources to better assist clients interested in pursuing such alternatives.

Centers continue with banking outreach in their regions through relationship building and in-person meetings when time permits. Some lender interactions have led to discussions about how SBDCs can play an assisting role in helping lenders meet Community Reinvestment Act requirements.

Examples of client success stories relating to capital formation can be found in Section 3 – APPENDICES. A total of 39 SBA-guaranteed loans were approved, totaling $15,860,095. As for non-SBA loans, 267 were approved for a total of $66,515,975.

Examples of other activities include:

- In April, several SBDCs participated as a resource partner at the Meet the Lenders & Counselors-Lender/Business Match-Making Event hosted by the SBA at the Radisson Hotel Valley Forge in King of Prussia. Also in April, the Kutztown University SBDC participated as a resource partner at the 2014 Business & Workforce York County Economic Alliance Expo in Lancaster. The event brought together the region’s international and local business and workforce resources. This year approximately 1800 guests attended the 2-day event.

- The Lehigh University SBDC took part in the SBA’s Lender Match event, held on November 29, 2014 at the Best Western Hotel and Conference Center in Bethlehem. The event brought in over 20 local area lenders and provided an opportunity for local business owners to discuss their lending needs with multiple lenders at one location. The event was held in the style of “speed dating,” where business owners could meet with lenders for 10-15 minutes, with the goal of connecting entrepreneurs to interested lenders. Clients were encouraged to bring a business plan, or at least an outline of their funding request.

- Lock Haven University SBDC held a Banker’s Roundtable in June, to discuss current economic issues, with 30 representatives in attendance including local University officials, state and federal legislative staff, lenders from several local banks, leaders from the region’s chambers of commerce, U.S. Small Business Administration, SEDA-COG, the Governor’s Action Team and the Downtown Lock Haven/Main Street Program. Resources and organizations that were featured during the event included presentations from The Progress Fund, the Strategic Early Warning Network, and an update to lenders from the SBA regarding loan activity in the region.
The Saint Vincent College SBDC held their Alternative Financing Forum in April attracting 59 attendees. This program was designed to assist companies in securing non-traditional funds that are currently available for small business. The forum brought together lending professionals from numerous non-profit and governmental agencies dedicated to making capital available to grow the economy. Experienced financing representatives provided an overview of the financing programs they offer and discussed their lending perspectives. Following the program, representatives from each presenting organization were available to meet individually with attendees.

In August, the Saint Vincent College hosted the 19th Annual SBA Lenders’ Roundtable which was once again well represented by the local banking community with 47 in attendance. Executive Director, James Kunkel, provided the opening remarks. He was followed by the Dean of the Saint Vincent College Alex G. McKenna School, Gary Quinlivan. The featured speaker for the event was Patrick Hayes, International Trade Finance Manager for the Eastern U.S. Office of International Trade - SBA U.S. Export Assistant Center.

In January the Shippensburg University SBDC collaborated with the Kutztown University SBDC on a Bankers Roundtable in Harrisburg. The Shippensburg SBDC director and EMAP consultant attended the roundtable and presented on SBDC Business Continuity and EMAP services.

The Shippensburg University SBDC hosted a “Lenders’ Roundtable” on July 16 in York. York-based partnering organizations, York County Economic Alliance (YCEA) and York SCORE Chapter 441, along with representatives from the Small Business Administration (SBA) and Consulting Specialists from the Kutztown University SBDC, joined the Shippensburg staff in the
program presentation. SBDC representatives shared information on the technical assistance available through the Pennsylvania SBDC Network, including core management consulting from basic research and business planning assistance for pre-venture aspiring entrepreneurs through environmental regulatory assistance, international trade assistance and government procurement assistance. Approximately thirty local lenders representing sixteen different institutions attended the event to learn about the no-cost technical assistance programs and state and SBA lending products available to help their small business clients.

- The University of Pittsburgh SBDC held a lender’s roundtable in January in conjunction with Southwestern Pa Commission and Catalyst Connection to discuss alternative financing options for small businesses throughout the Southwestern Pennsylvania PREP region.

- The Widener University SBDC has developed a close working relationship with the Entrepreneur Works and the Chester Economic Development Authority. Both of these organizations will provide non-traditional financing to small businesses. The Center Director serves on the Loan Review Committee for Chester Economic Development Authority. Entrepreneur Works will provide loans up to $50,000 and specializes in home based micro-businesses. Chester Economic Development Authority (CEDA) will provide financing up to $100,000 for businesses in the City of Chester. This amount is contingent upon an equal amount of funding being provided for the project by the borrower or another lender. There is also a job requirement of at least one new job for every $25,000 in funding from CEDA. All CEDA borrowers are now required to work with the Widener University SBDC to obtain funding.

300 INNOVATION & TECHNOLOGY TRANSFER

The Pennsylvania SBDC continued to offer confidential, no-fee technology commercialization services. Technology assistance is a fully-integrated core service of the Pennsylvania SBDC.

Services provided by the Pennsylvania SBDC Technology Team and resource partners included:

- Early stage product feasibility – market research, financial analysis, assessing market potential, commercialization potential
- Access to resources – tools, partnerships, regional expertise and referrals
- Access to financing – identification of financing sources, financial analysis, R&D grant identification and proposal reviews, pitch development and preparation for equity financing, gateway to Innovation Partnership

Pennsylvania SBDC continues to be a member of Innovation Partnership, a consortium of economic development and business assistance organizations located throughout the Commonwealth of
Pennsylvania. The goal of the organization is to help early-stage technology companies in Pennsylvania secure federal funding opportunities. Pre-proposal reviews and micro-grants and vouchers to assist with proposal preparation are provided to early stage technology companies.

This year, three Pennsylvania companies that were assisted by the SBDC were recipients of Tibbett’s awards announced at the national SBIR/STTR Conference held June 15-18 in Washington, DC. The Tibbett’s Awards honor outstanding small businesses and individuals who participate in the SBA’s Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs.

In the last year, technology consultants provided 1,054 hours of consulting to 164 small firms looking to advance, protect, and commercialize their research, innovations and new technology. Examples of assistance provided include:

- Duquesne University SBDC consulted clients in new product development and technology development. Clients were provided information about the SBIR/STTR program, Innovation Partnership, or other federal and regional R&D funding. Their federal interests included the Department of Defense, the National Science Foundation, the National Institutes of Health, the Department of Transportation, NASA, and the Department of Education.

- Lehigh University SBDC assisted clients evaluating their idea and its commercial viability and potential. The Lehigh SBDC technology consultant assisted several entrepreneurs with provisional patents and worked with a former start-up client, now an established bio-media firm, with marketing and her successful next round of funding. Other technology development clients included an entrepreneur who developed a device that goes into gun magazines and automatically determines how many bullets are remaining in the gun and a teacher turned entrepreneur with a unique prototype that quickly and securely replaces the locks on school lockers.

- Kutztown University SBDC technology consultants provided technical assistance specializing in SBIR and STTR grants. Among the clients consulted were a business working on melanoma tissue research; a business looking to make injury rehab more efficient; a business creating a database to organize pesticides; a business creating a high-pressure water pump to assist with putting out fires; a business focused on using plasma for multiple applications including wound healing and clean energy creation; a business creating sonar for tracking footprints; and a business creating energy ‘towers’ for increased energy capacity.

- The Indiana University of Pennsylvania SBDC maintains a strong interest and involvement in product development. Some of the clients assisted this year were working on new technology
for grey water recycling prototyping and its evolution; energy savings through a project to conserve and reduce energy use, costs and increase employee comfort at banks; and health maintenance from the efficient production of wheatgrass.

- The University of Pittsburgh SBDC Information Technology Program provided services to help clients reduce costs, increase efficiency and enhance services through a more effective use of technology. In addition, through the Pitt SBDC information technology program, clients were able to receive analysis reports on websites, online advertising campaigns, e-commerce methods, search engine optimization, and more.

- The Temple University SBDC assisted an established technology company that designs and manufactures registration pins for the location of articles during precision fabrication processes. The company targets end user markets which include printed circuit board imaging, laser printing and engraving. Another research and development company worked with the Temple SBDC for business planning assistance. The company developed a cloud-based computational chemistry solution that has numerous applications such as a predictive tool for identifying potential therapeutic compounds.

- The Widener University SBDC provided services to clients who represent innovative products or services with new technologies. These activities include business planning, assistance with SBIR applications, and introduction of their clients’ new technologies to government agencies and large companies for consideration of adoption. Center consultants also advised project teams from the Widener University School of Business Administration and the School of Engineering with business plan development for commercialization of new technologies.

**Expanded Technology Services through Host Institution Partnerships**

The SBDC technology services also include the Engineering Development Services offered through the Bucknell University SBDC. Through its partnership with the College of Engineering at Bucknell University, the SBDC’s Engineering Development Services provides technical assistance to clients throughout the Pennsylvania SBDC network. In 2014, Bucknell provided engineering assistance to 62 clients, including client referrals from all 18 centers in the state network. Bucknell also collaborates with a wide variety of other regional technical assistance providers such as PennTAP, the IMC, SEDA-COG, Ben Franklin Technology Partners, and the Keystone Innovation Zone program.

The Clarion University SBDC continues to develop a collaborative relationship with the Center for Applied Research and Intellectual Property (CARIPD). CARIPD is co-located at the Barnes Center, the same facility as the SBDC. This relationship has resulted in increased knowledge in the area of
technology commercialization and intellectual property. In addition, this relationship has offered incubator opportunities and the development of executive-in-residence and entrepreneur-in-residence programs. Several SBDC clients have utilized these services and a second round of funding for companies currently working with CARIPD is anticipated for spring 2015. CARIPD assists companies with joint/sponsored/contract research, research methodology, internships/graduate assistants, spin-off technology and grant writing. Its focus is biotech, nanotech, prototype development and combined bio-nano applications but also addresses informational, energy and other technologies. CARIPD facilitates research projects between private companies with faculty and students, provides internships experiences and supports educational initiatives.

Gannon Technology Business Accelerator program.

The Gannon University SBDC partnered with Gannon University’s College of Engineering and Business and Erie Technology Incubator (ETI) to bring a concerted effort of small business support through several initiatives. In fall 2014, the first of four planned Technology Business Accelerator programs was conducted with 15 participants going through an 8 week course for technology-enabled businesses. The program concluded with a pitch contest with one participant receiving a $10,000 grant and tenancy at ETI. The initiative was supported by a grant from the Pennsylvania Department of Community and Economic Development.

St. Francis University SBDC provides management and research assistance to companies located in the Devorris Center for Business Development (Altoona-Blair County Development Corporation), the Juniata College Center for Entrepreneurial Leadership (JCEL) incubator and the JARI Center for Business Development. Center consultants remain available to consult with all current and potential incubator clients. The Center has helped clients in a variety of areas such as market research and business planning.
Center personnel continue to work with the Incubator manager to develop strategies that will allow tenants greater access to the services offered by the SBDC.

To offer technology services, the University of Pittsburgh SBDC works with the Swanson New Product Development Center as a resource for engineering assistance. The Swanson Center uses the SBDC as a resource for companies when determining the market feasibility of new products being developed. The University of Pittsburgh SBDC also works with Carnegie Mellon University’s Pennsylvania Infrastructure Technology Alliance and has used the Intelligent Workplace Energy Supply System to assist SBDC clients with product development. University of Pittsburgh SBDC is a participant in the Technology Commercialization Alliance, a Pitt organization designed to provide entrepreneurial support, education and outreach for faculty, staff and student innovators in their development of commercial innovations.

The Penn State SBDC continues to share office space in the TechCelerator with the Ben Franklin Technology Partners (including Ben Franklin Venture Forum, Ben Franklin Transformation and the Shale Gas Innovation and Commercialization Center), Chamber of Business and Industry of Centre County (CBICC), Centre County Industrial Development Corporation (CCIDC), Innovative Manufacturers’ Center (IMC), Penn State Office of Technology Management, Penn State Office of Sponsored Programs, and the business incubator. The Penn State SBDC’s alignment with these partners and the ongoing TechCelerator collaboration has yielded many high-quality clients which have contributed significantly to pre-venture impact and capital formation. The SBDC also continues to partner with the Ben Franklin Technology Partners and the Penn State Office for Technology Management to offer a 90-minute Research to Start-up seminar which offers an introduction to the considerations inherent to commercializing research or technology. The Penn State SBDC’s technology commercialization efforts are also supported by the alignment with the Pennsylvania Technical Assistance Program (PennTAP), which helps to connect the SBDC with Penn State’s College of Engineering’s Learning Factory and Innovative Design Solutions programs.

The Shippensburg University SBDC also partners with Ben Franklin Technology Partners in the “TechCelerator” housed in the Murata Business Center in Carlisle. The TechCelerator is a partnership between Ben Franklin, the SBDC, and other regional/local economic development providers, designed to offer entrepreneurs designated space, business support and mentoring services, loan and investment programs and entrepreneurial training all in a one-stop shop.
The Wharton SBDC’s Commercialization Acceleration Program uses SBDC consulting teams to support formation of new businesses around some of the most promising technologies coming out of the University of Pennsylvania and other regional research institutions and innovative businesses. The program has directly contributed to the commercial evolution of over 65 early-stage (mainly life sciences) technologies since its start in 2007. This joint initiative between the Wharton SBDC and Penn’s Center for Innovation provides a unique experience for undergraduate and graduate students, while helping to move important clinical discoveries to market.

The SBDC Technology Team had meetings in June in Harrisburg, an online meeting in August, and a meeting and tour at the Bucknell SBDC in October to share best practices, review strategic goals and to prepare for re-accreditation in the spring of 2015.

In June, the Technology consultants attended the National Small Business Innovation Research/Small Business Technology Transfer conference in Washington D.C. to learn more about funding opportunities, tips to help businesses prepare successful grant applications, and to network with federal agency personnel that participate in the program and review applications. Team members also attended the technology track at America’s SBDC Conference, Grapevine, Texas in September and the technology sessions at the Pennsylvania SBDC Small Business Growth Forum in November.

To build local relationships and resource partnerships, Technology Team members are generally active in their local technology investment communities. For example, the technology consultant at the University of Pittsburgh SBDC attends events and sits on committees for the Pittsburgh Venture Capital Association which brings together venture capital companies, angel investors and companies looking for inventors. In addition, this group hosts the Three Rivers Venture Fair, providing a forum for companies to present their investment opportunities to potential investors.

Many workshops offered throughout the network provide needed training to Pennsylvania companies. For example, the Clarion University SBDC coordinated three product development and commercialization forums during the first half of 2014. The forums discussed a variety of issues surrounding product development with speakers from Ben Franklin Technology Partners, the SBDC and Clarion University CARIPD. Presentations covered topics from business and market research, applied research support and product development to feasibility analysis and intellectual property commercialization. The third forum also included speakers from two start-up companies, a patent attorney, and two business consultants that spoke on market research and user-first product design.
The Pennsylvania SBDC continues to make progress in strengthening its international business offerings for small- and medium-sized businesses. The network continues to support its international trade partners including the U.S. Department of Commerce’s Commercial Service, the U.S. Trade Development Administration, and the Pennsylvania Department of Community and Economic Development. Centers continue to use SKYPE and other video conferencing platforms to communicate with overseas trade representatives and clients at little to no cost to the program.

From January 1, 2014 to December 31, 2014, the SBDC consulted with hundreds of clients on international trade issues while executing more than 18 export-related educational programs that were attended by 332 individuals. Clients reported an increase in export sales, totaling $29,497,146 in 2014. During this reporting period, 275 clients received exporting assistance, and of that group, 31 clients reported increased export sales, and 21 referrals were made to State and Federal export partners.

As part of the state’s Export Outreach Team, organized by the Department of Commerce’s International Trade Administration Commercial Service, the SBDCs have been designated as a major contributor to fulfilling the goals of the National Export Initiative. To assure the network has the expertise to help more small firms sell Pennsylvania products and services around the world, staff at each Center are receiving training in international business. The Pennsylvania SBDC currently has 20 out of 109 full-time employees certified in international trade. The following staff members of the Pennsylvania SBDC network can be counted toward this goal (Names in bold received certification in 2014):

- Darlene Atta, Temple University SBDC, SBA/TPCC certified, 2014
- Martin Brill, Kutztown University SBDC, NASBITE certified, 2006
- Robin Burtner, Shippensburg University SBDC, SBA/TPCC certified, 2012
- Therese Flaherty, Wharton SBDC, SBA/TPCC certified, 2014
- Lindsay Gilkes, University of Pittsburgh SBDC, SBA/TPCC certified, 2012, NASBITE certified, 2013
- Vickie Gyenes, Saint Vincent College SBDC, NASBITE certified, 2006
- Ed Huttenhower, Saint Francis University SBDC, NASBITE certified, 2012
- James Kunkel, St. Vincent College SBDC, NASBITE certified, 2013
- Cora Landis, Lehigh University SBDC, SBA/TPCC certified, 2012
- Glenn McAllister, Widener University SBDC, SBA/TPCC certified, 2012
- Mary McKinney, Duquesne University SBDC, SBA/TPCC certified, 2012, NASBITE certified, 2013
- Miranda Mease, Clarion University SBDC, SBA/TPCC certified, 2014
Examples of activities in international trade occurring in 2014 include:

- From March-April, 2014, the Duquesne University SBDC hosted a business fellow sponsored by the U.S. State Department Partners of the Americas program from Costa Rica, Esteban Fallas. Duquesne SBDC’s global business program manager introduced Mr. Fallas to several companies in the region. Mr. Fallas is interested in eventually owning a firm in Pittsburgh.

- In April, two staff members from the Duquesne University SBDC attended the NASBITE national annual conference where they presented a workshop titled: Understanding European Union Product and Environmental Regulations: Current and Pending. In this presentation they highlighted the basic European Union (EU) product and environmental regulations currently in existence and those projected to take effect over the next few years.

- In June, the Duquesne University SBDC hosted national speaker, Mike Allocca, export compliance specialist to conduct two intensive seminars: Export Compliance and Letters of Credit. There were twenty-one registrants for the compliance program and seven for the letters of credit program.

- In the fall, the Duquesne University SBDC received notice that they had won a U.S. Department of Commerce Market Development Cooperator Program (MDCP) award for the next three years. The award, entitled, “Opening Doors To The Pacific Alliance Countries For Small Manufacturers,” will focus on introducing Pennsylvania as well as national companies to the expanding infrastructure and construction markets of Latin America’s growing Pacific Alliance Countries (Mexico, Colombia, Chile and Peru). Highlights of the services will be annual trade missions to these countries. The SBDC spent the last quarter of 2014 (and first quarter of MDCP grant) planning their Year 1 activities and preparing marketing materials.
Beyond the research provided to SBDC clients through the efforts of the Pennsylvania Authorized Trade Representative offices, another area of assistance includes research projects completed through Lehigh University SBDC’s International Trade Development Program. The Director determines what the client needs and assigns projects to the research staff. When the SBDC provides research for the client it can include Phase I research, which is focused on industry analysis, competitors, and region/country identification. Phase II research addresses more specific needs and this is ongoing with clients. For instance finding information on HTS codes and duty rates, relevant trade shows and associations for specific industry sectors, compliance issues, free trade zone research, import requirements, etc.

Lehigh University SBDC states their International Trade Development Program’s greatest achievement this year was the successful application for the SBA Exporter of the Year award. Their nomination for EcoTech Marine International won both the District and Regional award. The SBDC worked with the SBA District office to arrange the event announcing the award at the EcoTech manufacturing facility along with a tour of the manufacturing floor. They also invited local dignitaries and arranged for a sponsor of the event and worked with media outlets to get the word out and attended the award presentation in Philadelphia. This year, EcoTech has been successful in opening a sales office in Hong Kong where their sales into China is being handled.

In April, a business consultant with the Kutztown University SBDC gave a presentation “9 Shortcuts to Accelerating Exports with Distributors” at the 27th annual NASBITE Conference in Memphis.

The Penn State SBDC nominated one of its long-term clients for the Pennsylvania Governor’s ImPAct Award in Export Trade Development in recognition for the growth realized through their entrepreneurship and success in international sales. This client, Acoustic Sheep, was selected as
the category winner for the Central Pennsylvania region at the Governor’s Awards luncheon on May 30, 2014.

- The University of Scranton SBDC staff attended NEPA Alliance’s 16th Annual “Bringing the World to Northeastern Pennsylvania” event in September 2014. 35 businesses from Northeastern Pennsylvania met with Pennsylvania’s 16 Authorized Trade Advisors from around the world at the Convention Center at Mohegan Sun at Pocono Downs in Wilkes-Barre. The 35 businesses generated over 150 one-on-one meetings with these trade advisors. The size of these businesses ranged from small to large and included many industry sectors including food, electronics, plastics, mining, metals, consumer goods, defense and service related enterprises. The overwhelming consensus from participants was very positive. Businesses reported that their meetings with the Authorized Trade Representatives were productive and very informative. Some businesses left with new contact information and market leads in hand.

- Saint Vincent College SBDC’s Center for Global Competitiveness once again hosted its Annual Global Growth Conference in May at the Fred Rogers Conference Center. This one-day conference was designed to ensure ongoing compliance with U.S. Export Controls and Regulations. Topics included an overview of U.S. Export Controls, Foreign Assets, Item Classification, Foreign Trade, ITAR, the latest Export Control Reforms, and Common Exporter Mistakes. It attracted a total of 27 attendees and was sponsored by the U.S. Commercial Service and Southwestern Pennsylvania Commission.

- For the second year in a row, the Temple University SBDC was invited to collaborate with the Delaware Valley Industrial Resource Center to administer the Exportech Program. Exportech is a nationally recognized export acceleration program designed to assist manufacturers develop an international growth plan. The SBDC international business specialist provided individualized coaching to participants in the program during the three month training period. In addition, the International Business department also collaborated with various economic development organizations to provide educational programs for businesses interested in doing business overseas. Most of these organizations served as co-sponsors or provided expertise on international topics for events. An example of an event offered included Doing Business in South Africa and Nigeria which was offered as part of the SBDC’s Going Global Series.

- Temple University SBDC offered its “The Going Global Series – Doing Business in Nigeria and South Africa,” in June; seventy-three (73) small businesses attended. “Going Global-Doing Business in Latin America” was offered in October; forty (40) small businesses attended. The
seminars were co-sponsored by the following organizations in the Philadelphia area: Temple University CIBER, Small Business Administration, US Export Assistance Center, World Trade Center of Philadelphia, Pennsylvania Department of Community and Economic Development, City of Philadelphia Commerce Department and Goldman-Sachs 10,000 Small Businesses Initiative (June conference only) and the Hispanic Chamber of Commerce (October seminar only).

- The Pennsylvania SBDC network had several SBDC consultants available to meet with small business owners on exporting at The White House Rural Council’s “Made in Rural America Regional Forum” held in June in Canonsburg. The event was the first in a series of five forums being held throughout the U.S. The forum was an opportunity for companies located in rural areas to understand the importance of considering adding exporting into their sales mix, and learning how government resources can help them accomplish the task. Besides the SBDCs, resource partners included the Southwest Planning Commission (along with their counterparts in the Northwest and North Central regions), the USDA, Catalyst Connection, the U.S. Commercial Service, the SBA, the Export-Import Bank, and the Pennsylvania Department of Community and Economic Development’s Office of International Business Development. The event was hosted by the Appalachian Regional Commission and the headline speaker was Secretary Tom Vilsack of the U.S. Department of Agriculture, who presented an engaging and inspirational message to the audience regarding the future of rural America and the government’s commitment to the rural manufacturing industry to expand their export markets and help them in the process. The luncheon keynote speaker was Doug McKalip, Senior Policy Advisor for Rural Affairs, White House Domestic Policy Council, who presented the government’s role and responsibility for economic growth by facilitating the export of manufactured goods and services.

- In 2014, the St. Francis University SBDC participated in the “Bringing the World to PA” event conducted for the Southern Alleghenies region. At that time, the Center was able to make contact and receive updates from several of its clients that participated in the event.
Assistance with certification programs, development of business plans, SBA 8(A) loan applications, and partnerships to increase outreach are just some of the ways the Pennsylvania SBDC supported minority business owners in 2014. This year, the SBDCs consulted with 1558 minority clients, representing 19 percent of the total client base. In total, 976 minorities attended SBDC educational programs. In addition, 6 percent of SBDC clients counted themselves as Hispanic and 78 percent of the minority group identified themselves as African-American.

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

- In January the Duquesne University SBDC began implementing the Special Priorities Program Small Business Training and Consulting in Pittsburgh's Hill Neighborhood which is funded by Pennsylvania Department of Community and Economic Development through tax credits provided by UPMC Health Plan. This enabled the SBDC to continue working in the Hill after the expiration of the SPUR program which had been funded by the U.S. SBA, EDA and DOL. Results to date for the 2014 SPP initiative have been significant. Five of the seven businesses who received prize monies from an Urban Innovation21 sponsored grant competition were clients of the SBDC’s consulting SPP funded program. The five businesses received a total of $45,000 in prize monies to start or grow their businesses. To date, the SBDC has consulted with 19 clients, 11 of whom entered the competition by completing a business plan. This high number of completed business plans shows both the commitment of the clients as well as the efficacy of the consulting efforts. Nine businesses have been identified to attend a meeting with UPMC supplier diversity staff and department heads of UPMC with purchasing power. After hearing the businesses “pitch” their business, UPMC’s Supplier Diversity staff will work with those businesses who wish to pursue the certification process. Also, those businesses whose products align with UPMC’s purchasing needs will be given the opportunity to further discuss possible relationships upon certification. Out of the 19 clients that entered this program five opened businesses, and five won grant competitions with cash prizes. Also, eight training programs were held in 2014 attended by 28 existing and potential business owners.
The Kutztown University SBDC was successful in securing over $100,000 of new funding this year from corporate sponsors, who contributed to enhance the Kutztown University SBDC Latino Business Resource Center (LBRC). The LBRC held four eight week Business Skills for Latino Entrepreneurs classes, two in the City of Reading, and two in the Borough of Kennett Square during 2014. 80 entrepreneurs enrolled for the four classes and 70 of them graduated successfully. The participants were mainly (83%) in the pre-venture stage, only three had a business in Reading in each class and five in Kennett Square in the spring and three in the Fall. They were looking to improve the way they are managing their businesses and looking to expand. Business owners that the LBRC work with invested a total of $870,843 in their businesses during 2014 and some of them are still in the process of investing in the new locations.

Thinking of the existing business needs, the LBRC partnered with the Berks County Latino Chamber of Commerce (BCLCC) to offer monthly seminars as part of the Entrepreneurial Development Series. Specialized topics such as Hiring Practices, Sales Skills, Basic and Advanced QuickBooks, Social Media, Word and Excel, Government Procurement and Successful Presentations were the seminars offered in 2014. 113 business owners participated in these programs, almost doubling the number from last year (73 in the whole year). A total of 9 new businesses opened in 2014 as a result of the class and one-on-one consulting.

The University of Pittsburgh SBDC continues to work with the Southwestern Pennsylvania Engineering Outreach (SPEO). The primary objective of the program is to support and mentor minority and women-owned business enterprise (MBE/WBE) engineering firms in Southwestern Pennsylvania and to enhance their long-term viability by providing opportunities and resources. The program supports MBE/WBE firms in the area in efforts to: mirror the demographics of the community; do business in the community; hire minorities and women from the community; and, contribute to the community.
• As in previous years, the Temple University SBDC continued to strengthen its collaborations with organizations that provide assistance to minority businesses in the Philadelphia area. One of such collaborative efforts was with the Hispanic Chamber of Commerce in Philadelphia. The Hispanic chamber worked with the SBDC to organize a strategic planning session for Hispanic business owners interested in growing their operations. The workshop style event was conducted in Spanish and was offered over a period of 6 weeks. Businesses also had the opportunity to utilize computer labs to conduct business research. The strategic planning event was very successful and a second session was conducted in the fall of 2014.

• On May 15, Wharton SBDC partnered with Urban League of Philadelphia on the “2014 Small Business Legacy Summit,” sponsored by Wells Fargo in recognition of Small Business Appreciation Month. The day kicked off with a Panel Discussion entitled, Building a Legacy through Entrepreneurship, with top local CEOs: Donna Allie, Team Clean, Inc., Michael Pearson, Union Packaging, LLC and Angelo Perryman, Perryman Building & Construction Services who shared their unique personal stories of building their businesses from the ground up. The Wharton SBDC also co-sponsored a Minority Enterprise Development Week workshop on Trademarks with a Lead Attorney from the US Patent and Trademark Office in September.

600 RESOURCE DEVELOPMENT

Partner relations are an important aspect in getting SBDC clients the information and resources they need to realize success. SBDC assistance is done in conjunction with many public and private partners: regional and local economic development organizations, chambers of commerce, financial institutions, state and federal agencies, and local legislative offices, among others. Clients have directly benefitted from the network’s contacts and relationships with these entities. In addition, these relationships promote collaboration, avoid duplication of efforts and expand outreach and referrals.

Examples of these partnerships from this reporting period include:

• The Kutztown University SBDC secured a new grant that is being offered through the Community Development Block Grant (CDBG) with the City of Reading for $96,900 and the second grant is a renewed Neighborhood Assistance Program (NAP) with the Berks County Community Foundation (BCCF) for $79,819. The NAP grant through BCCF is a continuation grant that covers the SBDC’s staff costs associated with supporting the first bricks and mortar business incubator in Berks County and the KU Latino Business Resource Center. National Penn Bank provided a $50,000 contribution again this year to support the LBRC program. The NAP tax credit program allows private sector firms to receive a 75% state tax credit for any
contributions made in support of the LBRC program. The CDBG grant with the City of Reading is a new program in cooperation with the City’s Economic Development Department that will provide additional staff resources for helping businesses with enhanced technical assistance that are located in the downtown improvement district (Penn Street) and those who are thinking about locating in the City’s designated priority area.

- During the first quarter of 2014, the St. Francis University SBDC’s efforts in fundraising generated just under $20,000 in unrestricted funds for the Center. This was by far the largest amount raised. In fact, it was approximately 20 percent more than the best previous year of fundraising. This was due to a more concerted effort with the banks and also to try to get five year commitments from the banks. This proved to be a successful approach. Efforts will be undertaken to expand this to other interested providers such as legal and accounting firms as well as with alumni who have worked at the Center in various capacities in the past.

- Both the internal and external advisory boards continue to be a source of guidance and assistance for the St. Francis University SBDC. The spring meeting of the entire advisory board was held May 2 and the fall meeting was held November 13. The primary focus of spring meeting was to review the Center’s performance during 2013 as well as the Jamaica mission trip and to update the board on several important issues facing the Center such as the funding for the Center. The fall meeting discussed changes taking place at the Center in relation to space. It also highlighted the new students working at the Center. Activities of the students working at the Center are always a part of the meeting that draws considerable interest from the board members. Membership of the external advisory board is comprised of representatives of the small business community, bankers and economic developers and represents all six counties in the SBDC’s territory. Additionally, the director of Southern Alleghenies Planning and Development Commission and representatives of the offices of Senator John Wozniak and Senator John Eichelberger sit on the board in an ex-officio capacity.

700 PROCUREMENT

The Pennsylvania SBDC is host to the Southeast Pennsylvania Procurement Technical Assistance Program (PTAP), a non-SBA project that assists companies with selling products and services to federal, state and/or local government agencies. Educational programs included “Doing Business with the Government” and “Certification Made Simple” where attendees can learn more about Disadvantaged, Minority and Women’s (DBE/MBE/WBE) business enterprise certifications.
Government markets are not a universal remedy for increasing revenues, and all Centers encourage companies to self-evaluate products, processes and facilities to determine if they are prepared to compete efficiently in this marketplace. In educational seminars, Centers also discuss the importance of Pennsylvania certifications, the certification requirements and benefits, how to identify state contracting opportunities, and how the state purchases goods and services.

Examples of information sessions with SBDC participation include:

- In addition to holding multiple “Doing Business with the Government” educational programs, the Clarion University SBDC attended the third annual Dynamic Networking for Small Business held in June in Erie. This free, day-long matchmaking event offered small businesses the opportunity to meet face-to-face with federal agencies, and large prime contractors and access to business resources. Hosted by the Northwest Pennsylvania Regional Planning and Development Commission’s Procurement Technical Assistance Center and the Erie Regional Chamber and Growth Partnership, both Clarion University SBDC and Gannon University SBDC actively participated in this event as exhibitors. This event kicked off with a panel of industry leaders discussing new opportunities in the rail and transportation equipment manufacturing sectors. Supporting organizations include the U.S. Army Corps of Engineers' Pittsburgh and Buffalo districts, the U.S. Small Business Administration, the U.S. Forest Service, and many large contractors in the northwest region including Boeing, Erie Forge and Steel and GE Energy Management.

- In June, along with its PREP partners, Kutztown University SBDC PTAC consultants exhibited at the Reading Chamber’s Reverse Government Procurement Trade Show, explaining the SBDCs consulting services to small business representatives in attendance. Also in June, the SBDC and PTAC co-sponsored a “Joint Small Business Industry Day,” where small businesses interested in government work could network and hear presentations from the Naval Surface Warfare Center, NAVSUP Weapons Systems, and Naval Facilities Engineering Command. The event sold out and was attended by over eighty small businesses. It was a valuable event for small businesses to meet with government personnel.

- In 2014, the Lehigh University PTAC client base grew slightly to 320 active accounts, up from 305 in 2013, and completed 106 initial counseling sessions. Within initial counseling, except for Hub Zone clients, they also exceeded their goals in DBE, WOSB and SDVOB initial entities. The Lehigh PTAC continues to triage incoming prospects and has shifted its focus to concentrate on businesses they believe have the best business models/practices and prospects for successful government contracting. This has allowed the PTAC to pull back from some marketing efforts,
specifically Rotary and business group presentations, to focus on engaging specific prospects/clients in the value of the SBDC’s assistance - as a complement to their own efforts. As the PTAC reached into their market, they continued to provide and ultimately exceed their goals for both sponsored and non-sponsored training events. During the year, the Lehigh PTAC estimates it reaches over 600 people through their events. The publicity from the SBDC’s sponsorship of the fall 2013 ‘Meet the Buyers,’ word of mouth and appearances on a local radio show, helped bring new attention to the program’s services.

- The Temple University SBDC’s Procurement Technical Assistance Program organized 17 Events (10 Sponsored and 7 Non-Supported Professional Events) with a total of 627 Attendees. Sponsored training topics included Introduction to Government Marketing, Fundamentals of Government Marketing, Finding Federal Government Procurement Opportunities, and Proposal Preparation and Submission. The Non-Sponsored Events focused on large and small businesses with emphasis on women owned, minority owned, service disabled veterans, Hub zone, 8(a) and disadvantaged owned businesses. The purpose was to increase opportunities for these protective groups and stimulate interest in the government arena. The events included the following:

  o Business Development Resource Networking Event: Co-sponsoring organizations included the following: The Minority Business Development Agency, The Business Center, and the US Department of Commerce. The event was held at the Enterprise Center in West Philadelphia. There were 15 Attendees.

  o PHL Construction 2014: Growth, Diversity and Innovation: This event showcased a panel of experts who gave an overview about construction opportunities available at the Philadelphia airport. The event was held at the Enterprise Center in Philadelphia. There were 85 Attendees.

  o SEPTA Rebuilding for the Future: The event was sponsored by the South East Pennsylvania Transportation Authority. It was facilitated by representatives of the DBE program office and the Procurement and Contracts Division of the organization. The event was held at Drexel University in Philadelphia. There were 155 attendees.

  o Services, Supplies and Equipment Vendor Forum: The event was organized by the City of Philadelphia Procurement Department. The main purpose was to create awareness of procurement opportunities available through city departments. It was held at the Philadelphia Department of Commerce. There were 75 attendees.
Shale energy activities continue to increase in regions served by many of the Centers. Several locations have continued to assist clients in capitalizing on opportunities presented by the development of the natural gas deposits. Starting in 2009, the Pennsylvania SBDC network has been specifically identifying and tracking client businesses which are involved with the shale energy supply chain. Since tracking began, the SBDC network has consulted 475 Shale Energy clients for a total of over 29,000 consulting hours. These clients represent 56 out of 67 counties in Pennsylvania. 136 businesses have been started or expanded with 190 business plans completed and $63 Million of investment generated. Overall, SBDC clients in the shale industry have created 905 jobs, with another 1,006 being saved.

To address this demand, the statewide Pennsylvania SBDC Shale Energy Team is comprised of consultants with shale energy expertise. Members of the team participate in shale events, offer the Shale 101 workshop, maintain and form relationships with industry partners and provide consulting services to shale energy supply chain companies. The Pennsylvania SBDC continues to analyze its data to better understand the statewide activity and impact from small businesses in the shale energy supply chain.

After updating and revising the Pennsylvania SBDC Shale Energy webpage and curating resource links and tools for clients, many of the Centers across the network have begun holding Shale 101 workshops in their regions. In 2014, the Shale 101 workshop was offered three times across the state to 60 attendees. The SBDC network continues to work with resource partners including the Penn State Marcellus Center for Outreach and Research (MCOR) and Shale Net to better understand existing resources and gaps.

In June, the Lock Haven University SBDC in coordination with the Pennsylvania SBDC Lead Office held a professional development conference for the members of the Pennsylvania SBDC Shale Team, who traveled to Williamsport to learn about natural gas utilization. The effort was orchestrated in collaboration with representatives from the Penn State Marcellus Center for Outreach and Research (MCOR), and included 1 ½ days packed full of presentations from MCOR staff, the Innovative Manufacturing Center, Ben Franklin Partnership’s Shale Gas Innovations and the Pennsylvania Department of Environmental Protection. In addition, there was a networking dinner conducted at the conclusion of the Day 1 programming to foster connections with local business owners and gas industry representatives. Day 2 was highlighted by a tour with a local entrepreneur in Williamsport who is actively involved in converting vehicles to run on compressed natural gas, followed by a driving tour of the...
greater Williamsport area to view the pipeline development activities that are occurring to facilitate the
gas utilization. The conference provided great opportunities for members of the Pennsylvania SBDC
Network, from areas throughout the Marcellus Shale footprint, to expand their knowledge base to better
prepare them with a deeper understanding of local, regional, and statewide Marcellus Shale opportunities
as they respond to and work with clients.

Centers also continue to be active within the shale energy industry in their regions:

- To date in 2014, the Clarion University SBDC worked with at least 39 clients that are looking to
capitalize on the Shale Gas supply chain activity. The Clarion University SBDC has a designated
business consultant that is gaining more in depth expertise on doing business in this industry. The
business consultants attend training events and expos hosted by various area economic
development organizations to keep up-to-date with the activity of this industry. The most recent
development related to the Shale Gas industry is the development of CNG fueling stations. Over
the past year, four CNG fueling stations have opened along I-80 in the northwest and north
central regions of Pennsylvania.

- Northern Tier PREP partners collaborated to put on the 2014 Northern Tier Marcellus Shale
Business Expo at Mansfield University where The University of Scranton participated. Groups
involved included Tioga County Development Corporation, Northern Tier Regional Development
& Planning Commission, Progress Authority, and NEPIRC.

**Affordable Care Act (PPACA)**

In June representatives from all 18 centers in the Pennsylvania SBDC network gathered in Harrisburg for
a half-day of training on PPACA. The training consisted of two parts – Updates to ACA 101 (for
businesses with 50 employees or less) and ACA 201 (for businesses with more than 50 employees).

Presenters included:

- Bill Long, Client Manager, SMC Insurance Agency
- Matthew McNelis, Senior Tax Manager, ParenteBeard LLC
- Eric Pochas, Director of Client Services, Vantagen LLC
- Nicole Radziewicz, Associate, Rhoads & Sinon LLC
- Rob Tribeck, Partner & Executive Committee Member, Rhoads & Sinon LLC
- Mary Jo Shaub, Executive Director, Pennsylvania eCommerce Association

Materials from the training were distributed to all Centers in the statewide Pennsylvania SBDC network
so that each Center could continue to use the curriculum to hold educational programs in their region. In
2014, **five in-person ACA 101 educational programs** were held across the state of Pennsylvania, **attracting 55 small business owners.** The SBDC continues to share relevant updates on this topic to businesses including information from Federal Agencies such as the U.S. Small Business Administration, Health and Human Services and the Internal Revenue Service.

In the fall, the Lead Office collaborated with the Small Business Health Care Advisory Council to launch a series of ACA 101 and 201 webinars for small businesses. Webinars were held in advance of the open enrollment period which launched in November 2014. ACA 101 and 201 webinars were offered once per month in September, October, and November. In total, 219 attendees registered to watch the webinars and 132 attended live sessions. In addition, 122 opted in to receive future communication about ACA developments by email.

**Business Continuity & Survival**

As part of separate grants funded through the U.S. Economic Development Administration and the U.S. Small Business Administration’s Sandy Relief Funds, the Pennsylvania SBDC continues to deliver Business Continuity and Survival Services to existing business owners. Originally stemming from businesses who were impacted by the floods of 2011 caused by Hurricane Irene and Tropical Storm Lee, the SBDC is performing targeted outreach to businesses in the affected areas which includes the 14-county area that was hit the hardest during the storms of 2011.

Education on cloud-based software, mobile-ready strategies and ways to optimize a company’s online presence are a key part of the business continuity consulting being offered by the SBDC. Businesses are also able to build web strategies from personalized consulting on search engine optimization (SEO), eCommerce and other ways to bolster their online sales to help supplement their local in-person sales. Business owners are also encouraged to develop mobile-ready strategies to work remotely and communicate with staff during an emergency situation.

The SBDC also worked to better prepare businesses for future interruptions through the development of business disruption and continuity plans, advice on acquiring capital (before and after a disruption) and helping companies diversify their revenue streams through new markets. Businesses are also advised to explore their growth potential through expanding their sales online, abroad or with the government to encourage customer and supplier variation to better weather future disasters.
The mission of the Pennsylvania SBDC is to grow the economy of Pennsylvania through its entrepreneurs which means participation in regional and statewide economic development initiatives. Examples of the network’s economic development activities are numerous; activities during this reporting period include:

- Each Center continues to work closely with its Partnerships for Regional Economic Performance (PREP) partners to provide business assistance services and small business training to its region. These efforts included joint client calls, shared service delivery, marketing and promotional efforts, and cosponsored training events. This marked the fourth year of this initiative under the Pennsylvania Department of Community and Economic Development.

- Sponsored by the Oil Region Alliance (ORA) of Venango County, the “Get on the Trail” Business Plan Contest” for the Erie to Pittsburgh trail kicked off for the second year on April 24, 2014. The Clarion University SBDC spoke at the kick-off, and in collaboration with ORA sponsored three training seminars for businesses to prepare to enter the contest. Clarion University SBDC presented the “Financing for Seasonal Businesses” and “Marketing Strategies for Seasonal Businesses” in May. Other speakers included representatives from Bridgeway Capital, Progress Fund, and SCORE. ORA announced the winners in December and Clarion University SBDC representatives attended and participated in the award announcements. A representative of the SBDC also participated as a part of the judging committee including the initial submissions of a business profile and the final judging of the completed business plans. In addition, the Clarion University SBDC provided assistance to five of the six participants in the contest with development of their business plan and presentation.

- The Bucknell University SBDC manages the Bucknell University Entrepreneurs Incubator (BUEI); the “home for startups in downtown Lewisburg.” The first half of 2014 saw the
incubator reach full capacity, featuring a client membership of ten early stage technology ventures that collaborate and innovate with SBDC staff, partners from Bucknell University, and each other. Two members are current Ben Franklin portfolio companies, and several members have also successfully applied for benefits such as grants, investments, and tax-credits from the Greater Susquehanna Keystone Innovation Zone (GSKIZ).

- Duquesne University SBDC held its 16th Annual Entrepreneur’s Growth Conference on May 5, 2014. The SBDC received proclamations from Allegheny County Executive, Rich Fitzgerald and the Mayor of Pittsburgh, Bill Peduto. The day began with a panel of three successful entrepreneurs offering thoughts on their secrets to success. At lunch, Stan Sheetz, spoke about his family-owned company and their story of history, tradition and continued selection as one of the best companies to work for. In addition, SBA Regional Administrator Natalia Olson-Urtecho presented the Western Pennsylvania Exporter of the Year Award to Duquesne SBDC nominee Nelson Cano, founder and CEO of Cima Technologies LLC. After lunch, the 274 attendees were given an opportunity to meet the sponsors and exhibitors at the Business Building Tradeshow. Throughout the day, the conference offered 14 workshops during three break-out sessions.

- Gannon University was the recipient of a Discovered in PA - Developed in PA (D2PA) grant funded by the Department of Community and Economic Development to implement the creation of the Integrated Business Transformation (IBT) program. The $520,878 grant funds the IBT program, which will provide education and assistance to local technology-enabled businesses and entrepreneurs to create, sustain and advance their business. The collaboration between Gannon University's Dahlkemper School of Business, the Erie Technology Incubator (ETI) and the Small Business Development Center (SBDC) creates synergy by utilizing each entity's unique strengths to provide education, training, guidance, and early-stage funding for Northwest Pennsylvania entrepreneurs.

- The Jump Start Incubator (JSI) in partnership with the Kutztown University SBDC is currently operating at full capacity with eight clients, and the Launch Pad is more than halfway full with five out of eight cubicles currently being occupied. New for 2014, JSI has been testing the concept of an “off-campus” program for those small business owners who do not necessarily need the office space that comes along with the Incubator or Launch Pad programs, but could benefit from the mentoring that the staff and student support provide. A single client is currently in this program as a test client and the results of the relationship will determine if an off-campus program should be considered as an extension to JSI's current offerings to small business owners.
• The Shippensburg SBDC partnered with the Shippensburg Area Chamber of Commerce to launch a leadership series in the local community. The series consists of two or three small events with local speakers and one major event with a nationally known speaker. The main event of the series in 2014 was a Leadership Conference, held on the campus of Shippensburg University, with approximately 350 people in attendance, featuring a keynote talk by Jon Gordon, author of “The Energy Bus” as well as multiple other books.

• The University of Scranton SBDC helped plan and facilitate a visit to the region in October by C. Alan Walker, Secretary of Pennsylvania’s Community and Economic Development. Secretary Walker first visited the town of Forest City, Susquehanna County. He toured several small businesses, including Studio 511, Zazzera’s Super Market, and House of Flowers. He talked with the Greater Forest City Business Alliance board about their work in developing a strategic plan to revitalize the town, offering information to assist them. He also visited Diaz Manufacturing, a locally owned wood manufacturer in Montrose, to learn more about their work in the region and their success and growth as a company. Finally, he visited Soil Services, Inc., in Forksville, a company providing soil analysis consultation services.

• One notable relationship that was developed by the Temple University SBDC in Montgomery County was with the economic development resource providers network. This team of resource providers coordinated by the Montgomery County Economic Development Council met monthly to plan and share information about projects and clients that are being serviced. The Temple SBDC was invited formally to become a part of this team referred to as “Team MONTCO”. Team MONTCO (TM) is made up of the following economic development service providers: Montgomery County Economic Development Center (MCEDC); Montgomery County Workforce Investment Board, Montgomery County Community College, Temple Small Business Development Center (SBDC); Strategic Early Warning Network (SEWN), World Trade Center of Greater Philadelphia (WTCGP), Ben Franklin Technology Partners, and Delaware Valley Industrial Resource Center (DVIRC). The objective of Team MONTCO is to bring all available resources to assist companies in Montgomery County to grow and flourish. In addition, Team MONTCO organized outreach events called roadshows designed to attract companies and create awareness about the resources available in Montgomery County. In 2014, the Temple SBDC participated in two roadshow events which also gave the SBDC an opportunity to showcase their service offerings and reach out to existing companies. Such collaborative efforts have been very beneficial to clients and provided an opportunity for the SBDC to expand its network of service delivery by working with other economic development entities.
The Temple University SBDC Incubator Program provides small businesses a work environment that fosters business growth and success. The purpose of the program is to support start-up and existing ventures in the Philadelphia area through consulting, training, and technical assistance. To be considered for the program, applicants must submit a feasible business plan, which is evaluated by a team of SBDC business consultants. Upon acceptance into the program, business owners are required to establish reasonable short and long-term goals for their company. In 2014, the incubator had a total of 29 small businesses that participated in the program. The Incubator has a good mix of businesses in various industry sectors including professional services such as an attorney, construction management companies, technology, entertainment and health care. The majority of the companies who participated in the incubator program are Temple University affiliates. In addition, the SBDC also implemented an internship support program for participants in the program. This year 10 interns were recruited from within Temple University to staff the initiative. The interns were assigned to individual companies for a semester to provide research assistance and administrative support.

1000 RESEARCH
Market, industry, and other research provided to clients plays an important part in the Pennsylvania SBDC consulting services. In many cases, research is conducted by students with the oversight of senior consultants. This has been a mutually beneficial arrangement; clients benefit from getting in-depth research to help them make better business decisions and students are given the opportunity to participate in a real-world learning experience.

Robust resources are available at host university libraries, through the Penn State Data Center, and databases provided through the Regional Export Network and the Pennsylvania SBDC Lead Office, including Hoovers Online, First Research, Fintel, CultureGrams and Alteryx. The SBDCs also maintain a current library of solicitations for SBIR and Ben Franklin grants to support R&D efforts. In addition, each SBDC is able to tap into the vast research resources located within its host institution.

Examples of research projects conducted include the following:

- Business research, which is the cornerstone for new venture development and existing company expansion, continued to be in high demand at the Temple University SBDC. Entrepreneurs and business owners who know the value of research sought such assistance on a regular basis. The SBDC partnered with the Fox School International Business department to provide real world business cases for its undergraduate capstone course. SBDC international business clients were a perfect fit for this request and were provided 12 projects that students worked on throughout the
Spring semester. The students conducted research on various markets around the world for select SBDC clients. The clients were impressed with the final results and the students gained valuable consulting experience. In addition, the SBDC also provided research assistance by making use of business interns and student workers who sought experiential learning at the Center. These students provided assistance on specific industries, highlighting trends, and market potential.

- Some examples of research conducted by the Lehigh University SBDC completed during this performance period include providing demographics, food regulations, and suppliers contacts for a hoagie shop start-up; Pennsylvania Department of Transportation regulations and competitor analysis for their airport shuttle service; Pennsylvania Department of Food Sanitation regulations, competitor analysis, and lists of potential businesses for a specialty food product; Pennsylvania Department of Environmental Protection regulations about water runoff for a car wash start-up; and information to help an existing concrete company learn about the Pennsylvania programs available at Career Link to find potential employees and available funds for training.

- The Kutztown University SBDC partnered with the Reading Eagle business weekly publication to develop an economic report on key industry growth sectors in the greater Reading metro area. This report details projected output and employment data in key industry sectors for Berks County. This economic report also includes data from the executive pulse survey that measures perceptions about the local economy. Several tables of data from the survey are highlighted in the following URL that contains the full-published report that is available online at https://www.surveymonkey.com/s/KUSBDC. The SBDC director and Kutztown University College of Business faculty researcher participated in presenting the results of the survey at an economic summit luncheon that was sponsored by Reading Eagle. This survey will be conducted each year by the SBDC and it is demonstration of SBDC and faculty research collaboration that benefits the local business community while positioning the college and SBDC as experts on business and economic issues.

- The Temple University SBDC International Business (IB) Department assisted clients to find new markets overseas by conducting research on various business topics around the world. This was accomplished by using two main approaches. One research approach focused on a partnership developed by the IB Department and the Fox School’s Center for International Business Education and Research (CIBER) through a collaborative consulting-research course. The SBDC provided real life companies that were used as consulting projects for the students enrolled in the course. In 2014, the SBDC provided 11 clients for which the IB Capstone class provided research and export plans. The 11 businesses provided the basis for 18 country-specific projects. The
International Business Consultant provided guidance and served as Project Advisor to the student consulting teams. Research reports covered market potential such as demand, consumer trends, suppliers, competitors, distribution channels, tariffs, shipping costs, product packaging, marketing, market entry and advertising strategies, etc. The information compiled in these market reports have been very valuable to clients in helping them make the decision to pursue new markets overseas. The other research approach was mainly internal led by the international Business Consultant who supervised the research activity with the assistance of international business interns. Six Temple University International Business majors served as research analysts throughout the year. The information obtained enabled clients to determine market potential for their product/service in foreign markets.

1100 OTHER ACTIVITY

Network-wide Awards & Achievements

• The Pennsylvania SBDC and its clients won multiple SBA Awards at the district and regional level in 2014:
  

• Nancy Crickman, Director of Environmental, Energy & Technology Services within the Pennsylvania SBDC’s Environmental Management Assistance Program (EMAP) was highlighted as a winner of Main Line Today’s Green Awards for continuing to provide free, confidential environmental assistance to small businesses.

• This year, three Pennsylvania companies were recipients of Tibbetts awards announced at the national SBIR/STTR Conference held June 15-18 in Washington, DC. The Tibbetts Awards honor outstanding small businesses and individuals who participate in the SBA’s Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs.
• The Pennsylvania SBDC announced Robin Burtner of the Shippensburg University SBDC as the 2014 State Star for Pennsylvania. Burtner was awarded and honored during a ceremony at the America’s SBDC Annual Conference on September 9, 2014 at the Gaylord Texan Hotel and Conference Center in Grapevine, Texas. Burtner has been employed with the Shippensburg University SBDC since its founding in January 2007. She began her career in the role of Office Manager/Budget Coordinator and soon after took on the roles and responsibilities of Educational Programs Coordinator and Business Consultant.

• In September the Pennsylvania SBDC announced that State Director Christian Conroy was elected vice chair of the Board of Directors of the Association of Small Business Development Centers. Conroy will serve for two years in this capacity representing America’s SBDC system of nearly 1,000 centers across the country. As a board member of the Association since 2012, Conroy will continue to work as part of the ten-member team of SBDC state directors representing the program at the national level advocating for small business and building on the program’s record of economic impact.

1200 SUCCESS STORIES

See SECTION 3, APPENDIX B – SUCCESS STORIES.

1300 TRAVEL

Out-of-State travel expenses not included in the original 2014 proposal include the following travel expenditures:

• Kutztown University SBDC director was a presenter for the 2014 International Self-Directed Learning Symposium in Cocoa Beach, FL. on February 5-7, 2014.

• Kutztown University SBDC director and budget analyst attended ASBDC accreditation training during the America’s SBDC Spring Meeting in Washington, D.C. on March 27.
• A Kutztown University SBDC consultant attended the NASBITE Conference in Memphis on April 3.

• A Kutztown University SBDC consultant attended the National Association for Latino Community Asset Builders (NALCAB) conference in Minneapolis on May 20-22.

• A Kutztown University SBDC consultant attended the National Council of University Research Administrators (NCURA’s) 56th Annual Meeting in Washington, DC on August 9-13.

• A Kutztown University SBDC consultant attended the 2014 ASBDC Annual conference- Grapevine on September 9-12. The consultant attended this conference to connect with other SBDC consultants and attend necessary training to renew their NASBITE certification.

• A Kutztown University SBDC consultant attended the 24th Annual NBIA Training Institute conference in Portland on October 6-9. During this training, the consultant was able to learn more about the soft landing designation and continue training in the incubation industry.

1400 PROBLEMS
Tight resources and uncertainty about state and host funding continue to be a problem for the entire Pennsylvania SBDC network. Decreased funding from the loss of Jobs Act funds has made it difficult to meet the continued demand for one-on-one consulting and provide the same level of programming to small business owners and aspiring entrepreneurs, especially those looking to launch a new venture. This in turn has caused increased uncertainty for staff and in some cases, staff turnover. In many cases, staff positions remain unfilled due to the lack of funds.

Centers have also had to cut back outreach locations as well as reduce marketing and promotion related to services due to funding limitations and limited staff time.

Some Centers are also concerned about their University hosts taking on additional costs of their program to compensate for losses in other areas.

For example, St. Francis University SBDC’s Center for Global Competitiveness (CGC) Department of Commerce grant was fully expended by the end of March. This put a damper on many of the activities of the CGC. In June, the CGC submitted its final and closeout report to the Department of Commerce. The Center will be looking for other sources of funds in order to keep a number of the functions of the CGC active in the future.
1500 FINANCE
All invoices for 2014 have been submitted for processing at the time of this report.

1600 WOMEN’S BUSINESS DEVELOPMENT
The Pennsylvania SBDC continued to support women-owned businesses through targeted outreach, personalized consulting, and educational programs in 2014. **58 percent of all clients represented women- and jointly-owned businesses, and 3,153 women attended SBDC educational programs this year.** Examples of outreach and successes include:

- The Gannon University SBDC held its 6th Annual Women in Leadership Development (WILD) Conference in April. This year’s programming was reformatted to focus on leadership education in three tracks: Women Business Owner/Entrepreneur, Executive Leadership and Rising Leaders. Attendees had the opportunity to attend twelve breakout sessions focused on topics instrumental to leadership growth. The conference returned to its original location at The Ambassador Banquet and Conference Center, eliminated vendors, introduced the WILD Scholarship Fund, and honored Highmark as its premier sponsor for the event. The changes were well received by the attendees as documented by the survey results.

- The Kutztown University SBDC Latino Business Resource Center partnered with the Greater Reading Chamber of Commerce and the Berks County Latino Chamber of Commerce to offer an excellent resource for Latina women called De Mujer a Mujer: Estableciendo Conexiones (Women2Women: Making Connections). This initiative is presenting successful Latinas that volunteer their time to share their experiences, challenges, and lessons learned. During these events, attendees had the opportunity to network, learn, and share their thoughts, successes, and challenges as well. The first one was in April with the presentation of Norma Tamayo, author of A Girl named Nina. In May, they had the presentation of Varsovia Fernandez, President and
CEO of the Greater Philadelphia Hispanic Chamber of Commerce. A total of 40 women attended both events.

- In October 2014, the Penn State SBDC participated in the fifth annual Entrepreneurial Women’s Expo held in State College. The Expo was coordinated by a former client of the Penn State SBDC who is a woman and owns a successful business. The SBDC displayed its booth and discussed SBDC services with the women business owners. At this time, it is the only all-women business Expo being offered in central Pennsylvania.

- The Senior Business Consultant with the University of Pittsburgh SBDC acts as a technical service provider to the Enterprising Women Program at the YWCA. The Enterprising Women Program offers a ten-week training program for women pursuing entrepreneurship. The consultant met with many of these women after they completed the program to review their business plans and help develop their financial plans. Following the completion of the plan, the graduates of the Enterprising Women Program had the option of participating in a peer lending program. Participating women join groups led by technical service providers.

- Efforts continued to further develop programs and services offered by The University of Scranton Women’s Entrepreneurship Center (WEC), a partnership between the SBDC and the Kania School of Management (KSOM). NBT Bank (formerly Pennstar Bank) signed on once again to sponsor the spring WEC StartUP educational program series. 14 aspiring woman entrepreneurs completed the 6-week series, which taught participants what it takes to be an entrepreneur, business plan development, small business finance, goal setting, and marketing. In addition, the SBDC utilizes KSOM student interns to assist local businesses. The interns, supervised by the SBDC Consultant Manager, are highly skilled, and enhance the work done by consultants by assisting with training, conducting research,
and completing projects to assist consultants. A total of 7 students completed WEC internships in 2014.

1700 ECONOMIC IMPACT
For examples of the impact of the Pennsylvania SBDC network, see Section 2, DELIVERABLES.

1800 VETERAN BUSINESS DEVELOPMENT
During this reporting period, the SBDCs supported a total of **274 veterans and 61 service-disabled veterans**, and **educated another 414 veterans** in seminars. Many Centers continue to offer no-charge or reduced admission to veterans who attend educational programs. Examples of activities specifically targeted to veterans this reporting period include:

- This year, the Temple University SBDC was invited to participate in a special event developed for female veterans. A representative from the SBDC served as one of the guest speakers at the event which was held in Chestnut Hill, Philadelphia. There were over 150 female veterans who attended the event. The title of the event was “Women Veterans Rock.” The SBDC also provided services to female entrepreneurs in the Philadelphia area by assisting them to start new ventures or expand existing operations.

- The Widener University SBDC services to veterans focus on assistance in identifying government and commercial contracting opportunities designed to leverage their status as a veteran owned business with a particular emphasis on service-disabled veteran owned businesses. These programs provide assistance in government contracting at the federal and state levels. This assistance includes the Procurement Technical Assistance Program designed to assist with government procurement opportunities for veterans and contacts with prime contractors for subcontracting opportunities. Outreach and cooperation with the Veterans Administration and their Vet Biz organization are also part of the assistance program offered to veterans including information on the VA program that verifies veteran status for procurement opportunities. The center sponsored a conference on certification programs for veteran owned businesses in partnership with the Veterans Administration, the Pennsylvania Department of General Services and the Delaware County Community College. The Conference was attended by more than 80 participants. The Veterans Administration Department of Vocational Rehabilitation has recognized the business planning services of the center and has referred veterans who are attempting to start businesses to the center for business development planning and advice. In
particular the program of the VA will provide funding for business development to veterans who can qualify based on the business planning effort.

- The Pennsylvania SBDC Lead Office continues to support the SBA Boots 2 Business initiative by presenting module 7 (business planning) at events held in Pennsylvania. Two seminars were held during this reporting period.

1900 MANUFACTURING
The Pennsylvania SBDC has a long history of providing assistance to manufacturers, a significant industry segment in Pennsylvania. The SBDCs continues to focus on marketing plans and marketing research to help manufacturers find new customers at home and abroad through international trade. In addition, the SBDCs provided financial analysis assistance to help manufactures identify operating efficiencies and to reduce costs, and refer them to the Environmental Management Assistance Program as needed. In 2014, 734 manufacturers, representing 12 percent of the total client base turned to the SBDCs for such assistance.

Since January 2013, the Pennsylvania SBDC Lead Office and the Penn State SBDC have delivered services through a project funded by the U.S. Environmental Protection Agency (EPA) for the establishment of Shale Supply Chain Services. The program utilizes the EPA E3 (Economy, Energy, and Environment) framework and introduces source reduction and lean manufacturing concepts at participating facilities. The focus is on continual improvement to the manufacturing operations with regard to productivity, energy and environmental performance.

The program, which ended on June 30, 2014, utilized source reduction assessment procedures, such as the Pennsylvania SBDC EMAP Green Business Building Block Approach and EPA Smart Steps to Sustainability, which may be better suited to small manufacturing firms compared to industry standard lean manufacturing approaches.

Services included:
- Conducting on-site assessments using existing simplified approaches specifically developed for small manufacturers in the shale energy supply chain to identify and prioritize opportunities to reduce costs, reduce waste, and improve productivity and efficiency.
- Conducting in-depth lean manufacturing assessments at manufacturers in the shale energy supply chain using EPA’s Lean Suppliers Network Technical Review process.
- Providing assistance through the Pennsylvania SBDC network for finding sources of financing.
for implementing source reduction, energy efficiency and pollution prevention projects.

Other activities across the network included:

- In 2014 the Duquesne University SBDC offered two financing programs targeted to firms seeking expansion or new building financing in cooperation with Manufacturers Economic Development Financing Associates (MEDFAS) informing manufacturers about tax exempt financing opportunities as well as DISC, a tax incentive program for exporters. MEDFAS continues to desire SBDC assistance in working with borrowers who emerge after the seminar which offers promise to open the door to working with larger financing deals.

- The Pitt SBDC has developed relationships with Allegheny River Towns Enterprise Zone (ARTEZ) which serves the job creation and retention of seven municipalities in the north bank of the Allegheny River. The communities participating are the boroughs of Millvale, Etna, Sharpsburg, Aspinwall, and Blawnox together with the townships of O’Hara and Shaler. The Pennsylvania Department of Community and Economic Development and Allegheny County are providing seed funding for the agency and it’s Enterprise Zone. The initial collaborative economic development program was to pursue an Enterprise Zone consisting of the industrial and commercial areas of the area.

- The Temple University SBDC collaborated with the Delaware Valley Industrial Resource Center (DVIRC) which provides services to manufacturing companies in Southeast Pennsylvania on a professional development event designed for manufacturers. The theme for the event was “Energize Your Spirit for Competition” and was held at the Simeone Museum in west Philadelphia. The Temple SBDC Director was invited to serve on the planning committee for this summit which was very successful. The SBDC also designed a session titled “Positioning your Business for New Markets” which was offered as one of the breakout sessions. This was a way to reach existing manufacturing companies and provide exposure for the Center. The session was designed and facilitated by a team of SBDC consultants. In addition, the SBDC obtained complimentary admission for small business manufacturers who could not afford the cost of the event.

**2000 ONLINE ACTIVITIES**

Businesses without an online presence in 2014 are at a competitive disadvantage in many ways, and the SBDC continues to educate business owners on ways to get online, improve their digital presence and deploy strategies to broaden their market base. Education and consulting for social media platforms,
eCommerce, and online marketing continue to be in high demand. Marketing and sales—and social media in particular—continue to be among the most requested topics for educational programs.

In addition, the Centers have concentrated on more online resources to compensate for the decrease in consulting hours per client and still meet Center goals. Most Centers have moved the client engagement process online by receiving Requests for Counseling and Client Confidentiality forms through eCenter and email. Online activities for 2014 include:

- All Centers in the Pennsylvania SBDC network received a subscription to AdobeConnect, a webinar and video conferencing software that allows quick and easy online collaboration. The Lead Office is using the technology to hold network staff updates, professional development webinars, and other virtual meetings which can be recorded and watched later on-demand. The Centers are using the software for client communication and educational programs.

- In October, 2014 the Penn State SBDC developed and offered a First Step for Starting an Online Business seminar with funding provided by the state Workforce Investment Board and its Jobs First grant. Additionally, during Global Entrepreneurship Week in 2014, the Penn State SBDC hosted two seminars aimed at improving a small business’ online presence.

- The Kutztown University SBDC continues to offer an extensive library of free programs and interactive, hands-on learning through the computer. The website currently offers 84 self-paced online learning programs as well as live, interactive online workshops through WebEx software. Over 50,000 registrations were made for one of the online learning modules this past year.

- Small Business Saturday was founded by American Express in 2010 and is a day dedicated to supporting small businesses across the country. It is celebrated every year on the Saturday after Thanksgiving; this year it was November 29th in 2014. To take advantage of the marketing opportunity SBS presented, specifically to provide exposure to Wilkes SBDC clients and the center via social media, the Wilkes SBDC created a social media marketing initiative specifically for SBS. Aimed at advertising the specials participating clients were offering for SBS to Wilkes SBDC Facebook followers, the client’s followers, and anyone following the “#SmallbizSat” hashtag, a post on the Wilkes SBDC Facebook page was created for each client detailing the specials they were offering specifically for SBS. A summary post was also provided listing each client’s specials in one post. Overall, a total of eight clients participated and indicated the event provided for a steady stream of customers throughout the day. Additionally, the event increased the Wilkes SBDC presence on Facebook, seeing a 10% increase in the number of likes on the
The number of people who saw the SBDC’s posts, liked, commented, and shared posts also drastically increased. Overall, the initiative provided free publicity for clients who chose to participate as well as free publicity and increased presence on Facebook for the Wilkes SBDC.

2100 ENVIRONMENTAL MANAGEMENT ASSISTANCE PROGRAM

With funding from the Pennsylvania Department of Environmental Protection (DEP), the Pennsylvania SBDC is the primary provider of multi-media small business environmental and technical compliance assistance in Pennsylvania in fulfillment of the requirements of the Pennsylvania Air Pollution Control Act and section 507 of the federal Clean Air Act, and as authorized under the Pennsylvania Small Business and Household Pollution Prevention Program Act.

During 2014 EMAP provided environmental consulting assistance to 466 small businesses. Of these businesses, 210 small business owners entered consulting engagements with the SBDC and EMAP consultants conducted on-site assessment visits at 51 of these businesses located throughout Pennsylvania.

EMAP continues to be a leader in understanding and addressing small business environmental compliance issues. At the state level, the director of environmental, energy, and technology services serves as the vice-chair of the DEP Small Business Compliance Advisory Committee. At the national level, one of EMAP’s environmental consultant’s is the co-chair of the Small Business Environmental Assistance Provider’s (SBEAP) Technical Sub-Committee and serves on the National Steering Committee and Conference Planning Committee. Also at the national level, the director co-chairs the Shale Energy Interest Section of the Association of Small Business Development Centers.

To maximize services to clients, EMAP funding continued to be directed toward the delivery of one-on-one consulting, primarily responding to calls to the EMAP hotline and other requests for EMAP services. EMAP services continue to be critical to help keep existing businesses in compliance and in business and start new companies with all necessary permits and approvals in place from the start. EMAP assisted small businesses with:

- Preparing emissions calculations and understanding which equipment may be subject or exempt from regulatory requirements.
- Understanding and preparing permit applications for air, waste, water, wastewater and storm water.
• Recordkeeping/Reporting – setting up and fine tuning recordkeeping and reporting systems to comply with permit requirements and other air emission requirements.

• Providing Maximum Achievable Control Technology/National Emission Standard for Hazardous Air Pollutants (MACT/NESHAP) area source applicability reviews and notifications – helping small businesses understand what they need to do to comply with regulatory requirements.

• Understanding stack testing requirements, testing issues and finding qualified companies to perform the testing.

• Finding alternative materials or processes which may reduce the small business’s regulatory burden.

Some of the highlights during 2014 included:

• Continuing to assist with Act 76 of 2012 (HB 1349) small business impact reviews including providing numbers and lists of small business that may be impacted and subsequent outreach on proposed regulations so small businesses have an opportunity to comment.

• Distributing a brochure and environmental checklist, “Do You Make or Plan to Make Something in Pennsylvania: Environmental Checklist for Small Manufacturers,” for new and expanding small manufacturers in Pennsylvania to help educate them about environmental requirements.

• Developing and distributing an informative “Environmental Regulations” rack card and distributing it to the SBDC centers and network partners.

• Developing timely information on crematory regulatory and permitting requirements including a fact sheet and informational webpage.

• Updating the EMAP website to make it easier to update and also available in a mobile-friendly, responsive design format.

• Assisting with planning and execution of the Annual 507 training held in Washington D.C. in June. The EMAP environmental consultant and co-chair of the Technical Subcommittee and EMAP director of environmental, technology and energy services and co-chair of the sustainability workgroup, were part of the planning committee and organized and moderated sessions at the conference.

• Assisting five EMAP clients receive Pennsylvania Department of Environmental Protection Small Business Advantage Grants. The total amount of grant funding is $45,260 and the additional owner investment into these energy efficiency and pollution prevention projects is $173,004, for a total investment into the Pennsylvania economy of $218,264.
The Pennsylvania SBDC also received two grants from the U.S. Environmental Protection Agency (EPA) which provided funds for additional services for small businesses in the Shale Energy Supply Chain. In January 2013, the Pennsylvania SBDC was awarded funding from the U.S. Environmental Protection Agency (EPA) to deliver an Economy, Energy and the Environment (E3) Project to support small manufacturers in the shale gas supply chain in Pennsylvania. The focus was on continual improvement to the manufacturing operations with regard to productivity, energy and environmental performance. This project focused on employing pollution prevention methodologies to green the shale gas supply chain so that supply chain manufacturers become more efficient, sustainable and more likely to win bids and contracts from the rapidly expanding shale gas industry. The project wrapped up at the end of June 2014. Based on the success of this project, EPA provided additional funds in October 2014 to the SBDC to help transfer knowledge from Region 3 to Region 8, another area of the country with active shale plays. The Pennsylvania SBDC is planning to hold educational workshops in Montana, Colorado and North Dakota, partnering with the SBDCs and SBO/SBEAPs in those states in 2015. Site assessments will also be conducted.