

# Texas South-West

## Small Business Development Center Network



Steradian Technologies



Valley Sports

# 2021

# Annual

## Report

BUILDING THE TEXAS ECONOMY **ONE BUSINESS AT A TIME**



R.M. Electrical Contractors



Element Kombucha



### Building the Texas Economy **One Business at a Time**

On behalf of Small Business Development Center program, it is my pleasure to present our 2021 result highlights. Over 31,000 small businesses in our 79-county service delivery area were assisted to gain traction and move forward in this time of pandemic. The SBDC client recovery and successes demonstrate the resilience and resourcefulness that enabled our clients to grow their revenues, retain employees and generate impressive state and federal taxes.

I'm pleased to announce that, like the small businesses we serve, our network is also moving forward in innovative ways. In early 2022, in conjunction with the annual #SBDCCDay celebration, we will launch "Texas South-West SBDC Network" as our new name and logo. We enjoy the opportunity to engage with our valued stakeholders to envision new ways to reach the small business community. With your support, we will continue to foster business success, yielding impressive client economic impact for the State of Texas.

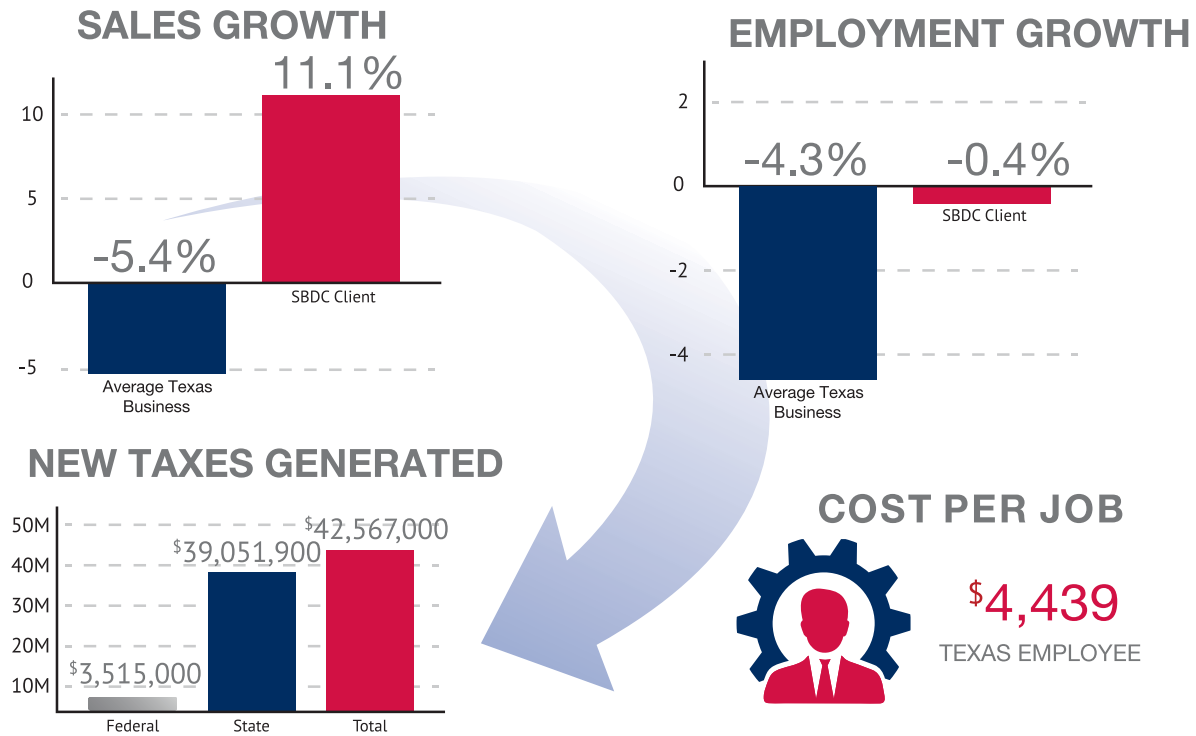
Albert Salgado  
Executive Director  
Texas South-West SBDC Network

# Texas South-West SBDC Network

## FY 2021 Client Results

SBDC long-term advising assistance is highly valuable from a public policy perspective because it returns tax revenues to state and federal governments, as well as value and capital to its clients, that are greater than the direct cost of providing the service. For every \$1.00 invested in the Texas South-West SBDC Network, a return of \$7.16 is generated.

– 2021 FINDINGS FROM A NATIONAL INDEPENDENT STUDY BY JAMES J. CHRISMAN, PH.D.



### SERVICE RESULTS

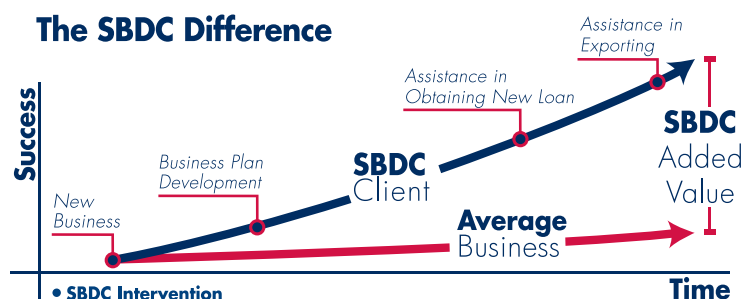
**“A return of \$7.16 for every \$1 invested.”**

<b>31,651</b> TOTAL BUSINESSES SERVED	<b>23,799</b> TRAINING PARTICIPANTS	<b>1,300</b> TRAININGS / SEMINARS & COURSES	<b>7,852</b> CONSULTING CASES
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### IMPACT RESULTS

<b>1,399</b> JOBS CREATED	<b>\$42,567,000</b> NEW TAX REVENUE GENERATED	<b>\$294,102,791</b> NEW FINANCING / INVESTMENTS
<b>6,727</b> JOBS RETAINED	<b>454</b> NEW BUSINESS STARTS	<b>\$598,261,551</b> NEW SALES/ CONTRACTS & EXPORTS

**SBDC ASSISTANCE PRODUCES GREATER SUCCESS THAN THE AVERAGE TEXAS BUSINESS**





# MAGIK THEATRE

San Antonio, Texas



The Shuttered Venue Operators Grant saved the company, and SBDC played a key role in our ability to secure those funds. We are now better positioned to serve the community.”

**Frank Villani, CEO**



## A Magikal Recovery

**The Situation:** Magik Theatre was founded in 1994 in San Antonio by Richard Rosen. Always located in the heart of downtown, it started in a storefront on Commerce Street and then a few years later moved to its current home in Hemisfair Plaza. Since then, Majik Theatre has performed throughout the state of Texas to over 2.5 million people. The theatre was thriving in when the pandemic started to gain traction, but about two weeks into a show, all operations had to be shut down.

There were several thousand schools who had booked field trips to the theatre, and thousands of dollars in tickets had been pre-sold. From so many different angles, it was devastating. Overwhelming response to Majik Theatre's pivot to repurposing it's actors to read children's books via Facebook story time segments illustrated that families still craved the interaction.

**SBDC Assistance:** When the U.S. Small Business Administration (SBA) announced it was accepting applications for the Shuttered Venue Operators Grant, the Magik Theatre contacted Senior Business Advisor Susannah Munro at the specialty SBDC that was established to assist small business navigate disaster-related resources, the UTSA SBDC COVID Business Recovery Accelerator. SBA and SBDC became the lifeline the theatre needed.

SBDC helped the shuttered business through a complex application process and obtain much-needed capital, which allowed Majik Theatre the opportunity to reimagine the company, evaluate how it reaches the community, and retain talented staff.

**IMPACT**

SAVED  
**BUSINESS**

SHUTTERED VENUE  
OPERATORS GRANT  
**\$810,238**

21 JOBS  
**RETAINED**

Learn more about the SBDC CBRA at [txsbdc.org/businessrecovery](https://txsbdc.org/businessrecovery)

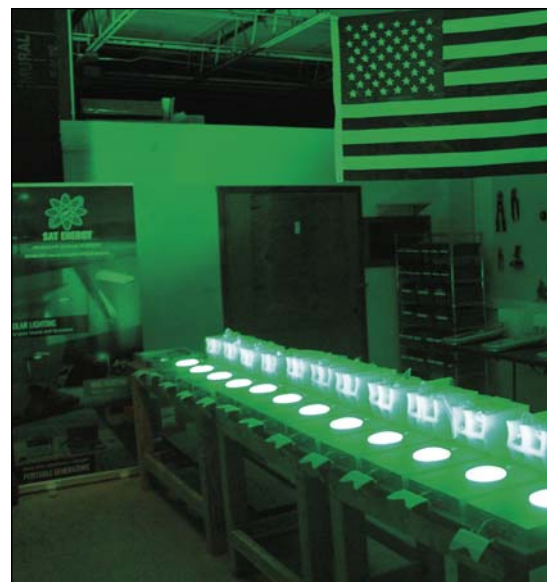
# SAT ENERGY

San Antonio, Texas



The International Trade Center has helped SAT Energy enormously with the research and all the programs we get invited to participate. Without the research there is no way we would have been able to obtain clients and grow the way we are growing. The Center has always been our backbone aide."

**Rossie Ortiz, Managing Director**



INTERNATIONAL  
TRADE CENTER



## Lighting the Way

**The Situation:** SAT Energy is a San Antonio manufacturer of solar lights and related renewable products. Founded in 2015, it is the sister company of Sana International which exports industrial equipment and a long-term client of the UTSA SBDC International Trade Center. Rossie Ortiz, SAT Energy's Managing Director and mechanical engineer by training, notes that this is both their first venture into manufacturing and also focusing on both domestic and international sales. Solar lighting meets needs of multiple users, and current customers range from municipalities to rural agricultural operations.

Both domestic and international sales were gaining momentum until the COVID-19 pandemic hit. Moving to a larger manufacturing facility just before the COVID-19 pandemic hit, the company was implementing a new manufacturing system which forced the company into lockdown and leaving it with orders that they could not fill. Domestic sales have rebounded, largely because sales now include installation, but this approach has not worked internationally due to the cost of shipping poles abroad. Similarly, export sales were building pre-COVID-19. Latin America is the company's primary export market and has been particularly affected by COVID-19, but the company is exploring different business sectors there to identify which ones are rebounding. There is significant interest in the region, but their ability to buy is only now starting to recover.

**SBDC Assistance:** The UTSA SBDC International Trade Center has assisted SAT Energy both internationally and domestically by providing the company with market research reports. SAT Energy also participated in the 3rd Pilot Internationalization Program, where they were able to find potential clients in Belize, El Salvador, and Mexico.

**IMPACT**

EIDL LOAN  
**\$150,000**

EIDL GRANT  
**\$15,000**

PPP LOAN  
**\$9,000**

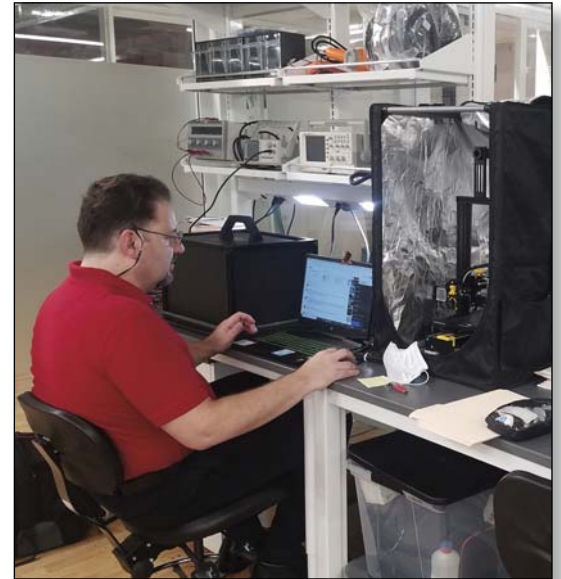
3 JOBS  
**RETAINED**

Learn more about the SBDC ITC at [texastrade.org](https://texastrade.org)

# STERADIAN TECHNOLOGIES, INC

Houston, Texas

A growing, multidisciplinary, and multigenerational company credits the **UTSA SBDC** Technology Commercialization Center for strategic guidance in uncovering opportunities, to build commercialization traction for the innovative product, and connecting with key decision makers in the field.



TECHNOLOGY  
COMMERCIALIZATION  
CENTER



## Cheaper Than A Cup of Coffee:

### XPRIZE® Rapid COVID-19 Testing Winner Uses Breath for 30-Second Detection

**The Situation:** The SBDC worked with Texas-based Steradian Technologies, Inc., to accelerate the commercialization of their innovation by strategizing and assisting in the development of their first non-equity dilutive grant application and preparing the team for venture competitions and technology pitch events. The Steradian diagnostic innovation, the RUMI, allows for rapid testing for communicable and non-communicable diseases. Steradian Technologies' portable RUMI Diagnostic System can detect the presence of a bacteria, virus, or biomarker within 30-seconds with 99% accuracy all for the price of a \$5 latte! Co-Founder John Marino says "We know that COVID-19 won't be the last threat of this kind and are developing a solution that can easily adapt to any new pathogen", and CEO and Co-founder, Asma Mirza adds that their high-tech diagnostic solutions are "rapid, inexpensive, and accurate". The hand held device does not require a lab, and can be used anywhere, anytime, as a field unit.

**SBDC Assistance:** The XPRIZE Foundation works to solve some of the world's greatest challenges through large-scale global incentive competitions, such as their recent Open Innovation Challenge track to global innovators to develop an effective, radically affordable COVID-19 testing amid the pandemic. Texas-based Steradian Technologies was one of six winning companies from the United States, Germany, and Israel. The growing, multidisciplinary, and multigenerational company credits the UTSA SBDC Technology Commercialization Center for strategic guidance in uncovering opportunities, to build commercialization traction for the innovative product, and connecting with key decision makers in the field.

**IMPACT**

**BUSINESS  
ACQUISITION**

**12 JOBS  
RETAINED**

Learn more about the SBDC TCC at [www.tcc.txsbdc.org](http://www.tcc.txsbdc.org)

# ARROWS ACTIVE PLAY PARK

Boerne, Texas

**//** SBDC provided us with the knowledge and tools to successfully start a business from the ground up. From financial planning to HR and everywhere in between, SBDC has kept us moving in the right direction.”

**Katrina and Will Ansell, Owner**



CENTER FOR  
GOVERNMENT  
CONTRACTING



## Multiple SBDC Resources Support Client Startup and Survival

**The Situation:** Arrows Active Play Park is an indoor playground and café located in Boerne, Texas where children ages 6 months – 12 years old can explore and have fun. Owners Katrina and Will Ansell chose the name to reference a Psalms reference about the blessings of children and youth. The equipment meets the strictest international safety standards and test by one of the world's largest and most reputable testing laboratories.

**SBDC Assistance:** Their journey to business ownership began with the UTSA SBDC during the process of developing a business plan and financial proposal, and resulted in an SBA 504 loan to build the 3-story tall facility. Since the business launch was in the midst of the pandemic, SBDC Center for Government Contracting Employee Services Specialist Deirdre Pattillo provided ongoing COVID-safe employment policy and operating practice guidance.

**IMPACT**

**BUSINESS  
START**

11 JOBS  
**CREATED**

**BANK 504 LOAN  
CAPITAL CDC**

OWNER  
**INVESTMENT**

**COMMERICAL LOAN  
PLAINS STATE BANK**

Learn more about the SBDC CGC at [cgc.txsbdc.org](https://cgc.txsbdc.org)



# VALLEY SPORTS

Mission, Texas



SBDC continued to follow up and sent us nothing but a positive outlook to help us better cope with the stressful situation."

**Normalinda Ortiz, Owner**



UT RIO  
GRANDE  
VALLEY

The University of Texas  
Rio Grande Valley



## No Stranger to Overcoming Disasters

**The Situation:** Valley Sports enjoys keeping its customers fully stocked with quality, custom screen-printed and embroidered items and other promotional products. Located in Mission, Texas, the business launched in 2005, and Mrs. Normalinda Ortiz took over operations in 2014. A pandemic-induced reduction in orders from local school districts and non-profit groups created a record negative impact on revenue in 2020. This led to daily concerns about the business' capability to weather the crisis. Deciding to make a change and increase its business, Valley Sports quickly pivoted. The business began marketing and selling custom-order facemasks. They also reached out the SBDC for guidance, as they navigated the pandemic.

**SBDC Assistance:** The business applied for and was originally declined for Economic Injury Disaster Loan (EIDL) funding due to a change of address that resulted from a change of business location due to building damage caused by Hurricane Hannah in 2020. An SBDC client since 2018, Mrs. Ortiz contacted the UT Rio Grande Valley (UTRGV) Small Business Development Center (SBDC) upon realizing that she needed assistance with addressing a decline of her EIDL application. Business Advisor Marivel Mata responded immediately, providing her with guidance to appeal the decision. With SBDC assistance, the business successfully reapplied and secured EIDL relief funding, as well as 1st and 2nd round Paycheck Protection Program funding, which helped to provide much-needed working capital and to retain valued employees.

As it generated a new revenue stream while neutralizing some of its financial challenges, the business was helped in seeking business guidance and technical support, pivoting its offerings, and obtaining relief funding.

## IMPACT

EIDL LOAN  
**\$150,000**

EIDL GRANT  
**\$15,000**

PPP LOAN  
**\$9,000**

3 JOBS  
**RETAINED**

Learn more about the UTRGV SBDC at [utrgv.edu/sbdc](http://utrgv.edu/sbdc)



# IRIE'S ISLAND FOOD

Port Aransas, Texas

// The SBDC helped us navigate disaster assistance applications, regulations, and guidelines. I'm not sure if we could have made it through these troubling times without our SBDC Business Advisor."

**Nicole Horton and Martin Franea, Owners**



DEL MAR  
COLLEGE



## Weathering the Storm(s)

**The Situation:** Nicole Horton and Martin Franea, owners of Irie's Island Food in Port Aransas, Texas, were getting ready to expand their business to a larger location as part of a 3-year Hurricane Harvey recovery plan. Then COVID-19 happened. They reached out to the Del Mar College SBDC for assistance in navigating the various and changing disaster assistance programs that would aid in moving toward safely reopening their business, retaining jobs, relocating, and creating new jobs.

**SBDC Assistance:** The Del Mar College SBDC Business Advisor assisted them with the SBA EIDL application, reviewing PPP requirements, fielding regulatory and loan agreement questions for their relocation, and providing research and updates. Prioritizing employee and customer safety, Irie's Island Food closed its doors for seven months of 2020. Infection spikes, construction delays and staffing challenges also contributed to the restaurant being closed. When operating, they offered outside and curbside service only, until they were able to safely reopen. In January 2021, they relocated to their new, larger location, and doubled their workforce.

Accessing SBA disaster funding made it possible for them to keep jobs and dollars in the community through the pandemic. They were able to reopen, bring back 11 employees and add 10 more, move to their new location, and continue to bring their unique and acclaimed menu (Ranked #53 in the USA on Yelp, 2017) to residents and visitors in Port Aransas.

**IMPACT**

SBA  
**EIDL**  
SBA  
**PPP**

SBA **RESTAURANT  
REVITALIZATION** FUND  
REOPENED  
**BUSINESS**

10 JOBS  
**CREATED**  
11 JOBS  
**RETAINED**

Learn more about the DMC SBDC at [delmar.edu/sbdc](https://delmar.edu/sbdc)

# SERIAL ENTREPRENEUR

El Paso, Texas

// The SBDC helped us navigate disaster assistance applications, regulations, and guidelines.”

**Kaleb Warnock, Owners**



EL PASO  
COMMUNITY  
COLLEGE



## Serving His Country and Serving His Community

**The Situation:** After flourishing careers in the U.S. Navy and U.S. Border Patrol, Kaleb Warnock decided to enter the entrepreneurial market. Kaleb worked with the SBDC at El Paso Community College to explore business opportunities as a coffee shop owner. He met with SBDC Business Advisor Art Anchondo to learn the essential steps in establishing a business. In addition, Art explained the financing options and challenges in financing a food related start-up. After researching veteran owned businesses, Kaleb decided he wanted to own a franchise. He continued to work with the SBDC to develop start-up costs, create a business plan, forecast financial projections, prepare the loan application and explore expansion opportunities.

**Successful Growth:** In 2016, Kaleb opened the first Tropical Smoothie Café in El Paso. Within five years, he opened five more Tropical Smoothie Cafes, started his own commercial construction company, obtained franchise rights for Marco's Pizza and opened two restaurants. A third Marco's Pizza and two Tropical Smoothie Cafés are scheduled to open in 2022. Kaleb attributes his success in business to the skills he learned while in the Navy and working with the SBDC.

Business ownership has become a passionate venture for Kaleb. His military experience empowered his ability to weather the COVID storm and persevere. Kaleb was able to navigate through a rapidly moving and challenging environment, allowing him to keep all his businesses open during this unprecedented economic environment.

Over time he has built and developed teams of employees and partners that accomplish a mission to help build a strong business, community, and contribute to the local economy. In 2020, Kaleb was recognized by the U.S. Small Business Administration for his contributions to El Paso's economic development and community service. The SBA's Veteran Owned Small Business of the Year is awarded to veterans with a successful track record, potential for continuing long-term business success and economic growth, and a commitment to strengthen veteran owned businesses within the community.

**IMPACT**

SBA  
PPP

REOPENED  
BUSINESS

11 JOBS  
RETAINED

Learn more about the EPCC SBDC at [www.elpasosbdc.net](http://www.elpasosbdc.net)

# OASIS TIRE COMPANY

Alpine, Texas



I am currently two days deep in the scariest endeavor I have ever undertaken. Thank you SBDC for the help on this leap."

**Eric Welch, Owner**



SUL ROSS  
STATE  
UNIVERSITY



## West Texas Legacy Business With New Owner

**The Situation:** Oasis Tire has been in Alpine Texas for more than 20 years. When it became available for purchase, Eric Welch's entrepreneurial spark became a flame. But the timing was tight, and he needed assistance with the documents required by his lender. Stacey Wood at Transpecos Bank immediately suggested that Welch contact the Sul Ross State University SBDC for assistance. And that's when things got busy.

**SBDC Assistance:** SBDC Business Advisor Micella Salcido rolled up her sleeves to assist with the financial projections based on the long history of the business and future prospects. Wisely, Salcido turned to her SBDC teammate in Alpine, Virginia Arredondo, and even engaged a more senior business advisor, Kevin Gonzalez, at the SRSU SBDC located in Eagle Pass at Rio Grande College. The trio collaborated to support the client's need, including the paperwork necessary to transfer the business.

Just after the SBA guaranteed loan was approved and Eric Walsh took ownership, SBDC Business Advisor Salcido called to he how it was going. Eric said, "I am currently two days deep in the scariest endeavor I have ever undertaken. Thank you SBDC for the help on this leap." Small business owner clients can count on professional SBDC advising, training and research to explore new opportunities or tackle new issues as the business grows.

**IMPACT**

OWNER  
**INVESTMENT**

BUSINESS  
**ACQUISITION**

12 JOBS  
**RETAINED**

SBA 7(A) LOAN  
**\$1,857,000**

Learn more about the SRSU SBDC at [sbdc.sulross.edu/alpine](https://sbdc.sulross.edu/alpine)

# R.M. ELECTRICAL CONTRACTORS

San Angelo, Texas



The SBDC has been there for us for the last two decades providing advice and resources for our small business. They have turned us onto various high level business training programs which have been very beneficial to us."

**Rodney Mayberry, Owner**



ANGELO STATE  
UNIVERSITY®



## Electrician Sharing The Power With Others

**The Situation:** Electrical contractor and owner of R.M. Electrical Contractors, Rodney Mayberry, a Vietnam era Air Force veteran, has been a longtime client of the Angelo State University SBDC. Rodney, as well as his son and daughter in-law, have attended SBDC training workshops to build their managerial skills, such as the 10-week FastTrack small business growth program. They also attended ProfitMastery financial acumen program, which gave them high-level skills in understanding how money flows through their business.

**SBDC Assistance:** Early on during the COVID-19 pandemic, Rodney contacted the SBDC for help with SBA EIDL loans and SBA PPP forgivable loans, as well as attending many webinars related to COVID-19 funding sources, leadership, employment issues, and recovery. While the business is still looking for electricians, the business is doing well. His vision for the future involves launching a business incubator to support black-owned businesses. Since 1990 Rodney has been involved in training and mentoring electricians, including through a local general construction firm and on his own.

Rodney stated, "SBDC provided guidelines on loan applications and provided assurances that steady minds and innovative approaches would result in workable solutions".

**IMPACT**

SBA  
**EIDL**

SBA  
**PPP**

5 JOBS  
**RETAINED**

Learn more about the ASU SBDC at [www.sbdc.angelo.edu](http://www.sbdc.angelo.edu)



# TABANNY INSURANCE AGENCY

Eagle Pass, Texas



I am extremely thankful for the assistance the SBDC provides to my business and the entire community. The SBDC offered me unconditional help when I needed it the most: I recommend their services to everyone!"

**Tabanny Mosqueda, Owner**



SRSU  
RIO GRANDE  
COLLEGE



## A True Inspiration

**The Situation:** Most people will have to agree that every entrepreneur will have to face many challenges when getting a small business started. This was not the exception to single mother of two, Tabanny Mosqueda. Tabanny has been a client of the SBDC since 2013 when she was exploring business startup feasibility. She had obtained her insurance agent license more than a decade ago, and was currently employed as an insurance agent. Adding to the challenges of starting a business, she had to overcome many other obstacles, not limited to those of a single mom with young children.

The most challenging situation occurred in 2020 when Tabanny was on the verge of opening her own insurance agency: she lost her mother to COVID-19. This situation however, only made Tabanny stronger and she became even more determined to be successful. During the process client received assistance to obtain the required licenses and permits, the dynamics of employing others, and maintaining accurate records. Tabanny Insurance Agency offers both health and life insurance to Eagle Pass and surrounding communities.

**SBDC Assistance:** In 2021 this resilient business owner again contacted the SBDC; this time for guidance with exploring COVID-19 related financial assistance, and was able to obtain both a PPP loan and an EIDL grant. The SBDC is currently assisting the growing business with the appeal process associated with an EIDL loan.

**IMPACT**

BUSINESS  
**EXPANSION**

19 JOBS  
**CREATED**

EIDL GRANT  
**\$15,000**

2 JOBS  
**RETAINED**

PPP LOAN  
**\$18,700**

Learn more about the SRSU RGC SBDC at [sdbc.sulross.edu/rgc](https://sdbc.sulross.edu/rgc)

# ART BEAT DANCE CENTER

Austin, Texas



There is absolutely no way my business would have succeeded without the careful attention, advice and guidance the SBDC has given me from day one."

**Brenna Kuhn, Owner**



TEXAS STATE  
UNIVERSITY

TEXAS  
STATE

## Some Impressive Moves

**The Situation:** After a successful 20-year career as a dancer and instructor, Brenna Kuhn started her own studio in 2017. In addition to delivering ballet, tap, jazz, hip hop, musical theatre, restorative yoga, and other curriculum for children and adults, Art Beat Dance Center formed a charitable foundation that has provided free dance classes for over 1,800 students representing underserved populations, including children with special needs, adults living with Parkinson's disease, cancer patients and survivors, and children who can't afford dance classes.

**SBDC Assistance:** The business that started and grew with the SBDC by their side now needed financial assistance to survive the pandemic business downturn. Senior Advisor Peg Richmond assisted with exploring, applying for, and securing a wide variety of capital and applicable loan forgiveness that allowed the business to meet payroll and rent expenses. This included SBA EIDL and EIDL Advance, 1st and 2nd round PPP, and funding from Amplify Austin and Peoplefund Flash Fund. Disaster-related funding was also secured from Texas Women's University AssistHER grant, the Cedar Park Chamber of Commerce, and WILCO Forward.

**IMPACT**

DISASTER FUND  
**\$100,000**

PPP LOAN  
**\$26,000**

10 JOBS  
**RETAINED**

3 JOBS  
**CREATED**

Learn more about the TSU SBDC at [sbdcc.mccoy.txstate.edu](https://sbdcc.mccoy.txstate.edu)

# ELEMENT KOMBUCHA

San Antonio, Texas



Of all the resources for small businesses in San Antonio, SBDC is the only one I've come back to again and again. Their assistance during the pandemic helped keep us afloat and meet payroll, operating expenses and retain 8 employees."

**Kevin Rayhons, CEO**



THE UNIVERSITY  
OF TEXAS AT  
SAN ANTONIO



## Elements of Success

**The Situation:** Kombucha is a lightly effervescent tea drink fermented by a friendly colony of bacteria and yeast, or as Kevin and Tim will tell you is "powered by herbs" and brewed with only the best teas sourced directly from small tea farms, and it does not contain any juices or flavorings, and is low in sugar. Located just a bit southwest of downtown San Antonio, the small manufacturer brings much-needed economic growth to an underserved area. Originally sold only wholesale to grocers in most major Texas cities, customer demand led to the launch of online batch orders and a presence at The Pearl Farmer's Market. Working closely with the SBDC and poised for growth with the support of a private investor and an SBA-guaranteed loan through Frost Bank, they expanded to new markets. Then, along came the pandemic.

**SBDC Assistance:** In the months that followed, SBDC Business Advisor Lisha Garcia was in constant touch by phone, zoom and email to support as the business applied for available disaster assistance. After a very difficult 2020, they now are beginning to grow again and have national distribution in various states and are expanding to New York and the northeast of the United States. They also have participated in various trainings at the SBDC and are Profit Mastery graduates, whose tools they use daily in their operations. The SBDC also recommended and they were chosen to participate in the Frost Bank Small Business Series. Assistance received includes a 7(a) SBA loan for the expansion, and an increased line of credit with Frost Bank. Element Kombucha automatically received Section 1112 Cares Act assistance for their existing 7(a) loan. Additional disaster support included two rounds of PPP loans which have since been forgiven. Element Kombucha also obtained an EIDL advance and loan as well as a recent additional EIDL loan increase. The company was also a recipient of a Bexar County Grant to maintain a manufacturing presence on the West Side.

**IMPACT**

SAVED  
**BUSINESS**

SHUTTERED VENUE  
OPERATORS GRANT  
**\$810,238**

21 JOBS  
**RETAINED**

Learn more about the UTSA SBDC at [sasbdc.org](https://sasbdc.org)

# RUIZ FENCING

Victoria, Texas



Mark Martinez has been a blessing and is very thankful for all the continued assistance provided.”

**Cindy Reyes-Ruiz, Owner**



UNIVERSITY OF  
HOUSTON VICTORIA



## Opportunity In The Wake Of Disaster

**The Situation:** Cindy Reyes and her husband began their fencing business after losing their Port Lavaca home to Hurricane Harvey in 2017. In 2018, Cindy and her husband quickly saw an opportunity in fencing and helping community members rebuild after the devastating storm. The business was a side job for her husband who had been in construction for 13 years at that point. Eventually Cindy and her husband worked full time in their fencing business. Still feeling very much in the start up phase of their business, in July 2019 they began their relationship with UHV-SBDC Advisor, Mark Martinez.

**SBDC Assistance:** It was identified that Cindy and her husband needed assistance in business management, finance, human resources and social media. From 2019-2021, Mark worked with the client on their Quickbooks management and securing a loan through LiftFund to aid the client's start up position.

A short time later, the pandemic hit. In early 2021 Mark worked with the client on disaster loan and grant opportunities through SBA and LiftFund. With help from Mark, the client was able to apply for SBA's EIDL program. The client was initially denied but with Mark's assistance, they entered into the reconsideration process. In fiscal year 2022 the client received \$150,000 and was awarded a \$10,000 EIDL Advance.

**IMPACT**

5 JOBS  
**CREATED**

OWNER INVESTMENT  
**\$100,000**

VALUE OF SERVICE  
**\$2,850**

Learn more about the UHV SBDC at [www.sbdc.uhv.edu](http://www.sbdc.uhv.edu)



# CAPSTONE MOBILE GENERAL DENTISTRY

Laredo, Texas



Our SBDC Business Advisor became an instrumental figure through a trying time. We are forever grateful!"

**Dr. Roberto Ramirez and  
Mrs. Delia Ramirez , Owner**



TEXAS A&M  
INTERNATIONAL  
UNIVERSITY



TEXAS A&M INTERNATIONAL UNIVERSITY

## Capstone Mobile General Dentistry

**The Situation:** In 2016, Roberto Ramirez DDS and his wife, a Registered Dental Assistant, began working with the Texas A&M International University SBDC as they launched their mobile general dentistry practice in Laredo. Their innovative, customized recreational vehicle allows a customized unit by which professional, mobile dental services are conducted onsite at churches, correctional facilities, health care facilities, as well as to business groups and individuals. Rural and underserved Texas communities such as Freer, Tilden and Kingsville, Hebbronville, and Benavides can now access dental services locally. Specialty services also include oral surgery, cosmetic dentistry, pinhole surgical technique, Perio Protect, partials, dentures and more. Customers are thrilled, and their online reviews are five out five stars.

**SBDC Assistance:** Like so many other other small businesses, the COVID-19 pandemic caused a decline in customers and revenues. After the practice was initially declined for an SBA Economic Injury Disaster Loan (EIDL), they returned to the SBDC for guidance on the appeal process. Senior Business Advisor Tina Rodriguez rolled up her sleeves to thoroughly research the denial, and then helped the dental team apply for reconsideration. The loan was approved, and helped the small business with much-needed working capital.

**IMPACT**

SBA  
**EIDL**

3 JOBS  
**RETAINED**

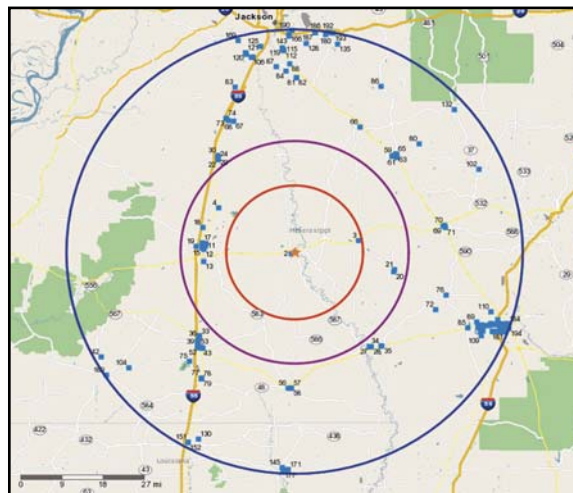
3 JOBS  
**CREATED**

Learn more about the TAMIU SBDC at [www.sbdc.tamtu.edu](http://www.sbdc.tamtu.edu)

The SBDC National Information Clearinghouse (SBDCNet) is the official business research and support program for the national SBDC network. For over 20 years, the SBDCNet has been dedicated to meeting the information and resource needs of the small business community and working in partnership with SBDCs to ensure their clients' success. In 2021, the Center surpassed a major milestone, completing its 100,000th project for SBDC small business clients. The Center continued to leverage its vast expertise, experience and specialized resources to help SBDC clients across the country succeed in the face of the ongoing pandemic, whether they were striving to recover and become more resilient or bring their COVID-19 innovations to market.

One such client is technology startup AIMM Labs founded by Dr. Luis Estevez and Erin Estevez. In an effort to address water scarcity in the developing world and water emergencies arising from climate change threats, they developed a versatile advanced nanocomposite material for use in water purification systems. With the onset of the pandemic and a surge in the need for personal protective equipment, the AIMM Labs founders saw another opportunity to help our communities – applying their propriety technology to produce self-disinfecting, reusable N95 facemasks.

They began working with their local SBDC office, who contacted SBDCNet for assistance, to identify market opportunities and develop a roadmap for the products. “We knew it would be critical to have industry research and market data in order to make the right business decisions,” said Dr. Luis Estevez. “The in-depth business research and market data provided by SBDCNet has been instrumental to our success, helping us overcome the uncanny valley between an early stage startup and a burgeoning enterprise with a realistic pathway to commercialization.” With their plan in hand, AIMM Labs has since secured additional capital to advance their efforts, including \$75,000 from a technology launch fund, and are in discussions with the U.S. Department of Defense and National Science Foundation, among others.



Hosted at the University of Texas at San Antonio (UTSA), SBDCNet also provides meaningful experiential learning opportunities for undergraduate and graduate students. UTSA students research real-world business challenges and hone their professional skills, which makes them increasingly more marketable to employers upon graduation.

Throughout the pandemic, SBDCNet has continually strived to develop new solutions to the changing information needs of millions of small businesses and are honored to serve clients across Texas and the nation to make better business decisions for a more resilient tomorrow.

Matthew Jackson  
Director  
SBDCNet

**Learn more about the SBDCNet National Information Clearinghouse  
visit us at [www.sbdnet.org](http://www.sbdnet.org)**

# Texas South-West Small Business Development Center Network Field Centers and Specialty Centers

## FIELD CENTERS

### Alpine

Sul Ross State University SBDC  
432.837.8694 | [sbdc.sulross.edu/alpine](http://sbdc.sulross.edu/alpine)

### Austin

Texas State University SBDC  
512.420.9379 | [sbdc.mccoy.txstate.edu](http://sbdc.mccoy.txstate.edu)

### Corpus Christi

Del Mar College SBDC  
361.698.1021 | [delmar.edu/sbdc](http://delmar.edu/sbdc)

### Eagle Pass

SRSU Rio Grande College SBDC  
830.758.5022 | [sbdc.sulross.edu/rgc](http://sbdc.sulross.edu/rgc)

### Edinburg

UT Rio Grande Valley SBDC  
956.665.7535 | [utrgv.edu/sbdc](http://utrgv.edu/sbdc)

### El Paso

El Paso Community College SBDC  
915.831.7743 | [elpasosbdc.net](http://elpasosbdc.net)

### Laredo

Texas A&M International University SBDC  
956.326.2827 | [sbdc.tamui.edu](http://sbdc.tamui.edu)

### San Angelo

Angelo State University SBDC  
325.942.2098 | [sbdc.angelo.edu](http://sbdc.angelo.edu)

### San Antonio

University of Texas at San Antonio SBDC  
210.458.2460 | [sasbdc.org](http://sasbdc.org)

### Victoria

University of Houston-Victoria SBDC  
361.485.4485 | [uhv.edu/small-business](http://uhv.edu/small-business)



## SPECIALTY CENTERS

Located in San Antonio but serving the entire 79 county service area

### UTSA SBDC Center for Government Contracting

210.458.2458 | [cgc.txsbdc.org](http://cgc.txsbdc.org)

### UTSA SBDC International Trade Center

210.458.2470 | [texastrade.org](http://texastrade.org)

### UTSA SBDC Technology Commercialization Center

210.458.2740 | [tcc.txsbdc.org](http://tcc.txsbdc.org)

### UTSA SBDC COVID Business Recovery Accelerator

210.458.2272 | [txsbdc.org/businessrecovery](http://txsbdc.org/businessrecovery)

## Proud members of the Texas South-West SBDC Network



501 W. César E. Chávez Blvd., DB 4.370  
San Antonio, TX 78207  
Phone: 210-458-2450

[www.txsbdc.org](http://www.txsbdc.org)

