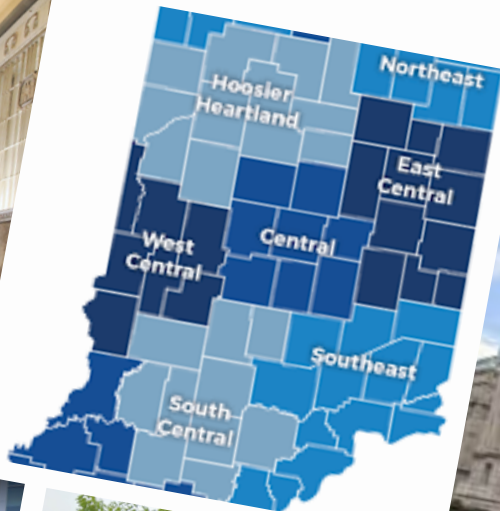




INDIANA SBDC QUARTERLY IMPACT REPORT

2022 - Quarter 2 (April - June)

Published 08/05/2022



The Office of the Chief Equity, Inclusion, and Opportunity Officer

Mission

To provide guidance and support to State of Indiana agencies in order to normalize and operationalize equity, inclusion, and opportunity across all aspects of state workforce engagement and state services.

Vision

To make Indiana a lasting leader in equity, inclusion, and opportunity through targeted strategic initiatives and partnerships, policy development, good stewardship, innovation, and next level service so all Hoosiers have access to the tools necessary to experience their best quality of life.



Chief Officer Herring

“Indiana’s Office of the CEIOO has engaged with communities across our great state listening to business, faith, education, nonprofit and state and local government leaders. We have heard the calls for bringing economic empowerment to historically underrepresented populations in order to increase access to opportunity and upward mobility for ALL Hoosiers.”

Foreword from the Office of the CEI00

At the beginning of 2022, Chief Officer Herring established six robust objectives for our Office. One of those objectives is to "increase diverse entrepreneurship and access to business capital for historically underrepresented individuals". Our office set out to get to know what the State of Indiana was already doing for small business. Much to our delight, we were introduced to IEDC VP of Small Business, David Watkins, and his team of Small Business Development Centers.

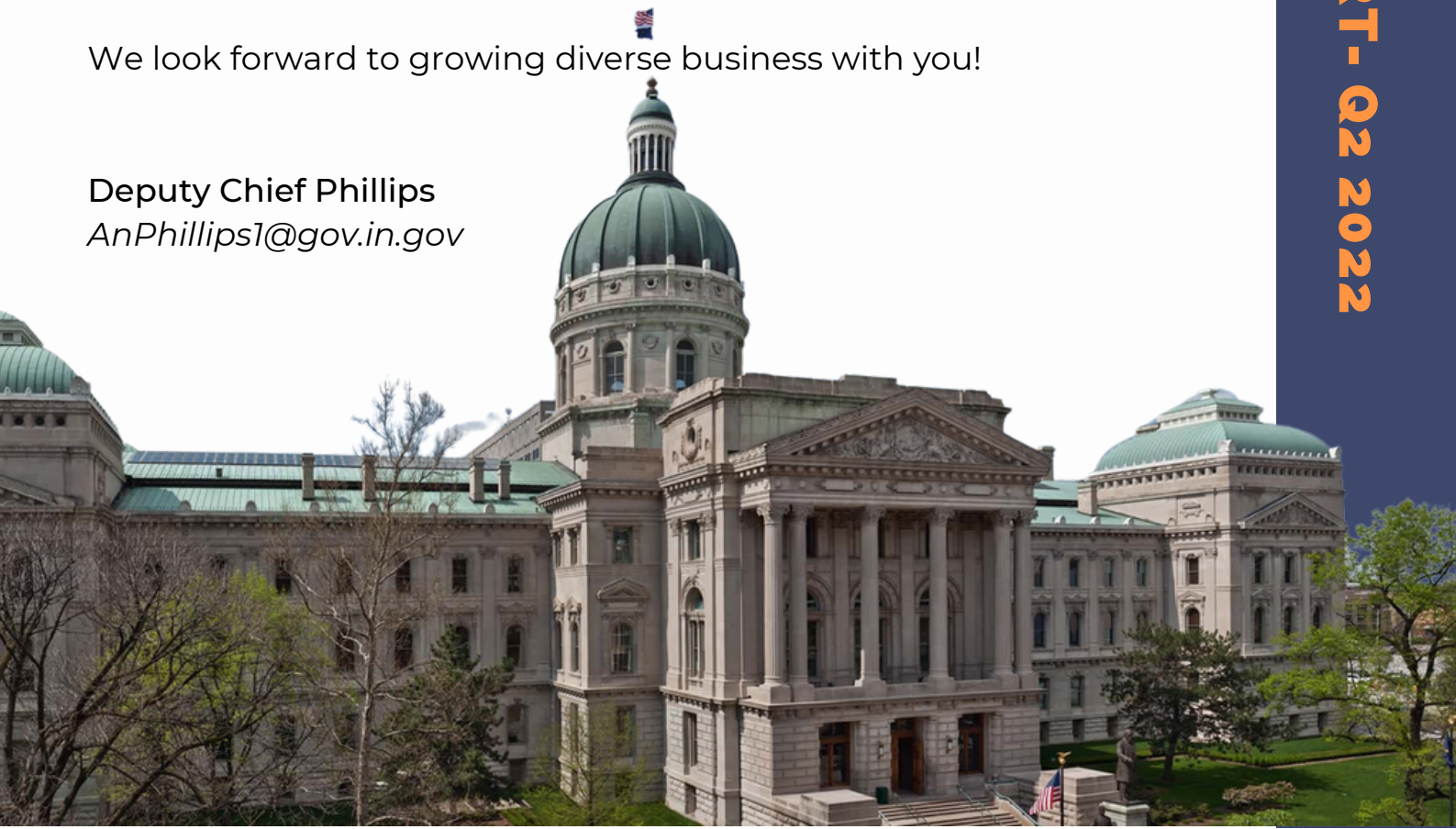
Our office has visited all 10 of the SBDC locations, met with each team to learn about the business needs of the region, reviewed client data, and partnered with the SBDC teams to launch our inaugural Hoosier Business in Action initiative. The outcomes observed are clear; the work of the SBDC contributes greatly to increased diversity in entrepreneurship!

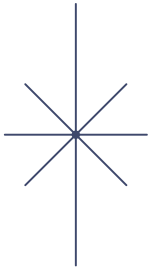
Our office is excited to partner with the SBDCs to publish the first **Indiana SBDC Quarterly Impact Report**, a report that will combine client data, partnership information, employee spotlights, and, of course, our amazing small business stories into one inspirational compilation!

We hope that you will use this report to share information across regions, celebrate the successes of Hoosier small business, and remind yourselves that this often difficult work is creating a better Indiana for ALL Hoosiers.

We look forward to growing diverse business with you!

Deputy Chief Phillips
AnPhillips1@gov.in.gov





A Note of Gratitude



Sofia Dueñas

This summer, the Office of the CEIOO partnered with the Urban Leaders Fellowship to receive support from a Fellow. We were grateful to have Sofia join us for a project around adding narrative to data to tell a complete story about SBDC impact.

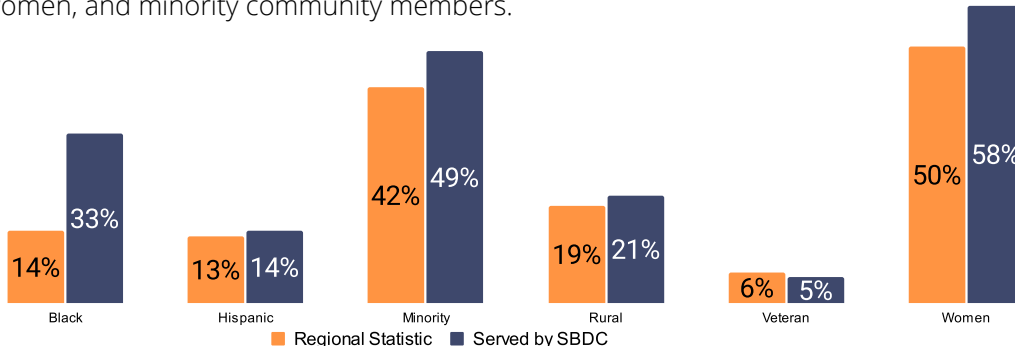
Sofia worked tirelessly to connect with all 10 SBDC regions via email to gather the information included in this report, and even went above and beyond in joining our team for visits to the 3 Centers in the North.

This report would not have been possible without Sofia's commitment and contribution. To the ULF and Sofia Dueñas, we say:

Thank You!!

REGION 1- NORTHWEST

The Northwest region is made up of Lake, Porter, LaPorte, Newton, Jasper, Starke, and Pulaski counties. The North Central regions' dedication to serving their communities is evident, especially Black, women, and minority community members.



Partner Spotlight: Hammond Development Corporation



This quarter the Northwest region partnered with the Hammond Development Corporation to host a Minority Business Enterprise/ Women Business Enterprise Certification Bootcamp with 18 participants. This workshop was a series of 3 sessions to assist and prepare business owners to apply for the IDOA state certifications. In the coming weeks, they will hear from many successful business owners.

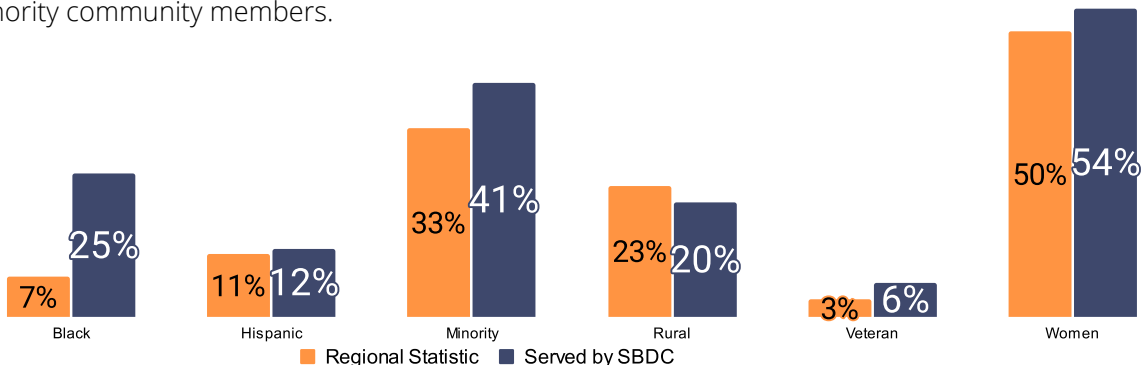
Client Spotlight: Paradise Spreads



In 2019, Emily Edwards, founder of Paradise Spreads, began working with the Northwest SBDC. She successfully pitched at the Elevate Nexus pitch competition and was awarded \$20,000 in pre-seed funding. She is also paired with an Elevate Venture EIR. Paradise Spreads are available online and locally in Strack & Van Til grocery stores.

REGION 2- NORTH CENTRAL

The North Central region is made up of St. Joseph, Elkhart, Kosciusko, Marshall, and Fulton counties. The North Central regions' dedication to serving their communities is evident, especially women and minority community members.



Staff Spotlight: Tracie Davis



Tracie is committed to leveraging all her resources to assist clients. While she is not bilingual, she leverages the SBDC translation services to serve her Spanish speaking clients. She has supported numerous clients in launching their businesses including Cristian Robles, founder of Revolutionary Training in Goshen and Melanie Boyd, founder of Sweeping Genies in South Bend. Tracie has been working with the North Central SBDC since 2015.

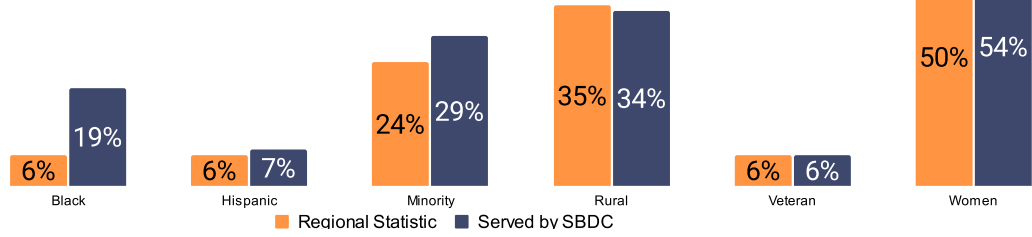
Client Spotlight: Revolutionary Training



Cristian, one of the founding executive directors of Revolutionary Training, worked with Tracie at the North Central SBDC to develop his vision for an indoor/outdoor soccer and baseball complex. He worked with the SBDC to estimate startup costs, evaluate market research, create a business plan, and make cash flow projections. Revolutionary Training opened in April of 2022, despite the various hurdles the COVID-19 pandemic presented.

REGION 3- NORTHEAST

The Northeast region is made up of Steuben, LaGrange, Noble, De Kalb, Whitley, Allen, Adams, Wells, Huntington, and Wabash counties. The Northeast regions' dedication to serving their communities is evident, especially Black community members.



Staff Spotlight: Nicole Heffelfinger



Nicole Heffelfinger has been a Business Advisor for the Northeast Indiana SBDC since 2015. During her tenure, she has served a variety of clients, especially rural entrepreneurs. She resides near the intersection of Indiana's four most northeastern counties (LaGrange, Steuben, Dekalb & Noble counties) and is very invested in the success of business within her community. She may help someone crunch numbers during the day and then see that same person buying groceries in the evening.

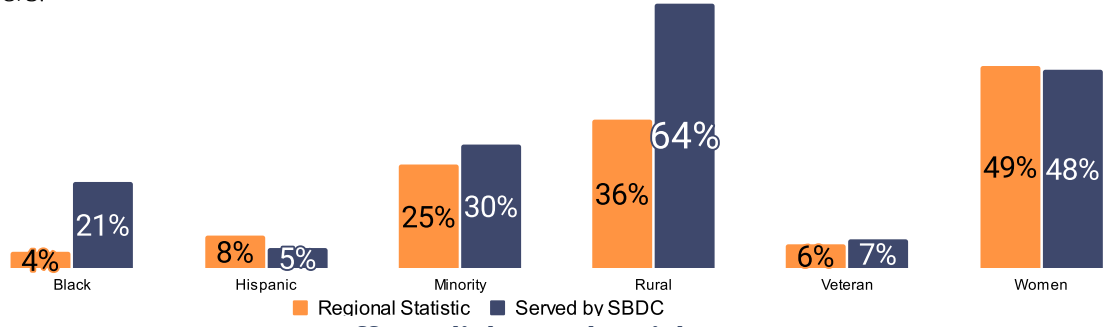
Client Spotlight: Jeb's Ice Cream Shoppe



Jeb's Ice Cream Shoppe opened this July in Roanoke, Indiana. Founders Jodi Bottoms and Deb Carnahan worked with the Northeast ISBDC to develop a business plan using relevant market research. With the help of the Northeast Indiana SBDC, the entrepreneurs also examined financial projections to examine the feasibility of the business. Try one of their 32 flavors at their storefront in Roanoke!

REGION 4- HOOSIER HEARTLAND

The Hoosier Heartland region is made up of Benton, Carroll, Cass, Clinton, Fountain, Howard, Miami, Montgomery, Tippecanoe, Tipton, Warren, and White counties. The Hoosier Heartland regions' dedication to serving their communities is evident, especially their rural community members.



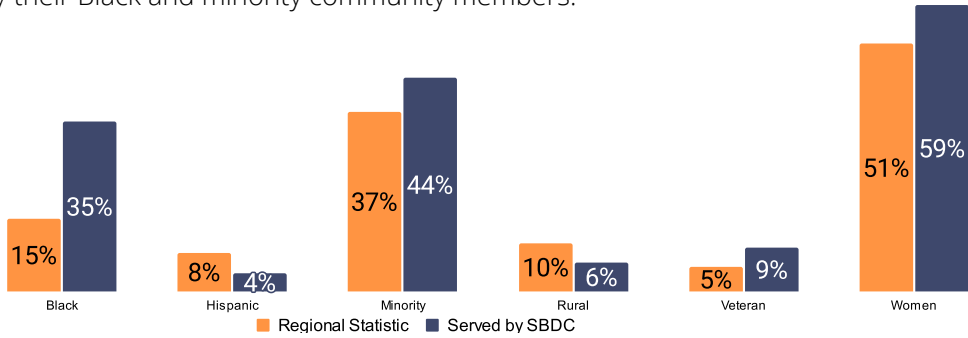
Staff Spotlight: Jordan Jicha



Jordan joined the Hoosier Heartland Indiana SBDC as Regional Director in July of 2022. Jordan began his career with the Binghamton Mets and Rumble Ponies, where he oversaw the ticket, sales, and business operation departments. After this, Jordan owned and operated two local restaurants in the Binghamton area where he received a first-hand experience of the daily struggles of being an entrepreneur. He then served as a certified business advisor with Binghamton University's SBDC where he advised over 400 small businesses.

REGION 5- CENTRAL

The Central region is made up of Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan, and Shelby counties. The Central regions' dedication to serving their communities is evident, especially their Black and minority community members.



Partner Spotlight: Veteran Business Opportunity Center



This May, the Central region partnered with their regional Veteran Business Opportunity Center (VBOC) at Butler University to co-host a Boots to Business seminar. Over a dozen veteran-owned businesses participated in the full day workshop.

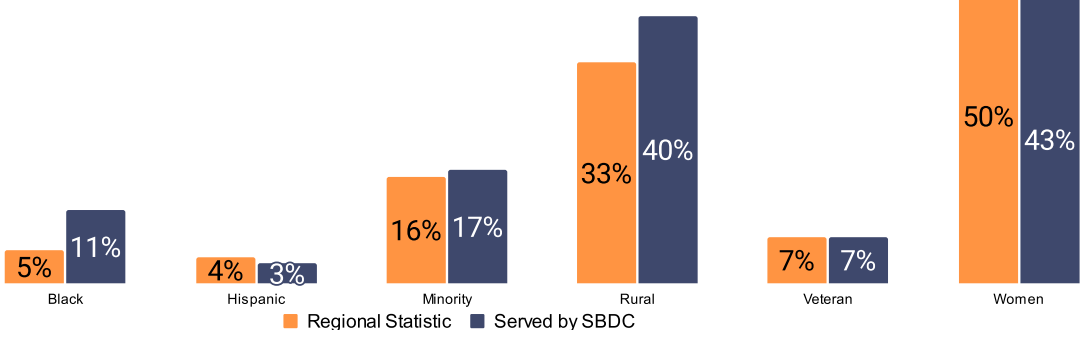
Client Spotlight: Ooh La La's



Ooh La La's catering owner, Lakeshia Peterson, worked with business advisor Jean Poole and participated in the IBE Training Institute. She finalized her business plan and was awarded the Key Bank prize of \$5,000 as the top institute graduate. She also won a \$70,000 contract that includes travel and training in Boston and California.

REGION 6- EAST CENTRAL

The East Central region is made up of Blackford, Delaware, Fayette, Grant, Henry, Jay, Madison, Randolph, Rush, Union, and Wayne counties. The East Central regions' dedication to serving their communities is evident, especially their rural community members.



Partner Spotlight: Randolph County United



The East Central Indiana SBDC recently presented a workshop with Randolph County United on the importance of clearly articulated missions and visions. Through this workshop, small business owners learned the importance of knowing their mission and vision to drive decision-making. The workshop also focused on the importance of employers and consumers understanding businesses' missions and visions.

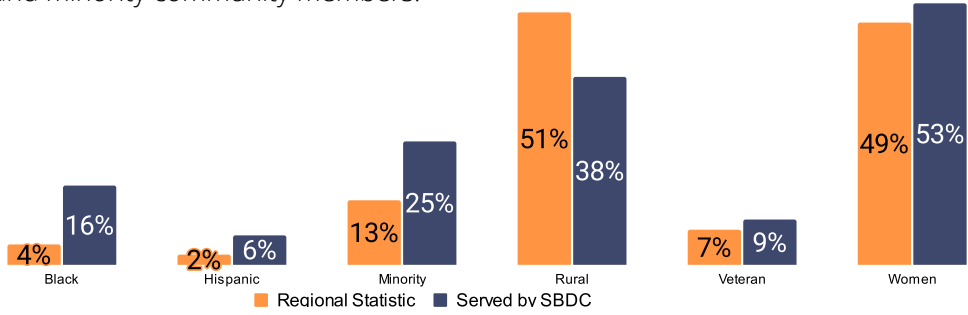
Client Spotlight: Clean Slate Brush Control



Tim and Emily Martin, founders of Clean Slate Brush Control, worked with East Central Indiana SBDC advisor Steve Jaworowski to grow their business. Since their initial launch focused on forestry mulching, they have expanded to offer driveway grading, tree removal, and stump grinding. The SBDC has supported the Martins in developing a variety of skills that have been instrumental in their business including QuickBooks.

REGION 7- WEST CENTRAL

The West Central region is made up of Clay, Owen, Parke, Putnam, Sullivan, Vermillion, and Vigo counties. The West Central regions' dedication to serving their communities is evident, especially women and minority community members.



Partner Spotlight: Pride Center of Terre Haute



The West Central Indiana SBDC partners with the Pride Center of Terre Haute to support entrepreneurs in a variety of ways including offering open office hours for one-on-one advising, developing an LGBTQ+ business coalition and developed an allyship training. They also offered workshops like "How to Start a Food Truck". Most notable, however, is they partnered to fund and implement the first ever Pride Business Expo with over 60 vendors.

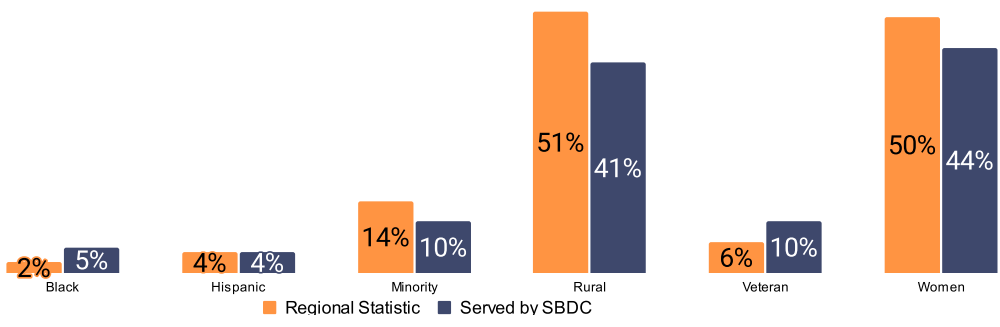
Client Spotlight: The Whisk



The Whisk holds whiskey tasting pop-up events aimed at bringing the community together around and creating a vibrant quality of place in Greencastle, Indiana. The West Central Indiana SBDC has supported owners Joel and Tosh in writing their business plan and are currently working with Tosh to become a certified minority owned business. They received a microloan from the Putnam County Economic Development Center and were accepted into the 2021 start-up bootcamp through which they worked with a local marketing firm to develop a logo, website, and professional photoshoot.

REGION 8- SOUTH CENTRAL

The South Central region is made up of Brown, Crawford, Daviess, Dubois, Greene, Lawrence, Martin, Monroe, Orange, and Washington counties. The South Central regions' dedication to serving their communities is evident, especially their Black community members.



Partner Spotlight: Carven Thomas



The South Central region has worked closely with Carven Thomas, a local entrepreneur and Ivy Tech Bloomington Campus Board of Trustee to lead workshops focused on the basics of starting a business and assessing its feasibility. The workshop was a part of a Launching Your Own Business series with 12 local minority entrepreneurs. Several have since become SBDC clients to continue pursuing their business.

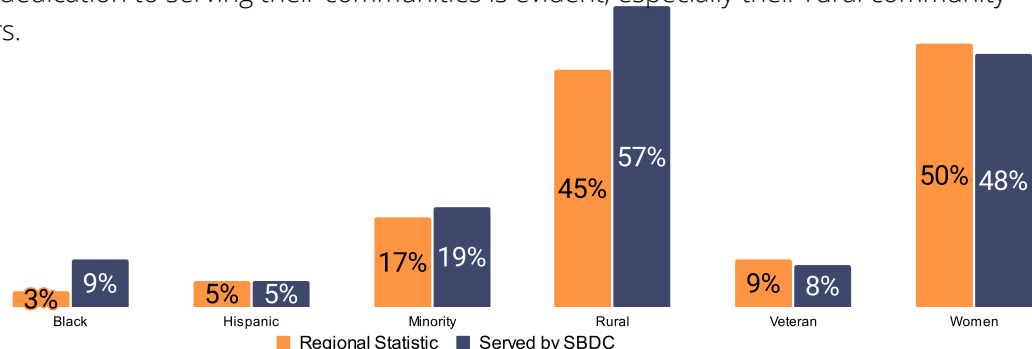
Client Spotlight: Kupros



The South Central Indiana SBDC supported Ian Ramsdell, a disabled-veteran, establish his business focused on efficient ways of developing filament for 3D printers through the gBETA program. He recently won the Radius/Crane Intellectual Property Pitch Competition to move his idea forward. He recently opened a space in Loogootee (Martin County) to support his manufacturing needs.

REGION 9- SOUTHEAST

The Southeast region is made up of Bartholomew, Clark, Dearborn, Decatur, Floyd, Franklin, Harrison, Jackson, Jefferson, Jennings, Ohio, Ripley, Scott, and Switzerland counties. The Southeast regions' dedication to serving their communities is evident, especially their rural community members.



Partner Spotlight: Community Action of Southern Indiana



The Southeast Indiana SBDC partnered with Community Action of Southern Indiana (CASI) to lead a series of workshops as part of a minority-owned business program. CASI is dedicated to empowering community members to reach self-sufficiency and aims to provide life-enhancing opportunities to families.

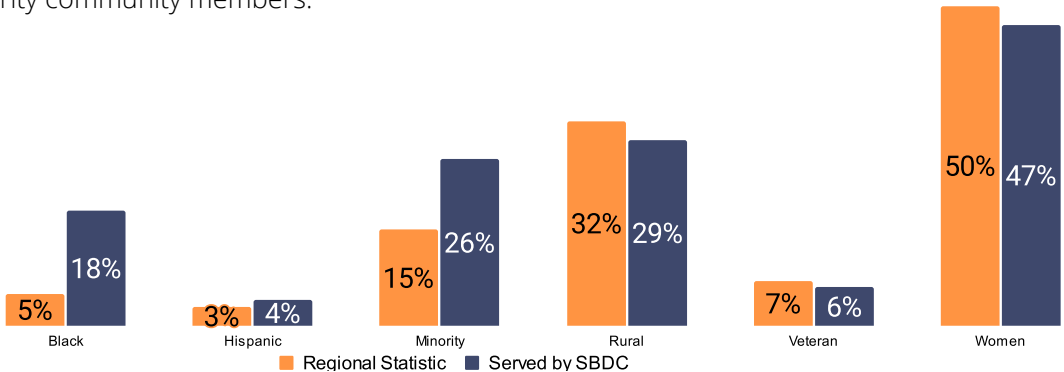
Client Spotlight: Bored?Games!



Bored? Games! recently opened a storefront in Columbus, IN. The owner, Clai Putney, has been working with the Southeast Indiana SBDC to develop a business plan and acquire financing for their storefront. Clai is a local teacher who is passionate about games, students and the community. His store aims to provide a safe space for children and community members to build community and play games.

REGION 10- SOUTHWEST

The Southwest region is Gibson, Knox, Perry, Pike, Posey, Spencer, Vanderburgh, and Warrick counties. The Southwest regions' dedication to serving their communities is evident, especially minority community members.



Partner Spotlight: Promise Zone



The Southwest Indiana SBDC has been working closely with the leadership team from the Promise Zone on a variety of initiatives. Most recently, Regional Director Steve Bryant has been leading the planning of a Business Resource Roundup targeted to the Promise Zone in August. The Business Resource Roundup will center on building relationships, bringing several partners which can educate small business owners and entrepreneurs about the various no and low-cost resources available to them.

Client Spotlight: Vidal Plastics



Vidal Plastics has been working with the Southwest Indiana SBDC since 2013 to develop their business. Most recently, business advisor Grant Glackman helped Vidal Plastics obtain a loan which helped them expand into a second production line. The Southwest Indiana SBDC also worked to match Vidal Plastics' with a manufacturing coach to help their plant manager delegate and empower his team.

ISBDC Leadership



Lorri Feldt
Regional Director



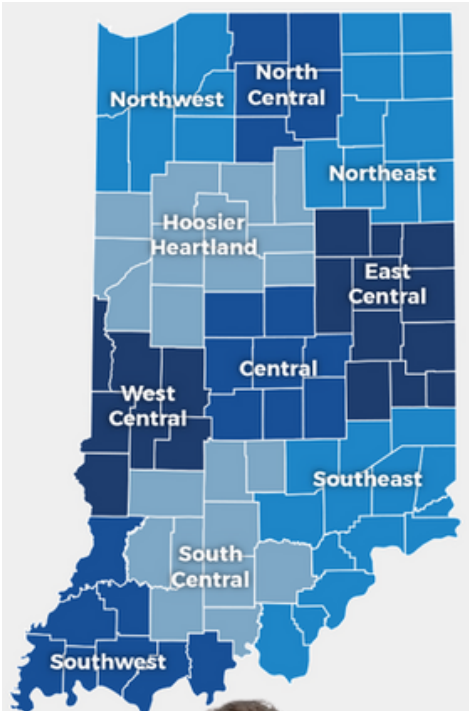
Alan Steele
Regional Director



Wesley Shie
Regional Director



Jordan Jicha
Regional Director



Peggy Cenova
Regional Director



Courtney Richey-Chipol
Regional Director



Dan Drexler
Regional Director



Jon Myers
Regional Director



Dominic Poggi
Regional Director



Steve Bryant
Regional Director

The CEIOO Team



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*Chief Equity,
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Opportunity
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*Office Operations
and Executive
Assistant to the
Chief Officer*



Joseph Pinnell
*Deputy Chief and
Executive
Director of
Workforce
Engagement*



**Anthony
Phillips II**
*Deputy Chief
and Executive
Director of
External Equity*



Josie Fasoldt
*Chief Data and
Strategy Officer*

About the Data



This Quarterly Impact Report uses 2021 Indiana SBDC Data alongside regional data. Below is breakdown of what sources informed the regional data listed within each visualization.

For the racial-ethnic categories of Hispanic, Black, and Minority, the data was provided by the Office of the CEIOO, using 2010 US Census information.

To identify the percent of the population identified as living in a rural area within the region, the 2010 census county rurality levels were used. These data provide the counties total population and the percentage of residents within said county that are identified as living in a rural area and those who are identified as living in an urban area. This report is not yet available for the 2020 census. Given this, the percentage of rural residents by county from 2010 was applied to the 2020 population data.

For the veteran statistics, the Geographic Distribution of VA Expenditures (GDx) for the 2021 fiscal year was used. This document outlines a variety of figures, but most importantly identifies the number of people within each county that are veterans. The veterans population estimates are produced by the VA Predictive Analytics and Actuary Service (VetPop 2018).

For the female regional statistics, the U.S. Census Bureau's Quick Facts statistics were used. These data are based on those who live in each county at the time of census, April 1, 2021. Statistics were taken at the county level and then aggregated for each of the 10 regions.

**OFFICE OF
THE CEIOO**

**THANK
YOU!**

Contact us at govceioo@gov.in.gov