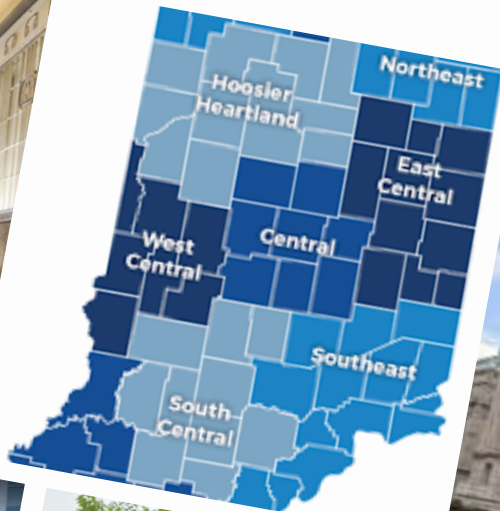




# INDIANA SBDC QUARTERLY IMPACT REPORT

2022 - Quarter 4 (October - December)

02/28/2023





# 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 CEIOO

In looking back at the full 2022 calendar year, when comparing SBDC Clients to the Population, the top performing centers for each demographic were:

Black or African

American

South Central

Hispanic or Latino

West Central

Minority

West Central

Rural

Hoosier Heartland

Veteran

North Central

Women

Northwest

Percentage Difference between SBDC Clients Served and Region Population

	Black or African American	Hispanic or Latino	Minority	Rural	Veteran	Women
Central	48.1%	-62.6%	-7.9%	-66.4%	-22.1%	6.4%
East Central	66.7%	-37.8%	-2.9%	-16.9%	-32.9%	-29.8%
Hoosier Heartland	221.9%	-46.5%	10.9%	★ 26.2%	46.3%	-1.4%
North Central	181.0%	2.7%	54.2%	-19.5%	★ 52.3%	10.5%
Northeast	196.5%	-13.2%	49.1%	-3.9%	-5.5%	7.2%
Northwest	77.7%	-21.5%	30.2%	-9.9%	-14.3%	★ 11.0%
South Central	★ 252.2%	-11.0%	-5.8%	-24.7%	20.7%	-9.3%
Southeast	194.7%	-7.4%	33.3%	15.9%	-15.5%	-3.7%
Southwest	151.7%	26.4%	49.6%	-33.6%	-41.3%	-16.8%
West Central	236.8%	★ 79.6%	★ 85.5%	-35.0%	-24.4%	9.8%

The ISBDC network had the biggest impact on Indiana's Black/African American by far, but also performed well with our Minority population in general.

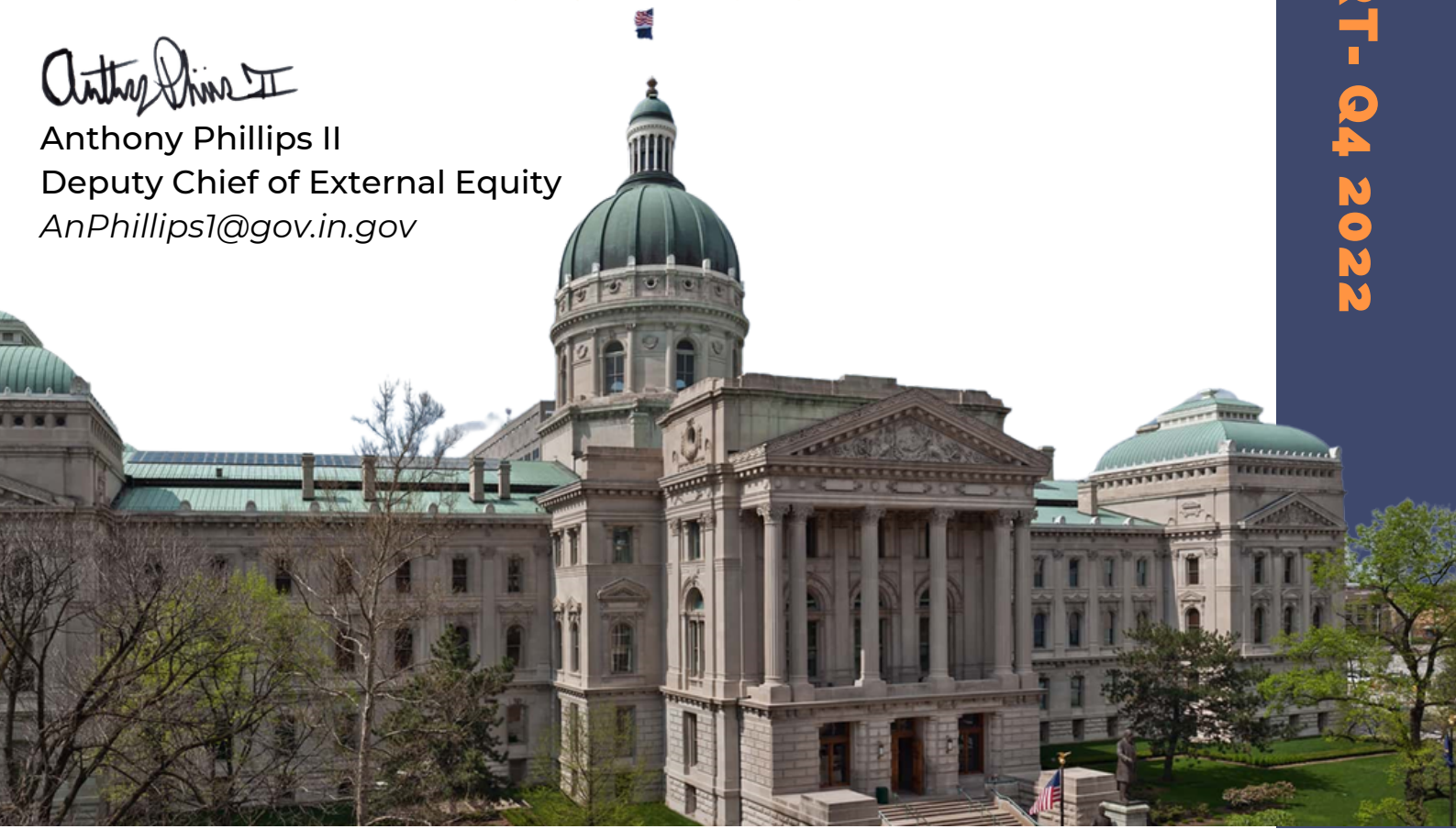
Cheers to an impactful 2022! Let's work together to make 2023 even better!



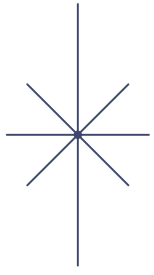
Anthony Phillips II

Deputy Chief of External Equity

AnPhillips1@gov.in.gov







*Congratulations on your  
Promotion!*

"Small business development is big business for the state of Indiana. It drives our economy forward."

**-David Watkins,**  
Senior Vice President of  
Entrepreneurship & Small Business



Small Business Administration (SBA) - Central Indiana  
Small Business Walking Tour



*Bovaconti Coffee*  
*Hi-Fi Indy*  
*Zodiac Vintage*  
*Square Cat Vinyl*  
*Snakeroot Botanicals*  
*The Pickled Pedalar*

ZODIAC VINTAGE



SNAKEROOT BOTANICALS

HI-FI



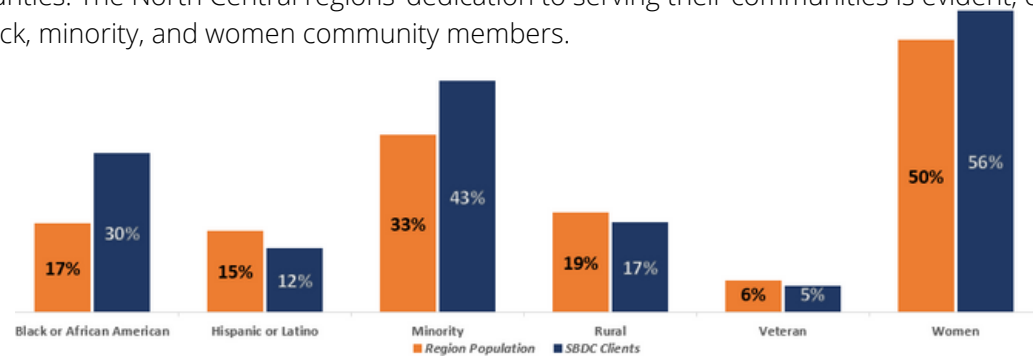
PICKLED PEDALAR

11/16/2022



# 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, minority, and women community members.



## Partner Spotlight



The Indiana SBDC is proud to partner with StartedUp Foundation on the annual, statewide, high school pitch competition, Innovate WithIN. 2022 Innovate WithIN state winner, **Patchables LLC**, worked diligently with their Northwest Indiana SBDC advisor, Judith Cardenas, during the competition, and have continued to work with Judith to grow their business and focus on the business' financials. Isis Fleming and Kayla Davis, founders of Patchables, have continued to refine their processes and grow their business. As Patchables LLC continues to grow, both Isis and Kayla can be confident that the Indiana SBDC will support them along their entrepreneurial journey. In October, Isis and Kayla were inducted into the Purdue Northwest Society of Innovators Class of 2022.

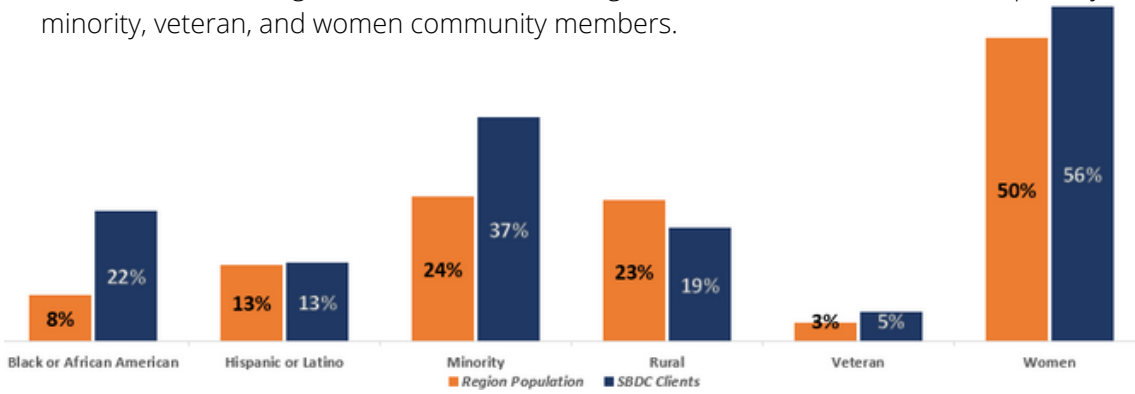
## Staff Spotlight



The **Northwest Indiana SBDC** hosted the 31st annual E-Day Entrepreneurial Excellence luncheon in October 2022. With nearly 250 attendees, 14 cash sponsors, and 4 media sponsors, the event was a booming success. Representatives from the U.S. Small Business Administration spoke at the event and detailed the many resources available to current and aspiring entrepreneurs. Awards presented this year included, Small Business Person of the Year, Entrepreneurial Success, Minority-Owned Business of the Year, Women-Owned Business of the Year, Family-Owned Business of the Year, Young Entrepreneur, Small Business Advocate, Advocate for Youth Entrepreneurship, and Lifetime Achievement Award. The Northwest SBDC team was able to celebrate regional partners alongside the talented entrepreneurs at this great event.

# 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 Black, minority, veteran, and women community members.



## Staff Spotlight



**Tracie Davis**, Business Advisor for the North Central Indiana SBDC, holds an Intermediate Export and Trade Counseling Certification and is looking to deepen her exporting knowledge by completing the Certified Global Business Professional Certification (CGBP) in 2023. Advisors like Tracie, who are able to provide general SBDC services and a deeper dive on specific business growth opportunities such as exporting, are critical in ensuring each region has for a wide variety of local experts helping businesses start, grow, and innovate. The Indiana SBDC network provides additional exporting assistance through specialty business advisor Andrew Reinke who works with clients to do a deeper dive on export business planning, compliance management, marketing, trade finance, and more.

## Client Spotlight

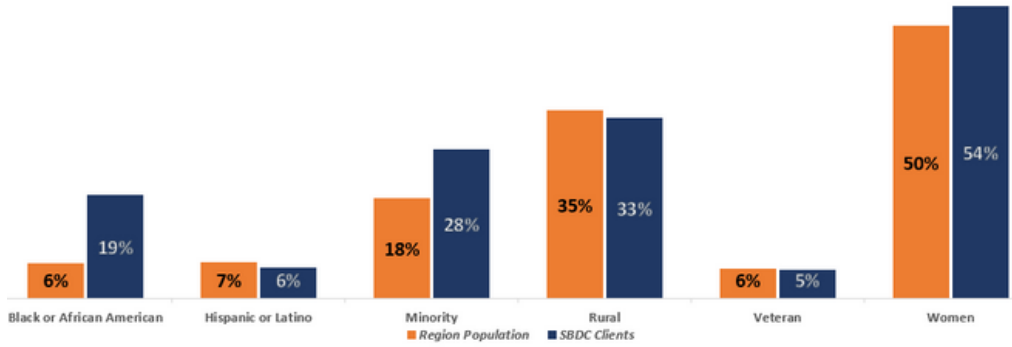


North Central Indiana SBDC client, **Something Borrowed & Blue Rentals LLC**, was founded by Meghan Huff in December 2020. Something Borrowed & Blue Rentals LLC offers affordable and beautiful event decor rentals in northern Indiana and southwest Michigan. So far, Meghan has seen great success, and is looking forward to growing the business. In December, Meghan worked with North Central Indiana SBDC Regional Director Alan Steele regarding with common business concerns – business bookkeeping and taxes. While Meghan tracks revenue and expenses diligently, Alan offered Meghan templates and tools to efficiently track her finances, so they easily track to the required tax forms.



# 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, minority, and women community members.



## Partner Spotlight



Northeast Indiana SBDC Regional Director, Wes Shie, spoke to a group of student entrepreneurs about how the Indiana SBDC has resources to help them start their businesses on the right foot. The **Square One Developers** group and Wes paid a visit to **Arc of Wabash County** where the group challenged big-thinking student entrepreneurs to start considering what the future of their club could and should look like. All stakeholders involved are excited to see what's next for these budding business owners!

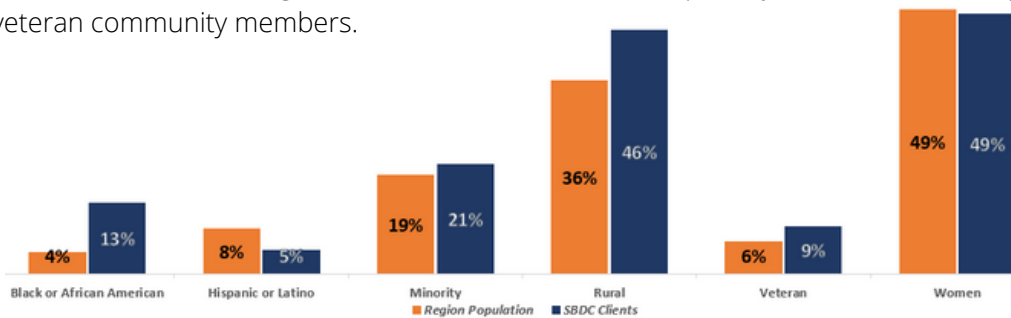
## Client Spotlight



The Northeast Indiana SBDC assisted Paul Marinko as he brought a Michigan-based franchise, **Kilwins Chocolates, Fudge, & Ice Cream**, to Indiana. Paul began his relationship with the Northeast SBDC team in February of 2021. Northeast Indiana SBDC advisor, Billie Wunderlich, helped Paul review his business plan financial projections and marketing needs and helped him navigate the necessary permitting and certifications needed to open a food based company. The Fort Wayne Kilwins Chocolates, Fudge & Ice Cream launched in January of 2022 and has since been thriving.

# 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 Black, minority, rural, and veteran community members.



## Staff Spotlight



**Jordan Jicha**, Regional Director of the Hoosier Heartland SBDC, has been working with great success to connect with local stakeholders, such as the Carroll County Chamber and Cass County to spread awareness of the SBDC and other services available to entrepreneurs. Jordan has begun holding office hours at the Carroll County Chamber to increase client outreach and participated in a panel focusing on re-imagining Logansport and the surrounding area to inspire future business owners. While the Hoosier Heartland SBDC helps hundreds of small businesses and entrepreneurs annually with business plans, market research, and preparations for applying for loans, the center's participation in the local ecosystem and ability to connect new and existing business owners to other community, state, and federal resources makes the Indiana SBDC a unique ecosystem player.

## Partner Spotlight



In partnership with **Purdue University's Agricultural Economics Department**, the Hoosier Heartland SBDC will be providing employee wellness training for 40 businesses throughout the 12 local counties served. Funding for this program was provided by a grant from the United States Department of Agriculture. The program content, created by a professor at Purdue University, aims to provide health and wellness support for businesses and employees throughout the region.

# 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 women community members.



## Partner Spotlight



The Central Indiana SBDC was honored to host federal, state, and local stakeholders for a 'walking tour' of lively, historic Fountain Square. Mainstreet businesses are vital to vibrant neighborhoods, and many entrepreneurs utilize a variety of **U.S. Small Business Administration (SBA)**, state, and local resources to launch and grow their operations. Leading up to Small Business Saturday, the Central Indiana SBDC team had the privilege to introduce Region V SBA Administrator, Ms. Geri Sanchez Aglipay, and SBA's Indiana District Director, Mr. Stacey Poynter, to a few of the many entrepreneurs in Fountain Square who were able to utilize SBA's programs and services.

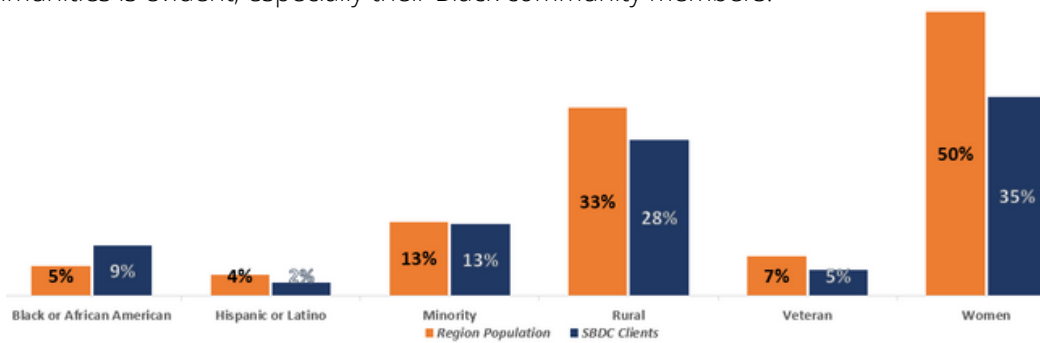
## Client Spotlight



Stephanie Haston launched **Cadence Training Solution LLC** in December of 2022 to provide nursing education and training services. Years of experience in the nursing and health industry paired with Stephanie's service in the US Army have led her on an entrepreneurial journey to share her healthcare training expertise. Working hand in hand with business advisor Huss Sadri to complete a business plan and financial projections, Stephanie was able to secure financing for her business through the Boone County Economic Development Corporation. Stephanie has acquired a physical training space in Lebanon and looks to continue to develop her business with assistance from her dedicated SBDC advisor.

# 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 Black community members.



## Partner Spotlight



The East Central region worked with **Jay County Economic Development Corporation** and the **Jay County Chamber of Commerce** to support the Launch JAY! Pitch Competition in October. As part of the competition, local entrepreneurs competed for nearly \$15,000 in prizes. Regional Director, Karen Lloyd, continuously supported the program through its duration from August to October. Each of the four pitch competition winners were clients of the SBDC. The Jay County EDC, like many local stakeholders across the state, are familiar with their local SBDC offices and help utilize the regional team's expertise to round out the circle of support from local, state, and federal resources.

## Client Spotlight



East Central Indiana SBDC client **BE's Beauty Supply** provides an upscale hair shopping experience for those in the Muncie and in the surrounding area. Owner Bernisa has been working with the Indiana SBDC since 2020 and has continued to work with the East Central Indiana SBDC team throughout the pandemic. BE's Beauty Supply was recognized by the Innovation Connector as the 2022 Life-Style Business Entrepreneur of the Year in Delaware County during Global Entrepreneurship Week in November.

# 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 their Black, Hispanic, minority, and women community members.



## Partner Spotlight



The West Central Indiana SBDC partnered with the **Terre Haute Chamber of Commerce's Manufacturing Council** to share information on Indiana SBDC services to manufacturing leaders in the region. Regional Director, Courtney Richey-Chipol, promoted the local and statewide resources available to manufacturers including the specialty manufacturing advising services and Manufacturing Readiness Grants.

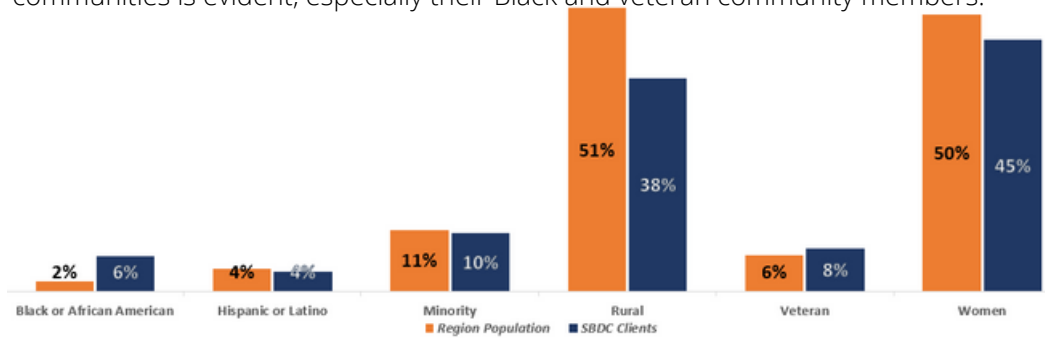
## Client Spotlight



**Little Bear Coffee Co.** is a woman-owned business and began operations in October 2019. Little Bear Coffee Co. became a client of the West Central Indiana SBDC in July 2020 and was able to take advantage of Project Hope to build a business website. Project Hope, a statewide initiative helped aimed at supporting small businesses as they focused on their online presence and sales throughout the first two years of the COVID-19 pandemic. Little Bear Coffee Co. has continued to work with the West Central Indiana SBDC for further assistance with marketing and growing their online presence.

# 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 and veteran community members.

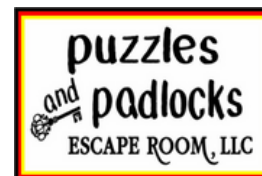


## Partner Spotlight



Steve Bryant, South Central Indiana SBDC Regional Director, met with **Indiana Farm Bureau Insurance** to discuss partnership opportunities to serve small farming operations in the South Central region. Indiana is nationally ranked in the production of kitchen cabinetry, popcorn, eggs, tomatoes, spearmint, and hogs to name a few. With so many products nationally ranked, small businesses across the state have a great opportunity to claim their piece of the pie. Industry partnerships, like Indiana Farm Bureau Insurance, allow this region the ability to reach more small farmers and producers and encourage agribusiness growth. Steve included Monty Henderson, Indiana Agribusiness Director, in the meeting, to ensure our statewide and regional team understand the potential opportunities for collaboration.

## Client Spotlight

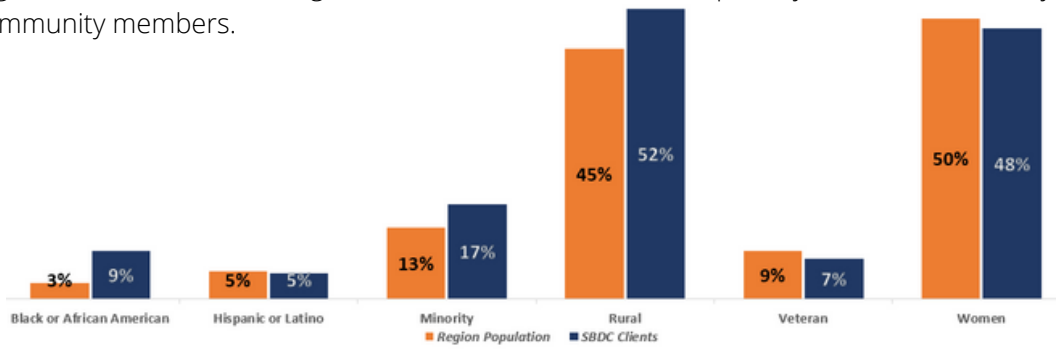


**Puzzles and Padlocks Escape Room LLC** began working with the South Central Indiana SBDC team in September of 2021 with their grand opening just a few months later in December. Steve Bryant, Regional Director for the South Central Indiana SBDC, worked with client, Beth Underwood, on expansion plans as part of the Heart of Jasper program to attract entertainment businesses to downtown Jasper. With Steve's assistance, Puzzles and Padlocks Escape Room LLC completed their business plan and was able to apply for and received a grant to support their business growth.



# 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 Black, minority, and rural community members.

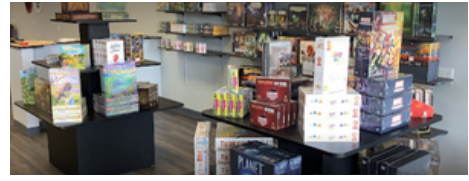


## Partner Spotlight



The Southeast team met with representatives at the **Columbus AirPark College campus** to discuss small business opportunities. The campus is comprised of three leading educational institutions, as well as the Community Education Coalition, which fosters connection between these educational partners. Participation and collaboration with this regional partner ensure access to both traditional and non-traditional students to encourage entrepreneurial pathways post-graduation.

## Client Spotlight



**Bored? Games!** opened a storefront in Columbus, IN after 3 years of planning. The owner, Clai Putney, is a local teacher with a passion for games, students, and the community. Clai wanted his store to provide community interaction, and a safe place for kids in the area to meet and play games. The Southeast Indiana SBDC was able to assist Clai in developing a business plan and acquiring financing for the store. While Clai has seen success since the business' opening, Regional Director, Jon Myers, still works with the client to ensure they have what they need to be successful in the next phase of their business journey.

# 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 their Black, Hispanic, and minority community members.



## Staff Spotlight



## Partner Spotlight



Southwest Indiana SBDC advisor, **Doug Claybourn**, was recognized at the Evansville Regional Economic Partnership's AM Connect event in October. Doug has been a part of the Indiana SBDC for 9 years. Doug has served over 650 clients with over 6,000 hours of counseling provided to those clients. Doug's dedication to the region has led to the creation of nearly 400 jobs and \$44 million in capital infusion directly invested into the community.

The Southwest Indiana SBDC continues to be a close partner with the **City of Evansville** and continues to assist with the revolving loan fund for businesses that otherwise may be unable to obtain capital from the traditional financial institutions. Applicants are strongly encouraged to use the services of the Southwest Indiana SBDC when creating the necessary business plan, compiling information for the loan application and for support as they continue to grow their business. In 2022, the Southwest Indiana SBDC team reported 197.5 hours working on the City's revolving loan application assistance. The City of Evansville provides the Southwest Indiana SBDC center matching funding annually to support the SBDC operations.

# ISBDC Regional Leadership



**Lorri Feldt**  
Regional Director



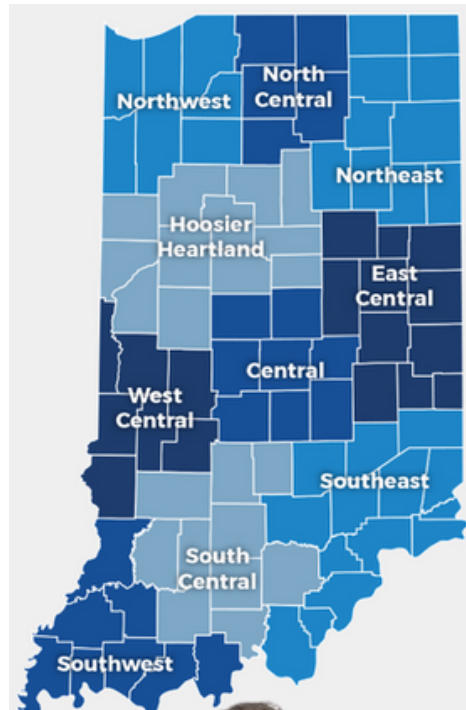
**Alan Steele**  
Regional Director



**Wesley Shie**  
Regional Director



**Jordan Jicha**  
Regional Director



**Karen Lloyd**  
Regional Director



**Courtney Richey-Chipol**  
Regional Director



**Dan Drexler**  
Regional Director



**Jon Myers**  
Regional Director



**Dominic Poggi**  
Regional Director



**Steve Bryant**  
Regional Director

# ISBDC Statewide Leadership

## TEAM

### LEAD CENTER



David Watkins  
State Director



Natasha Jensen-Matta  
Associate State Director



Brandy Mowery  
Manager, Small  
Business Operations





# The CEI00 Team



**Karrah  
Herring, J.D.**  
*Chief Equity,  
Inclusion, and  
Opportunity  
Officer*



**Coni Hudson**  
*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 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.

A black and white photograph of a hand holding a pen, writing on a notepad. The background is dark and out of focus, showing what appears to be a desk or office environment. The text 'THANK YOU!' is overlaid in large, white, bold letters on the left side of the image.

**THANK  
YOU!**

Contact Office of the CEIOO at  
[govceioo@gov.in.gov](mailto:govceioo@gov.in.gov)

Find information on Indiana SBDC Program at  
<https://isbdc.org/>