

### **Business Grown Here.**

**ANNUAL REPORT** 











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The Missouri SBDC is funded in part through a Cooperative Agreement with the U.S. Small Business Administration.



### LETTER FROM THE ASSOCIATE STATE DIRECTOR Sherry Noller

As I reflect back on 2021, what stands out the most is the strength of our Missouri business owners and the dedication our team has for their clients.

We saw business owners continue to experience challenges that impacted them every day as well as new opportunities as a result of shifts in our economy. The Missouri SBDC team throughout the state has been focused on providing clients with support that addresses those needs to help them grow their business as far as their vision can take it.

Our 2021 annual report is only a glimpse at the tremendous impact the Missouri SBDC business counselors and coaches had in their communities. I encourage you to watch the client videos and read the stories within the report to see the vast experience and expertise our network has and how that is used to serve all types of businesses.

You can help us fulfill our mission by referring business owners in your community to their local SBDC for confidential, professional business advising and coaching.

Thank you for your continued support of the Missouri SBDC!



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### **MISSOURI SBDC NETWORK NEWS**

#### 2021 STATE STAR, SALLY WILLIAMS

The State Star is an annual recognition to highlight and showcase the exemplary performance of SBDC staff from across the country.

The 2021 Missouri SBDC State Star is Sally Williams from the Missouri SBDC at University of Missouri-Kansas City (UMKC)!



Williams was nominated by her colleagues from across the state. Her advice and counsel for research, technology development and commercialization has earned her respect from her clients, colleagues, and partner organizations.

Williams's colleagues have described her as having a deep dedication to her work and her clients as well as delivering quality and caring, one-on-one counseling and training facilitation that makes a difference.

Read more about Sally and her commitment to helping Missouri tech entrepreneurs.

#### HELPING UNDER SERVED COMMUNITIES SUCCEED IN TECH

The Missouri SBDC was awarded \$125,000 for specialized training, business counseling, and technical assistance for research and development (R&D)-focused small businesses under the Federal and State Technology (FAST) Partnership Program. The Missouri SBDC and BioSTL have collaborated on this grant to leverage expertise and resources to identify and locate entrepreneurs and founders across the state to further build the ecosystem for SBIR and technology innovation.

Read the full release for more information.



#### **EXPORTING ARTICLE SERIES**

2021 introduced a series of articles related to exporting goods and services. From the basic to slightly more advanced topics, the Missouri SBDC is working hard to assist companies with preparing for and engaging in export activities to help their businesses grow.

#### Read and share the articles today.

Topics include:

- Should I Export My Business's Goods and Services?
- · Exporting The First Step
- The Export Plan: Market Research
- Market Entry Strategy
- Pricing Strategy



### **MISSOURI SBDC NETWORK NEWS**

#### NATIONAL ANNUAL REPORT

Check out the national America's SBDC annual report: Missouri

#### **MISSOURI SBDC PSA**

Isn't it exciting?! As a part of a brand refresh the Missouri SBDC invested in the production of short videos to introduce what they do. These videos are available in English and Spanish.



Spanish 30 sec

Subscribe to the Missouri SBDC YouTube Channel

#### HELPING MISSOURI GET BACK TO WORK THROUGH CHILDCARE

The Missouri SBDC has partnered with the Department of Elementary and Secondary Education to provide education and counseling to childcare providers and aspiring daycare owners as a part of the State's childcare grant program launched in August 2021.

### REPORT LEGEND

Throughout this year's report you will notice different graphics. These are being used to bring attention to the clients the Missouri SBDC works with and efforts in specialized programs.







Agriculture









Technology/ Growth Innovation

International Trade

Owned

Woman Owned

Veteran Owned

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Check them out!



# LONE STAR PHYSIQUES

Stephanie McGrew, Owner



Stephanie McGrew is the owner of Lone Star Physiques in Kirksville, MO. Check out our latest client highlight video to learn about Stephanie's relationship with the Missouri SBDC in Northeast Region and more about her rural, personal fitness business.



## **BRANSON AIRPORT**

Hollister, MO



The Branson Airport started working with the Missouri SBDC at Missouri State University in 2020 to learn more about various programs to help them navigate the pandemic impacts on travel. Hear how working with the SBDC helped them.

# THE CHERRY CO.

Thalia Cherry, Owner



Thalia Cherry started working with the Missouri SBDC at UMKC in 2016 and continues to work with her business coach to help her business grow. Check out this client highlight video to learn more about Thalia's entrepreneurial journey.



# **GOOD NEWS BREWING**

Matt Fair & Dan Tripp, Owners



Good News Brewing has grown amidst the pandemic. They find opportunities and reach out to the Missouri SBDC at EDC of St. Charles County. Check out this video and hear how working with the SBDC helped them.

# HOSTS

Where business owners locate their business means a lot. That's the place that will shape how the business grows, provide the business with resources and employees. And that's the community that stands to benefit from the business's success. It's the business's home.

The Missouri SBDC succeeds at serving Missourians across the state because of the valuable partnerships that have been developed in our communities over years and decades.

The universities, economic development and community organizations below all invest in the Missouri SBDC program to host a primary and/or satellite office and staff to serve our neighbors.













University of Missouri

Extension









MISSOU

STATE UNIVERSITY.











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### VISION

The Missouri SBDC will be the preferred partner for entrepreneurship and business solutions in Missouri.

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### 2019-2021 FEDERAL DISTRICT 1 IMPACT



### VALUES

The Missouri SBDC embraces the following core values:

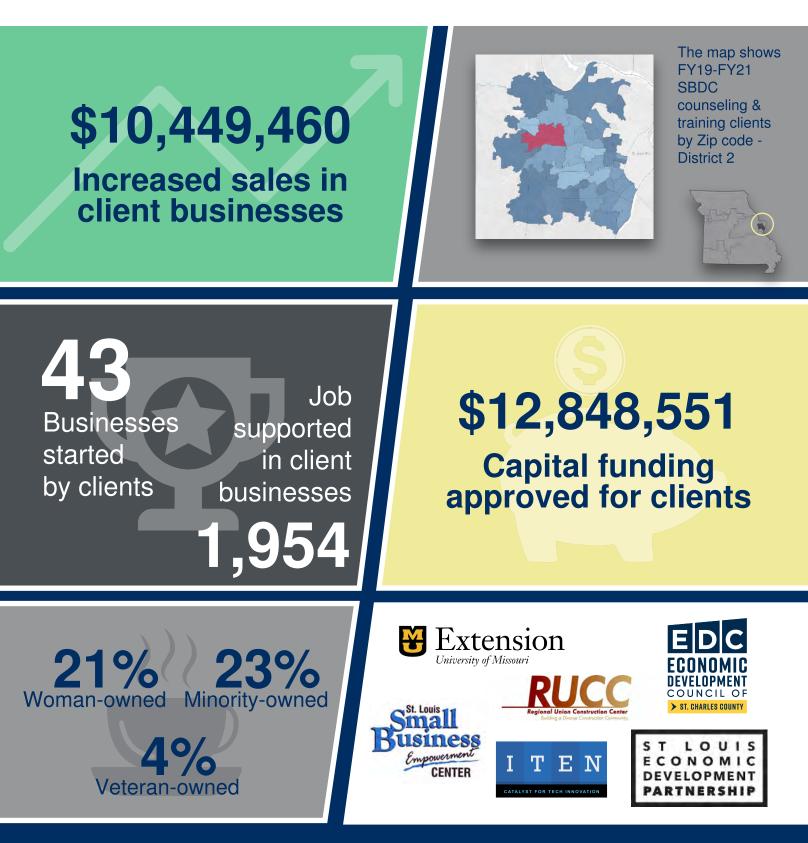
- People
- Innovation
- Empowerment
- Collaboration
- Confidentiality
- Integrity





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#### 2019-2021 FEDERAL DISTRICT 2 IMPACT



### MISSION

It is the mission of the Missouri SBDC to educate entrepreneurs, business owners, and workforce to realize success.

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### 2019-2021 FEDERAL DISTRICT 3 IMPACT



# **MORA TECHNOLOGIES**

Adam Haney & Colby Thrift, Owners



In ancient Sparta, a mora was a unit of about 600 well-trained soldiers that moved as one. In modern Warrensburg, Missouri, Mora Technologies is a business automation startup with an ethos that echoes that of the Spartan warriors: professionalism and excellence.

Colby Thrift and Adam Haney, co-founders of Mora Technologies, are forward-thinking engineers who want to free American industry from the shackles of legacy software systems.

"Allowing software companies to, basically, effectively capture an industry so that they can't grow ... can't be more dynamic ... can't be more competitive ... that's not good for American industry," Haney said.

"We want to bring in the new age of what we think is higher-level programming," Thrift said. "A lot of people call it the industrial internet of things or Industry 4.0 that's coming in, which includes robotics, vision systems, and 'smart' devices."

Haney served as a nuclear electrician's mate in the U.S. Navy for six years and then joined Nucor Steel Arkansas before being selected as the melt shop automation engineer for construction and commissioning of a new rebar micro-mill in Sedalia, Missouri.



Thrift started with Nucor Steel through a co-op program while completing his bachelor's degree in electrical engineering at the University of Alabama. He

went on to work for the company in Birmingham and was later transferred to Sedalia to serve as the site's power systems engineer.

When Thrift and Haney moved to Sedalia to be a part of the startup team for the new mill, they did not know that within two years they would be in a startup of their own. After many conversations, through which they began shaping their shared vision, it became clear to them it was time to move forward, that during the pandemic was actually a good time to start their business.

Engineers by trade and not having a business background, they sought help from the experts, and Kelly Asbury, director of the Missouri SBDC at State Fair Community College (SFCC) in Sedalia, became their business coach.

"After the first conversation I had with [Asbury], I believed in myself, like, 50,000 times more than I did going into the conversation," Thrift said. "She made me believe it was possible."



"She gave us a list of things to think about and said we should start with a business plan," Thrift said. "Working through the business plan made us ask the questions ... get deeper into it."

In January 2021, Mora Technologies was officially open for business. By June — at least six months before planned — they were already looking to scale up.

And the SBDC is guiding them as they prepare to take those steps.

"I really appreciate the structure of how [the SBDC] works," Haney said. "They don't do things for you. They say, 'This is the path to be successful, and if you will put in the work, you will be successful.'"

"We have never stopped talking with the SBDC," Thrift said. "We plan to use [the SBDC] as much as possible going forward."

> Website Facebook Instagram LinkedIn YouTube Read the full story



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### 2019-2021 FEDERAL DISTRICT 4 IMPACT

The map shows FY19-FY21 SBDC \$12,019,860 counseling & training clients by Zip code -**District 4 Increased sales in** client businesses 119 Job \$50,017,525 **Businesses** supported started Capital funding approved for clients in client by clients businesses 7,1 issouri ¥ Extension 19% Woman-owned 13% University of Missouri Minority-owned **State Fair Community College** 11% MISSOUI Veteran-owned

**DYK:** The Missouri SBDC is part of a national network of business experts and has resources dedicated to helping businesses evolve and thrive.

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### 2019-2021 FEDERAL DISTRICT 5 IMPACT

\$68,901,226 **Increased sales in** client businesses The map shows FY19-FY21 SBDC counseling & training clients by Zip code - District 5 109 Job \$72,417,836 **Businesses** supported started Capital funding approved for clients in client by clients businesses 4,770 UMKC Woman-owned Minority-owned **State Fair** Veteran-owned **Community College** 

# SCHEMPP WHOLESALE

Phil Duane, Owner



After working in the equipment rental industry for more than 20 years, during many of which he was a traveling sales representative, Phil Duane decided to strike out on his own.

By June 2018, Duane was in the re-rental business. But that's not all.

"There's really three pedestals to the company," Duane said. In addition to re-renting equipment, Schempp Wholesale brokers equipment sales and will serve as a manufacturer's rep agent.

On top of all that, Duane and his operations manager, Christy Mayfield, produce a podcast. Access Nation covers topics of interest to the construction, lift and access industry: new products, industry news and trends, rental rates, and used equipment values.

With all he had going on at the office, Duane took on even more early this year when the Missouri SBDC invited Schempp Wholesale to be one of 12 companies to participate in the Elevate program.



The Elevate program offers business leaders two forums for learning: individual engagements wherein each business owner works with a team leader who helps to determine the business's right next steps and calls on specialized consultants for support, and roundtable meetings facilitated by **Edward Lowe Foundation** experts wherein participants share their experiences and explore their most pressing issues.

The resources, the consultants who could take the time to help guide Schempp Wholesale toward its vision, "that's where it's of value to me," Duane said about the Elevate program. "I basically had some employees working with me that, otherwise, I couldn't afford."

The finance topic was a big one for Duane, who was looking to attract investors, and he now has new ideas

on how to structure with new investors.

"We got a ton of leads" from the marketing consultant, Duane said. And he has already bought contact management software to load all those leads into.

Duane got what he and Mayfield both thought was the best immediate advice they could act on from the "LinkedIn ad guy." And they have already run an ad based on his content.



"He gave us the most information about marketing our business in a way where money would reach the most people more efficiently," Mayfield said. "Using LinkedIn is pretty popular in our industry, and he was able to kind of tell us how to quickly and easily define our category, our market to reach the most people on there."

Another topic that came up during the program was exporting, "which will be huge for the brokerage side," Duane said.

Lobina has already followed up with him on getting involved in export and connected him with SBDC international trade experts.

"I expect to see the exporting potential just skyrocket with them," Lobina said. "And then I can see them growing substantially in the next 12 to 18 months."

"There are a lot of the pieces to the plan," Duane said. "We are excited to start putting them together and execute. We embrace the challenges."

Duane is glad to know there are resources such as the Missouri SBDC and the Elevate program that want to help small businesses such as his accomplish their goals. "Like with any resource, you get out what you put in," Duane said.

Website LinkedIn Twitter Podcast

Read the full story



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### 2019-2021 FEDERAL DISTRICT 6 IMPACT

\$28,229,198 **Increased sales in** client businesses The map shows FY19-FY21 SBDC counseling & training clients by Zip code - District 6 128 Job \$37,853,827 Businesses supported started in client Capital funding approved for clients by clients businesses 21% 13% Woman-owned Minority-owned KIRKS NORTHWEST MISSOURI STATE UNIVERSITY HANNIBAL REGIONAL ÌКС Veteran-owned ECONOMIC DEVELOPMENT COUNCIL

# **DYNATEK LABS**

Elaine Strope, Owner



In a small town in the heart of America is a high-tech company that tests medical devices that end up in the actual hearts of people around the world.

When you have a medical device inserted into your body, you want it to work and to leave no trace of itself. That's where Dynatek Labs in Galena, Missouri, comes in.

"We test implantable medical products, mainly cardiovascular, for mechanical durability and particulate shed," such as pieces of metal, plastic or a coating with drugs embedded in it, said Dynatek Labs owner and president Elaine Strope.

Early this year, the Missouri SBDC invited Dynatek Labs to be one of 12 companies to participate in the Elevate program.

Being considered a second-stage business seemed odd to Strope given that Dynatek Labs has been in business for going on 40 years. But the company had hit a plateau and Strope thought Elevate might give it the needed boost to get to the next level.

"They are a great company to work with and have been on the top of their field for a very long time," said Lance Coffman, business consultant at the Missouri SBDC at Missouri State University in Springfield, who nominated Dynatek Labs for the Elevate program.



Coffman observed the engagement and roundtable sessions so that he could hear the experts' recommendations and the participants' discussions. He said his role now is to follow up with Strope to help her to act on that information "now that the experts have gone on their way and left us with their recommendations and reports."

"The consultants, the experts, were very knowledgeable," Strope said.

The marketing expert's discussion about the

company's value proposition "made me see our value in a different way," Strope said.

Strope also gained a new tool for learning when companies that could use their services have been awarded grants or received other funding. "It has always been a difficult thing to figure out, how



out here in Missouri, in southwest Missouri in a small town, we are supposed to know or hear or learn about new opportunities," Strope said. "I think [the Listening Post] will help quite a bit."

Strope has been an SBDC client for 30 years. She usually goes to the SBDC with specific questions. "If there's something that we don't know how to do and we don't know where to find out how to do it, my first place to start is the SBDC," Strope said.

The Elevate program was a different experience for her. It was more about the general direction you want your business to go in and helping you get going that direction, Strope said.

> Website YouTube Read the full story



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### 2019-2021 FEDERAL DISTRICT 7 IMPACT



Whether a business is providing services to people in their zip code or selling products around the world, their company is a Missouri company. And the people of the **Missouri SBDC** provide the support to help businesses grow as far as the owner's vision can take it.



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### 2019-2021 FEDERAL DISTRICT 8 IMPACT



# HANNIBAL MACHINE

Harold Haycraft & Scott Haycraft, Owners



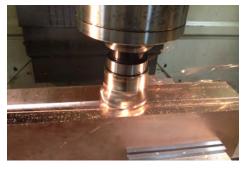
From wielding a broom to welding metal art, Scott Haycraft grew from a youngster helping around the shop to a skilled machinist and part-owner of Hannibal Machine in Hannibal, Missouri.

"[My father] always had a crew of guys that were generally happy to teach me at a younger age," Haycraft said.

In addition to becoming a machinist, Haycraft learned welding and now enjoys doing metal art as part of Hannibal Machine's architectural metalwork service and for pleasure.

Haycraft's father and the shop's founder, Harold, is a service-disabled veteran.

"He was a machinist over at a now-competing machine shop across the river in Quincy, Illinois. He talked to them about expanding over here to Hannibal, and they said, 'No, we're good. How about you just open one?' And so, he did," Haycraft said.



Thirty-two years later, and 15 since the younger Haycraft officially became a part-owner, Hannibal Machine is a second-stage business that is poised for growth.

Scaling to grow while maintaining the same level of quality can be tricky. But Haycraft recently met with experts who shared best practices and gave him tools and advice specifically tailored to his business to help him do just that.

Through the Elevate program, Haycraft gained knowledge and tools in two key aspects of business that will help Hannibal Machine grow while maintaining quality.

One of those aspects was developing a bigger



customer base.

"It's different from when my dad started in 1989–90. You can't just walk into the front door of a corporation, because they really don't have a receptionist anymore, like they used to," Haycraft said.

So, the database of prospects within about a 200-mile radius, complete with company details and contact information

of key personnel, that Haycraft received from the marketing consultant was a goldmine.

The other key business aspect Haycraft focused on during the program was quality control.

"The QC aspect that's something we always try to improve continuously, without



a doubt, turning out the quality part ... in a timely manner," Haycraft said.

later, and 15 sinceOverall, Haycraft said, the information he got from the<br/>Elevate program was "spot on" and he looks forward to<br/>using the tools to expand into different markets.

Website Facebook Read the full story



### HARTLINE CONSTRUCTION

#### Jennifer Hart, Owner



In 2009, Jennifer Hart had been furloughed from a commercial architecture firm.

"The 2008 recession hit, and architects were hit the hardest earliest," Hart said.

She enjoyed working for the self-performing design-build company, but the jobs weren't coming in. Furloughed, she performed volunteer work using her degree and her design capabilities. Then she joined an HVAC company as a project manager.

It was while managing one of those HVAC projects that she was asked "Why are you not doing this on your own?" by a general contractor she was managing a project for.

"I decided to open up Hartline Construction, focusing on self-performing the carpentry packages versus HVAC," Hart said.

It wasn't long before Hartline had grown enough that it became her full-time endeavor.

In the past few years, if you had a bite to eat in the Red



Lotus Restaurant at Argosy Casino in Riverside, Missouri, you were surrounded by a Hartline Construction build; if you waited for a bus in Kansas City, you might have been standing on a concrete pad upgraded by Hartline; if you visited City Hall in Smithville, Missouri, you were in the midst of a renovation completed by Hartline Construction.

In 2023 when you take off from Kansas City International Airport's modernized terminal, you will witness carpentry, painting, trim and tile all self-performed by Hartline Construction.

Over the past decade, Hartline Construction has made a name for itself in the Kansas City area culminating in being named a 2021 Top 10 Small Business by the Greater Kansas City Chamber of Commerce. While working on her architecture degree, Hart did not take a single business course. Since deciding to become a business owner, she has been doing her homework.

"Coming out of the recession and opening my own company, the one thing I was very concerned about was that we would not last more than five years," Hart said. "So, I put myself in every business class I possibly could think of."

The Elevate program is the latest of those 'classes.'

Programs like Elevate "help small companies push it forward," Hart said.

Hathaway saw the program as a way for Hart to "take herself out of the day-to-day operations of the business to focus on the overall vision of the business."



It was a great opportunity for Hart — to have consultants throughout the country looking at her specific needs and to have peers at a similar level of business experience, revenue and growth-readiness sharing their challenges, Hathaway said.

"What I liked about this class and why it was different was they actually gave me mentors that were not in the Kansas City area. They knew nothing about Hartline Construction ... but they wanted to find out about Hartline and help it succeed," Hart said.

"All three key people sent me actual documents on what Hartline could do to move forward," Hart said.

"The consultants offered great next steps," Hathaway said. "I will continue to work with Hartline on putting those into play in a timeline that's relevant with the needs of the entire business."

> Website Facebook LinkedIn Read the full story

### **COURT STREET CUSTOM FULFILLMENT**

Beth Snyder, Owner



Some people are born entrepreneurs. Beth Snyder is among them.

Snyder is the owner of Court Street Custom Fulfillment (CSCF) in Fulton, Missouri, among other companies. CSCF is just the latest of her businesses. She started her first one in fourth grade.

In high school, she made jewelry and decorative bottles that she sold in shops and craft stores.

About 15 years after college, her entrepreneurial drive reasserted itself, and she has since started several small businesses.



Snyder began her newest business, Court Street Custom Fulfillment, in May 2020 because a couple of friends in the gift industry begged her to.

"They had fulfillment warehouses that just weren't doing a very good job because they were, like, the smallest clients that those big places had," Snyder said. "So, they're, like, will you please do this, and I was, like, I guess I can figure that out, so sure."

And she is figuring it out.

Snyder applied for and participated in the Elevate program in 2021 and has already acted on the advice from the program consultants.

The first Elevate program cohort was offered to a select group of second-stage small businesses in 2021 by the Missouri SBDC, in partnership with the Edward Lowe Foundation. A second-stage business is typically one with 10 to 99 full-time employees, \$750,000 to \$5 million in sales, and an opportunity to grow beyond its current market area.

Elevate connected a business owner and an Elevate team leader together to determine what aspects of the business needed strengthening to move it to the next level. Then, the team leader identified specific consultants who listened to the owner and shared tools,

data and best practices to enhance the business's upward mobility. In addition, Edward Lowe Foundation experts facilitated roundtable discussions in which participants shared their experiences and explored pressing issues.

She was "blown away" by how much they knew and how much they understood her business even after only one or two sessions.

"[The manufacturing consultant] helped talk us through how to lay out the warehouse and how to measure employee performance and just all kinds of things," Snyder said.

As a result, Snyder has already reconfigured the layout of the warehouse. And she has "a good foothold" on some topics to research and what to do next for improvement.

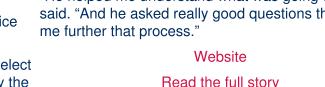
Another consultant actually provided some guidance about another of Snyder's businesses, one she is thinking of selling.

"I've never sold a company before, so I was just really worried about what things I do not know," Snyder said.

"He helped me understand what was going on," Snyder said. "And he asked really good questions that helped

Read the full story







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  - Fulton 573-550-1885
- 2 Missouri SBDC Northeast Region Kirksville 660-665-3348
- 3 Missouri SBDC at HREDC Hannibal 573-221-1033 sbdc@hredc.com
- 4 Missouri SBDC in St. Louis Region St. Louis Downtown 314-405-8400 info@stlouissbec.org
  - O ITEN 314-614-9094
  - O St. Charles EDC 636-229-5279
  - O St. Louis Partnership 314-615-7663
  - O St. Louis Small Business Empowerment Center 314-241-1697
- 5 Missouri SBDC at SEMO Cape Girardeau 573-651-2929
- 6 Missouri SBDC at S&T Rolla 573-341-4690 ecodevo@mst.edu
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  O Taney County
  - 417-546-4431
  - O West Plains 417-255-7966
- 9 Missouri SBDC at MSSU Joplin 417-625-3128 sbdc@mssu.edu

MissouriSBDC.org

10 Missouri SBDC at SFCC Sedalia 660-530-5822

Lead Center

Local Centers

Satellite

Centers

Centers

Technology

- 11 Missouri SBDC at UMKC Kansas City 816-235-6063 sbdc@umkc.edu
- 12 Missouri SBDC at NWMSU St. Joseph 816-364-4105



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# **CONNECT WITH US**

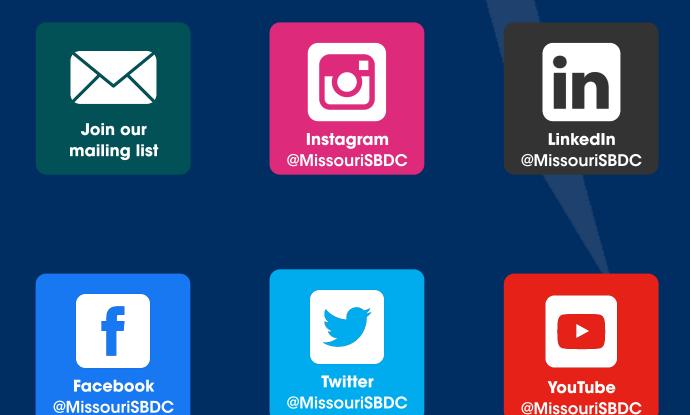


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