

# ANNUAL REPORT

ANGELO STATE UNIVERSITY SMALL  
BUSINESS DEVELOPMENT CENTER



*Building the Texas Economy, One Business at a Time!*



2024  
2025



# ASU SBDC OVERVIEW

In the economic landscape of the Concho Valley, the Angelo State University Small Business Development Center (ASU SBDC) stands as a pivotal foundation, fueling growth and innovation since its establishment in 1990. Tasked with providing comprehensive business advising and training services to their ten-county region, the ASU SBDC has become synonymous with entrepreneurial support and strategic guidance. Through a combination of educational opportunities, responsive customer service, and collaborative teamwork, the ASU SBDC strives to deliver unparalleled value and impact to the businesses it serves in the Concho Valley and beyond.

As an integral department of the Norris-Vincent College of Business at Angelo State University, within the Texas Tech University System, the ASU SBDC operates within a framework of academic rigor and real-world applicability. Leveraging its affiliation with the Texas South-West SBDC Network, headquartered at the University of Texas at San Antonio Valdez Institute for Economic Development, the center maximizes its resources and expertise to provide quality technical business advice and training to area entrepreneurs.

Located within the downtown area of San Angelo at the Business Resource Center, the ASU SBDC boasts a team of seasoned advisors, with combined experience in business ownership, management, and education. These professionals specialize in critical areas such as business start-ups, planning, financing, marketing, and various areas of business management. The advising team members participate in a series of business certification programs and continuous professional development activities that enhance their skills ensuring that the advising services are anchored in practical insights and industry best practices.

In addition to the Certified Business Advisors, the ASU SBDC harnesses the talent and energy of graduate student assistants from the Norris-Vincent College of Business at ASU. These students, pursuing various degrees in undergraduate and graduate programs, contribute their skills and fresh perspectives to the implementation of ASU SBDC events and initiatives.



Whether it's assisting with logistical tasks, engaging with clients, or providing research support to the advising team, these students play a vital role in enhancing the overall effectiveness and reach of the ASU SBDC's efforts. By leveraging the collective efforts of the training coordinator, office coordinator, and student assistants, the ASU SBDC ensures that clients receive comprehensive support and guidance at every step of their entrepreneurial journey.

The ASU SBDC thrives on strategic partnerships forged with key stakeholders in the regional economic ecosystem. These partners include, but are not limited to, the City of San Angelo Development Corporation, San Angelo Chamber of Commerce, Concho Valley Workforce Development Board/Workforce Solutions, Howard College Workforce Training, Downtown San Angelo Inc., and other rural chambers of commerce and economic development organizations. Collaborating closely with lenders, accountants, government entities, and local economic development organizations, the ASU SBDC serves as a nexus for synergy and collaboration, pooling resources and expertise to amplify its impact on the business landscape. Armed with a team of dedicated professionals and bolstered by strategic partnerships, the center continues to spearhead initiatives that propel businesses to new heights of success, supporting a prosperous future for the Concho Valley.



# MEET THE TEAM



## **Dezaray Johnson, Director**

Dezaray Johnson is a native of Junction, Texas, and found a love for entrepreneurship growing up as a proud member of a strong family-owned small business. She graduated from Angelo State University with a M.A. and B.A. in Communication with a specialization in advertising and public relations. Since 2013, Dezaray has served the SBDC in various roles including training coordinator, business development specialist in 2017, program coordinator in 2019, and is now the center Director. She holds the Certified Business Advisor IV and Certified Training Professional credentials from the Texas South-West SBDC Network. She is knowledgeable in all areas of startup, strategic business growth, and business management with a true passion for assisting clients in the areas of marketing and advertising.



## **James Leavelle, Senior Certified Business Advisor**

James joined the SBDC in November 2011 as a Business Development Specialist. He earned his undergraduate degree in Business Management from the University of Phoenix and completed his MBA from Angelo State University in December 2011. After a career in the United States Air Force, James has owned and managed a floorcovering business. Additionally, he has been a store manager and a multi-unit manager in the convenience store industry. He further utilized that retail management experience training store management and staff for a large convenience store chain. While his career has led him to multiple parts of the world, San Angelo has become home for him and his family.



## **Elisabeth Dantzler, Certified Business Advisor & Training Coordinator**

Elisabeth is originally from Abilene, TX, and moved to San Angelo in 2019 to attend Angelo State University. She graduated with high university honors through the Norris-Vincent College of Business with a B.A. in marketing, and an MBA. Currently, Elisabeth serves as a volunteer on the ASU campus and is a member of the San Angelo Chamber of Commerce Young Professionals. Elisabeth joined the ASU SBDC in August of 2021 and has served as a student assistant, graduate assistant, and now as a certified business advisor and training coordinator. She is passionate about helping local entrepreneurs in the areas of start-up, marketing, social media, and web development.



## **Katelyn Polk, Certified Business Advisor**

Native of San Angelo, TX, Kate attended Angelo State University and graduated from the Norris-Vincent College of Business with a B.A. in Management in 2020. Kate joined the ASU SBDC in June of 2024 and is working toward becoming a certified business advisor. Before the SBDC, Kate gained experience in grant reporting and human service-related counseling. She also served as a Career Technical Education educator for the San Angelo Independent School District. In this role, she served as an adjunct professor for Howard College offering dual credit courses and industry-based certifications. Kate advised multiple student organizations, including DECA, focused on business planning and market research projects. She is passionate about supporting her community and assisting entrepreneurs toward professional and economic success.



## **Dave Erickson, Certified Business Advisor**

Dave joined the Small Business Development Center in 1999 as a business advisor and served as Director from 2005 to 2023. He holds the Certified Business Advisor IV designation. He has 20 years experience in managing businesses. Dave received a BBA in Marketing from the University of Texas at Arlington and an MBA in Management from Angelo State University. He was awarded the Professional Certified Marketer designation by the American Marketing Association. Dave's areas of expertise include marketing, SBA loan packaging, business financing options, and buying/selling a business.



## **Annie Jones, Certified Administrative Professional**

After 11 years as part of the Ram Fam in other ASU departments, Annie Jones joined the SBDC as the Office Coordinator II, in January of 2021. Annie is eager to assist the team and the small business community. She greets the SBDC clients with a smile and a helpful hand. She contributes to the overall success of the mission of the Small Business Development Center by providing support to our advising team and Angelo State University. Annie completed the requirements to become a Certified Administrative Professional, as designated by the Texas South-West SBDC Network in January 2022.

# ASU SBDC ANNUAL RESULTS

*FY 2024 ASU SBDC highlights of actual economic impact accomplishments. October 2023 - September 2024*



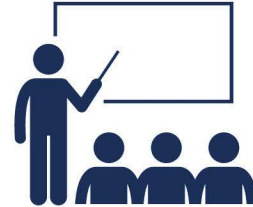
**555**  
BUSINESSES  
SERVED



**2,672**  
TOTAL ADVISING  
HOURS



**141**  
LONG-TERM CLIENTS  
(SINCE START OF FISCAL YEAR)



**113**  
TOTAL TRAINING EVENTS

**1,934**  
TRAINING ATTENDEES



**48**  
BUSINESS START-UP  
MILESTONES



**163**  
JOBS CREATED

**28**  
BUSINESS EXPANSIONS

**228**  
JOBS RETAINED



**\$6,758,671**  
CAPITAL INFUSION TOTAL



# ANNUAL RESULTS

*Texas South-West SBDC Network Highlights*

*Data from the 79 County Service Area for FY 2024*

## SBDC CLIENT VS. AVERAGE TEXAS BUSINESS

Return on Investment = Increased Sales, Jobs, Financing & Tax Revenues

“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 \$4.61 is generated.**”

— 2024 FINDINGS FROM A NATIONAL INDEPENDENT STUDY BY JAMES J. CHRISMAN, PH.D.

RETURN ON INVESTMENT = **\$4.61**

SBDC  
CLIENT

**23.4%**

COST PER JOB = **\$4,260**

for a Texas Employee in  
the TXSW SBDC Network

AVERAGE  
TEXAS BUSINESS

**6.7%**

SALES  
GROWTH

**7.2%**

EMPLOYMENT  
GROWTH

**3.3%**

## NEW TAXES GENERATED

Federal

**\$4,194,200**

State

**\$26,890,200**

Total

**\$31,084,400**

## IMPACT RESULTS

Jobs Created

**3,381**

Jobs Retained

**4,643**

New Financing/Investments

**\$176,213,130**

New Tax Revenue Generated

**\$31,084,400**



# ASU SBDC HIGHLIGHTS

## Technical Business Advising

The ASU Small Business Development Center is a vital resource for entrepreneurs and small business owners across the 10-county service area, offering expert advising and training opportunities to over 500 clients annually. With a focus on strategic business growth and start-up assistance, the ASU SBDC's advising services are confidential, individualized, and provided at no cost to the clients.

Led by a team of certified business advisors, the ASU SBDC offers guidance on a wide range of topics essential to business success, including business development, financing, marketing, human resources, and government procurement. Drawing from their extensive experience in business management and ownership, as well as rigorous certification processes, the advisors bring a diverse knowledge base to the table, ensuring a comprehensive counseling experience for each client.



## Small Business Management Certificate Program

Among the ASU SBDC's offerings is the Small Business Management Certificate Program, designed to meet the needs of aspiring entrepreneurs. This program includes online training modules covering various aspects of starting and managing a small business. Participants are encouraged to supplement their learning with one-on-one support from certified business advisors, helping them develop business plans and navigate challenges effectively. With hundreds of successful graduates over the years, the ASU SBDC looks forward to continuing to empower small business owners in the years to come.



## Technical Business Training

In addition to one-on-one advising, the ASU SBDC hosts over 90 technical business workshops, seminars, and special events annually. These events, facilitated by experts in their respective fields and the ASU SBDC advising team, cover a variety of content aimed at enhancing business operations, management, and marketing skills. Whether conducted in-person, online through virtual webinars, or live in rural areas, these workshops provide valuable tools and techniques for small business owners to succeed.



## Advising & Training Topics

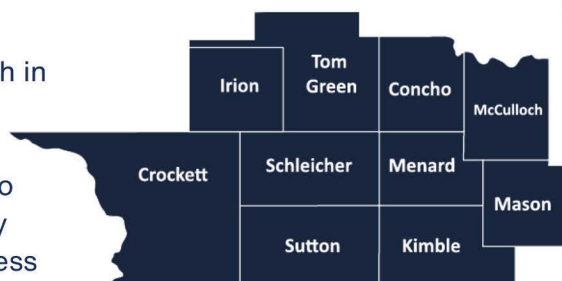
- ✦ Business Development
- ✦ Business Plans
- ✦ Financial Analysis
- ✦ Marketing & Social Media
- ✦ Strategic Growth & Expansion
- ✦ Government Contracting
- ✦ Human Resources
- ✦ Business Financing
- ✦ Cybersecurity



# RURAL BUSINESS PROGRAM

The ASU Small Business Development Center is dedicated to supporting underserved markets and fostering economic growth in the Concho Valley through a variety of targeted programs.

One such initiative is the Rural Business Program, which aims to bolster small business growth and development in economically distressed rural communities across the region. Certified business advisors from the ASU SBDC regularly traverse the 10-county service area, providing the same high-quality, one-on-one, and confidential advising services available in San Angelo. This decentralized approach underscores the center's commitment to inclusivity and accessibility, ensuring that even the most rural businesses have access to vital resources and support.



## MINORITY, WOMEN, AND VETERAN SMALL BUSINESS OUTREACH



In collaboration with the U.S. Small Business Administration (SBA) and Goodfellow Air Force Base, the ASU SBDC extends its outreach to transitioning service personnel, veterans, & their dependents through the Operation Boots to Business program. This entrepreneurial education and training initiative, a part of the Department of Defense Transition Assistance Program (TAP), equips participants with the foundational knowledge and resources necessary to embark on their entrepreneurial journey. Delivered through a variety of modalities on and off base, the program features guest presenters from the Veterans Business Outreach Center and technical specialists from the San Angelo community, ensuring a comprehensive and supportive learning environment for the service members.

Recognizing the importance of promoting diversity in the business community, the ASU SBDC also focuses on outreach to minority and women small business owners. Through one-on-one advising and training sessions, the ASU SBDC assists underrepresented entrepreneurs in navigating various Small Business Administration (SBA) and state certification programs tailored to their needs. From SBA 8(a) and Small Disadvantaged Business (SDB) programs to certifications under the SBA Women-Owned Small Business (WOSB) and HUBZone programs at the federal level, as well as the Texas HUB (Historically Underutilized Business) program, the ASU SBDC guides business owners through the intricate process of accessing government procurement opportunities. The ASU SBDC team also works with a local APEX representative connecting clients to additional services geared towards government procurement. With the presence of a Spanish-speaking advisor, the ASU SBDC ensures accessibility and support for the Spanish-speaking business community, further enhancing its outreach efforts.

Through these targeted programs and initiatives, the ASU SBDC demonstrates its unwavering commitment to empowering underserved markets contributing to a thriving business ecosystem in the Concho Valley.



# STUDENT AND COMMUNITY CONNECTION

## The San Angelo Business Plan Competition

Established in 2016, the San Angelo Business Plan Competition is a multi-phase business plan contest for start-up and existing businesses that plan to grow their business in San Angelo. Coordinated by the ASU SBDC, City of San Angelo Development Corporation (COSADC), and the ASU Norris-Vincent College of Business (NVCOB), cash prizes worth \$100,000 from the COSADC are awarded to winners, as well as valuable in-kind prizes donated by local businesses. The NVCOB participates in the competition by providing a team of student interns supervised by ASU SBDC advisors to help the contestants create a business plan and presentation for a prestigious judging panel in a “Shark Tank” type of format. The students gain valuable experience working with entrepreneurs, and they provide a tremendous service to the competition contestants through their foundational academic knowledge.



1st Place Winner: Rankin Transmissions



## BizPitch Student Business Competition

Established in 2019, the purpose of the ASU BizPitch Student Business Competition is to promote and foster student entrepreneurship at ASU. The competition is coordinated by the ASU SBDC and ASU's Norris-Vincent College of Business (NVCOB).

BizPitch provides student learning opportunities through interaction with ASU SBDC business advisors, NVCOB faculty, and ASU alumni who are successful in business. The awarded cash prizes are considered seed money for these specific start-ups, but also as an investment in the university's overall ecosystem for entrepreneurship. The ASU SBDC graduate assistants and the Delta Sigma Pi business fraternity assist with conducting the competition, which is open to all ASU students, regardless of academic discipline. The finalists in the competition compete in front of a live audience and an esteemed judging panel for cash prizes that are awarded live that evening.



1st Place Winner: Helm AV Services





# ASU SBDC GRADUATE ASSISTANTS

The graduate student team consists of individuals enrolled in the ASU Norris-Vincent College of Business graduate program. Being an ASU SBDC graduate assistant allows students to put what they're learning in the classroom into practice by working behind the scenes with small business clients and other economic development and civic professionals. It is a very interesting and rewarding service-learning environment. Our students are pushed out of their comfort zone and gain résumé-building experiences, which will help as they move into their future careers or entrepreneurship endeavors.



**Sunby Pov**  
MSBDSA, SBDC Graduate Assistant  
February 2024 - July 2024

*"My time as a Graduate Assistant at the SBDC has been instrumental in my professional development. It refined my skills, broadened my perspective, and given me an even more thorough understanding of the business world. Each day brought a new learning opportunity as I worked in a variety of roles, like analytical research, exciting event coordination, and valuable visits with clients. This experience has been significant in shaping my professional values and skill sets, making it a priceless chapter in my career. I wholeheartedly recommend this role to any student looking to build a strong professional foundation and expand their horizons."*

*"Working at the SBDC as a Graduate Assistant has been invaluable for my professional growth and development. This experience has provided me excellent business knowledge that extends far beyond what can be taught within a traditional classroom. Every day brings new learning opportunities that challenge me to further my professional skills. I do not have a traditional undergraduate background in business, so this assistantship has been truly fundamental in helping me bridge my graduate coursework with practical, real-world experiences. I highly recommend this role to any Angelo State student who wishes to enhance their professional development and connections."*



**Anjelina Humphreys**  
MBA, SBDC Graduate Assistant  
August 2024 - Present



**Ingelai Hangaripai**  
MBA, SBDC Graduate Assistant  
August 2024 - Present

*"Working as a Graduate Assistant at the ASU Small Business Development Center has been a transformative chapter in my professional journey. Leading the 2025 BizPitch project has given me the opportunity to take on responsibility, collaborate with a dynamic team, and make meaningful contributions. This role has also allowed me to showcase my creativity through developing marketing strategies, creating content, and solving problems. Along the way, I have gained hands-on experience in event preparation, client-focused research, and social media support, all of which have sharpened my communication and organizational skills. This experience has been invaluable in building my confidence and preparing me for future success. I strongly encourage ASU graduate students to work with the SBDC for a chance to grow both personally and professionally."*

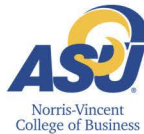




# ECONOMIC DEVELOPMENT PARTNERSHIP

The ASU SBDC works with various economic development partners for the betterment of the San Angelo economy. Together, they collaborate by referring clients to each other as valuable service providers, as well as planning and conducting various events, seminars, and workshops that lead to an increase in business development through education. The ASU SBDC works hand-in-hand with these organizations to create a better environment for small business owners and entrepreneurs and is proud to represent Angelo State University in this partnership.

ASU SBDC staff proudly serve as members in local business-related organizations. Team members serve as committee members and participate as board members of various organizations, such as the San Angelo Chamber of Commerce, Business Factory-Business Incubator, Texas Business Women, Howard College, Concho Valley Economic Development District, Downtown San Angelo Inc., Young Professionals of San Angelo, ASU Norris-Vincent College of Business Advisory Board and various rural chambers of commerce throughout the Concho Valley.



## BUSINESS FACTORY INCUBATOR PROGRAM

The Business Factory is a general office incubation program located in downtown San Angelo at the Business Resource Center at 69 N. Chadbourne St. The incubator is designed for small businesses and entrepreneurs who enjoy the networking benefits and atmosphere of a professional environment, but also have a desire to grow their business.

The key to the incubator's success is providing the tenants of the Business Factory with additional resources, tools, and guidance they would not normally receive in a regular rented office space. The ASU SBDC advising team, as well as the members of the Business Factory advisor panel, contribute time and resources to the businesses in the Business Factory, helping them to achieve their growth goals.







# CLIENT SUCCESS STORIES

**“It’s not about ideas. It’s about making ideas happen.”**  
- Scott Belsky, co-founder of Behance, Inc.

*Perserverance*  
*Motivated*  
*Visionary*

*Passionate*  
*Committed*  
*Adaptable*

*Innovative*  
*Creative*  
*Determined*





# ANGELO RADIATOR SPECIALTIES, LLC

The Rios Family | Business Start | Capital Investment | 5 Jobs Created

Demetrio came into the Angelo State University SBDC as an employee of Angelo Radiator, which was then owned by the original owners. As Demetrio learned the skills related to his position as a radiator technician, he established a meaningful relationship with the owners and had intentional conversations about the future of the business. Demetrio and his family joined forces and met with the SBDC to develop a plan of action to purchase the locally renowned business. With the SBDC's support, they crafted a comprehensive business plan, including three years of financial projections.

The SBDC team also helped them identify a financial institution that aligned with their goals. Throughout the process, the SBDC provided continuous communication and reassurance, helping the family confidently navigate challenges. Within a year, the Rios family proudly became the new owners of Angelo Radiator Specialties. With the support of the SBDC, Demetrio and his family work together to ensure the continued growth and success of their family-owned and operated business.

“

SBDC team was a great help planning and advising for our business success, best guidance we could have gotten.

”





## Shana Smith | Business Expansion | Owner Investment | 4 Jobs Created

Shana Smith, the proud owner of Shana's Pie and Cookie Company, embarked on this new venture with a vision to share her love for delectable pies with the world. She has already successfully owned and operated Shana's Café and Bakery since the 1990s before starting her manufacturing business. With determination and the support of the ASU Small Business Development Center, Shana turned her dream of owning a second company into a thriving reality and opened her doors for Shana's Pie and Cookie Company in June of 2022.

With the help of her Advisor, Angelina Osornio Torres, Shana created the food safety plan, recall plan, and product spec sheets for her buttermilk and chocolate pecan pies.

She also applied for and received her FDA Food Manufacturing Facility Registration. Currently, she offers 5 flavors of pies including buttermilk, chocolate pecan, German chocolate, beach vacation, and French lemon.

The pies are sold across Texas and are currently in multiple different locations including restaurants and meat markets in locations in San Antonio, New Braunfels, Abilene, Lubbock, and San Angelo with more to come soon!

“

My advisor was so helpful in starting this business. I am excited to grow this business with the help of the SBDC.

”





# BL-MACO SERVICE INC.

**Amanda and Victor Esquivel | Business Expansion | EDC Capital Injection | 4 Jobs Retained**

Victor and Amanda operated their automotive service and repair business in downtown Big Lake, Texas, for several years. They leased a building that limited the kind and amount of work they could do. It was suggested they contact the Big Lake Economic Development Corporation for some possible assistance. After meeting with a representative from the Big Lake EDC, they were referred to James Leavelle at the Angelo State University Small Business Development Center for assistance in writing a business plan.

Amanda met with James regularly over several weeks as she worked out the specifics of her business plan. Together, they worked out the Market Analysis, Sales Strategy, Operations Plan, Financial Projections, and other parts of the plan.

Ultimately, her work paid off as she and Victor were awarded a large grant to assist them in purchasing some much-needed equipment and a loan to purchase a piece of property owned by the EDC that was better located and suited for their business. Amanda and Victor have been more than satisfied with the assistance they received from James and the ASU SBDC. In addition to the business plan, he was instrumental in assisting them with their SBA Economic Injury Disaster Loan application during the COVID-19 pandemic.

“

James is there when I need him. He helped us with our business plan for the EDC. Thank you so much, without you this would not be possible.

”





# BLU MAPLE MEDIA

**Steven Baer | Business Start | Owner Investment | 2 Jobs Created**

When Steven Baer, a U.S. veteran, picked up a camera, it was simply a hobby. He enjoyed capturing the beauty of special moments—particularly weddings—in the Concho Valley and beyond. His passion for photography and videography soon grew into something bigger. Steven realized that his talent for storytelling through a lens could be more than a pastime; it could become a thriving business. Thus, Blu Maple Media was born.

A few years ago, Steven and his wife opened another small business with the support of the SBDC. As a long-term supporter of the SBDC program, Steven turned to them for additional help in establishing his new media business. Elisabeth Dantzler, an ASU SBDC Certified Business Advisor, assisted him in establishing a legal structure, tax permits, and additional paperwork to verify that he was following federal and state regulations.

Thanks to the collaboration with the SBDC, Steven was able to confidently launch Blu Maple Media. Today, the company provides exceptional photography and videography services for weddings, social media, real estate, commercials, and more. Blu Maple Media has quickly become known for capturing not just images, but emotions and memories that last a lifetime.

As Blu Maple Media continues to grow, Steven looks forward to capturing many more unforgettable moments and expanding his services across Texas and beyond—all thanks to the strong foundation built with the help of his SBDC advisor.

“

She has answered all of my questions and then some. Elisabeth & the SBDC has been a crucial key to helping my business get started!

”



Sentinel

Wealth

Group

# SENTINEL WEALTH GROUP

**Erika R. Lara and Wayne Knight | Business Start | Owner Investment | 2 Jobs Created**

Erika dreamed of transforming her extensive experience in wealth management into a business of her own. With years of industry expertise, she envisioned creating a firm that provided personalized financial planning, focused on a client-first approach. However, turning that vision into reality came with its fair share of challenges. Navigating the complexities of starting a business was no small feat, and Erika knew she needed guidance to ensure she was on the right path. That's when she decided to reach out to the Angelo State University Small Business Development Center.

From the very first conversation, Erika found the support she needed. She connected with Dezaray Johnson and Elisabeth Dantzler, certified business advisors at the ASU SBDC, who worked closely with her to help her idea take shape. Transitioning from an established wealth management firm to becoming her own boss was no easy task, but with personalized one-on-one advising sessions, Erika was able to overcome the hurdles that come with starting a business.

Dezaray and Elisabeth assisted her in crafting her vision into a clear and actionable business plan, which laid out her mission, target market, and financial projections. They also guided her through the often confusing legal process of forming an LLC, ensuring she met all state requirements and had the necessary documentation in place.

The guidance provided by the SBDC advisors gave her not only the knowledge but also the confidence to take the leap into entrepreneurship. Erika credits the support she received as being critical to her success. With Sentinel Wealth Group now officially launched, Erika is looking ahead with plans to expand her client base and continue offering highly personalized financial planning services.

“

Dezaray and Elisabeth were instrumental in getting our business up and running! From getting the idea on paper to getting our LLC, they helped us every step.

”





## Francisco Perez | Business Expansion | Owner Investment | SBA Loan | 30 Jobs Created | 120 Jobs Retained

Francisco Perez, an avid entrepreneur, owns numerous restaurants across multiple states and is proud to continue the restaurant legacy started by his parents. Mr. Perez's parents immigrated to the United States in the 1980's from Jalisco, Mexico and with them, brought the food and culture of Jalisco to share. One way is through Cielo Mexican Restaurant, a family-owned business with a dozen locations across various states. Cielo is extremely popular here in San Angelo, with over a year of operation and happy customers. They decided to further expand their great tastes by adding a new location in Stephenville, Texas.

As a previously self-funded entrepreneur, Mr. Perez was unfamiliar with the lending process. When he sought financial assistance with his new plans of expansion, his lender recommended reaching out to the ASU SBDC for assistance. Senior Certified Business Advisor, James Leavelle, assisted him in writing an in-depth business plan with financial projections that helped him secure an SBA guaranteed loan.

This expansion created 30 new jobs and supported 120 retained employees while further expanding the Cielo brand and business across Texas. The Perez family is an ardent supporter of the community and can be seen providing support at many events in the background, including the Dia de los Muertos celebration. He is proud of his Hispanic heritage and was very appreciative of the assistance he received from his advisor.

This story also serves to showcase the support the ASU SBDC is able to provide our local lenders as they work to strengthen their lending power and relationships with the SBA loan programs.

“

Helped with financial projections. Helped with the loan process!!

”



A man with dark hair and a goatee, wearing a light pink button-down shirt and grey trousers, stands in a workshop. He is smiling and has his hands in his pockets. The workshop is filled with various types of wood, including large planks and smaller pieces, leaning against the walls and on the floor. The background is a textured, light-colored wall.

# 1842 WOODWORK & SERVICES, LLC

**Angelo Jaso | Business Expansion | Owner's Investment | 3 jobs Retained**

When Angel Jaso first opened the doors of 1842 Woodwork & Services LLC in April 2022, he started small—working out of a 2,000-square-foot shop. With a deep passion for woodworking, custom cabinetry, and furniture restoration, he poured all his skills into building a business that emphasized quality and craftsmanship. As demand for his unique pieces began to grow, Angel found himself facing the classic challenge of a successful startup: growing pains.

Initially, Angel had managed to launch the business with himself and mentor Barney Martinez, but as orders increased, he realized he needed additional support to keep up with the expanding workload. That's when Angel reconnected with the Angelo State University Small Business Development Center. He turned to advisors Dezaray Johnson and Kate Polk for guidance in navigating the complexities that come with scaling a business. Working closely with the SBDC team, Angel received crucial advice on how to manage his growth. Dezaray and Kate helped him refine his business operations and develop strategies to better manage his finances. Most importantly, they assisted him in securing a line of credit, which proved to be a game-changer.

This financial boost enabled Angel to move his business into a much larger 8,000-square-foot facility. The expanded space not only increased his production capabilities but also allowed him to bring on additional staff, growing his team with additional employees that he is training to be expert craftsmen.

Today, 1842 Woodwork & Services stands as a thriving custom woodworking business known for its craftsmanship, creativity, and personalized service. Looking to the future, he plans to leverage his expanded facility and talented team to take on larger projects, further cementing his business's reputation in San Angelo and beyond.

“

SBDC & Dezaray have been so incredibly helpful since we've started the business. We are beyond blessed for the help & support that Dezaray has given! They have genuinely helped every step of the way from help with taxes to pushing us when we needed!

”





# THE GOLD BEACON, PLLC

**Kim Henry | Business Expansion | Owner Investment | Grant Recipient | 36 Jobs Created | 1 Job Retained**

In the vibrant community of San Angelo, Texas, The Gold Beacon, LLC has emerged as a guiding light for non-profit organizations seeking growth and transformation. Founded by Kimberly Henry, LMSW, in 2022, this woman-owned and veteran-owned enterprise has rapidly become a cornerstone in capacity-building consulting, offering services in grant management, organization, learning, and development.

Kimberly's vision was clear: to empower organizations to overcome challenges and seize opportunities. However, like many entrepreneurs, she recognized the need for strategic support to maximize her impact. Turning to the Angelo State University Small Business Development Center, Kimberly collaborated with Certified Business Advisor Dezaray Johnson to refine her business approach. Dezaray provided comprehensive assistance, focusing on marketing strategies to enhance The Gold Beacon's visibility. As a participant in the Business Factory program, Kimberly leveraged valuable connections to foster community engagement and drive business growth.

This strategic guidance facilitated The Gold Beacon's evolution from a solo endeavor to a dynamic team comprising full-time staff and numerous interns. The company's commitment to excellence and innovation led to securing a government contract to provide key educational services across multiple branches of the government.

Kimberly Henry's journey with The Gold Beacon exemplifies the power of strategic planning, community collaboration, and steadfast dedication. Through her partnership with the ASU SBDC and her own visionary leadership, The Gold Beacon continues to shine brightly, guiding organizations toward achieving their goals and making a lasting impact within the community and beyond.

“

Structured & organized a business plan to ensure time & resources were maximized. Provided employee strategies & advice to smartly build business.

”



# ADVISING SERVICES

## No Cost & Confidential

Business Startup  
Business Growth & Retention  
Business Planning  
Capital Access & Financing  
Loan Proposals  
Marketing & Advertising  
Human Resources  
Financial Analysis  
Bookkeeping & Accounting  
International Trade  
Government Contracting  
Rural Business Development

# TRAINING SERVICES

## Low to No-Cost

Accounting  
Financing  
Business Planning  
Marketing  
Leadership  
Human Resources  
Financial Analysis  
Government Contracting



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