



ANGELO STATE  
UNIVERSITY®

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# ANNUAL REPORT

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Angelo State University  
Small Business Development Center  
2023 - 2024

Building the Texas Economy  
One Business at a Time



ASU is a Proud Member of the Texas South-West SBDC Network



# ASU SBDC OVERVIEW

In the economic landscape of the Concho Valley, the Angelo State University Small Business Development Center (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 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 area chambers and economic development organizations. Collaborating closely with lenders, CPAs, 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 ASU SBDC STAFF



## DEZARAY JONHSON

Director &  
Certified Business Advisor

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. Dezaray holds the Certified Business Advisor IV and Certified Training Professional credentials. She is knowledgeable in all areas of startup, development, and business management with a true passion for assisting clients in the areas of marketing and advertising. Dezaray serves as a mentor to the students in the SBDC Graduate Training Assistantship program. Additionally, she has been named a Top 40 Under 40 Young Professional by America's SBDC, a San Angelo Top 20 Under 40 Professional by the Chamber of Commerce, and an Outstanding Staff Member by the ASU Norris-Vincent College of Business.

## JAMES LEVELLE

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 & completed his MBA from Angelo State University in 2011. After a career in the United States Air Force, James owned & managed a floorcovering business. Additionally, he has been a store & 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, originally from Abilene, TX, moved to San Angelo in 2019 to attend Angelo State University. She graduated with her bachelor's degree in marketing with a minor in management in December 2022, and her MBA in May of 2024. Elisabeth is currently 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 marketing, designing graphics, social media, and web development.



## DAVID 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. His areas of expertise include marketing, SBA loan packaging, business financing options, and buying/selling a business. He was awarded the Professional Certified Marketer designation by the American Marketing Association.



## ANNIE JONES

Office Coordinator II &  
Certified Administrative  
Professional

Annie Jones has been a part of the Ram Fam for 13 years. She joined the SBDC as the office coordinator in January 2021. Having owned and operated her own successful business for 18 years, she believes in the spirit of entrepreneurship, and she is always ready to help and encourage the SBDC clients. She contributes to the overall success of the SBDC mission by providing support to our advising team and Angelo State University.





# ASU SBDC ANNUAL RESULTS

FY 2023 ASU SBDC Highlights of Actual Economic Impact Accomplishments

October 2022 – September 2023

**564**

BUSINESSES  
SERVED

**2,583**

TOTAL ADVISING  
HOURS

**129**

LONG-TERM CLIENTS  
(SINCE START OF FISCAL YEAR)

**44**

BUSINESS START-UP  
MILESTONES

**30**

BUSINESS  
EXPANSIONS

**153**

JOBS CREATED  
(FULL AND PART TIME)

**83**

JOBS  
RETAINED

**\$9,240,722**

CAPITAL INFUSION TOTAL  
(ALL LOANS AND EQUITY)

**91**

TOTAL TRAINING EVENTS

**1,660**

TRAINING ATTENDEES



# ANNUAL RESULTS

TEXAS SOUTH-WEST SBDC NETWORK  
FY2023 HIGHLIGHTS

## SBDC CLIENT VS. AVERAGE TEXAS BUSINESS

Return on investment equals increased jobs, sales, financing and 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 invested in Texas SBDCs, a return of **\$6.42** is generated.

**COST PER JOB** = **\$1,849**  
Texas Employee

SBDC CLIENT

**22.3%**

**SALES  
GROWTH**

AVERAGE  
TEXAS BUSINESS

**15.9%**

**17.2%**

**EMPLOYMENT  
GROWTH**

**5.8%**

## NEW TAXES GENERATED

Federal

**\$8,597,400**

State

**\$31,052,600**

Total

**\$39,650,000**

## IMPACT RESULTS

Jobs Created

**3,564**

Jobs Retained

**5,459**

New Financing/Investments

**\$207,304,214**

New Tax Revenue Generated

**\$39,650,000**



# SBDC HIGHLIGHTS

## TECHNICAL BUSINESS ADVISING

The ASU Small Business Development Center (SBDC) 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.



## 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. Some of the topics covered include:

**Business Development | Strategic Growth & Expansion  
| Government Contracting | Financial Analysis  
Human Resources | Business Financing | Marketing**

## 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.

SMALL BUSINESS MANAGEMENT CERTIFICATE PROGRAM  
**SBMCP**

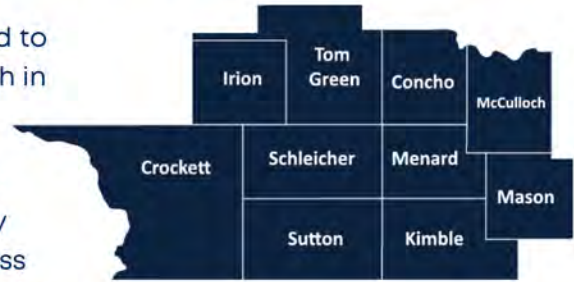


# RURAL BUSINESS PROGRAM

The ASU Small Business Development Center (SBDC) 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 and inclusion 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 and fostering a diverse, inclusive, and 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 three-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 \$70,000 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 graduate accounting students supervised by ASU SBDC advisors to help the contestants create a draft business plan and presentation for a prestigious judging panel in a “Shark Tank” type of format. The accounting students gain valuable experience working with entrepreneurs, and they provide a tremendous service to the competition contestants through their financial expertise.

## bizpitch

## ASU BIZPITCH STUDENT BUSINESS COMPETITION

Started 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.





# SBDC GRADUATE ASSISTANTS

Our graduate student team consists of individuals enrolled in the graduate program in the ASU Norris-Vincent College of Business. Being a 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.



**JULIA NASH**

MPAC  
SBDC Graduate Assistant  
Jan 2024 - May 2024

*"Working at the SBDC has furthered my professional development by allowing me to take responsibility in my work and step into a leadership position within the 2024 BizPitch event. Even more so than my previous accounting internships, this position pushed me out of my comfort zone and showed me how I can use my knowledge to help people and create an impact in my community. The team has especially been very welcoming, supportive, and kind. I think any graduate student at ASU should get the chance to work with the SBDC!"*

*"Working as a graduate assistant at the Small Business Development Center has been incredibly rewarding. From assisting the SBDC advisors with business plans, conducting client research, host both in-person and online training sessions, and coordinating special events; I have gained invaluable hands-on experience. Despite starting with little knowledge of small businesses, I have developed both hard and soft skills, expanded my professional network, and found unwavering support from the SBDC team. It's more than just a workplace - it's a nurturing environment where mentorship, friendship, and meaningful connections thrive. I would highly suggest this experience to fellow MBA students looking to advance in a dynamic business setting."*



**GIANG HUYNH**

MBA  
SBDC Graduate Assistant  
Jan 2024 - Present



**SUNBY POV**

MS-BDSA  
SBDC Graduate Assistant  
Feb 2024 - Present

*"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."*



# 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, 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 and various chambers of commerce of 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

**WHAT DESCRIBES A SUCCESSFUL  
SMALL BUSINESS?**

**PERSERVERANCE**

**MOTIVATED**

**VISIONARY**

**INNOVATIVE**

**CREATIVE**

**PASSIONATE**

**COMMITTED**

**ADAPTABLE**

**DETERMINED**





# ASCEND CONTRACTOR SOLUTIONS, LLC

Heath Miller | Business Expansion | BPC Grant | Owner Investment | Jobs Created: 2 | Jobs Retained: 20

Over 27 years ago, Ascend began its journey as a small landscaping company, with Heath Miller's dream as the driving force behind its humble beginnings. Fast forward to 2023 and Ascend has evolved into a formidable force in the commercial exterior services sector. Ascend boasts two thriving divisions – construction and exterior services, the latter encompassing landscaping, irrigation, and Christmas lighting. Their remarkable growth has allowed them to become the go-to provider for major retail giants such as Wal-Mart, Stripes, Lowes, and other commercial clients. The company's expert maintenance services extend across 13 counties in West Texas, ensuring that properties are maintained to the highest standards.

Ascend's latest venture involves expanding its services to include sweeping parking lots. To support this expansion, Heath entered the 2023 San Angelo Business Plan Competition and with the assistance of his two advisors, Elisabeth Dantzler and James Leavelle, created a business plan that resulted in him winning 1st place and \$40,000. This growth initiative will not only enhance Ascend's service offerings but also create job opportunities in the community.

Heath Miller's journey with Ascend goes beyond business success. The company played a pivotal role in putting both Heath and his wife, Ashlee, through school at Angelo State University, where they each earned a bachelor's degree. Drawing from his experience in ministry and leadership roles at ASU and a local church, Heath has cultivated strong leadership skills that have become a driving force within Ascend. The company is not just about business; it's about helping others ascend to new heights. This commitment is evident in the strong team that Heath has assembled – a team oriented toward the collective mission of making a positive impact on clients, the community, and each other to ascend to new heights, hence the name, ASCEND.



The SBDC staff were absolutely great to work with. They coached me through all the technical pieces of our business plan and provided a keen perspective on what lenders and/or investors would look for in our expansion. They made our idea look so good on paper that I can now confidently approach lenders with our plans.



- Heath Miller





# KYLER DEAN

Kyler Dean | Business Start | Owner Investment | Jobs Created: 1

In the heart of San Angelo, Kyler Dean is emerging as a rising star in the country music scene. Originally from Brownwood, Texas he moved to San Angelo to pursue a degree in marketing from Angelo State University. Kyler, a one-man band, had been honing his musical skills and picking up local gigs in the surrounding towns. His soulful voice and authentic lyrics spoke to the hearts of his audience, leaving an indelible mark on the Texan country music scene. However, despite his undeniable talent, Kyler faced the common challenges of many aspiring artists – finding the right platform to produce and share his music, and navigating the complex world of business.

Enter the ASU SBDC and one of its dedicated advisors, Elisabeth Dantzler. Recognizing Kyler's potential, one of his professors referred him to the SBDC where Elisabeth worked hand-in-hand with him to transform his dreams into reality. The journey began by assisting Kyler in establishing his legal structure and guiding him through the process of obtaining the necessary permits. Elisabeth was also able to help Kyler create a website that showcased not only his musical talent but also his journey as a country musician.

Understanding the importance of merchandise in building a brand, Kyler also sells unique and eye-catching merchandise that reflects his country style. These items are hot commodities at his gigs, not only boosting his income but also establishing a distinctive brand for Kyler Dean.

Today, Kyler Dean stands tall as an up-and-coming country music artist, a testament to the power of dreams, determination, and the invaluable support provided by the ASU SBDC. His story is not just one of musical success but also a reminder that with the right guidance, even lone stars can shine brightly on the center stage of the country music world.



Elisabeth helped make my vision come to life. The SBDC put me in the direction to grow my music career and sales. Since working together, I have created a professional appearance as a country artist.

” - Kyler Dean





Kathyne Herrera | Business Start | Owner & Capital Investment | Jobs Created: 14

Kathyne Herrera was about to graduate in December 2022 with her undergraduate degree in business from Angelo State University. She was eager to start a doggy daycare and boarding business after graduation, so she reached out to the Angelo State University Small Business Development Center (SBDC) to learn how to get started. Her Advisor, Angelina Torres, explained that the best place to begin was to develop a business plan.

Kathyne was developing her business plan to start a business from scratch when, in an interesting twist of fate, she learned that Kelly's Kennels was up for sale. This presented Kathyne an opportunity to buy an existing and established business with long-term clientele instead of starting from square one.

With the help of her SBDC Advisor, Kathyne gained a great deal of knowledge about buying a business and adjusted her business plan to focus on purchasing Kelly's Kennels. Kathyne was able to take her business plan to a local lender and secure financing to buy the business. The Canine Resort & Daycare opened on May 26, 2023, just in time for the summer vacation season!



Angelina Torres was very supportive and helpful with every question that I had and was able to provide me with the research that we needed to purchase the business.



- Kathyne Herrera





Jesse Sanchez | Business Expansion | Owner's Investment | Jobs Created: 14 | Jobs Retained: 2 | Increase in Sales

In August 2015, Jesse L. Sanchez ignited his dream by launching a mobile food truck specializing in BBQ, reaching out to the Angelo State University Small Business Development Center (SBDC) for guidance. By December that same year, Jesse's BBQ venture was up and running. By mid-2016, fueled by ambition, he set his sights on the ultimate goal: transitioning to a brick-and-mortar establishment.

Under the mentorship and unwavering support of the SBDC, Jesse charted his path forward. In 2019, he secured a promising location at 2330 Sherwood Way in San Angelo, TX—an abandoned convenience store that demanded extensive renovations. Despite the hurdles, Jesse's food truck continued operating from the parking lot, sustaining his business during the overhaul. The pandemic cast its shadow in early 2020, stalling renovations for months. Undeterred, Jesse remained resolute, persevering through the adversity. Finally, in April 2023, the resounding success emerged—The Pit BBQ transformed from a humble 2-person operation into a bustling crew of 16, marking a remarkable expansion. Not only did this signify increased capacity, but it also translated into substantial revenue growth for Jesse's thriving establishment.

The Pit BBQ's success story is more than just a business milestone; it's a tale woven with family bonds. Jesse proudly includes family members in his dedicated team and actively engages with the Hispanic Heritage Museum of San Angelo, embodying community spirit.

This narrative shines a spotlight on an entrepreneurial journey led by a Hispanic business owner who not only weathered the storms but also thrived, carving a niche in the local landscape.

Through sheer determination, guided by the SBDC's expertise, Jesse turned a mobile food truck dream into a flourishing brick-and-mortar reality, not only expanding his business but also enriching the community with his passion for BBQ and commitment to cultural heritage.



It's a great program. It's a great that it's a free service. The SBDC helped me in acquiring knowledge on how to get my business established.



– Jesse Sanchez





# INTELLIVEGA

Robert Boyett and Jonathan Johnson | Business Expansion | Jobs Created: 4 | Jobs Retained: 8

Robert Boyett and Jonathan Johnson had a big idea: to bring big business data solutions to small businesses in the San Angelo economy. Robert and Jonathan, called JJ by everyone who knows him, visited the Angelo State SBDC for assistance in preparation to participate in the City of San Angelo Development Corporation Business Plan Competition.

Robert is an alumnus of Angelo State University and JJ is a Certified Lean Six Sigma Black Belt. With a combined 40 years of experience assisting large corporations through process improvement projects, the two decided to join together and form their own business intelligence company that seeks to help small and large businesses realize higher returns on investment through the utilization of information either already collected by the business or information readily available on the internet. Guided by this vision, Intellivega opened its doors. Intellivega is a software solutions provider with a focus in data analysis solutions. They provide unique business intelligence solutions to a variety of industries in the global market. At the ASU SBDC, they were paired with James Leavelle, a perfect fit for this dynamic data duo.

James worked with Robert and JJ on their business plan which prepared them for the competition and led to an expansion in their clientele and increases in annual sales.

Intellivega implemented their updated business plan which led to large scale business growth. As a result of assistance provided by James and the ASU SBDC, the Intellivega team was able to realize growth in annual sales of \$100,000 and increased the size of their staff by hiring two additional employees to help them meet their clients' needs.

Robert and JJ look to continue, with the assistance of James and the ASU SBDC, in their pursuit of bringing big business data solutions to small businesses in San Angelo and beyond.



SBDC is a highly trusted partner who provides us with actionable insights and recommendations that ensure we chart our course in the right direction as we grow and evolve.



– Robert Boyett





Amie Prest | Business Expansion | Owner & Capital Investment | Jobs Created: 2 | Jobs Retained: 4

Texas Scratch Kitchen of Menard, Texas, is a heartwarming success story of family tradition, entrepreneurial spirit, and community engagement. This family-owned and operated bakery, located in a rural area, is primarily run by the youngest members of the Prest Family. Taught the cherished recipes by their grandmother, they aspired to bring these delightful sweet treats to the residents of Menard.

The journey of Texas Scratch Kitchen began modestly, with the Prest family setting up a vendor table at local farmers markets and operating as a cottage business. Their offerings of baked goods quickly gained popularity among the locals. However, they faced significant challenges in scaling up their operations to meet the growing demand.

Seeking the necessary funding and guidance to expand, the Prest family turned to the Angelo State University Small Business Development Center (SBDC). Advisor Dezaray Johnson played a pivotal role in their entrepreneurial journey, providing invaluable support and resources. With Dezaray's assistance, they navigated the complexities of securing local funding and developed a comprehensive business strategy.

The transition from a farmers market vendor to a full-scale bakery was no small feat; however, they were able to increase their offerings to include their vast selection of baked goods as well as coffee, and grab-and-go salads and sandwiches. The fortitude of these young entrepreneurs and the support from the ASU SBDC and their local community enabled the Prest family to transform their vision into reality, establishing Texas Scratch Kitchen as a beloved local bakery.

Today, Texas Scratch Kitchen not only delights the taste buds of Menard's residents but also contributes to the local economy, enriching their community with every delicious bite. Their growth has created jobs and infused capital into the community, enhancing both economic vitality and community spirit.



The SBDC has been essential to the growth of our small business. The access to an advisor and the wealth of resources provided by Dezaray has armed us with the information we need to both better understand and grow our market. Financial knowledge of grants and loans is a fundamental plus from the SBDC, too. We owe a lot of our success to their support.

” – Amie Prest





# BEAUTITUD HAIR SALON

Albania Alvarez | Business Start | Owner Investment | Jobs Created: 1

Albania Alvarez, originally from the Dominican Republic, arrived in San Angelo from McAllen, TX, in 2021 with a dream of opening her own hair salon. Seeking guidance, she turned to the Angelo State University Small Business Development Center (SBDC).

Despite her cosmetology experience, Albania lacked a local clientele and startup funds. The SBDC advised her to focus on building her reputation as a stylist first. Over two years, Albania worked at another salon, growing her client list.

When an affordable salon space became available, Albania returned to the SBDC for assistance. With their guidance, she navigated the essentials of business ownership, including obtaining an IRS Employer Identification Number (EIN), determining a point-of-sale (POS) system to use, and building an online presence.

Within four months, she opened Beautitud Hair Salon, creating more job opportunities in the process.

As a Hispanic- and woman-owned business, Beautitud Hair Salon represents empowerment in the local community. Albania's journey highlights resilience and determination, showing that with support and hard work, dreams can become reality.



I thought I had to get a business degree to open a business but I was referred to the ASU SBDC. I was amazed that this resource was available! I was worried about college costs and time. Getting the help to start my business at no cost was amazing and helpful. I'm a single mom so every bit helps. Knowing I can continue to count on my advisor, now that my business is open, is great. I will continue seeing my advisor to help keep my business open."



- Albania Alvarez





# WATSON WOOD LAW, PLLC

Whitney Watson Wood | Business Start | Owner's Investment | Jobs Created: 1

Whitney Watson Wood's journey into entrepreneurship exemplifies a true determination to excel. As an attorney venturing into the realm of small business ownership, Whitney encountered a myriad of challenges. However, armed with tenacity and a vision, she overcame these obstacles to establish Watson Wood Law, PLLC.

Navigating the intricate landscape of starting a law practice presented Whitney with formidable hurdles. From understanding legal regulations to setting up operational frameworks, the journey was rife with complexities. Nevertheless, Whitney found a guiding light in the Angelo State University Small Business Development Center (SBDC). Here, she teamed up with Advisor Dezaray Johnson, who became an invaluable partner in her entrepreneurial journey.

With Dezaray's expert guidance, Whitney charted her path forward, leveraging the SBDC's resources to choose the right tools and strategies essential for setting her clients and her business up for success. The support extended beyond mere consultation; it was a partnership that empowered Whitney to navigate the intricacies of business ownership with confidence.

Whitney established her business in the Business Factory. A Business Incubator program that provided an additional layer of support, offering Whitney a conducive environment to foster growth and innovation. Here, she found not just office space but a dynamic community of fellow entrepreneurs, fostering collaboration and idea exchange.



SBDC has been incredibly helpful, particularly getting up and running, for my law practice! Dezaray's knowledge is invaluable as a partner to help me build a successful practice in the community I love.



– Whitney Watson Wood





Virginia Betancur | Business Start | Capital Investment | Jobs Created: 5

Virginia Betancur, driven by a vision to create a family-operated business, embarked on an entrepreneurial journey with her daughters. Their dream took shape as a candy store, and after securing a location, they sought guidance from the Angelo State University Small Business Development Center (SBDC). Here, they crossed paths with Senior Business Advisor James Leavelle.

James assisted Virginia through the intricate landscape of business initiation. From deciphering legal structures to navigating health department regulations tied to their offerings, James meticulously mentored them. He further recommended a visit to the city zoning department to ensure compliance with permits and fire inspections.

Their start-up not only birthed a family-owned enterprise but also became a catalyst for job creation, boasting three positions. Moreover, their journey was marked by a substantial capital infusion, setting a firm foundation for their candy store's success.

What sets this success story apart is its reflection of an underserved demographic—a woman-owned, Hispanic-led venture highlighting the opportunity to grow and thrive in the San Angelo community.

Through the partnership with SBDC and the guidance of James Leavelle, Virginia and her daughters transformed a vision into a flourishing reality, embedding themselves as not just entrepreneurs, but as integral contributors to their local economy and community.



Mr. Leavelle made everything easy for us to start our business. Thanks for everything and the Small Business Administration



- Virginia Betancur





Lupe Reyes & Patricia Garza | Business Expansion | Jobs: 5

The mission of Reyes Diesel Services LLC is to provide top-quality diesel mechanic repair services for San Angelo and its surrounding communities.

Owned by the husband-and-wife team of Lupe Reyes and Patricia Garza, the business started in 2011 and has prospered into a successful venture. Lupe offers 10+ years of being in business and 20+ years of professional experience in the industry. They have broken ground on a new location in San Angelo and plan to move into the new facility in 2023. It will expand the current business to provide more services to the San Angelo area.

Advisor David Erickson worked with the owners to prepare for the San Angelo Business Plan Competition, completing a full business plan and discussing growth opportunities along the way.

They won second place in the 2022 San Angelo Business Plan Competition, which included a \$20,000 cash prize. They plan to use the winnings to implement a new inventory system at their new location, boosting their opportunity for retail sales and increasing their inventory capacity for in-house parts.



The advisors at SBDC are very knowledgeable and take pride in helping their clients.



- Lupe Reyes & Patricia Garza





# BEE GZZZ

Jennifer Smart | Business Expansion | Owners Investment | TIRZ Grant | Jobs Retained: 4

Jennifer Smart contacted the SBDC to receive assistance on developing her application for the City of San Angelo's Tax Increment Reinvestment Zone (TIRZ) program. TIRZ was created in 2006 and is designed to encourage revitalization and infill development of properties which fall within the Chadbourne Street Corridor. These incentives are part of an overall strategy to leverage investment, lower the cost of doing business, and incentivize property owners choosing to improve properties in the target area.

Jennifer owns Bee Gzzz, a drive-thru convenience store located on the North Chadbourne corridor. Jennifer's project included repainting the exterior and installing landscaping to improve curb appeal.

Another interesting angle to her project was to turn the empty space along the north side of her store into a designated outdoor dining area. This part of the project included fencing the empty lot and adding a large gate to provide a designated space where a food truck can park, adding picnic tables, and installing landscaping and gravel walking paths. This part of the project allows Jennifer to support other small businesses, food trucks, to park and sell freshly prepared meals, and support a significant TIRZ goal of making the Chadbourne corridor a leisure and tourist destination. With guidance from her Advisor, Angelina Osornio Torres, Jennifer developed a compelling application, resulting in her project being selected for TIRZ funding!



Thank you Angelina!  
We couldn't have done this without your help.  
We are grateful for the service you guys offered for small business owners.



- Jennifer Smart





# ROOTED WELLNESS CLINIC

Dr. Melissa Jones | Business Start | Owner & Capital Investment | Jobs Created: 3

Melissa Jones is a San Angelo native who worked for nine years as a Chiropractor in a local clinic. Dr. Jones sought to own her own clinic and reached out to the Angelo State University Small Business Development Center for assistance. James Leavelle, Sr. Business Development Advisor assisted her throughout her journey, working on a business plan and guided her through filing for her PLLC and EIN. James also advised her on some basic Human Resources steps for hiring employees and how to build an employee handbook.

Dr. Jones was able to start her business with funding from a line of credit loan as well as injecting her own personal capital. This resulted in the creation of three jobs in the community. Rooted Wellness Clinic is a woman-owned business and Dr. Jones is a graduate of Angelo State University.



SBDC has been a vital resource center in helping RWC become a successful new business in SA. James Leavelle directed me down the right path and guided me through the process of creating a professional business plan. I will continue to lean on the SBDC for guidance as I navigate through the obstacles as a new business woman.



- Dr. Melissa Jones



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Rural Business Development

# TRAINING SERVICES

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Financial Analysis  
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Funded in part through the State of Texas and a Cooperative Agreement with the  
U.S Small Business Development Administration