

News You Can Use From Your SBDC



TEXAS GULF COAST NETWORK

LONE STAR COLLEGE

Fall 2015

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Small Business of The Year

The Lone Star College Small Business Development Center Advisory Council has named the 18 finalists for its 29th Annual Small Business of the Year awards. For more information and to see who they are [click here](#).

World Champions Centre

Ron and Nellie Biles engaged the LSC-SBDC to assist them so they could start the World Champions Centre (WCC) in The Woodlands. WCC is currently under construction and plans to open its doors early next year. The Biles have every intention for WCC to be a world

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class gymnastics training facility. Oh, by the way, if the Biles family name sounds familiar it is because Ron and Nellie are the parents of none other than Simone Biles. Simone is a three-time consecutive world champion gymnast who just returned from Glasgow, Scotland. She is the young American who, on the final day of competition, became the woman gymnast with the most Gold medals of all time and the most decorated American gymnast. Hopefully, she'll be headed off to Brazil later next year to represent the USA in the Olympics. What a thrill for the Biles, the USA, and of course the LSC-SBDC. We are so proud that we were able to assist with the finalization of their business plan so they could get their business funded and off the ground. We are all looking forward to their planned opening early next year and to their offering a first class training facility to the community. - Steve Hamilton

FY2015 Key Performance Indicators

The Lone Star College SBDC operates on the federal fiscal year which ended on September 30, 2015. For this twelve month period we are extremely proud to report that our staff of experienced business advisors achieved the following results:

- worked with and assisted 522 total clients;
- helped to create over 300 new jobs;
- helped to introduce over \$60 million of new capital formation;
- As part of the total clients we helped 47 new businesses get started;

No matter what industry you are in or what stage of your business life cycle, Lone Star College SBDC wants to help you "evolve to the next level of business".

Do You Need a Business

The success of your business is our only priority. Contact a Senior Consultant in your area today:

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Valuation?

Ever wonder how much your business might sell for? What it is worth? Why should I care? [Click here](#) for more information.

PKWY Magazine

The Lone Star College SBDC is proud to announce it has been invited to be a contributor for PKWY magazine. Each edition will include an article of interest to business owners authored by a member of the LSC SBDC staff. PKWY (pronounced "parkway") is an upscale B2B magazine and website chronicling the diverse business, cultural and news landscape of Montgomery County and surrounding areas. It is designed for career-minded professionals who want an informative resource for what's going on in the business community.

PKWY grabs your attention with entertaining storytelling, compelling news, memorable gatherings, and vibrant photography reflecting the business, people and places that make this community a unique place to call home. It is published six times annually, and more than 10,000 copies of PKWY are mailed and strategically distributed through area chambers of commerce, municipalities and educational facilities.

2015 ASBDC Conference

Once a year, the advisors and directors of Small Business Development Centers across the county gather for our annual conference. For many of us, this event is the highlight of our year, at least in terms of our ongoing training and continuing education. The conference brings together over one thousand attendees who serve small businesses in every type of community - urban and rural, rich and poor, northern and southern. The opportunity to share with and learn from our

colleagues in this environment is truly enriching.

This year, I found that some of the most interesting and topical sessions dealt with using search engines and social media sites as the drivers of marketing for small businesses. While we all know that sites like Google and Facebook allow consumers to identify and engage with businesses, we had the opportunity at this conference to learn how businesses can better use these sites to reach out directly to their targeted customer bases. In a world where online marketing has become a requisite strategy for almost every successful small business, this is valuable information indeed.

Experience has taught us that for many of our clients, access to capital is one of the biggest challenges they face. This year's ASBDC conference gave us the chance to learn about changes in the world of small business financing, as well as to interact directly with lending organizations who specialize in providing capital for small businesses.

The conference truly offered something for everyone. An advisor who focuses on helping clients build their export sales could attend numerous sessions on international trade. A regional director who wanted to build the local training program for his or her center could learn from other directors who have already built a successful training program. Experts in franchising led sessions in which they shared their wisdom on how we can help our clients identify the franchise opportunities that fit best with their skills, interests, and resources.

The business world changes rapidly, and as advisors we need to keep up with the latest trends and tools. Taking advantage of all that the annual ASBDC Conference has to offer allows us to do just that. - Jan Koenig