

TWENTY
18

**ANNUAL
REPORT**

A History of Building the Economy

The Institute of Economic Development is approaching its 40th year of delivering exemplary economic and small business development services to San Antonio and the State of Texas. In 2019, we will mark this key milestone alongside our host institution, the University of Texas at San Antonio (UTSA), as we join them in celebrating their 50th anniversary in higher education. Community engagement continues to be a top priority. Every year we are proud to help thousands of Texas businesses start and grow jobs, in parallel with UTSA elevating the local labor talent pool by graduating 122,000 alumni and counting.

Innovation and technology play critical roles in developing dynamic new business models, products and services. In 2018, our Institute merged internally with UTSA's research arm to form a synergistic and dynamic team to promote the UTSA Research, Economic Development, and Knowledge Enterprise division, led by Interim Vice President **Dr. Bernard Arulanandam**. Working through public-private-academic

partnerships, UTSA is leading major investments in cybersecurity, big data analytics, and technology deployment into the marketplace.

In the urban dimension, our Institute works to attack economic segregation where key parts of our community may not have had the opportunity to fully participate in San Antonio's economic progress. And, in the global dimension, our Institute is leading the U.S. Department of State's Small Business Network of the Americas' initiative to share UTSA best practices: promoting inclusive economic development and trade with our partner countries across Latin America and the Caribbean.

Each of you is a valued partner and greatly appreciated for your collaborations with UTSA. The following pages contain the latest highlights of our programs and impressive results. We thank our Institute team members for their talents and commitment to our mission and highly effective Values Based Leadership approach to public service.

— CO-AUTHORED BY INSTITUTE LEADERSHIP —

Robert McKinley

*Sr. Associate Vice President for Economic Development
University of Texas at San Antonio*

Albert Salgado

*South-West Texas Border SBDC Network Executive Director
University of Texas at San Antonio*

OUR
PARTNERS



▶▶▶ BUILDING THE ECONOMY One Business At A Time

▶▶▶ **\$2.9 BILLION** ▶▶▶
DIRECT ECONOMIC IMPACT

▶ SERVICE RESULTS

43,320

BUSINESSES
SERVED

1,123

TRAINING EVENTS
& COURSES

30,815

TRAINING
PARTICIPANTS

7,694

CONSULTING
CASES

4,811

BUSINESS
RESEARCH TASKS

▶ ECONOMIC IMPACT

6,238

JOBS
CREATED

13,193

JOBS
RETAINED

565

NEW BUSINESS
STARTS

534

BUSINESS
EXPANSIONS

\$290,932,480

NEW FINANCING
& INVESTMENTS

\$2,597,538,884

NEW SALES,
CONTRACTS & EXPORTS

\$34,854,959

NEW TAX
REVENUE GENERATED

* \$2.9 BILLION IS THE AGGREGATE AMOUNT OF NEW FINANCING & INVESTMENTS | NEW SALES, CONTRACTS & EXPORTS

CENTERS & PROGRAMS ▲▲▲▲▲▲▲▲▲▲

The University of Texas at San Antonio's Institute for Economic Development has the expertise to help build the economy one business at a time and to replicate that business growth massively. Today, we are comprised of nine centers and programs, which excel in results-oriented advising, training and research for entrepreneurs, and experienced business owners and communities seeking strategic economic growth. These programs serve local, regional, national, and international initiatives.

SOUTH-WEST TEXAS BORDER SBDC NETWORK

▼ 210.458.2450 | txsbdc.org

The South-West Texas Border Small Business Development Center Network comprises 10 SBDC affiliated offices, hosted by universities and community colleges in a 79-county region stretching from the Gulf Coast to South Texas, Central Texas, and parts of West Texas. In partnership with the U.S. Small Business Administration, UTSA administers the Network, its affiliate offices, and specialty centers to include the SBDC International Trade Center, SBDC Technology Commercialization Center, Alliance Program, and Employer Services Program.

UTSA SMALL BUSINESS DEVELOPMENT CENTER

▼ 210.458.2460 | sasbdc.org

The UTSA Small Business Development Center offers integrated services to meet the needs of experienced small business owners as well as entrepreneurs just starting a business. Active in San Antonio and the 10 counties surrounding Bexar County, the San Antonio SBDC's experienced staff provides confidential, one-on-one business advising at no charge. The center provides low-cost training workshops covering a wide array of topics to help small businesses succeed.

UTSA SBDC INTERNATIONAL TRADE CENTER

▼ 210.458.2470 | texastrade.org

The SBDC International Trade Center is one of the largest and most successful trade assistance organizations in Texas. Staff provide technical trade consulting, customized market research, and innovative training programs for companies seeking to access global markets. To develop foreign market distribution channels, the Center has led a major initiative to expand the implementation of the SBDC model into Mexico, the Caribbean, and Latin America. As a result, the Small Business Network of the Americas now includes 22 countries.

UTSA SBDC TECHNOLOGY COMMERCIALIZATION CENTER

▼ 210.458.2460 | txsbdc.org/techcomm

The SBDC Technology Commercialization Center promotes science and technology based entrepreneurship to create a globally competitive economy in Texas. The Center offers confidential management advisory services for high-tech entrepreneurs, scientific researchers, start-ups, and established businesses. Clients of the center qualify to receive assistance with America's Seed Fund™, federal and state research and development (R&D) grants/contracts, mentorship, technical assistance workshops, innovation and applied research assistance.

SBDC NATIONAL INFORMATION CLEARINGHOUSE

▼ 210.458.2747 | sbdcnet.org

The SBDC National Information Clearinghouse (SBDCNet) provides timely, relevant research, web-based information, and training services to SBDC advisors and their clients. The Center's team of researchers is dedicated to meeting the small business research needs of nearly 1,000 Small Business Development Center programs across the United States and its territories.

CENTER FOR COMMUNITY AND BUSINESS RESEARCH

▼ 210.458.2460 | ccbr.iedtexas.org

The Center for Community and Business Research (CCBR) offers applied economic and business research to serve the needs of economic development agencies; businesses; trade associations; city, state, and federal governments; and other community stakeholders in search of information to make well-founded business and policy decisions. CCBR conducts research projects to provide insight into how organizations, communities, or the economy are impacted by major new developments, projects and policies.

SOUTHWEST TRADE ADJUSTMENT ASSISTANCE CENTER

▼ 210.458.2490 | swtaac.org

The Southwest Trade Adjustment Assistance Center (SWTAAC) assists U.S. manufacturing and service firms that are negatively impacted by foreign competition to regain profitable growth. SWTAAC staff provides management consulting and strategic business planning services to help firms in the five-state region of Texas, Louisiana, Oklahoma, Arkansas and New Mexico.

MBDA BUSINESS CENTER – SAN ANTONIO

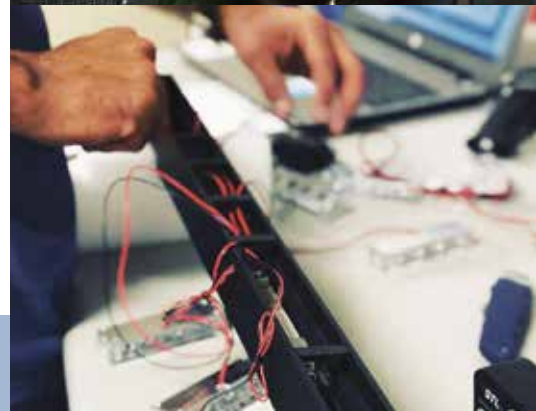
▼ 210.458.2480 | sanantoniombdacenter.com

The Minority Business Development Agency Business Center – San Antonio (MBDA) assists minority business enterprises to increase profits and employment by providing targeted management and technical assistance services. The Center primarily works with established minority-owned businesses that have at least \$1M in annual revenues and are seeking rapid growth. The Center also includes global and advanced manufacturing components, which connect domestic, minority-owned business clients with commercial opportunities across the globe.

UTSA PROCUREMENT TECHNICAL ASSISTANCE CENTER

▼ 210.458.2458 | ptac.iedtexas.org

The Procurement Technical Assistance Center assists small business owners, including veterans and women, to expand business contracting with federal, state, and local government entities. This Center has expertise in key technical areas including business certifications; federal regulation compliance; and veteran's assistance and services, including SAM registration and bid match services. The Center also offers a variety of trainings and workshops to help small businesses successfully compete as contractors and suppliers.



iedtexas.org

STAR BUSINESS ADVISOR BRINGS NATIONAL AWARD TO EAGLE PASS



Cynthia Y. Gomez
2018 State Star

“The State Star award symbolizes all of our Center’s accomplishments and hard work. I am honored to have the opportunity to help people accomplish their dreams to start and be successful in their own businesses.

Sr. Business Advisor Cynthia Yadira Gomez has worked for the Sul Ross State University-Rio Grande College SBDC for 12 years. She has extensive experience in finance, business planning, management, human resource management, QuickBooks-finance, payroll, marketing, and more. She obtained a BBA in Finance and an MBA in International Business from Texas A&M International University. She has also taught undergraduate business classes at SRSU-RGC and serves as a mentor to her teammates.

1,315 ADVISING HOURS

203 JOBS CREATED
& RETAINED

53 BUSINESS STARTS
& EXPANSIONS

America’s Small Business Development Center Network recognizes ‘Stars’ who significantly contribute to the SBDC program.

SBDC Network Focused on Core Services, Technology Designation

Comprised of 10 centers, the **South-West Texas Border (SWTXB) Small Business Development Center (SBDC) Network** offers the most comprehensive resource in the region for small business and community development. Covering a 79-county region, Texas universities and colleges host each of the 10 SBDCs and strengthen higher education’s mission of community engagement.

As the Texas economy continues to thrive on small business competitiveness, growth, job creation, and diversifying business opportunities, the Network emphasizes scale-up growth industry clusters and technology commercialization. In the meantime, SBDC core services remain focused on: business start-ups, manufacturing competitiveness, international trade, government contracting, corporate supply chains, rural development, and small business research.

In 2018, the SWTXB SBDC Network pushed the envelope in cybersecurity, technology commercialization, and the international expansion of the U.S. SBDC model. SBDCs guided multiple small businesses through new



federal cybersecurity requirements, advised over 80 science and technology companies through the complex technology commercialization pathway, and increased the number of SBDCs operating abroad to over 250 in 22 Western Hemisphere countries.

The South-West Texas Border Network continues to serve as a model of excellence, “Building the Texas Economy One Business at a Time,” and providing innovative services to its valued clients.

txsbd.org

Proud members of the South-West Texas Border SBDC Network



sbd.sulross.edu/alpine



sbd.angelo.edu



delmar.edu/sbdc



elpasosbdc.net



sbd.sulross.edu/rgc



sbd.tamui.edu



sbd.mccoy.txstate.edu



uhv.edu/small-business



sasbdc.org



utrgv.edu/sbdc

Twenty Years Later

National Research Center Offers Innovative Cyber Resources

America's Small Business Development Center (ASBDC) Network boasted 20 years of service in superior market research through its official research arm located in San Antonio, Texas. The **SBDC National Information Clearinghouse** (SBDCNet) provides service to more than 1,000 ASBDC members across the United States. With 62 SBDC networks representing each state, SBDCNet marked its 20th Anniversary with the completion of its 90,000th research project.



Under the leadership of Director Matthew Jackson, SBDCNet produces a broad range of financial, market, and demographic research reports. But beyond its core services, SBDCNet most recently collaborated with the UTSA Center for Infrastructure Assurance Security (CIAS) and the UTSA Procurement Technical Assistance Center (PTAC) to develop a Cybersecurity Academy, as well as cybersecurity trainings and resources for small business owners. These resources were developed based on the National Institute for Standards and Technology (NIST) framework and include guidance on the Defense Federal Acquisition Regulation Supplement (DFARS).

The four-week cybersecurity program targeted small businesses conducting work for the U.S. Department of Defense. DFARS requires that contractors provide adequate security, report cyber incidents, submit any malicious software discovered, and submit media to support damage assessment.

Jackson took things a step further and developed the Cybersecurity Academy materials into an online training toolkit that launched in Summer 2018. While the toolkit is primarily meant to educate SBDC business advisors on the subject matter so that they can effectively assist their clients, the online resource is publicly available and offers the following modules: Cybersecurity Basics, Cyber Attacks and Defenses, Cybersecurity Plans and Implementation, Cybersecurity and Government Contracting, and General Cybersecurity Resources.

During its two-decade run, SBDCNet has also provided over 100 college students with unique student experiential learning opportunities. Students contribute heavily to ASBDC's overall impact as market researchers who produce the majority of SBDCNet's research reports, all while building stronger resumes that complement their academic and career goals. Visit us at sbdcnet.org.



CENTER MAKES PROCUREMENT TOP PRIORITY



UTSA Procurement Technical Assistance Center (PTAC) provides procurement technical assistance to business owners to expand their business into federal, state, regional, county, and local markets with government agencies, prime contractors, and military installations.

UTSA PTAC SERVICES

PTAC counselors provide one-on-one technical procurement assistance, training, and networking opportunities. Specialized classes, monthly networking meetings, and business matchmaking events are also provided in addition to the following services:

- Securing necessary registrations
- BidMatch service
- Proposal preparation
- Contract performance issues
- Determining suitability for contracting
- Researching procurement histories

Certifications Open New Doors for JOCH, Gonzalez

Based in San Antonio, Texas, JOCH Construction Company is a Service-Disabled Veteran and Minority Owned Small Business. The company leads in consulting, design-build, operations, and program management. It specializes in federal, state, municipal and private commercial construction. As a general contractor, JOCH Construction Company effectively coordinates and manages all phases of the construction process, from pre-construction and design development to post-construction and final walk-throughs. To support this unique positioning, JOCH Construction Company requested the assistance of Sr. Business Development Specialist Curtis Mohler at the UTSA Procurement Technical Assistance Center. Mohler provided guidance on technical processes for federal solicitations through SAM registration and local, county, and state certifications. In addition, Mohler registered

“Curtis assisted us in obtaining our CVE-VA SDVOSB certification, which proved vital in winning the VA Set-Aside Contracts.

— Jose Gonzalez, Owner

the company in Fedbizops and provided training on how to target federal contractors through Archive Award Opportunities. Mohler and JOCH Construction Company also identified Federal Service Codes and Product Service Codes, developing a price matrix to sell to all government sectors. Through PTAC's certification services, JOCH Construction Company earned their VA-CVE Vetbiz SDVOSB and, as a result, received an SDVSOB Prime VA-CVE Set-Aside Contract valued at \$100M.

JOCH CONSTRUCTION:
Jose Gonzalez (Owner) & Dayce Montoya





PHOTO: NAUREEN ISLAM

Honors College Preps Students for the Challenges Ahead

In Fall 2018, Dr. Thomas Tunstall taught Honors College freshmen in an introductory course under the rubric of Energy. Other sections address themes such as Sustainability, Media and even Happiness. The Honors Tutorial I is a required course for all Honors College matriculates. Instructors work with aspiring scholars on how to read, write and engage in popular intellectual discourse. As such, the approach is, by definition, highly interdisciplinary in nature. Students identify and evaluate sources of information and develop a base of knowledge essential

for engaging in public policy conversations. Honors College freshmen have excelled over their academic careers at specialized study in discrete courses: math, physical sciences, biology, selected portions of world history and the like. Rarely, however, are they tasked with bringing the pieces together as public policy discussions require. Tutorial I challenges Honor's College freshmen to cultivate confidence by linking the individual disciplines with which they have become familiar to create meaningful, coherent, and credible narratives.

EAGLE FORD CELEBRATES TEN YEARS

In 2018, the Eagle Ford Shale celebrated ten years of oil and gas production activity. Eagle Ford production started slowly, reaching only \$2.9 Billion in economic impact by 2010. However, by 2014, economic impact in the Eagle Ford topped \$123 Billion. With the fall in oil prices, activity had dropped off, bottoming out in 2016. More recently, oil and gas production has picked back up in the Eagle Ford and is expected to continue for years in what CCBR refers to as "The New Normal."

▶▶▶ COLLABORATIONS IN REGIONAL RESEARCH PROJECTS

The **UTSA Center for Community and Business Research** (CCBR) works closely with numerous departments at the university. In 2018, the CCBR coordinated with the College of Architecture, Construction and Planning to complete an analysis for the City of Leon Valley of a highway overpass project, proposed by the Texas Department of Transportation. UTSA prepared and presented alternative scenarios to the proposed overpass that would have extended above Bandera Road. The

CCBR also worked with the SBDC National Information Clearinghouse (SBDCNet) on a presentation and town hall meeting in Comfort, Texas, to discuss prospects for growth and economic development. Local residents offered a variety of perspectives on how they would like to see community development progress around their small town in the Hill Country.

As a critical component of the university's urban serving mission, the CCBR has contributed to several

UTSA Presidential Initiatives, including the National Security Collaboration Center and the Classroom to Career Initiative. Additionally, in support of UTSA's Carnegie Community Engagement Classification, the Center maintains a position on the board of the Engagement Scholarship Consortium, collaborating with universities across the country to share best practices regarding community outreach.

▶ The **UTSA Small Business Development Center (SBDC)** offers entrepreneurs access to professional and confidential business advising, a variety of quality training programs, access to research resources, and an extensive referral network. SBDC Business Advisors have numerous years of experience advising small business owners, and many of them have owned their own businesses.

HOLT LEADERSHIP PROGRAM PROVEN TO DRIVE BUSINESS GROWTH

The UTSA SBDC established its Building Business Excellence (BBE) program in 2003 to help scale-up growth businesses at an accelerated rate. The Center regularly collaborates with Holt Development Services, Inc., a division of HoltCAT, to introduce small businesses to their highly successful Values Based Leadership model. The seven-week intensive strategic leadership program is designed to support established companies to achieve solid growth. Over 144 people have attended the program to date. With limited enrollment, the program runs from February through April every year. Learn more at mybbe.org



BBE Program Graduation: Dan Norris, HOLT Development Services, addresses the 2018 BBE program graduates.



Nelson Sets Sights on NBA, Army for Growth

When Philip Nelson initially sought assistance from the UTSA Small Business Development Center (SBDC), he met with Sr. Business Advisor Sam Morgan. Nelson owned media companies in the past and worked for NewTek for the previous 19 years, where he secured contracts with the NBA, NFL, CMAs, MTV, and more. Following his 27 year career in broadcast, Nelson started Nelco Media, Inc. in 2017. Nelson sold Tricastors, a box that replaces TV vans and can broadcast multiple media devices at one time. Through his work with Morgan, Nelson put together a loan package, business plan, and projections. He then found a historic building near downtown San Antonio and started dreaming about purchasing and renovating it to make it the new home for his business. Nelco Media Inc. was approved for the SBA loan from the Bank of San Antonio. Through the expansion loan, Nelson purchased and renovated the building. The UTSA SBDC also helped Nelson develop marketing strategies for his business. Nelco Media Inc. is currently working to close a large contract with the NBA and may have another opportunity to work with the U.S. Army.

▶▶▶ Science and Technology in the World of Entrepreneurship

With a mission to promote science and technology-based innovation, the **UTSA SBDC Technology Commercialization Center (TCC)** guided 88 clients through the commercialization pathway in 2018, moving each client closer to taking their innovation to market.

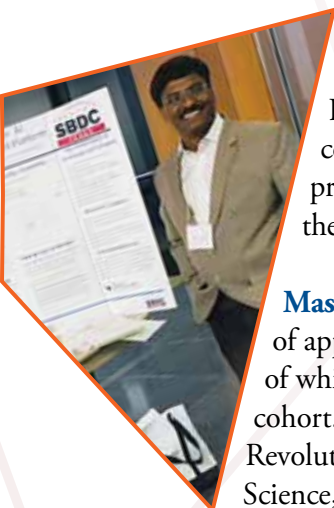


Innovation challenges, business competitions and pitches are critical components of the commercialization process. These experiences provide early opportunities to gain market exposure, research and development contracts, strategic partner investments, and cash awards necessary for advancing market driven product development. Of the 88 clients advised, 28 clients were selected to pitch and compete.

The **U.S. Department of Defense (DoD) Encountering Innovations** event connects innovators with DoD technology scouts. In 2018, the SBDC TCC assisted over 20 Texas

companies—representing Austin, Dallas, Houston and San Antonio—with their commercialization plan, application and preparation process. Fifteen of the 20 were then selected to pitch at the event.

MassChallenge Texas attracted hundreds of applicants from five continents in 2018, of which only 84 advanced to the inaugural cohort. Five of those companies, Novothelium, Revolution Computing, Bezoar Labs, Halo Life Science, and Devali, Inc. were advised by the SBDC TCC. Four companies landed among the top 16 including Novothelium, which earned a Platinum award and \$75,000.



WHAT CLIENTS GAIN

- Entrepreneurial Educational Curriculum
- Intellectual Property (IP) Guidance
- Access to Technology Mentors
- Professional Referral Network
- Business Model Development
- Assistance with Investor Pitch Deck Development
- Technology Valuation
- Technology Readiness Level (TRL) Assessments
- Product Market Assessments
- Assistance with Federal R&D Grants

NASA iTech is a national program within NASA's Space Tech Mission and in collaboration with the National Institute of Aerospace. Finalists pitch to chief technologists from various NASA centers and other federal agencies. The Center assisted New Dominion Enterprises and Devali, Inc., which landed among the top 10 finalists and advanced to the final competition in Hartford, Connecticut.

The **FUND Conference** is the nation's connector of entrepreneurs, VCs, angel investors, and industry experts with a focus on curated deal flow, captivating content, and same day connections. It is attended by the world's leading companies. The SBDC TCC assisted 314 EasyMath, LLC with preparing their pitch and exhibit materials. The company placed within the top 100 companies selected nationally, which led to several contracts for their product and angel investor contacts.





UTSA SBDC International Trade Center

World Class Trade Advising

As one of the largest trade assistance organizations in Texas, the **UTSA SBDC International Trade Center** (ITC) provides businesses with high-value trade consulting services, cutting-edge market research, and innovative training programs.

Since 1992, SBDC International Business Advisors have helped hundreds of Texas companies enter new markets, create more efficient supply chains, and become more globally competitive. The ITC's Texas International Business Accelerator (TIBA) program promotes growth and economic development in the state by assisting foreign companies with establishing their business in Texas.

Additionally, as part of the Small Business Network of the Americas (SBNA) initiative, the SBDC Global program works with foreign governments to transfer and adapt the U.S. SBDC model. The model helps to spur foreign job growth and economic development while expanding market access for the United States.

U.S. Manufactured Homes Create Community, Builds Partnerships

A woman-owned business, Claudia Inclan established American Built Trading (ABT), LLC in San Antonio, Texas, in 2011. Originally from Mexico City and with 30 years of experience in international trade, Inclan grew up with great interest in the industry. Her passion helped ABT become recognized as one of the main exporters in this sector by paving the way for the transportation of “USA Manufactured Homes” to inhospitable sites in Mexico and helping foreign countries meet their housing needs.

Inclan contacted the Texas International Business Accelerator (TIBA) in June 2018 and began working with International Business Advisor Maria Jose Buendia. She assisted Inclan with an economic impact report that proved ABT's state and national interest as a foreign investor.

In 2011, ABT approached Cavco Industries' Goodyear, Arizona, one of the largest companies in the Prefabricated Home Manufacturing industry. Cavco's plant had been operating since 1993, however, it experienced difficulties during the 2008 recession and was facing possible layoffs when ABT contacted them about an agreement to build

“ I was very impressed with the assistance Maria Jose and TIBA were able to provide. I am happy I was referred to her.

— Claudia Inclan, Owner

94 homes. The deal allowed Cavco to keep their employees and today, Cavco manufactures all of ABT's homes with a team of well over 300 employees.

Their work also benefits ABT's main client, Grupo Mexico, whose mining division represents 80 percent of the company's sales. While most of their mining operations occur in Mexico, Grupo Mexico has a global presence with mining operations in the United States, Peru, Argentina, Ecuador, and Spain. Grupo Mexico relies on ABT to place manufactured mobile homes as offices and/or meeting rooms, but it also purchases these homes for its employees. American Built Trading has placed these homes in Cananea Sonora, Hermosillo Sonora, Siemens in Esqueda Sonora, Buenavista del Cobre Mine in Sonora Mexico, Fresnillo Chihuahua, and in the state of Nuevo León. The initiative creates small neighborhoods for mining workers, which allows them to bring their families together and establish a community.

U.S. SBDC Model Continues to Expand Internationally

The **Small Business Network of the Americas** (SBNA) was launched during the 2012 Summit of the Americas with the goal of strengthening the micro, small and medium-sized enterprise (MSME) sector and to encourage greater trade throughout the Americas.

The U.S. Department of State, along with Foreign Affairs Ministries of participating countries and their Ministries of Economy, has led an extensive policy and promotion dialogue to achieve 22 Western Hemisphere nations' commitments to becoming part of the SBNA.

Spearheaded by the UTSA SBDC International Trade Center through its SBDCGlobal program, over 254 SBDCs have been launched throughout Latin America and the Caribbean to date, servicing over 230,000 entrepreneurs. In 2018, the amount of domestic resources committed to implementation in their own SBNA networks was an estimated \$79M—a strong tribute to the efficacy of the SBDC model, its adaptability, and stakeholder support.

In 2017, the SBDC International Trade Center received \$1.42M in grant funding from the U.S. Department of State's Bureau of Western Hemisphere Affairs. With this support, UTSA continues to serve as a strong leader of this initiative and has a firm and growing presence abroad.



► SBNA PRODUCTIVITY AND IMPACT BY THE NUMBERS

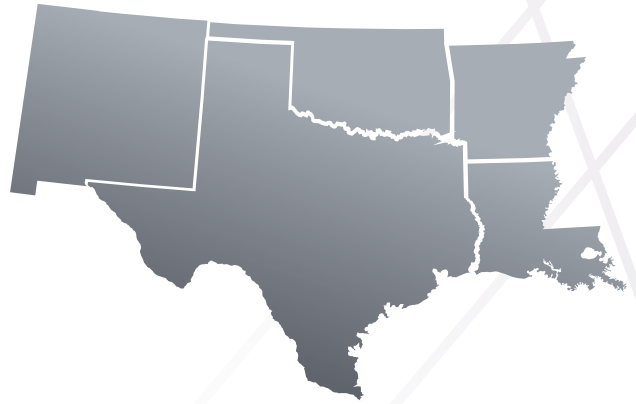
AS OF MARCH 2018 | LATIN AMERICA & CARIBBEAN
ALL AMOUNTS ARE LISTED IN U.S. DOLLARS

TOTAL NUMBER OF ADVISING CLIENTS	TOTAL NO. OF TRAINING PROGRAM PARTICIPANTS	TOTAL ENTREPRENEURS SERVED	TOTAL NUMBER OF ADVISING HOURS	NEW BUSINESS STARTS
51,394	180,792	232,186	900,153	5,645
NEW JOBS CREATED	JOBS RETAINED	INCREASED SALES	BUSINESS FORMALIZATIONS	ACCESS TO CAPITAL
25,164	47,634	\$171 Million	4,534	\$56.2 Million
TOTAL NO. OF COUNTRIES PARTICIPATING IN SBNA	TOTAL SBDCS OPERATING	TOTAL SBDC PROFESSIONALS	TOTAL MSME STAKEHOLDERS TRAINED	PARTICIPATING COUNTRIES FUNDING COMMITMENT
22	254	1,284	16,924	\$79.2 Million

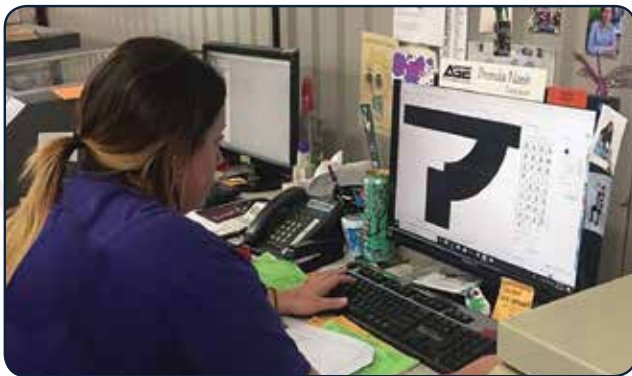
TO DOWNLOAD THE FULL REPORT VISIT
bit.ly/SBNA2018

Trade *Adjustment*

The **Southwest Trade Adjustment Assistance Center (SWTAAC)** assists U.S. manufacturing and service firms that are affected by foreign competition to regain profitable growth. The Center helps businesses compete in a global marketplace by providing management consulting, strategic business planning services, and matching funds to manufacturers. SWTAAC is one of eleven nationally operated Centers responsible for the administration of the Trade Adjustment Assistance for firms program. The SWTAAC services firms in Arkansas, Louisiana, New Mexico, Oklahoma, and Texas.



ADVANCED GRAPHIC ENGRAVING



Since 1997, Advanced Graphic Engraving has manufactured durable custom labels, tags, and signs for a variety of industries around the world. Although Advanced Graphic Engraving is a small manufacturing business, it still successfully competes on a global level. Like most small businesses, the company must decide the budget it can allot to areas outside of its cost of goods and overhead. After qualifying for SWTAAC's matching funds program, Advanced Graphic Engraving was able to support multiple projects at once. The company primarily funded digital marketing projects, which resulted in an increase in new opportunities and new customer acquisitions. The company also utilized the program to redesign its trade-show booth and, more importantly, undergo ISO Certification, which provided Advanced Graphic Engraving a competitive advantage in its industry.

DSA OPERATING COMPANY



In operation for over 70 years in San Antonio, Texas, DSA Operating Company manufactures parts for various industries but specializes in wellhead components and complex valve bodies. The company also provides services for companies in the energy, defense, aerospace, aggregate and transportation industries. In 2016, the firm experienced the adverse effect of foreign competition and qualified for SWTAAC's matching funds program due to imports from China. SWTAAC assessed the company and recommended the implementation of a comprehensive marketing strategy to target new and existing customers, completion of a feasibility study on market expansion potential, and upgrading the firm's marketing collateral. Projects have increased sales from \$9M to \$11M while staffing grew by 8.9 percent.

SAT ENERGY

Established in March 2015, SAT Energy is a renewable energy company specializing in commercial and residential solar products. The MBDA Business Center San Antonio provided access to procurement opportunities for the company. SAT Energy's solar lighting offers an all-in-one integrated lighting fixture that does not require electrical wiring. The solar lights' built-in battery stores enough energy to provide power, even on low-light days. Several schools, including Holy Cross of San Antonio and Antonian College Preparatory High School, installed the solar lighting on their campuses. The company has also loaned portable solar lighting for festivals in San Antonio and the surrounding areas.



SERV ENERGY

Founded in May 2017, Serv Energy operates in Texas and Mexico and delivers petroleum products including diesel, gas, and jet fuel to domestic and international markets. The MBDA Export Center started working with the company to establish a stronger presence in Latin America. Sr. Export Project Manager Alberto Rodriguez-Baez conducted an Export Readiness Assessment and provided market intelligence, which led to expansion into Mexico. Serv Energy opened a sales office in Mexico City and is hiring new staff. Additionally, the company will break ground on a multi-million-dollar fuel terminal at the Port of Harlingen to better serve the demands of Mexican customers. Serv Energy was named the "2018 Minority Emerging Exporting Firm" of the year at the San Antonio Minority Enterprise Development (MED) Week.



BOX GANG MANUFACTURING

Headquartered in Houston, Texas, and founded in October 2015 by President Rafael Marrero, Box Gang Manufacturing offers waste, recycling, and environmental handling equipment. Due to their steady growth, they will relocate to a larger building with more than double the square footage they currently occupy. Finding contract opportunities that were the right fit proved to be the biggest challenge. The MBDA Advanced Manufacturing Center assisted Box Gang Manufacturing with a Market Trend Analysis report and provided market opportunity services which identified new contract opportunities. This information also enabled the owner to improve sourcing strategies. Box Gang Manufacturing has found their market niche and is now on an exponential growth cycle within their industry.



Minority Business Excellence

The **Minority Business Development Agency Business Center - San Antonio**

(MBDA) provides technical and management assistance to minority-owned, high-growth businesses that typically have annual revenues above \$1M. Scaling up enables these businesses to become strong competitors in local and global economies. Uniquely, the MBDA Business Center San Antonio is the only MBDA with a Domestic Center, Export Center, and Advanced Manufacturing Center nationwide. For the third consecutive year, the MBDA Business Center San Antonio also received the "Century Club Outstanding Performance" award at the Annual MBDA National Conference.



Community Engage



► TEXAS RURAL CHALLENGE

10 Years of Strengthening Rural

The beauty of rural Texas lives in the makeup of its community—the people. And, as the statewide conference approaches its 10-year-anniversary, rural Texans are flocking to the event.

The Texas Rural Challenge (TRC) conference highlights trending themes among today's rural communities including technology, trade, regionalism, healthcare, housing, broadband, and more. Inspiring keynote speakers, rich dialogue, and invaluable networking occur throughout the event. TRC connects the game changers—the residents, community leaders, and agency representatives who collaborate to create opportunities for growth.

As event organizers look toward the 10th Annual Texas Rural Challenge, topping past years will be the true challenge. But, one competition continues to draw statewide attention from entrepreneurs. Texas Strong, a

business competition that first came to life as a poster exhibition in 2014 has evolved into a fast pitch business competition. Since inception, Texas Strong has given the stage to over 25 small business that provide a service or product which benefits rural communities. The competition tests how effectively entrepreneurs are able to fast pitch their businesses to a panel of judges. Over the years, Texas Strong has awarded the top finalists with over \$25,000 in cash awards to support their business endeavors.



TEXAS RURAL CHALLENGE
JUNE 17-18, 2019
NEW BRAUNFELS, TX

texasruralchallenge.org



► SAN ANTONIO ENTREPRENEURSHIP WEEK

A City-Wide Collaboration

As an official San Antonio Entrepreneurship Week (SAEW) partner and after a successful run in 2018, the UTSA Institute for Economic Development officially kicked off San Antonio Entrepreneurship Week in partnership with LaunchSA and other community collaborators.

The six-day annual celebration occurs at various venues throughout San Antonio, connecting existing and aspiring small business owners. Hosted at the UTSA Downtown Campus, the Institute's day of "Elevating Entrepreneurs" offered special keynotes, nine educational sessions, and an evening reception featuring a client showcase. The event kicked off with a special keynote address by Donald L. Mooney, owner of Donald L. Mooney Enterprises. Mr. Mooney is a retired military Veteran, a client of the Institute's MBDA Business Center San Antonio, UTSA Small Business Development Center, and UTSA Procurement Technical Assistance Center.

Following the keynote, breakout sessions covered an array of entrepreneur essentials including

Veteran Business Certification, Crowdfunding, Contracting 101, Access to Capital, Successful Business Models, and Cybersecurity for Small Business. The Institute's expert business advisors served as the primary presenters throughout the day, leading to exceptional networking opportunities for attendees.

Attendees also gathered for an evening reception that highlighted the successes of the Institute's clients. More than 20 small business owners, including UTSA alumni, exhibited and shared their success stories. More than 150 people visited the Institute and over 1,500 people attended events throughout San Antonio. Through its mission and strong community engagement, the Institute will continue to ensure that UTSA remains a driver of San Antonio's economic ecosystem.

EMPOWERING OUR FUTURE

For more than 10 years, the UTSA Institute for Economic Development has provided student experiential learning opportunities to an average of 40 students annually. Our students have gone on to work for J.P. Morgan Chase, Marathon Oil, the U.S. Air Force, the Asociacion de Empresarios Mexicanos (AEM), Proctor & Gamble, USAA, Southwest Airlines, the U.S. Bureau of Economic Analysis, and more.

BENJAMIN HERNANDEZ

SBDC NATIONAL INFORMATION CLEARINGHOUSE



UNIVERSITY: UTSA

CLASSIFICATION: Senior

MAJOR: Real Estate Finance and Development

“ I am currently assisting entrepreneurs by providing solutions and learning about these issues myself. I am also able to assist business owners that I know at this time with accessing resources they may not know are available to them.

Benjamin Hernandez's work consists of gathering authoritative resources from various databases, government agencies, associations, and online resources to provide custom market research for small businesses across the country. He has explored various industries from coffee shops to nanotechnology, and also provides basic GIS services. Benjamin says he truly cherishes the collaboration and critical thinking skills he gained through this experience.

DAVID MARTINEZ

UTSA SMALL BUSINESS DEVELOPMENT CENTER



UNIVERSITY: UTSA

CLASSIFICATION: Senior

MAJOR: Marketing

“ Working for the UTSA SBDC has helped me to acquire knowledge that helps me towards my career goal. In the future, I plan to start my own business and having these tools as a student helps me get ahead of the competition.

David Martinez assists with the administrative, advising, and training functions of the UTSA SBDC. David assists advisors with client cases, attends client meetings, conducts research on their business ideas, and assists them with business and marketing plans. Additionally, he collects, reviews and compiles session feedback from attendees after training seminars.

ALEJANDRO VELASCO

SBDC INTERNATIONAL TRADE CENTER



UNIVERSITY: UTSA

CLASSIFICATION: Senior

MAJOR: Economics

“ With this opportunity I realized I want to do consulting as a living. I really enjoy helping and advising others, whether they want to know the regulations for exporting to a foreign country, importing from abroad, or even opening a business locally.

Alejandro Velasco serves as an International Market Researcher and provides consulting to small- and medium-sized companies that want to expand their business internationally through the importing or exporting of their products and/or services. Alejandro focuses on identifying potential clients, distributors and manufacturers, and business development opportunities.



LEADERSHIP & Legacy



After 28 years focused on building the internationally-recognized UTSA Institute for Economic Development, Robert McKinley departed from his role as the Senior Associate Vice President for Economic Development and Chief Engagement Officer. During McKinley's tenure at UTSA, he evolved this highly-regarded economic development powerhouse into a recognized model of excellence.

UNDER MCKINLEY'S LEADERSHIP

- ▶ The Institute developed a system that tracks business assistance in order to measure job creation and sales. This visionary methodology was one of the first implemented to track client results such as jobs created and capital infusion.
- ▶ Among many civic roles, McKinley led UTSA's designation by the U.S. State Department to the bi-national Mexico-U.S. Entrepreneurship Council (MUSEIC) established in 2013 by Presidents Obama and Peña-Nieto.
- ▶ On the international front, McKinley has led efforts to promote the U.S. State Department's Small Business Network of the Americas, a 2012 initiative that includes a network of Small Business Development Centers based in universities in 22 Western Hemisphere countries to-date.
- ▶ McKinley is past Chairman of the Board of America's Association of Small Business Development Centers (ASBDC) representing 1,000 SBDCs and 6,000 SME development experts in the United States.

The UTSA community and Institute staff sincerely thank Robert M. McKinley for his invaluable contributions and advancing the Institute for Economic Development into the impactful organization that it is today. His efforts to create and foster a culture of entrepreneurship for the past 28 years leaves a legacy of astounding leadership and success. Our community wishes him well and looks forward to future collaborations as he takes his new role as Vice Chancellor of Economic and Workforce Development at Alamo Colleges District.

The University of Texas at San Antonio Institute for Economic Development is dedicated to creating jobs, growing businesses, and fostering economic and community development. Services include professional business consultation, technical training, research, and strategic planning for more than 43,000 small-to-medium sized businesses and organizations annually.

Our programs primarily serve the Texas-Mexico border area as well as regional, national and international initiatives. Working in collaboration with federal, state and local government agencies, and business-sector partners and clients, the Institute for Economic Development is a principal driver of UTSA's community engagement mission.

VISION:

The Institute for Economic Development and our programs strive continuously to reach and lead the top-tier of our field, as a university-based economic development organization, on the national and international levels.

MISSION:

We are leaders in building the economy, strengthening businesses and communities through excellence in service.

VALUES:

Integrity: Building our reputation by being accountable, credible, ethical, and respectful.

Excellence: Exceeding stakeholder expectations by achieving results, demonstrating leadership and leveraging our resources and expertise.

Service: Delivering results and fostering diversity by being responsive, adding value, providing solutions, and collaborating.

Innovation: Fostering a culture of creativity by embracing change, lifelong learning and risk-taking.

www.iedtexas.org