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# Massachusetts Small Business Development Center Network

## *Semi-Annual Performance Report*

October 1, 2022 — March 31, 2023

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## EXECUTIVE SUMMARY

During the first half of fiscal year 2023, the MSBDC provided free, confidential, one-to-one, in-depth business advisory services, access to capital and training programs to 3,181 unique clients encompassing 6,834 hours of one-to-one advising through sites across Massachusetts.

Advisors helped clients secure \$68,631,632 in financing, start 74 businesses, and contribute to the creation and retention of 696 jobs as a result of financing secured. The MSBDC conducted 60 training units attracting 2,093 attendees.

Capital formation achieved statewide was \$68,631,632 through the end of March, which is 62% of the annual goal of \$110,673,135. The Northeast Regional Office achieved 105% of its annualized goal, the Southeast Regional Office reached 120% of its annualized goal and the Government Sales Program is at 596% of its annualized goal. The remaining centers are as follows for percentage of annualized goals: Berkshire Regional Office 44%, Central Regional Office 7%, Greater Boston Regional Office 0%, Western Regional Office 24%, and the Massachusetts Export Center 3%.

During the report period, the MSBDC hired a permanent state director. Cliff Paredes started in February 2023 and will lead the MSBDC into the future.

The MSBDC program's success is directly related to a highly-skilled professional staff and strong partnerships with the U.S. Small Business Administration, the Massachusetts Office of Business Development, higher educational sponsors led by the University of Massachusetts Amherst, Isenberg School of Management, and a wide range of supporters in the business community.

## 100 – CAPITAL FORMATION

During the first half of FY23, a total of \$68,631,632 in capital was secured for 120 clients throughout the MSBDC statewide network, creating 281 jobs, retaining 415 jobs, and starting 74 businesses due to financing.

**Berkshire Regional Office** — \$2,569,561 in financing was secured for 7 clients, creating 9 jobs and retaining 16 jobs. The office also achieved 4 business starts due to financing.

**Central Regional Office** — \$1,080,428 in financing was secured for 13 clients, creating 11 jobs and retaining 13 jobs. The office also achieved 10 business starts due to financing.

**Northeast Regional Office** — \$10,565,631 in financing was secured for 47 clients, creating 133 jobs and retaining 290 jobs. The office achieved 30 business starts due to financing.

**Southeast Regional Office** — \$11,780,200 in financing was secured for 39 clients, creating 50 jobs and retaining 62 jobs. The office also achieved 22 business starts due to financing.

**Western Regional Office** — \$2,325,300 in financing was secured for 10 clients, creating 19 jobs and retaining 4 jobs. The office achieved 7 business starts due to financing.

**Government Sales Advisory (GSA) / SBIR Program** — \$40,275,512 in financing was secured for 10 clients, creating 59 jobs and 29 retaining jobs. The office achieved 1 business start due to financing.

**Massachusetts Export Center** — \$35,000 in financing was secured for 1 client, retaining 1 job.

### *Financing Summary by Type:*

- **Women** — \$11,901,173 was secured for 81 clients, creating 113 jobs, retaining 215 jobs, and starting 61 businesses.
- **Minorities** — \$14,463,526 in capital infusion was secured from loans to 62 clients, creating 200 jobs, retaining 282 jobs, and starting 44 businesses.
- **Veterans** — \$1,637,188 in capital was secured from loans to 9 clients, creating 14 jobs, retaining 16 jobs, and starting 6 businesses.
- **Disabled** — \$1,128,438 in capital was secured for 12 clients, creating 14 jobs, retaining 23 jobs, and 9 business starts.
- **SBA Loans** — \$12,817,500 for 33 clients.
- **Equity Financing** — \$52,663,964 in equity financing,

**MASSACHUSETTS SMALL BUSINESS DEVELOPMENT CENTER**  
**FY23 Verified Achievements**  
**October 1, 2022 - March 31, 2023**

FISCAL YEAR 2023	CLIENTS ADVISED				HOURS ADVISED				TRAINING EVENTS				TRAINING ATTENDEES			
CENTER	EXPECTED DELIVERABLES	ACHIEVED	% ACHIEVED	% OF YEAR ACCRUED	EXPECTED DELIVERABLES	ACHIEVED	% ACHIEVED	% OF YEAR ACCRUED	EXPECTED DELIVERABLES	ACHIEVED	% ACHIEVED	% OF YEAR ACCRUED	EXPECTED DELIVERABLES	ACHIEVED	% ACHIEVED	% OF YEAR ACCRUED
BERKSHIRE REGIONAL OFFICE	275	127	46%	50%	1,040	415	40%	50%	10	4	40%	50%	110	139	126%	50%
BOSTON REGIONAL OFFICE	100	65	65%	50%	820	61	7%	50%	10		0%	50%	100		0%	50%
CENTRAL REGIONAL OFFICE Clark University	600	379	63%	50%	3,790	1,428	38%	50%	25	6	24%	50%	500	100	20%	50%
GOVERNMENT SALES	184	170	92%	50%	1,250	589	47%	50%	3		0%	50%	45		0%	50%
MASS EXPORT CENTER	100	89	89%	50%	2,000	956	48%	50%	15	7	47%	50%	500	962	192%	50%
NORTHEAST REGIONAL OFFICE Salem State University	500	481	96%	50%	2,500	1,356	54%	50%	19	22	116%	50%	500	452	90%	50%
SOUTHEAST REGIONAL OFFICE	525	448	85%	50%	2,400	1,407	59%	50%	12	5	42%	50%	275	135	49%	50%
WESTERN REGIONAL OFFICE	505	168	33%	50%	2,400	621	26%	50%	20	16	80%	50%	450	305	68%	50%
<b>TOTAL</b>	<b>2,789</b>	<b>1,927</b>	<b>69%</b>	<b>50%</b>	<b>16,200</b>	<b>6,834</b>	<b>42%</b>	<b>50%</b>	<b>114</b>	<b>60</b>	<b>53%</b>	<b>50%</b>	<b>2,480</b>	<b>2,093</b>	<b>84%</b>	<b>50%</b>

FISCAL YEAR 2023	BUSINESS STARTS				CAPITAL FORMATION				UNIQUE CLIENTS SERVED				JOB SUPPORTED		
CENTER	EXPECTED DELIVERABLES	ACHIEVED	% ACHIEVED	% OF YEAR ACCRUED	EXPECTED DELIVERABLES	ACHIEVED	% ACHIEVED	% OF YEAR ACCRUED	EXPECTED DELIVERABLES	ACHIEVED	% ACHIEVED	% OF YEAR ACCRUED	EXPECTED DELIVERABLES	ACHIEVED	% ACHIEVED
BERKSHIRE REGIONAL OFFICE	14	8	57%	50%	\$5,855,580	\$2,569,561	44%	50%	385	231	60%	50%		224	
BOSTON REGIONAL OFFICE	20		0%	50%	\$2,000,000		0%	50%	200	84	42%	50%		67	
CENTRAL REGIONAL OFFICE Clark University	86	16	19%	50%	\$16,166,166	\$1,080,428	7%	50%	1,100	451	41%	50%		695	
GOVERNMENT SALES		1		50%	\$6,760,424	\$40,275,512	596%	50%	229	172	75%	50%		1,523	
MASS EXPORT CENTER				50%	\$1,320,000	\$35,000	3%	50%	600	638	106%	50%		12,248	
NORTHEAST REGIONAL OFFICE Salem State University	66	38	58%	50%	\$10,103,597	\$10,565,631	105%	50%	1,000	683	68%	50%		1,493	
SOUTHEAST REGIONAL OFFICE	66	36	55%	50%	\$9,847,455	\$11,780,200	120%	50%	800	558	70%	50%		1,452	
WESTERN REGIONAL OFFICE	56	7	13%	50%	\$9,617,321	\$2,325,300	24%	50%	955	364	38%	50%		737	
UNALLOCATED GOALS					\$49,002,592										
<b>TOTAL</b>	<b>308</b>	<b>106</b>	<b>34%</b>	<b>50%</b>	<b>\$110,673,135</b>	<b>\$68,631,632</b>	<b>62%</b>	<b>50%</b>	<b>5,269</b>	<b>3,181</b>	<b>60%</b>	<b>50%</b>	<b>16,964</b>	<b>18,439</b>	<b>109%</b>

  % achieved for centers ahead  
  % achieved for centers on track  
  % achieved for centers behind

Data on this chart are run by Center

*Business start number is different in chart above versus Center/IC board in attachments for Southeast Regional Office (36 vs 35) and Massachusetts Export Center (0 vs 1) as client was transferred from Export Center to Southeast advisor who assistant client in starting the business.*

**MASSACHUSETTS SMALL BUSINESS DEVELOPMENT CENTER NETWORK**  
**FY23 Loan Chart Clients Advised with Capital Formation Report**  
**October 1, 2021 - March 31, 2023**

CENTER	NON-SBA LOANS					SBA SECURED LOANS					EQUITY FINANCING					TOTAL FINANCING					TOTAL BUSINESS STARTS
	\$\$\$\$	# DEALS	# CLT-ENTS	JOBS CRE	JOBS RET	\$\$\$\$	# DEALS	# CLT-ENTS	JOBS CRE	JOBS RET	\$\$\$\$	# DEALS	# CLT-ENTS	JOBS CRE	JOBS RET	\$\$\$\$	# DEALS	# CLT-ENTS	JOBS CRE	JOBS RET	
WESTERN REGION	\$ 887,000	3	3			\$ 634,000	5	5			\$ 804,300					\$ 2,325,300	10	10	19	4	7
NORTHEAST REGION	\$ 15,000	1	1			\$ 6,606,500	13	11			\$ 3,944,131					\$ 10,565,631	51	47	133	290	30
CENTRAL REGION	\$ 134,168	1	1			\$ 65,000	1	1			\$ 881,260					\$ 1,080,428	14	13	11	13	10
SOUTHEAST REGION	\$ 1,240,000	3	3			\$ 5,218,000	17	13			\$ 5,322,200					\$ 11,780,200	47	39	50	62	22
BERKSHIRE REGION	\$ 874,000	5	4			\$ 209,000	1	1			\$ 1,486,561					\$ 2,569,561	12	7	9	16	4
MASS EXPORT CENTER						\$ 35,000	1	1								\$ 35,000	1	1		1	
GOVERNMENT SALES						\$ 50,000	1	1			\$ 40,225,512					\$ 40,275,512	10	10	59	29	1
<b>STATEWIDE TOTAL</b>	<b>\$ 3,150,168</b>	<b>13</b>	<b>12</b>			<b>\$ 12,817,500</b>	<b>39</b>	<b>33</b>			<b>\$ 52,663,964</b>					<b>\$ 68,631,632</b>	<b>145</b>	<b>120</b>	<b>281</b>	<b>415</b>	<b>74</b>

CENTER	\$\$\$\$	WOMEN CLIENTS					MINORITY CLIENTS					VETERANS					CLIENTS WITH DISABILITY							
		# DEALS	# CLT-ENTS	JOBS CRE	JOBS RET	BIZ STARTS	\$\$\$\$	# DEALS	# CLT-ENTS	JOBS CRE	JOBS RET	BIZ STARTS	\$\$\$\$	# DEALS	# CLT-ENTS	JOBS CRE	JOBS RET	BIZ STARTS	\$\$\$\$	# DEALS	# CLT-ENTS	JOBS CRE	JOBS RET	BIZ STARTS
WESTERN REGION	\$ 430,000	5	5	5	2	4	\$ 498,000	4	4	6	2	3	\$ 140,000	2	2	1	2	1	\$ 5,000	1	1	1		1
NORTHEAST REGION	\$ 5,614,971	34	32	44	172	22	\$ 8,038,801	33	29	120	247	17	\$ 920,020	6	3	5	13	1	\$ 930,270	8	5	7	13	3
CENTRAL REGION	\$ 62,760	11	10	11	1	10	\$ 142,260	9	9	9	5	8	\$ 160,168	3	2	3	1	2	\$ 160,168	3	2	3	1	2
SOUTHEAST REGION	\$ 2,482,834	29	27	39	27	20	\$ 2,452,500	20	17	34	19	13	\$ 417,000	2	2	5		2	\$ 33,000	4	4	3	9	3
BERKSHIRE REGION	\$ 1,923,000	11	7	6	9	5	\$ 1,831,965	7	3	7	6	3												
MASS EXPORT CENTER																								
GOVERNMENT SALES	\$ 1,387,608	2	2	8	4		\$ 1,500,000	1	1	24	3													
STATEWIDE TOTAL	\$ 11,901,173	92	81	113	215	61	\$ 14,463,526	74	62	200	282	44	\$ 1,637,188	13	9	14	16	6	\$ 1,128,438	16	12	14	23	9

*See pages 1-2 of attachment for full-size charts*

## 200 – INNOVATION AND TECHNOLOGY TRANSFER AND TECHNOLOGY ASSISTANCE

**Berkshire Regional Office** business advisors continue to work with clients to improve their digital presence by using social media channels. To educate the public on the services the MSBDC provides, the Berkshire Office continues to use the audio Public Service Announcement (PSA) created with a Pittsfield-based public access TV station. The PSA is used as a quick description of services (less than 30 seconds) in monthly newsletters and on the website.

**Central Regional Office** staff continue to provide meetings with clients via Zoom, but technological reach and learnings span well beyond this. A few examples:

- The office leads a \$1M capital investment to transition a company into a post-pandemic market. Staff assimilated a team of SOM students from Clark and engineers from WPI to develop a web-based application that incorporates the client's hi-tech "Smart Parts" ordering system so clients can custom order 24/7.
- The office introduced a Digital Beginnings initiative where advisors and graduate students from Clark University work with our clients to obtain a firm digital imprint. This includes helping clients obtain a domain name, set up professional email, build an SEO compliant website, register business with Google and then teach clients how to maintain all of this on their own.
- An advisors is a member of the ASBDC Cyber Security Team and helps lead the Northeastern Regional ASBDC Cyber Security group. The advisor is also a member of a national ASBDC focus group for cyber security and often leads discussions with clients on how to be cyber secure. The office offers Cyber Security webinars as well. Many of the office's graduate students work closely with clients on setting up social media environments and teach clients how to market their business using social media.

**Greater Boston Regional Office** advised two tech start-ups with growth and funding potential. One client was a peer-to-peer lending platform started by a disabled veteran and his wife. They came to the MSBDC seeking marketing and promotion assistance and funding opportunities. Clients made many contacts and will work to perfect business plan. Also advised founders of an app created to address cell phone addiction. Assisted with pitch deck and offered LivePlan for business plan. Clients found it very helpful in narrowing deck and used it to compete in Boston University's Pitch Competition, where they made it to the final round.

**Northeast Regional Office** continues to conduct workshops virtually via Zoom. Attendance rate varies between 33%-50% and popular topics bring in larger numbers of enrollees/attendees (i.e. becoming a Certified Women Owned Business). Staff continue to see a higher attendance rate than when the workshops were hosted in-person as clients. Attendees appreciate the online webinar presentations as it elevates attendees from having to drive to and from the college and take time away from their business.

**Southeast Regional Office** staff continue to participate in the New Bedford SourceLink collaborative. As part of an initiative to connect small businesses to crucial resources, the New Bedford Economic Development Council, the Port of New Bedford, UMass Dartmouth (UMD), Groundwork, EforAll, the Co-Creative Center, and NB Creative have partnered with SourceLink, a nonprofit dedicated to helping communities identify, connect, empower, and measure their local entrepreneurial ecosystems. SourceLink is a direct marketing software that utilizes data intelligence and an omni-channel approach to improve client response and conversion. Local New Bedford entrepreneurs can log in and find the business advice and assistance needed. The MSBDC is a primary service provider in its system and has received a couple of referrals from this resource. An advisor participates in its quarterly meetings.

An advisor was working with UMass Dartmouth on a project with a professor's MIS graduate class to find a better way to capture impact data than what is currently in use. The State Treasurer announced a new small business toolbox website on a webinar attended by an advisor. It's good to have another resource for client assistance. Staff members continue to educate themselves on additional technological services that can enhance the working environment and benefit clients, i.e. Zoom, MS Teams, OneDrive, Canva, YouTube, Constant Contact, CenterIC, Visual IQ, etc.

**Western Regional Office** partnered with the Women Business Owners Alliance (WBOA) for the semi-annual Social Media Bootcamp including current information on artificial intelligence.

**Government Sales Advisory (GSA) / SBIR Program** continues to work in the areas of innovation and technology transfer with the universities and entrepreneurship programs around the state. The SBIR advisor continues to hold office hours at the Harvard Innovation Lab. During this period, the advisor was tasked with reviewing proposals for the Harvard President's Innovation Awards. The advisor also spoke at the BU Incubator at the request of the director of Faculty Entrepreneurship at Boston University. The advisor held discussions regarding partnering with the Entrepreneur Forum (formerly the MIT Enterprise Forum), the Engine (formerly MIT Engine), and MassRobotics. The advisor held partnering discussions with the Massachusetts Life Sciences center and served as a reviewer for its Research Infrastructure Program.

The SBIR advisor visited the Worcester facility of the Massachusetts Biotech Initiatives for the purpose of advising its tenant companies in the future. The advisor attended BrightEdge-CancerRx Cancer Impact and ESG Investing Think Tank at the invitation of the director of the Laboratory for Financial Engineering at the MIT Sloan School of Management. The advisor also reconnected with the MIT Technology Licensing Office to discuss partnering once again.

## 300 – INTERNATIONAL TRADE

During the reporting period, the Massachusetts Export Center continue to provide one-to-one support and training for clients throughout all aspects of global trade. Client activity has picked up as companies resume proactive international business development efforts. In addition to providing advisory services, Export Center team members have been supporting clients on a

variety of longer-term projects, including global market analyses, foreign distributor searches, export compliance risk assessments, and more. For the first half of the fiscal year, the Export Center achieved the following: 89 clients counseled; 956 hours counseled; 7 training programs; 962 training attendees; 638 unique clients; and \$35,000 in capital formation.

The Export Center also worked on a number of special projects, including:

- **Massachusetts STEP Grant Program** – The Export Center continued to provide extensive support for the Massachusetts STEP Grant Program. In late FY22, the Export Center overhauled the STEP application process, organized a STEP Grant Application Webinar, and recruited applicants. In early FY23, Export Center team members reviewed, analyzed, scored and ranked the applications. Below is some data on applications and awards for the 2022-2023 STEP year:
  - The Export Center recruited 58 companies to apply for the STEP grant by the September 30 deadline.
  - Of those companies, 16 (or 27.59%) were approved for grant stipend funding. Of these companies, 5 were approved with conditions or reductions.
  - 11 applicants were disqualified for various reasons (submitting for ineligible expenses, not providing enough details for assessment, surpassed the 3-grant limit, etc.)
  - 31 applicants scored below the cutoff for available funding. These companies can be considered, in order of score ranking, if additional funding becomes available at a future time.
  - \$231,308 in funds were approved for grant stipend funding.

The Export Center continues to work with its partners at the MA Office of International Trade and Investment (MOITI) on ongoing administration of the grant and preparation for the state's application to SBA for the upcoming grant year. The Export Center and MOITI had a few meetings to discuss preparation of the state's STEP application, and the Export Center provided MOITI with historical application data to help support enhancements to the application. The Export Center also supported the U.S. Small Business Administration (SBA) Office of International Trade in organizing a Northeast STEP meeting featuring SBA district offices and state trade offices from Delaware to Maine. The Export Center was the only SBDC invited to the meeting, and the Export Center spoke on a panel for STEP program best practices. Additional details provided later in this report.

- **Organization of the annual Export Expo**, which was held as an entirely virtual event for the third year in a row, featuring workshops, virtual exhibits and special guest speakers. This year's Export Expo took place on Thursday and Friday, January 26 and 27, 2023, attracted nearly 500 attendees and featured 17 workshops, panel discussions and special speaker addresses. Below are some highlights:
  - The keynote speaker was Thea Kendler, Assistant Secretary of Commerce for Export Administration, who provided an update on the latest U.S. export regulatory developments, including new controls targeting China's technology production capabilities, expansion of list-based and end-use restrictions, escalation of export



enforcement efforts, and the strategic evolution of export control policy under the Biden Administration.

- The opening speaker for the pre-Expo workshops was Kevin Wolf, former Assistant Secretary of Commerce for Export Administration, who provided a 2022 Export Control Year-in-Review, which reviewed major export control developments and trends over the past year.
- Panel discussions included a CEO panel featuring CEOs of MA firms engaged in global trade and addressed such issues as cross-border investment and M&A compliance, the evolution of the trade compliance field, hot topics in global trade, and much more.

The Export Expo included a virtual exhibit area featuring government, non-profit and private sector exhibitors serving the export community. The Export Center also recruited eight paying sponsors for the event. The Export Expo concluded with a virtual networking reception for attendees to connect with one another and with resources for assistance. The event was covered by Politico, State House News Service, and the Boston Business Journal.

- **Organization of the Global Trade Regulatory Outlook featuring Assistant Secretary of Commerce for Export Enforcement, Matthew Axelrod** – the Export Center organized this event, which was held at the Mount Ida Campus of UMass Amherst in Newton and also offered online via livestream, with over 150 participants. The event was sponsored by Hinckley Allen, PwC and Santander Bank, and concluded with a networking reception. Prior to the event, Assistant Secretary Axelrod met with the Export Center’s Compliance Alliance advisory board to discuss current regulatory and enforcement concerns. The event was covered by the Boston Business Journal, Export Compliance Daily, and Bloomberg.
- **Additional Training** – The Export Center organized and presented a number of webinars on a variety of global trade issues, including: a webinar on new China and India export control regimes, attracting 39 attendees; a webinar on export compliance risk assessment, attracting 45 attendees; a webinar on anti-diversion best practices, attracting 50 attendees; a webinar on alternative trade finance, attracting 34 attendees; and a webinar on new sanctions and export controls targeting Russia, attracting 190 attendees. In addition to these programs, the Export Center also finalized organization of many of the remaining programs planned for the early 2023 training schedule, including: a webinar on country of origin determination and management; an in-person export enforcement program featuring members of the newly-formed Disruptive Technology Strike Force; a webinar on China export controls; a webinar on the Foreign Produced Direct Product Rules; an in-person Export Open House; a webinar on exporting small shipments competitively; a webinar on importing food products into the U.S.; and more.
- **Visit of SBA Associate Administrator for International Trade, Gabriel Esparza** – The Export Center helped to organize and support a visit from AA Esparza to connect with lenders financing small business exporting deals and meet with exporters that have taken advantage of SBA resources. The visit included stops at Needham Bank and Eastern Bank, as well as exporters Boston Centerless of Woburn and Williamson Corporation of Concord.

Both Boston Centerless and Williamson are Export Center clients and spoke to the support that they received from the MSBDC. Following these visits, AA Esparza convened a STEP meeting for Northeastern states that provided an update on SBA's priorities under STEP and best practices for administering STEP at a local level. The Export Center participated as part of the best practices panel discussion.

- **Compliance Alliance** – The Export Center also wrapped up its annual summer join/renewal promotion for its Compliance Alliance initiative. Following the summer marketing efforts, Export Center staff members followed up directly with targeted members for renewals. In addition, the Export Center made some changes to its Compliance Alliance advisory board, including the addition of five new members. Advisory board members were engaged for the October 20, 2022 event featuring Assistant Secretary of Commerce for Export Enforcement, Matthew Axelrod. In addition, advisory board members contributed ideas for topics and speakers for the Export Expo, with a number of members also serving as speakers.
- **Export Compliance Risk Assessment** – Following a number of beta test cases over the summer, the Export Center formally rolled out its export compliance risk assessment, which is used by counselors to assess, evaluate and provide recommendations to clients on their global trade compliance risks and operations. The Export Center is still continuing to improve and enhance the assessment but has developed marketing materials to recruit more clients to use the service, which has been extremely well-received by those clients that have already participated.
- **Export Compliance Program Builder** – During the reporting period, the Export Center continued work on development of its Export Compliance Program Builder, which will serve as an interactive template for clients to compile their Export Management and Compliance Programs (EMCPs). This tool will serve as a helpful companion to the Export Center's Export Compliance Risk Assessment. Most of the existing resources for EMCP development are rather verbose and overwhelming, especially to small businesses. Through the development of the Export Compliance Program Builder, the Export Center hopes to develop a simple and interactive tool that clients can use to develop their EMCPs.
- **Internship Recruitment** – The Export Center continued internship recruitment efforts, including online postings through Handshake and participation in in-person events, including the UMass Amherst Internship Fair on the Mount Ida Campus. Student interns working for the Export Center in the fall and spring represented Suffolk University School of Law, Boston College, Boston University and UMass Boston. Recruitment efforts for summer 2023 interns also took place, and the Export Center is expecting internship representation from UMass Amherst and BC Law School.
- **Outreach and Other Initiatives** - The Export Center engaged in a number of outreach efforts and support activities for the MSBDC. Public speaking activities included: delivering a presentation on the export climate in MA to companies receiving a tour on Massport's global shipping facilities; and participating as a panelist for the Northeast U.S. STEP meeting organized by the SBA Office of International Trade. Meetings were held with the following organizations for outreach: UMass Amherst; Springfield Chamber of Commerce; U.S.

Department of Commerce Bureau of Industry and Security; U.S. Department of Commerce Commercial Service; Associated Industries of MA; U.S. Small Business Administration; National Defense Industry Association; U.S. China Business Council; the National Foreign Trade Council; and others. Staff members attended the following meetings for outreach and networking: UMass Amherst Mount Ida holiday open house; UMass Amherst Mount Ida internship fair; SBA greater Boston economic development stakeholders roundtable; Worcester County networking event for Associated Industries of MA; international business symposium for the Associated Industries of MA; Northeast Cargo Symposium for the Coalition of NE Companies for Trade; economic development breakfast for the Charles River Chamber; and others. Finally, Export Center staff members engaged in many activities to support the MSBDC, including full participation in the accreditation process, participation in several MSBDC staff meetings and strategic planning meetings, participation in the town hall meeting for the MSBDC state director search, and participation as part of the search committee for the MSBDC Greater Boston Office senior business advisor position.

# of SBDC staff that have attained certification for export assistance	Paula Murphy, advanced certification (CGBP & CUSECO) Kathleen Newell, advanced certification (CGBP & CUSECO) Julia Dvorko, advanced certification (CGBP & CUSECO) Nancy Lowd, advanced certification (CGBP) Jason Hoagland, intermediate certification (SBA)
# of small businesses receiving export assistance from the SBDC	638 unique clients; 962 total training attendees
# of small businesses that started to export (New to Export) after receiving SBDC assistance	7
# of small business exporters that entered new foreign markets (New to Market) as a result of SBDC assistance	12
Increase in export revenues attributed to SBDC assistance (estimate)	Over \$15 Million
Jobs created or retained as a result of exporting assistance	125
# of small businesses referred to Departments of Commerce, Agriculture, State, Eximbank, OPIC or USDA for trade assistance	22

No Massachusetts Export Center offices are co-located with USEAC and/or other state or local trade agencies or program offices.

**Central Regional Office** advisors engaged in planning projects with several international trade organizations that include: a WBE and MBE that produces, promotes and trades African specialty coffee, a company in international chemical distribution company, a fifth generation

manufacturer that delivers high quality machinery, tooling and accessories to a worldwide customer base with distributors located in Europe, South Africa, Asia, and Mexico, a growth enterprise that specializes in building international brands in the US market, and a client who imports products from his home country of the Ivory Coast to sell here in America. When appropriate, staff transition clients to the Massachusetts Export Center team.

## 400 – PROCUREMENT

**Government Sales Advisory (GSA) / SBIR Program** reports that the federal procurement market has undergone major changes that created some unique challenges for the advisors. The federal mandatory registration site—System for Award Management (SAM.Gov) — went through significant changes, coupled with a new vendor in April 2022. Referrals for our assistance with this registration site exploded within days of this update and vendor change. A year later, advisors are still spending enormous amounts of time dealing with SAM issues for new and existing clients. On a positive note, staff have acquired many new clients from this SAM registration update debacle.

When the economy is healthy many small profitable firms chose to do “easier” less time intensive and/or less heavily regulated sales and leave the government market; we have seen this trend during this past six-month period. A small percentage of new clients choose not to enter this market when faced with the multitude of registrations and other mandatory, and at times, costly requirements. However, with the White House initiative to increase supplier diversity goals we have seen a continuous increase in businesses, especially new startups, wanting to enter this unique marketplace. Unfortunately, many of these new starts are not ready for the government marketplace as they have not established a solid business foundation. These early-stage businesses have also provided a steady stream of new client referrals to our MSBDC business advisors. These new federal supplier goals and initiatives, SAM registration issues, and cyber security mandates have created a continuous influx of small businesses needing government procurement counseling and SAM triage assistance.

Due to frequent regulatory changes in the federal government contracting market, the small business community continued to request guidance on deciphering and implementing these critical regulatory changes. In addition to assisting with SAM registration issues, another area that continued to see an increase in requests for assistance has been the ever-changing Department of Defense (DoD) mandate on CMMC (Cybersecurity Maturity Model Certification), compliance and future certification requirements to do business with DoD as a prime contractor (direct) or as a sub-contractor to a DoD prime contractor (indirect or second tier). Staff also continued to assist clients with SBA’s woman owned and economically disadvantaged woman owned small business (WOSB/EDWOSB) certifications, VA verifications and state certifications too. For most of October there was a last minute “run” to submit a new application or get a current verification renewed, by the VA before the move of this certification program to SBA. As of January 1, 2023, all federal certifications are with the Small Business Administration (SBA) including the veteran certification (formerly with the VA).

With constant changes in procurement regulations, registrations, and certifications, it creates a steady stream of new clients and, at times, a significant increase in the “helpdesk” calls as advisors assist small businesses who must learn new complex terminology and work through registrations and certifications on a complicated government database. Advisors assisted many small businesses struggling through these government updates and changes during this past reporting period. With these continuous changes to the way the government procures their R&D, goods, and services, with new procurement mandates and goals and our increased outreach at events, we expect the need for our assistance and guidance to increase.

The GSA/SBIR team participated in many partner outreach events and sponsored or co-sponsored several specialized presentations, including targeted government readiness webinars; further details on these events are listed throughout this summary report. In-person events have continued to increase each month. It was exciting to see clients and resource partners in person, once again. We expect more opportunities for onsite events moving forward as the pandemic is mostly over and the world is reopening for business. Although Zoom webinars are extremely convenient for all, and staff continue to participate or host Zoom webinars as documented below, business owners are indicating they are ready to participate in selective training and networking events once again, but still prefer Zoom counseling for the convenience factor.

## 500 – MANUFACTURING

**Berkshire Regional Office** business advisors worked with several food manufacturers to advance their plans for scaling and expanded distribution. This included those using both wholesale and retail business models. The office is currently working with a couple of food manufacturers, helping them to prepare to sell their businesses.

**Central Regional Office** worked with several manufacturing clients and led strategic planning projects for local manufacturers. These companies collectively generate more than \$10M in annual revenue and employ more than 60 people. Each project allowed the CEOs to pivot strategies through the economic challenges and uncertainty to remain viable ventures.

**Greater Boston Regional Office** is advising a women-owned clothing designer who reported exceeding \$1M in gross revenue and is in the process of purchasing a manufacturing facility to expand the product line.

**Northeast Regional Office** had 25 clients who fall into the manufacturing category ranging from special sauce recipes to handmade soaps and welding companies.

**Southeast Regional Office** assisted a client, who is an expert welder, to start a welding company that has grown to include multiple employees. The client had the opportunity to buy a competitor, but the seller was asking too much for the Seller's Discretionary Earnings. Client was grateful that advisor suggested that he pass on the purchase.

## 600 – SPECIAL EMPHASIS GROUPS

**Berkshire Regional Office** conducted significant outreach to a variety of special interest groups. These included:

- Staff continued to attend 1Berkshire sponsored Entrepreneurial Meet Ups to support entrepreneurs and to increase awareness of the assistance the MSBDC provides to start up efforts, resulting in new client acquisition.
- The regional director met with the pastor of the Zion Lutheran Church per a referral of 1Berkshire, to assist in the strategic planning with the business use of a couple of the church's commercial spaces. The director toured the spaces and offered suggestions on how to make them more business friendly.

**Central Regional Office** business advisor is a champion around Special Emphasis groups. The advisor has an ongoing role as a leader and mentor for the New England chapter of Network for Teaching Entrepreneurship (NFTE) —a global educational nonprofit focused on bringing the power of entrepreneurship to youth in low-income communities. Advisor coached four aspiring entrepreneurs/students from Massachusetts high schools. The advisor is an active mentor and coach for graduates of the Entrepreneurship for All (EforAll) Accelerator program.

An advisor is an active mentor and coach for graduates of entrepreneurship programs trained at Clear Path for Veterans New England. These programs help reintegrate veterans into the community following displacement or underemployment brought on by disabilities such as PTSD. Advisor is also an active leader on the Worcester Business Resource Alliance and was recently selected to their steering committee to refocus the collaborative mission of the group of service providers to bring more value and a wider array of benefits to local business owners. Among these include tapping into the vast array of resources from the local consortium of universities. Advisor led students from Clark University's School of Management to form the Clark Consulting Group, a highly popular, student-led internship program whereby students work hand-in-hand with real-world business owners to start, grow, and sustain small businesses throughout Central Massachusetts.

Other programs the office is associated with include: working with a local high school to bring an entrepreneur program and "Shark Tank"-type event to help the students understand what it is to be an entrepreneur. Also, working with North Central Massachusetts Development Corporation to develop a CEO roundtable for new entrepreneurs in underserved areas. This program will provide the CEOs an opportunity to discuss challenges they encounter. An advisor will moderate the meetings and help where they can; and participation in Corridor Nine Chamber of Commerce Business Forward Females monthly networking meetings which keeps us in contact with potential clients and some sponsors.

**Greater Boston Regional Office** in effort to develop relationships, partner resources, and pipelines for current and future clients, the director has participated in many community events dedicated to supporting emerging and existing small business owners.

- Panelist for the American Renters Association of MA Fall Summit.
- Presented with SBA at the Possible Zone, an experiential, tuition-free entrepreneurship program for high school students from under-resourced communities. The Possible Zone features a state-of-the art Entrepreneurship Maker Space for Teens and Boston-area businesses. Follow up meetings with Program Coordinators about ways Boston-area clients can utilize space for their businesses.
- Participated in SBA's Roxbury Community College Lender Match Event. Invited several clients to attend. Three clients attended and followed up to share that the event was very helpful and that they made valuable connections for their business.
- Invited to attend and assist at THRIVE - Emerging Leaders Programming. Asked to be a mentor / panelist for the final THRIVE event.
- Judge at New England High School Entrepreneurship Competition
- Attended the Charles River Chamber of Commerce annual Breakfast with UMass Mt. Ida leadership.
- Participated with SBA and 20+ Boston-area business-supporting organizations at the Harvard Ed Portal

**Northeast Regional Office** helped a client, with the assistance of Mass Rehab, looking for assistance in writing a business plan to get funding for a tailoring business. The client met with the regional director for a few months and was able to put together a comprehensive business plan and received funding from Mass Rehab in February.

**Southeast Regional Office** staff continue to virtually attend quarterly SourceLink meetings. An advisor works with the Cape Cod EforAll team as an advisor, reviewing business proposals, and as a program judge; an MSBDC consultant is a mentor for EforAll Roxbury.

Advisors continue to work with MassDevelopment. Advisors are members of the Cape Cod Economic Development Group; judge for business plans at the South Shore Chamber of Commerce's Young Professionals programs; and moderate the SouthCoast CEO Roundtable, sponsored by the One SouthCoast Chamber. The training needs of newly-appointed supervisors and available resources have been discussed, as well as resources available for those looking to expand manufacturing. An advisor continues to participate in the Leadership Cape Cod Program with a spotlighted MSBDC and Leadership presentation at a monthly meeting and another advisor sat on the "Where's the Capital" panel for the SBA's "Women's History Month Conference" with approximately 35 people in attendance.

**Western Regional Office** staff collaborated with the Veterans Associations and the ASBDC Disaster Planning group.

## 700 – MINORITY SMALL BUSINESS DEVELOPMENT

During the reporting period, minorities represented 37% of our counseling client base and 33% of training attendees.

**Berkshire Regional Office** staff introduced themselves to the Berkshire Black Economic Council (BBEC), the newest suitemate at 33 Dunham Mall, and offered to work with the BBEC's clientele. Since then, the BBEC referred two clients and the Berkshire office referred three people to the BBEC. The office continued efforts to outreach to minorities via a micro targeting approach to specific neighborhoods.

**Central Regional Office** staff are an active member of the Massachusetts Association for Community Development Centers, an association of mission-driven community development organizations dedicated to creating places of opportunity where all people can live with dignity while participating in and benefiting from our Commonwealth's economy. Staff help bring this mission to the constituents of Greater Worcester and Central Massachusetts through training and technical assistance. Advisors counseled more than 75 minority-owned businesses and directed 30+ minority entrepreneurs to the Massachusetts MBE or SBA 8A certification programs during this period. An advisor serves on the board at MassHire and assists with bringing its mission in helping the underserved find jobs.

**Greater Boston Regional Office** director met with CMO of EforAll (Entrepreneurship for All) and organized a follow-up meeting. Collaborating with co-founder of Cambridge Retail Advisors to determine viability of the Greater Boston Regional Office to be the recipient of the 2023 MGCC SBTA Grant Program (\$100k for a single nonprofit organization, up to \$170k for two nonprofits applying together). Director met with the founder of Re-Bloom, a non-profit web agency, connecting small business owners with developers, designers, and digital marketers. Working on creating a cohort of clients to run through its web development program. Organized meeting with director of Commonwealth Kitchen and UMass director of Innovation for resources, collaborations, and client generation.

**Northeast Regional Office** assisted 185 minority-owned businesses ranging from food service, beauty industry, auto body businesses, and more.

**Southeast Regional Office** advisor was a judge at the SBA's Business Plan Final Presentations for the "EL Thrive" program and attended the Immigrant Entrepreneur & Small Business Expo sponsored by Coastal Community Capital held at the Cape Cod 5 headquarters and followed up with new client requests from both events. Advisors continues to note the high number of immigrants or first-generation Americans that reach out for help in starting new businesses. That entrepreneurial spark and search for the American Dream is alive and well! Staff also noticed diversity in the clients who we serve, with many underrepresented minorities, immigrants, and others among the client pool. An advisor has been asked to present in-person workshops and follow-up individual advising sessions for International Brotherhood of Electrical Workers (IBEW) members who are interested in starting their own electrical contracting businesses. The sessions will be sponsored by the National Electrical Contractors Association (NECA) through its 'Empower DEI Greater Boston's Small Business Development' program that



aims to grow the number of minority- and women-owned union contractor businesses in the Greater Boston region. This project is a perfect match for the advisor's background in electrical engineering and business ownership.

**Western Regional Office** maintains a close relationship with the EforAll program in Holyoke.

**Government Sales Advisory (GSA) / SBIR Program** indicated that with the increase in federal initiatives, goals, and more marketing outreach by government agencies to the public about the increase in federal procurement goals for diverse businesses, advisors continue to see an increase in minority business owners seeking information on how we can assist them with entering this complex marketplace. The program continues to seek collaborations with other resource partners to ensure that advisors provide targeted market outreach. This outreach included multiple collaborative presentations with SBA. Staff have seen an increase in interest in the SBA's 8(a) business development program and have assisted several pre and post 8(a) businesses with their government certifications and marketing strategies. Staff have also recommended getting the free Minority Business Enterprise (MBE) through the Commonwealth of Massachusetts Supplier Diversity Office and the MA DOT DBE (Disadvantaged Business Enterprise) certification, especially if the client is new to the government marketplace. During an initial new client orientation session, the GSA advisor will, when feasible and with their permission, register them for the mandatory Commonwealth of Massachusetts, Supplier Diversity Office's certification class.

## 800 – WOMEN-OWNED BUSINESS

For the reporting period, 17% of the financing secured was for women-owned businesses; women represented 32% of the client base with 34% of the total counseling hours.

**Berkshire Regional Office** counseled 39 women-owned businesses.

**Central Regional Office** counseled 116 women-owned businesses during this period. Staff are an active member of the Corridor Nine Chamber of Commerce Business Forward Females monthly networking meetings. Additionally, the office works with women-owned business enterprises and advised owners on the Massachusetts WBE and SBA 8A certification programs.

**Greater Boston Regional Office** counseled 15 women-owned businesses. Working with a woman-owned chiropractic office to launch a new division of the business to increase revenue outside the insurance-covered services. Worked on business plan and growth strategies in order to secure funding specifically targeted to expanding this offering.

**Northeast Regional Office** counseled 187 women-owned businesses. The office held two workshops for becoming Women Owned Small Business Certified with SBA. These webinars are phenomenally successful and the topic will be offered semi-annually. Advisors worked with women-owned businesses that included daycare businesses, spas, and soap companies to

name a few. The senior business advisor attended the Merrimack Valley Chamber of Commerce Women in Business Luncheon.

**Southeast Regional Office** counseled 155 women-owned businesses. Staff continue to work with a number of startups, most of whom are women-owned businesses, by way of weekly and monthly remote sessions; helping clients apply for COVID programs to sustain businesses; and encouraging clients to start new businesses or grow existing ones.

**Western Regional Office** counseled 46 women-owned businesses. An advisor serves as president of the Women Business Owners Alliances (WBOA) and plays an integral part in the planning of its educational events.

**Government Sales Advisory Program** counseled 38 women-owned businesses. Advisors work closely with SBA staff and other partners in supporting new women entrepreneurs as well as established woman-owned small businesses (WOSBs). The SBA's WOSB/EDWOSB mandatory online certification application is much less quirky than the first rollout of the new mandatory certification back in 2020, but clients still report the need for assistance in getting through the process. Staff also assist women business owners with WBE (women business enterprise) state certification. Advisors continue to partner with the Center for Women's Enterprise (CWE) on webinars and events, especially in the Central Massachusetts service delivery area.

**Massachusetts Export Center** counseled 21 women-owned businesses.

## **900 – VETERANS, RESERVISTS, SERVICE-DISABLED VETERAN-OWNED BUSINESSES AND ALL OTHER MEMBERS OF THE U.S. MILITARY**

Counseling: Veterans = 101 (5% of counseling clients)  
Service-Disabled Veterans = 38 (2% of counseling clients)

Training Veterans = 79 (4% of training clients)  
Attendees: Service-Disabled Veterans = 15 (1% of training clients)

**Central Regional Office** advisor serves on the board of directors for Clear Path for Veterans of New England and is leading its initiative to reconnect veterans to their communities through entrepreneurship. Many of these veterans suffer from PTSD or other disabilities. The advisor is also a financial planner for the long-term strategic initiatives and various programs of the organization.

**Northeast Regional Office** serviced 24 clients who are veterans, active-duty members, National Guard, and spouses of military members. Advisors assisted in putting together business plans, complete cash flow and obtain loans from lenders.

**Southeast Regional Office** advisor presented the “MOVING FORWARD – BUSINESS PLANNING” module at the SBA’s “Boots to Business Reboot” at Otis Air National Guard Base on Cape Cod. Staff continue to work closely with VETRN, one of SBA’s veteran bootcamp programs and regularly serve as evaluators for business plan presentations. Advisors are seeing an uptick in veterans seeking assistance in starting new businesses.

**Western Regional Office** senior business advisor is the president of the Massachusetts Veterans Chamber of Commerce board of directors. The advisor continues to promote the MSBDC as a program that can assist Veteran-Owned businesses.

**Government Sales Advisory (GSA) / SBIR Program** assisted many veteran-owned small businesses in the application process for VA (Veteran’s Administration) verification; a program that was transferred to SBA in January 2023. There was a huge push to get applications in before the VA shut down the system for new applications or renewals late fall, in preparation for the move to SBA. Advisors are now educating clients on the new SBA certification. If a business is currently VA SDVOSB verified, they were made aware that they would have a one-year reprieve until they must go through the SBA certification process. Staff have also alerted our self-certified SDVOSBs that they need to start the SBA certification process as there is no longer set asides for self-certified service-disabled veteran owned businesses. Staff have seen no decrease in requests for verification (now certification) assistance.

## **1000 – RURAL ASSISTANCE**

**Berkshire Regional Office** continued to support rural development through its membership in the Comprehensive Economic Development Strategy (CEDS) committee and through a close working relationship with the Berkshire Regional Planning Commission.

**Southeast Regional Office** advisor attended a Small Business Saturday event in Norwood where more than 100 vendors were doing a brisk business in holiday sales. Businesses on Nantucket and Martha’s Vineyard have been able to take advantage of the MSBDC’s free Legal Clinics since the events have been held virtually. For Island business owners to attend in-person, it would usually involve an entire day and a large expense.

**Western Regional Office** maintains a client base in the rural communities of Western Massachusetts. Staff receives banking referrals as a source for clients in Franklin County.

## **1100 – ECONOMIC DEVELOPMENT, FAITH BASED & COMMUNITY INITIATIVES**

Within Massachusetts Gateway Cities, many face social and economic challenges and have been underutilized for development. Many are aligned with Opportunity Zones in the state. During the reporting period, the MSBDC serviced 539 clients totaling 1,761 hours of advising to

generate 35 business starts, assist clients in securing \$8,626,739 in capital, creating 88 jobs and retaining 117 jobs. Refer to the “FY23 Clients Advised in Gateway Cities” in attachments.

**Berkshire Regional Office** continued to be an active member in the Comprehensive Economic Development Strategy Committee (CEDS) and a member in the Practitioners Group - a group of the regional heads of business, economic, labor, housing, government, and education entities. Recent efforts have focused on business and community resiliency.

**Central Regional Office** is active in community initiatives throughout its diverse territory. Advisors are members of over 15 chamber of commerce throughout Central Massachusetts. Staff often attend business afterhours events and are engaged in numerous networking groups that meet twice a month. Because of this strong relationship, the chambers are one of this office’s best referral partners. The office has a representative acting as an ambassador for the Worcester Chamber and assists with acclimating new members to the business community. Advisors often serve as guest speakers for several local chambers and business associations.

The office has a good working relationship with MassHire, MGCC, the Worcester Economic Development Team and the Massachusetts Office of Business Development. The office also has strong ties to the real estate community and works closely with several agencies to help clients stay local and find locations for their respective businesses.

Staff are actively involved with the Massachusetts CDC Association to keep constituents apprised of community development initiatives, funding, and services available throughout Central Massachusetts, particularly for those among underserved communities. Staff help lead strategic planning projects with Hope for Worcester, Sophia’s Fund, and Clear Path for Veterans Boards of Directors. Additionally, advisors led 35 Clark University student engagement projects with business owners in the local communities. These engagements highlight the abundance of talent coming from Clark’s School of Management.

**Northeast Regional Office** held a workshop with Eastern Bank on Access to Capital highlighting Eastern Bank’s Line of Credit. The office held a workshop on Financials 101. TD Bank was a sponsor and a TD representative addressed attendees’ questions on lines of credit, loans and other banking matters.

**Southeast Regional Office** staff participate in the New Bedford SourceLink collaborative and the New Bedford Economic Development Council. Advisors continue to participate in the Regional Economic Development Resources Meetings at the Cape Cod Chamber of Commerce to learn about additional solutions to client challenges, meet potential new clients, and support resource partners by networking at the Network 143 monthly meetings. Staff are NBEDC members and plan to execute a Winter/Spring Workshop Series for the New Bedford Economic Development Council (NBEDC) increasing our client base. The office held webinars for the NBEDC with MGCC as the sponsor. An advisor has been inundated with follow-up requests and presented a webinar: “Ready to turn your idea into a Business? NOW is the time!” featuring a client video and testimony of his successful progress is in part to the numerous advising sessions with MSBDC advisor in addition to a panel of experts needed by all new business that included a lender, attorney, and insurance professional. There were 23 people in attendance with an additional four people who were interested, but were no shows and a follow up

webinar “Creating a Business Plan for Your Success” webinar with 83 people in attendance. Advisors continue to deliver SEED’s “Basic Entrepreneurial Workshop: Understanding Business Financials” via Zoom in conjunction with local lenders allowing the SE region to better deliver informational education to more of the region and gain new clients and provide an important step towards producing a bankable business plan. Advisors continue to serve as members of the SEED Corporation. An advisor attended the SBA “Access to Capital Brockton Small Business Summit” and many attendees who the advisor spoke with have become new clients.

**Western Regional Office** advisor serves on the advisory council of Blueprint Easthampton. Advisor works with client on growing initiative to foster role models for inner-city youth.

## 1200 – RESEARCH

**Berkshire Regional Office** staff conducted research for newsletters, events and trainings, marketing and promotional ideas to promote small businesses online footprints. Some examples included trends and lifestyle patterns, seasonal marketing approaches, best practices of working from home, how to protect small computer networks from cyber-attacks, and social media tips to grow a small business.

**Central Regional Office** leverages the Business Resource Librarian at Worcester Public Library to assist clients with industry research and statistics. The office also uses an online tool called Vertical IQ for industry research and call preparation needs. It provides easy-to-digest industry insights that can be shared with our clients. This is an invaluable tool in helping clients understand industry trends and help them build a comprehensive business plan.

**Northeast Regional Office** business advisors do extensive research when helping clients. Activities include assisting clients in doing cash flow projections, site research and market research. The office offered a workshop on Database Research that was presented by the Research & Instruction Librarian of the Bertolon School of Business at Salem State University. This workshop showed attendees how MSBDC advisors can assist with market research.

**Southeast Regional Office** advisor conducts research for clients almost weekly because they do not know how to conduct market research on their own. One unique search was mycology, the study of mushrooms. Advisor has done research for a drone imaging company targeting engineers, municipalities, contractors and transportation companies and any infrastructure developers for a client met via a webinar that advisor presented for the Cranberry Country Chamber. Advisor also continues to research and develop lists of utilities (and contacts), municipalities, and civil engineering companies. Advisor also identified and sent links to clients for several events featuring sales opportunities/networks. Advisor has two research projects, one including all the regulations for group homes for adults and the second one includes research on regulations for placement agencies, employment agencies, and staffing agencies (and the difference between them). Advisor has had several clients in each of those areas. Advisor continues to get clients ready for another round of SBIR grant requests.

**Western Regional Office** staff utilize the UMass library as a resource for client research. Office interns also perform market research for clients. Staff acquired information on digital marketing through a partnership with Women Business Owners Alliance and its Social Media Bootcamp.

## 1300 – ONLINE ACTIVITY

**Berkshire Regional Office** reported that there is an increased use of technology, especially video and participatory tools during advising sessions, as an educational technique, creating more engagement with clients and webinar participants. For example, the use of a second camera focused on an external whiteboard has been used for active, real time work when graphically illustrating the dynamics among key business functions.

The Berkshire Office continued hybrid operations - supporting two fully functional home offices. Staff continued to refine best practices to deliver high resolution video conferencing and online workshops and presentations. This included the home use of separate webcams, microphones, USB and HDMI hubs, additional monitors, soft lighting, background staging, specialized cabling, etc.

Client counseling sessions were delivered mostly via Zoom with some phone conferencing and in-person meetings. Staff attended SBA-sponsored meetings and presentations via Microsoft Teams. The use of email continued to be a heavily used method for transferring files and documents. Spreadsheets, business plans and worksheets were developed with the clients via a live screen share on Zoom.

Staff continues to expand the depth and breadth of videos used and promoted through the newsletter. The total views of all Berkshire Center You Tube videos for this 6 month period was 89. Each view represents an opportunity to extend the MSBDC brand and provides direct contact information to support the growing of the center's client base.

The office made strides in strengthening its online presence through monthly emailed newsletters, email campaigns announcing upcoming training events, more systematic email press releases, the understanding and use of QR codes. Staff also worked with clients to use these technologies and other digital tools to market online.

**Central Regional Office** has embraced several online technologies to broaden our reach and offerings. Staff no longer “go online” but rather we “live online”. Therefore, every business needs to fully understand and embrace the digital world to survive. Advisors believe it is our mission to help get them there. Advisors provide clients with online tools to schedule meetings directly. Staff utilize LinkedIn, Facebook, Zoom, Google, MS Teams, and Slack to meet with clients. The office provides training/webinars on topics like QuickBooks, Canva, Google platform, MS Office 365, Cyber Security related products like password managers and secure files storage options. Advisors manage projects with clients using Moodle, Canvas, Teams, and MS Project. The office's webinars are broadcasted using LinkedIn, Facebook, Google, YouTube, our website, Constant Contact and Eventbrite.

The office's Digital Beginning program teaches clients how to obtain a domain for their business, sign up and set up a commercial email package, pick a website platform and build a site on that selected platform. Advisors then teach clients about SEO and help register businesses with Google. Further, advisors teach clients how to monitor online presence using Google Analytics and Google Search Console.

**Northeast Regional Office** continues to utilize Microsoft Teams for the main phone service. This allows staff to talk with clients hands-free to take more accurate notes. Staff continue to advise clients via phone and Zoom, while webinars are run via Zoom.

**Southeast Regional Office** advisor had discussions with NeighborWorks Housing Solutions so that clients can take advantage of its extensive library of business online training programs. NeighborWorks is one of the Small Business Technical Assistance (SBTA) providers for the Empower Digital Grant as is Coastal Community Capital. When one SBTA was not able to assist a client when the grant deadline was moved up, another SBTA jumped in and assisted our client complete the application. MGCC will administer grants for up to \$5,000 for digital services and up to \$5,000 for digital capacity-building capital expenses. Advisor has also been in discussions with MGCC representatives on how to assist with MGCC's Empower Digital Grant.

**Western Regional Office** staff and clients have fully embraced the convenience and efficiency of the online Zoom meeting place. Zoom webinars have seen higher attendance for the bi-monthly Business Basics of Starting a Business. The office hosted 17 webinars on various topics.

**Government Sales Advisory (GSA) / SBIR Program** staff report that online advising continues to be the platform of choice for most clients and for the GSA/SBIR advisors. Online counseling and meetings continue to be embraced by clients and advisors for its efficiency both in time savings and cost savings. Virtual technology allows advisors to provide consistent high-end counseling to all clients we meet and has allowed the same level of advisement with no concern about a client's physical location within Massachusetts, this is especially true for SBIR clients that come from across the state. The GSA/SBIR team presented online seminars and training utilizing Microsoft Teams, GoToMeetings, Cisco WebEx and Zoom.

**Massachusetts Export Center** regularly records its webinars and uploads them to its website. In addition, the Export Center established the Massachusetts Export Resource Center which is a one-stop online resource for accessing a wide range of instructional and practical information on exporting to help businesses grow and take advantage of international opportunities.

## 1400 – OTHER ACTIVITY

**Berkshire Regional Office** continues to send notices and press releases to media to attract coverage of workshops and MSBDC events. The local newspaper has posted short news briefs on just about every workshop as well as occasionally larger news articles. The director was invited and accepted a role on the search committee for a new senior business advisor for the

Berkshires. The director attended his first committee meeting in March. Currently the committee has selected candidates to interview and is in the process of scheduling interviews

**Central Regional Office** is engaged in many unique opportunities and programs outside of those already mentioned above, including assisting chambers with business development. An advisor is a member of the Computing Resource Center Committee at Clark University which is a subcommittee of the Innovation Initiative at Clark. Staff are working with chambers to develop unique and informative programs to enhance customer experience while demonstrating the MSBDC value to the community. Advisors are also engaged as board members of several organizations within the community and an advisor sits on the national ASBDC cyber security team. Staff involvement with local chambers is significant and in any given week, staff is engaged in 2-3 chamber events across our region. Staff are members of the Worcester Venture Forum and provide services to their young entrepreneurs.

**Greater Boston Regional Office** is partnering with Boston SCORE to co-host a podcast held at Mount Ida Campus and called “How I SCORED This” and working in partnership with a SCORE mentor and former PBS television producer. Staff will interview SCORE and MSBDC clients to share their journey and highlight how SBA Resource Partners have assisted them in starting and growing their business. The plan is to conduct one or two podcasts per month, beginning in May. In the process of developing this unique program, the regional director met with the UMass podcast specialist and learned about the Podcast Studio on campus, collaborated on creating Pitch Deck for funding and secured professional podcast editor.

**Northeast Regional Office** staff attended several events, including a client’s business grand opening. An advisor attended several Merrimack Valley Chamber events, including the Event for Networking at Noon Luncheon, Annual Congressional Breakfast Forum, Women in Business Luncheon, and the Annual Merrimack Valley Chamber of Commerce, Mayors, and Managers Breakfast Forum. The event included mayors and town officials from the Merrimack Valley Chamber territory. An advisor was a panelist for “Asking for Money” for EforAll. This event helps entrepreneurs learn to become comfortable asking for money, providing guidance in understanding when and how to appropriately ask for money, outline the various sources of funding and provide specific resources and tips for successful fundraising. It also showed entrepreneurs what is needed to prepare for loans (asset, business plan, down payment and more.). An advisor met with Town of Chelmsford Economic Development Office.

**Southeast Regional Office** advisors continue teaching part time in the International Maritime Business department at Massachusetts Maritime Academy (MMA) and the Management and Organization department at Boston College. Advisor attended a breakfast meeting at Cape Cod 5 presented by the Cape Cod Technology Council. The CEO of Cape Air presented plans to begin flying all electric airplanes and will be the first in the country to do so. Advisor is fielding many client calls about succession planning and planned sales of businesses. Advisor believes that the COVID crisis got a lot of people thinking of future plans and this is the result. Another interesting side effect of the COVID crisis is the boom in doggie day care businesses with so many people adopting dogs during COVID and now they need training, daycare, etc. The office has a lot of dog-related businesses on the client roster and they all seem to be booming! Business formation procedures are still the advisors most frequently asked questions.



**Western Regional Office** had four interns from the Isenberg SOM and one from Mt. Holyoke College during this reporting period. Interns provide relevant experiences and skills that are valuable in the current environment. A business advisor has led, coordinated, and educated the successful team of interns who are creative, uninhibited, bright, and resourceful. They are up-to-date in social media, technological skills, business theories, and practices. The interns contributed to marketing, social media, financial analysis, and many more areas. Over the years, clients have written numerous notes stating appreciation for the interns' work. Even today, clients continue to request the help of interns who helped them in the past.

The interns provided a unique dynamic to our office by adding depth and enrichment to client meetings. The interns also made the office more efficient by doing tasks that professional staff would otherwise do. They offered our clients a service comparable to the highest quality advisory assistance in the region. The intern program is recognized by stakeholders as a robust and valuable part of services. In addition, the intern program has strengthened ties to Isenberg SOM by providing its students with a laboratory where they can put into practice what they have learned in the classroom.

## 1500 – SUCCESS STORIES

### **Berkshire Regional Office** **Cutting Edge Fitness Martial Arts Center (Adams, MA)**

Aimee Sinopoli [photo], along with her husband/partner, are the owners/operators of a well-respected fitness center that incorporates martial arts into its offerings for students and fitness seekers of all ages. Incorporating a strong community-centric approach, the center lives by the motto: *“Working together to build healthy lifestyles.”*



Cutting Edge Fitness & Martial Arts Center offers unique and personalized fitness & martial arts experiences to help their members identify and reach their *CORE* goals. This requires authentic relationships with all students and members.

Aimee became a client in June of 2019 and has weathered the initial spurts of growth and cash flow, then the challenges in maintaining a high-contact business during COVID. Along the way, she received assistance from the MSBDC with planning, marketing, and access to the SBA relief funds of the EIDL and PPP offerings. She leveraged these to re-emerge from the pandemic with her business not only as surviving but thriving.

Cutting Edge Fitness was spotlighted during the SBA's visit to the Berkshires. In addition to Bob Nelson, Oreste Varela and Ili Spahiu, Mike Vlacich visited.

Pandemic relief received: EIDL Advance - \$1,000; EIDL Loan - \$10,000; PPP - \$7,267.

### **Northeast Regional Office Fleur Cuisine LLC (North Andover, MA)**

Daphnee Alva came to the Northeast Regional Office in May 2019 in hopes of opening a restaurant. A senior business advisor assisted Daphnee in discussing start-up considerations. The advisor went over the steps to prepare a business plan, assisted in cash projections and market research. The client found a property and closed on a loan in 2021. The business advisor attended the client's grand opening of her restaurant [photo] in October 2022 which was at full capacity. The client intends on growing the business in 2 to 3 years.



### **Southeast Regional Office Interactive Palette (Fall River, MA)**

Kevin McNally, CEO of Interactive Palette, came to SBDC in 2012 where he learned about the MSBDC and the services it offers. As a solopreneur who had great expertise in selling and building websites, Kevin inherently understood that running a business was not the same thing as building websites. Kevin knew it was “lonely at the top” and was looking for advice on where he could set plans and strategies and then measure them. It was very important to Kevin to review those strategies using metrics. In the first meeting, we built a financial cash flow model that Kevin could begin to measure his performance and progress against on a monthly basis.



At our second meeting Kevin was thrilled to report he had gained three new clients through his sales efforts. He clearly knew how to sell! Kevin became a regular monthly client. He was very interested in benefiting from what the SBDC had to offer, getting answers and solutions to some of the business issues he faced, and discussing his strategies for moving forward.

Kevin came to SBDC with 2 FT employees: a leveraged business and personal balance sheet and \$264K in Sales. From there Kevin really began to examine his P&L and started looking for ways to cut expenses, while growing revenues, and reducing debt. He made a lot of solid strategic changes over the course of the 10 years he has worked with SBDC, and he always analyzes his theories through the P&L before making changes. Kevin's feels strongly that the MSBDC was instrumental in guiding him through the challenges of the pandemic. He grabbed onto opportunities the bank offered from 2015 to 2022 all of which have helped de-leverage the balance sheet and increase profitability.

In working together, we learned that when Kevin got too focused on the administrative/infrastructure work, his revenues started to decline. Kevin knew that he needed

administrative help but wasn't sure if he could afford to hire that position. We found recruiters who could help him find an Administrative Assistant. We ran the numbers through the Financial Budgeting Models we had built together to see if an AE was affordable, and then Kevin had to make the decision whether it was worth giving up profitability to pay the salary of an AE. To Kevin it was worth it and he has been focused on sales ever since while the AE manages the day-to-day infrastructure issue. This is just one of the many great strategies that Kevin would work through to add employees and grow his business.

With continued commitment to his business, his strategies, tracking his results, and making strategic decisions based on metrics, Kevin has doubled his business revenue to \$+500K per annum and has set his sights on adding \$100K per year in Revenue for the next 5 years to build a \$1MM business. His profitability in 2022 was 4X his profitability in 2021 and that is net of any COVID funding! He has gone from two employees to six.

Kevin has looked at buying businesses to exponentially expand his client base; although, despite very careful analysis, has not yet found the right business to purchase. He continues to seek expansion opportunities for his business through purchases/M&A. He continues to examine his cost structure regularly to make improvements that increase the bottom line through financial analysis and includes consideration for his hard-working and very loyal team. He has gained great knowledge through attending seminars and attending networking events that he turns to his advantage. He has learned to leverage Workforce Training Grants to the Company's and his employees' benefit. And he seeks continuous improvement for both him and the Company.

Kevin has fought hard for Interactive Palette, its customers, and employees. It is hard work to be a solopreneur, but Kevin has learned the hard work is worth it and intends to be a \$1MM business in 5 years.... if not sooner!

### **Massachusetts Export Center Boston Centerless, Inc. (Woburn, MA)**

Established in 1958, Boston Centerless has grown to be a full-service manufacturer and distributor of precision raw materials and preparation services for customers in the medical, aerospace & defense, automotive, and other industries requiring precision components. The company employs 127 people, with its headquarters located in Woburn, and additional distribution facilities located in Minneapolis, MN and Fort Wayne, IN.



The company has been exporting for over 20 years and has been receiving support from the Massachusetts Export Center, part of the Massachusetts Small Business Development Center, for much of that time. The Export Center has helped Boston Centerless over the years with a variety of export-related issues, including export regulatory compliance, export operational concerns, international channel

development, international sales and marketing, and more. Through the Export Center, Boston Centerless also took advantage of the STEP Grant program to help support participation in some targeted Asian trade shows. Most recently, the Export Center has been working with Boston Centerless to help the company identify niche distributors serving specific vertical markets in Canada to address increasing demand from end customers in the region. Boston Centerless is well-positioned for continued global expansion, with export sales growth outpacing domestic markets for the company.

Because of Boston Centerless' long-term commitment to and success in global markets, the Export Center nominated the company for the 2023 SBA Massachusetts Small Business Exporter of the Year award. The company was named the winner and hosted the SBA's Associate Administrator for International Trade, Gabriel Esparza, for a visit in March of 2023. The company will receive its award in May. The Export Center looks forward to continuing its work with Boston Centerless to help the company to expand on its success in global markets.

[Read SBA press release announcing Boston Centerless as Massachusetts winner.](#)

## 1600 – ADVOCACY

**Berkshire Regional Office** through monthly newsletters and event announcements, the office promoted workshops, marketing opportunities, registration links, critical SBA and other program updates, and important news development from MSBDC centers and other organizations across the Commonwealth. The office regularly responds to many inquiries from local organizations, banks, and regional partners and uses each contact to promote the MSBDC and Isenberg brand, as well as use each connection to foster community goodwill.

**Central Regional Office** has engaged in numerous events representing and demonstrating the services and offerings of the MSBDC. Advisors held client outreach, training events and meetings at both the Marlborough Chamber and the Greater Worcester Chamber and are active leaders at the Worcester Business Resource Alliance and the Massachusetts CDC Association. Staff are a guest on the Voice of Business radio show explaining the services of the MSBDC, participated at the Worcester Venture Forum Entrepreneur conference, and attended and represented the MSBDC at several events at Clark University. Advisors attended numerous events, open houses, grand openings in support of partners and clients. The office partnered with the SBA and LABO to host a Speed Networking event with local banks.

**Northeast Regional Office** regional director participated in a free small business event called Starting and Operating a Small Business at Middlesex Community College in Bedford. The event featured support from the MSBDC Northeast Regional Office, SCORE-Northeast, UMass Lowell Innovation HUB, Mass innovation Network, Cambridge Savings Bank, Eastern Bank, Massachusetts Growth Capital Corporation, Entrepreneurship Center at Community Teamwork Greater Lowell, I.D.E.A. Center at Middlesex Community College, and the Town of Bedford.

**Southeast Regional Office** advisor had a presentation with Capital One. The office has many clients asking for help with legal issues, with referrals to the Harvard Transactional Clinic and the MSBDC free Legal Clinics. The office's monthly Legal Clinics help six clients each month with various issues from the loss of use of an office building due to fire, cameras in the workplace, taxes, leases, disclaimers, and general business questions. Because the sessions are held via Zoom, the attorney can assist people from Nantucket to Newton and in between. Due to the new Zoom format, there have not been any no shows and often gain six new clients or returning clients who update business information. So far, all attendees have taken advantage of the suggestion to meet with an advisor prior to the clinic to streamline questions to get the most out of the half-hour sessions. The sessions usually "sell out" within an hour or so after posting the schedule. Previously the clinics did not run in July and August due to the amount of tourist traffic in the area and the challenge of getting to and from various locations. Since the success of holding Zoom sessions, clinics will be offered in July and August.

**Western Regional Office** staff highlighted black-owned businesses, partners, and sponsors via newsletter and social media during Black History Month. The newsletters also highlighted numerous women-owned businesses, partners, and sponsors via newsletter and social media during Women's History Month.

## 1700 – RESOURCE DEVELOPMENT

**Berkshire Regional Office** staff met with content experts to explore potential workshops. This included working with an expert on business evaluation which resulted in an online workshop entitled: "Find Your Business Value, Unlock Your Future" which was delivered on February 16, 2023. Other discussions are occurring with a content expert on restaurant resiliency which hopefully will result in a workshop in the next semi-annual period. Staff attended 1Berkshire events which included business expos, Practitioner Group meetings and entrepreneurial meet ups to learn of future strategic directions and interests.

**Central Regional Office** set up several meetings with potential referral partners for clients. These include meetings with local banks, payroll companies, insurance agencies, lawyers, accountants, bookkeepers, consultants, website developers, SEO experts, POS system implementors, videographers, copywriters, and technology experts. The intent is to build a referral list to provide sufficient referrals as clients need them. Often, advisors engage these partners to co-host webinars, enabling staff to educate clients with their expertise.

**Greater Boston Regional Office** partnered with the Dorchester Bay Innovation Center to lead weekly Business Plan Development Workshops for members of the Center. Co-lead a six-week series with the MSBDC Northeast Regional Office director and am in the planning stage with Center director to schedule the next six-week session.

**Northeast Regional Office** is listing webinars and trainings on the local Chamber of Commerce websites. This has generated more attendees at workshops and helped to expand our brand. Staff continues to post our trainings on the SBA website.

**Southeast Regional Office** clients are completing bank loans applications and need extensive help with business plans and cash projections. Advisors often refer clients to the SEED Corporation's monthly "Basic Entrepreneurial Workshop Understanding Business Financials" delivered by MSBDC advisors. These webinars also result in gaining new clients. An advisor moderates the SouthCoast CEO roundtable featuring guest speakers, while another advisor participates in weekly BUS109 Business Sustainability! Webinar. This course seeks to foster future "change agents" to support more sustainable practices in business organizations. Students learn about the growing recognition that businesses need to take a multi-stakeholder approach to balancing economic, environmental, and social and governance concerns.

**Western Regional Office** staff offered invitations to officials in banking, insurance, chambers of commerce, and community leaders and meetings have been integral in continuing and cultivating relationships. The convenient, online meeting platform has successfully gathered information on current trends, staffing changes, and overall challenges in the industry. Sponsorships/partnerships with Greenfield Savings, Granite State Development, Monson Savings Bank and Live Oak Bank.

**Government Sales Advisory (GSA) / SBIR Program** staff report that the request to participate in in-person meetings and events has increased since October. The GSA/SBIR team continues to participate in sponsored, co-sponsored and other SBA agency and partner events, when feasible. Advisors have been reaching out to former partners (pre-COVID) to re-engage.

## 1800 – COLLABORATION AND LEVERAGING

**Berkshire Regional Office** initiated collaborative relationships with a variety of community and business entities during the first half of the fiscal year. Some of these included:

- Staff continue to attend 1Berkshire Entrepreneurial Meetups as a way of introducing MSBDC services to area entrepreneurs and small businesses
- Office staff met several times with the Williamstown Chamber of Commerce to develop and then deliver an online workshop entitled: "Better Financial Management".
- Discussions with TD Bank included the possibility of collaborating on an accessing markets workshop to include domestic markets, exporting and international financing.

**Central Regional Office** collaborates with many partners where the combination of services provides a complete solution for joint clients. Two of the most common collaborative efforts are the local banks and local chambers that this office supports. Advisors continuously refer clients back and forth enabling staff to provide a complete solution. Other areas of collaboration are with graduate students and local entrepreneurs. This is a great relationship where students can assist in areas clients have little expertise in while the entrepreneur can provide students with real life experiences.

**Greater Boston Regional Office** director had a meeting and ongoing discussions with the 2022 ASBDC Conference keynote speaker including meetings with other state regional directors and former interim state director to explore potential collaboration with the office to support initiatives: (1) SCORE Created MSBDC -SCORE - Boston Leadership Collaboration; working on creating a SCORE - Networking / Pitch event; How I Built This Cohost and (2) Discussions with Innovation Studio to host a residential boot camp for Latin American businesses.

**Northeast Regional Office** director collaborated with Dorchester Bay Economic Development Corporation to hold a 6-week course on Developing a Business Plan. This was the office's third time hosting the series. The series of workshops are well attended, and the attendees ask great questions. Staff are assisting in developing a live Business Plan step-by-step. The director collaborated with Mass Rehab in assisting clients in starting their client's businesses. A senior business advisor continues to hold office hours at UMass Lowell and at the Merrimack Valley Chamber of Commerce in Lawrence two Wednesdays each a month.

**Southeast Regional Office** advisor sits on the Cape Cod Culinary Incubator (CCCI) board of directors and serves on the UMass Dartmouth's Charlton College of Business advisory board, Massachusetts Maritime Academy and the Cape Cod Community College's Business Administration advisory board. An advisor serves as trustee of the South Shore 2030 Economic Development Corporation. Advisor appeared on Attleboro Cable TV with the United Regional Chamber discussing services and small business issues. Advisor presented a "How to Increase Sales and Make Pitches that Win" webinar, working in cooperation with Rockland Trust and the Cranberry Country Chamber for its members.

**Western Regional Office** advisor is a part of Western Mass Means Business, a collaboration born in 2019 that includes the MSBDC, SCORE, Common Capital, Valley CDC, Franklin County CDC, and CWE. Staff are positioned to provide exceptional programming and have created a 10-week Plan for Success program geared to those in business.

**Government Sales Advisory (GSA) / SBIR Program** staff continued to be active participants in webinars and other outreach with SBA and other key partners. Staff were actively involved in planning and strategy meetings with resource partners to design and organize future outreach events and training as well. Both advisors participate in the SBA's monthly partners meeting.

The following highlights events, meetings, and appointments staff were involved with and not listed in other sections (not all inclusive):

GSA advisor continued to participate in monthly APTAC (Association of Procurement Technical Assistance Centers) leadership meetings (all virtual except for the fall conference in D.C. and the January board meeting to meet the new DoD APEX Accelerator program team).

GSA advisor co-presented with SBA on a webinar entitled "Are you ready for government contracting?"; attended in-person the SAME (Society of American Military Engineers) luncheon to represent the GSA/APEX; and co-presented with SBA on government contracting series on preparing a capability statement and elevator pitch. Presented a government contracting overview (partly in Spanish) at the North Central Chamber in Fitchburg per Congressman

McGovern's request with SBA staff. Per SBA request, participated in Zoom matchmaker 8(a) event, multiple meetings with CWE) to collaborate on spring webinars. Several planned meetings to prepare for the Women's History Month presentation held on March 7. Meetings with the DoD Northeast Regional Council regarding a summer matchmaker in Connecticut.

## 1900 – UNPLANNED TRAVEL

None

## 2000 – KEY PERSONNEL CHANGES

The MSBDC Network hired Christian Conroy as interim state director from May 31, 2022 – December 31, 2022. Georgianna Parkin (former state director) was appointed as acting state director from January 1, 2023 – February 19, 2023.

The search for the MSBDC state director was completed on January 17, 2023. Cliff Paredes was appointed the new state director effective February 20, 2023. Georgianna Parkin is reappointed through June 30, 2023 as a post-retiree hourly employee reporting directly to the state director for an average of 15 hours a week.

**Berkshire Regional Office** continues to be without a part-time senior business advisor. The search committee for the position is in the interview stages with hopes of identifying a candidate with a start date mid-June 2023. A part-time consultant has provided some light assistance with meeting client demand.

**Central Regional Office** regional director Richard Cheney resigned on December 2, 2022. The center now reports to Alan Ritacco, associate vice president of External Relations. Clark University is recruiting a new regional director and may appoint an interim director.

**Greater Boston Regional Office** hired Manassah Bradley as the successful candidate to fill a senior business advisor position with a targeted start date of May 7, 2023.

**Western Regional Office** regional director search committee has interviews set with a target date of mid-June as a start date.

## 2100 – PROBLEMS

**Central Regional Office** advisors state there are four economic conditions that persist that have affected program objectives:



- One of the biggest challenges is finding money for first-time entrepreneurs. Most banks will not entertain startups unless there is a real estate piece of the equation. Unfortunately, a large percentage of first-time entrepreneurs are unable to secure financing. Even many of the secondary markets like MGCC have very strict guidelines on funding these individuals.
- Cost of doing business. The rising costs of materials and products is cutting the margins of small businesses and in many cases tilting them below profitability.
- Lack of help. Many clients are facing significant challenges hiring employees. This has put a significant burden on the business owner to work 80-hour weeks to cover the staff shortages. One client had to close business because he just could not find proper staff.
- A new challenge has arisen this period with the repayments of the EIDL loans. The EIDL loans were great in keeping businesses alive during the pandemic, but many businesses have not recovered to pre-pandemic volumes and are barely breaking even.

Conditions are difficult now to start and/or maintain a business. With economic challenges facing clients, advisors continue to be creative and diligent in providing effective advising.

**Greater Boston Regional Office** seeks to staff an advisor and client service representative to run the office and service the more than 170 clients who have completed an eRFC since the office opened in June 2022. The office retained a contract-advisor in November 2022 which has been very helpful. An offer has been extended and accepted by the contract advisor to assume the role of one of the open senior advisor positions.

**Government Sales Advisory (GSA) / SBIR Program** reports that with the DoD's mandate that all contractors and subcontractors implement CMMC (Cybersecurity Maturity Model Certification) if handling CUI (controlled unclassified information), this mandate continues to generate calls asking for clarification, funding assistance with implementation (there is none), and general guidance on what they need to do to comply. The CMMC requirement remains fluid as DoD continues to tweak this mandate. The concern in the small business community impacted by these mandates is the lack of funding to help them implement this requirement (estimated at \$10k to \$30K depending on the level required, number of employees, and other unique factors). Business owners have shared that this mandate, although a necessary requirement to prevent cyber-attacks, may prevent them from remaining a DoD vendor. This is the exact opposite impact of what the new small business mandates and goals were hoping for. Manufacturing is the one area where advisors have experienced a decrease in signups to do business with the government.

The volume of clients needing technical assistance continues to increase, especially within the SBIR space. This increase in innovative R&D clients seeking guidance on proposal preparation, proposal content, reviews, submission mechanics and equity investment assistance has been continuous and is growing. This poses a challenge for the staff of only two advisors. Advisors strive to contact each client within 24-72 hours of the initial request and as numbers increase, it becomes more challenging to keep these standards. The overall client throughput has increased at all levels, and the output in funding and the number of clients counseled also increased. The program in this reporting period secured over \$40 million in documented capital formation.

## 2200 – BUDGET TO ACTUAL COMPARISON

Budget Comparison  
Massachusetts Small Business Development Center Budget Comparison  
October 1, 2022 to March 31, 2023

<u>Federal</u>	<u>Budget</u> <sup>1/</sup>	<u>Actual</u>	<u>Variance</u>	<u>%</u> <sup>2/</sup>
Personnel	1634506.00	202074.01	1432431.99	27%
Fringe Benefits	609561.00	85594.27	523966.73	10%
Travel	103500.00	2650.54	100849.46	2%
Equipment	0.00	0.00	0.00	0%
Supplies	39142.00	1689.94	37452.06	1%
Contractual	0.00	0.00	0.00	0%
Consultants	137486.00	870.00	136616.00	3%
Others	88744.00	12496.12	76247.88	1%
Total Federal Direct Cost	2612939.00	305374.88	2307564.12	44%
Total Federal Indirect Cost	0.00	0.00	0.00	0%
Total Approved Federal Funds	<u>2612939.00</u>	<u>305374.88</u>	<u>2307564.12</u>	
<u>Non-Federal</u>	<u>Budget</u>	<u>Actual</u>	<u>Variance</u>	
Personnel	828865.00	453087.68	375777.32	7%
Fringe Benefits	357459.00	190477.62	166981.38	3%
Travel	19380.00	2801.00	16579.00	0%
Equipment	0.00	0.00	0.00	0%
Supplies	16345.00	4239.01	12105.99	0%
Contractual	0.00	0.00	0.00	0%
Consultants	0.00	0.00	0.00	0%
Others	103805.00	46617.21	57187.79	1%
Total Direct Cost	1325854.00	697222.52	628631.48	12%
Waived Indirect Costs	<u>1293658.39</u>	<u>280343.78</u>	<u>1013314.61</u>	19%
Total Approved Non-Federal	2619512.39	977566.30	1641946.09	
Total Approved Budget	<u>5232451.39</u>	<u>1282941.18</u>	<u>3949510.21</u>	

<sup>1/</sup> The current SBA Approved Budget. See page 3 of final modification.

<sup>2/</sup> Percentage of the total Approved Budget

**SPREADSHEET TO SUPPORT COSTS REFLECTED ON  
THE SF-425, FEDERAL FINANCIAL REPORT**

**Lead Center Disbursements**

	Ledger Acct Numbers*	SBA Funds (\$)	Cash Match (\$)	In-Kind Match (\$)	Waived Indirect (\$)
Lead Center	\$125 55779	\$3,900.00		\$0.00	\$1,228.50
	\$1355 55668		\$180,498.31	\$0.00	\$56,856.97
Total Lead Center Disbursements		\$3,900.00	\$180,498.31	\$0.00	\$58,085.47

**Service Center Disbursements (List by individual Service Center)**

Service Center Name	Ledger Acct. Numbers	SBA Funds (\$)	Cash Match (\$)	In-Kind Match (\$)	Waived Indirect (\$)
Western Regional	\$125 55819	\$0.00		\$0.00	\$0.00
Western Regional	\$1355 55757		\$140,544.45	\$0.00	\$36,541.56
Western Regional	\$181 56016		\$6,400.00	\$0.00	\$0.00
Berkshire Regional	\$125 55820	\$101,386.05		\$0.00	\$26,360.37
Berkshire Regional	\$181 56016		\$3,340.00	\$0.00	\$0.00
Mass Export Center	\$125 55821	\$1,440.00		\$0.00	\$453.60
Mass Export Center	\$1355 53926		\$149,548.68	\$0.00	\$47,107.83
Mass Export Center	\$181 56016		\$4,198.79	\$0.00	\$1,322.62
Intl Trade Central	\$125 55822	\$64,091.56		\$0.00	\$20,188.84
Central Regional	\$125 55823	\$0.00		\$0.00	\$0.00
Southeast Regional	\$125 55824	\$2,992.19		\$0.00	\$777.97
Southeast Regional	\$1355 55759		\$210,575.26	\$0.00	\$54,749.57
Southeast Regional	\$181 56016		\$2,117.03	\$0.00	\$342.43
Northeast Regional	\$125 55825	\$0.00		\$0.00	\$0.00
Boston Regional	\$125 55826	\$3,756.29		\$0.00	\$1,183.23
Gov't Sales Advising	\$125 55827	\$127,808.79		\$0.00	\$33,230.29
Total Service Center Disbursements		\$301,474.88	\$516,724.21	\$0.00	\$222,258.31
Total Lead Center and Service Center Disbursements		\$305,374.88	\$697,222.52	\$0.00	\$280,343.78

The amount that should match line

\* If funds for any of the above categories are housed in several accounts, please provide all ledger account

Spreadsheet Category	Total	This will post to the proper SF 425
Lead Center and Service Center Disbursements:		
SBA Funds (\$)	\$305,374.88	
Cash Match (\$)	\$697,222.52	
In-Kind (\$)	\$0.00	
Waived Indirect	\$280,343.78	
Total Recipient Share	\$977,566.30	10j
<b>SF-270 Request for Reimbursement:</b>	<b>Line 11h:</b>	

**Notice of Award Information:**

2. Grant/Cooperative Agreement No.: SBAOEDSB230001-01-00

3. Recipient Name:	University of Massachusetts		4a. DUNS:	
Address	Mass Venture Center, 100 Venture Way		4b. EIN:	04-3167352
City, State & Zip	Hadley, MA 01035			
5. Budget Period:	From:	10/1/2022	Through:	9/30/2023
12. Approved Budget, line 12 L, Federal Share:	\$2,612,939.00			
<b>SF-425 Information:</b>				
6. Report Type: (Semi, Annual or Final)	Semi		7. Basis of Accounting: (Cash or Accrual)	Cash
9. Reporting Period End Date:	3/31/2023		10f. Federal Share of unliquidated obligations:	
13a. Type Name and Title of Authorized Certifying Official:	Elizabeth Ortiz, Research Accounting Manager			
13c. Telephone (Area code, number and extension)	413-545-1416			
13d. Email address	lortiz@admin.umass.edu		13e. Date Report Submitted	

## 2300 – ECONOMIC IMPACT

FY2023	GOAL	ACTUAL
Total Training Clients	2,480	2,093
Total Training Hours	N/A	8,038
Unique Clients Served	5,269	3,181
Jobs Supported	16,964	18,439*
New Business Starts	308	106
Capital Infusion	\$110,673,135	\$68,631,632

*\* As calculated by EDMIS*

## EXHIBITS

See following pages

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**MASSACHUSETTS SMALL BUSINESS DEVELOPMENT CENTER**  
**FY23 Verified Achievements**  
**October 1, 2022 - March 31, 2023**

FISCAL YEAR 2023	CLIENTS ADVISED				HOURS ADVISED				TRAINING EVENTS				TRAINING ATTENDEES			
CENTER	EXPECTED DELIVERABLES	ACHIEVED	% ACHIEVED	% OF YEAR ACCRUED	EXPECTED DELIVERABLES	ACHIEVED	% ACHIEVED	% OF YEAR ACCRUED	EXPECTED DELIVERABLES	ACHIEVED	% ACHIEVED	% OF YEAR ACCRUED	EXPECTED DELIVERABLES	ACHIEVED	% ACHIEVED	% OF YEAR ACCRUED
BERKSHIRE REGIONAL OFFICE	275	127	46%	50%	1,040	415	40%	50%	10	4	40%	50%	110	139	126%	50%
BOSTON REGIONAL OFFICE	100	65	65%	50%	820	61	7%	50%	10		0%	50%	100		0%	50%
CENTRAL REGIONAL OFFICE Clark University	600	379	63%	50%	3,790	1,428	38%	50%	25	6	24%	50%	500	100	20%	50%
GOVERNMENT SALES	184	170	92%	50%	1,250	589	47%	50%	3		0%	50%	45		0%	50%
MASS EXPORT CENTER	100	89	89%	50%	2,000	956	48%	50%	15	7	47%	50%	500	962	192%	50%
NORTHEAST REGIONAL OFFICE Salem State University	500	481	96%	50%	2,500	1,356	54%	50%	19	22	116%	50%	500	452	90%	50%
SOUTHEAST REGIONAL OFFICE	525	448	85%	50%	2,400	1,407	59%	50%	12	5	42%	50%	275	135	49%	50%
WESTERN REGIONAL OFFICE	505	168	33%	50%	2,400	621	26%	50%	20	16	80%	50%	450	305	68%	50%
<b>TOTAL</b>	<b>2,789</b>	<b>1,927</b>	<b>69%</b>	<b>50%</b>	<b>16,200</b>	<b>6,834</b>	<b>42%</b>	<b>50%</b>	<b>114</b>	<b>60</b>	<b>53%</b>	<b>50%</b>	<b>2,480</b>	<b>2,093</b>	<b>84%</b>	<b>50%</b>

FISCAL YEAR 2023	BUSINESS STARTS				CAPITAL FORMATION				UNIQUE CLIENTS SERVED				JOB SUPPORTED		
CENTER	EXPECTED DELIVERABLES	ACHIEVED	% ACHIEVED	% OF YEAR ACCRUED	EXPECTED DELIVERABLES	ACHIEVED	% ACHIEVED	% OF YEAR ACCRUED	EXPECTED DELIVERABLES	ACHIEVED	% ACHIEVED	% OF YEAR ACCRUED	EXPECTED DELIVERABLES	ACHIEVED	% ACHIEVED
BERKSHIRE REGIONAL OFFICE	14	8	57%	50%	\$5,855,580	\$2,569,561	44%	50%	385	231	60%	50%		224	
BOSTON REGIONAL OFFICE	20		0%	50%	\$2,000,000		0%	50%	200	84	42%	50%		67	
CENTRAL REGIONAL OFFICE Clark University	86	16	19%	50%	\$16,166,166	\$1,080,428	7%	50%	1,100	451	41%	50%		695	
GOVERNMENT SALES		1		50%	\$6,760,424	\$40,275,512	596%	50%	229	172	75%	50%		1,523	
MASS EXPORT CENTER				50%	\$1,320,000	\$35,000	3%	50%	600	638	106%	50%		12,248	
NORTHEAST REGIONAL OFFICE Salem State University	66	38	58%	50%	\$10,103,597	\$10,565,631	105%	50%	1,000	683	68%	50%		1,493	
SOUTHEAST REGIONAL OFFICE	66	36	55%	50%	\$9,847,455	\$11,780,200	120%	50%	800	558	70%	50%		1,452	
WESTERN REGIONAL OFFICE	56	7	13%	50%	\$9,617,321	\$2,325,300	24%	50%	955	364	38%	50%		737	
<b>UNALLOCATED GOALS</b>					\$49,002,592										
<b>TOTAL</b>	<b>308</b>	<b>106</b>	<b>34%</b>	<b>50%</b>	<b>\$110,673,135</b>	<b>\$68,631,632</b>	<b>62%</b>	<b>50%</b>	<b>5,269</b>	<b>3,181</b>	<b>60%</b>	<b>50%</b>	<b>16,964</b>	<b>18,439</b>	<b>109%</b>

% achieved for centers ahead

% achieved for centers on track

% achieved for centers behind

Data on this chart are run by Center

**MASSACHUSETTS SMALL BUSINESS DEVELOPMENT CENTER NETWORK**  
**FY23 Loan Chart Clients Advised with Capital Formation Report**  
**October 1, 2021 - March 31, 2023**

	NON-SBA LOANS						SBA SECURED LOANS						EQUITY FINANCING						TOTAL FINANCING						TOTAL
CENTER	\$\$\$\$	# DEALS	# CLI-ENTS				\$\$\$\$\$	# DEALS	# CLI-ENTS				\$\$\$\$	# DEALS	# CLI-ENTS				\$\$\$\$	# DEALS	# CLI-ENTS	JOBS CRE	JOBS RET	BUSINESS STARTS	
WESTERN REGION	\$ 887,000	3	3				\$ 634,000	5	5				\$ 804,300						\$ 2,325,300	10	10	19	4	7	
NORTHEAST REGION	\$ 15,000	1	1				\$ 6,606,500	13	11				\$ 3,944,131						\$ 10,565,631	51	47	133	290	30	
CENTRAL REGION	\$ 134,168	1	1				\$ 65,000	1	1				\$ 881,260						\$ 1,080,428	14	13	11	13	10	
SOUTHEAST REGION	\$ 1,240,000	3	3				\$ 5,218,000	17	13				\$ 5,322,200						\$ 11,780,200	47	39	50	62	22	
BERKSHIRE REGION	\$ 874,000	5	4				\$ 209,000	1	1				\$ 1,486,561						\$ 2,569,561	12	7	9	16	4	
MASS EXPORT CENTER							\$ 35,000	1	1										\$ 35,000	1	1		1		
GOVERNMENT SALES							\$ 50,000	1	1				\$ 40,225,512						\$ 40,275,512	10	10	59	29	1	
STATEWIDE TOTAL	\$ 3,150,168	13	12				\$ 12,817,500	39	33				\$ 52,663,964						\$ 68,631,632	145	120	281	415	74	

CENTER	WOMEN CLIENTS						MINORITY CLIENTS						VETERANS						CLIENTS WITH DISABILITY					
	\$\$\$\$	# DEALS	# CLI- ENTS	JOBS CRE	JOBS RET	BIZ STARTS	\$\$\$\$	# DEALS	# CLI- ENTS	JOBS CRE	JOBS RET	BIZ STARTS	\$\$\$\$	# DEALS	# CLI- ENTS	JOBS CRE	JOBS RET	BIZ STARTS	\$\$\$\$	# DEALS	# CLI- ENTS	JOBS CRE	JOBS RET	BIZ STARTS
WESTERN REGION	\$ 430,000	5	5	5	2	4	\$ 498,000	4	4	6	2	3	\$ 140,000	2	2	1	2	1	\$ 5,000	1	1	1		1
NORTHEAST REGION	\$ 5,614,971	34	32	44	172	22	\$ 8,038,801	33	29	120	247	17	\$ 920,020	6	3	5	13	1	\$ 930,270	8	5	7	13	3
CENTRAL REGION	\$ 62,760	11	10	11	1	10	\$ 142,260	9	9	9	5	8	\$ 160,168	3	2	3	1	2	\$ 160,168	3	2	3	1	2
SOUTHEAST REGION	\$ 2,482,834	29	27	39	27	20	\$ 2,452,500	20	17	34	19	13	\$ 417,000	2	2	5		2	\$ 33,000	4	4	3	9	3
BERKSHIRE REGION	\$ 1,923,000	11	7	6	9	5	\$ 1,831,965	7	3	7	6	3												
MASS EXPORT CENTER																								
GOVERNMENT SALES	\$ 1,387,608	2	2	8	4		\$ 1,500,000	1	1	24	3													
STATEWIDE TOTAL	\$ 11,901,173	92	81	113	215	61	\$ 14,463,526	74	62	200	282	44	\$ 1,637,188	13	9	14	16	6	\$ 1,128,438	16	12	14	23	9

**FY23 Clients Advised in Gateway Cities  
October 1, 2022 - March 31, 2023**

<b>City</b>	<b>Client</b>	<b>Started Business</b>	<b>Contact and Prep Hours</b>	<b>Jobs Created</b>	<b>Jobs Retained</b>	<b>Capital Formation</b>
ATTLEBORO	7		17			
BARNSTABLE	1		1			
BROCKTON	20	1	60	1		\$10,000.00
CHELSEA	5		19			
CHICOPEE	8		45			
EVERETT	2		2			
FALL RIVER	42	5	120	14	15	\$948,715.00
FITCHBURG	11		34			
HAVERHILL	13	1	49	1		\$10,000.00
HOLYOKE	8		21			
LAWRENCE	8		36	4	6	\$250,000.00
LEOMINSTER	25	2	176	4		\$140,168.00
LOWELL	14	2	39	2		\$770.00
LYNN	26	2	60	2		\$250.00
MALDEN	15	3	38	13		\$767,000.00
METHUEN	8	1	20	1	13	\$863,020.00
NEW BEDFORD	35	4	87	4		\$25,000.00
PEABODY	25	3	72	7	1	\$336,000.00
PITTSFIELD	42	2	176	6	5	\$603,965.00
QUINCY	14		31	4	28	\$1,151,366.00
REVERE	11		35		7	\$669,500.00
SALEM	41	2	99	12	35	\$1,348,725.00
SPRINGFIELD	35		115		2	\$135,000.00
TAUNTON	7		15			
WESTFIELD	5	1	14	7		\$1,250,000.00
WORCESTER	111	6	384	6	5	\$117,260.00
<b>Grand Total</b>	<b>539</b>	<b>35</b>	<b>1,761</b>	<b>88</b>	<b>117</b>	<b>\$8,626,739.00</b>

Board  
FY23 CORE CLIENTS ADVISED ACHIEVEMENT SUMMARY

Owner **Antoinette Uwamwiza**

Run Apr 18, 2023 05:10:52 PM  
As **Antoinette Uwamwiza**

Sessions Date Between Oct 1, 2022 and Mar 31, 2023 Sessions Session Type Is (=) Initial Follow On

Sessions Program Is Not (≠) Non-Deliverable

FINANCING

Sessions Verified

Is True

Center	Total
60 Western Mass	\$2,325,300
80 North Shore	\$10,565,631
90 Central Mass	\$1,080,428
110 SE Mass	\$11,780,200
150 Berkshire Reg	\$2,569,561
170 International	\$35,000
180 Govt Sales Adv	\$40,275,512
Total	\$68,631,632

LONG-TERM CLIENTS

Sessions

Σ Contact and Prep Hours Sum

At Least (≥)

5.00

Customers

Center

Any

Center	Client	Contact and Prep Hours Sum
60 Western Mass	35	349.87
80 North Shore	77	663.53
90 Central Mass	72	967.30
110 SE Mass	77	710.85
150 Berkshire Reg	24	214.75
170 International	37	786.90
180 Govt Sales Adv	39	353.80
Total	361	4,047.00

BUSINESS STARTS

Sessions Verified

Is True

Center	Total
60 Western Mass	7
80 North Shore	38
90 Central Mass	16
110 SE Mass	35
150 Berkshire Reg	8
170 International	1
180 Govt Sales Adv	1
Total	106

EMPLOYMENT

Center	Jobs Created	Jobs Retained
60 Western Mass	19	4
80 North Shore	142	290
90 Central Mass	18	13
110 SE Mass	80	59
140 Mt. Ida Boston		
150 Berkshire Reg	14	16
170 International	1	1
180 Govt Sales Adv	59	32
Total	333	415

CASES

Center	Total
60 Western Mass	168
80 North Shore	481
90 Central Mass	379
110 SE Mass	448
140 Mt. Ida Boston	65
150 Berkshire Reg	127
170 International	89
180 Govt Sales Adv	170
Total	1,927

HOURS

User's Center	C & P Hours
60 Western Mass	621.11
80 North Shore	1,356.01
90 Central Mass	1,428.30
110 SE Mass	1,407.03
140 Mt. Ida Boston	61.43
150 Berkshire Reg	415.20
170 International	956.21
180 Govt Sales Adv	588.84
Total	6,834.13





# FY23 CORE UNIQUE CLIENTS ACHIEVEMENT SUMMARY

Owner **Antoinette Uwamwiza**



Run Apr 18, 2023 05:11:33 PM

As **Antoinette Uwamwiza**

Sessions **Date** Between **Oct 1, 2022** and **Mar 31, 2023**

Sessions **Session Type** Is (=) **EDMIS Event** **EDMIS Update** **Initial** **Follow On**

Sessions **Program** Is Not (≠) **Non-Deliverable**

## FINANCING

Sessions **Verified** Is True

Center	Total
60 Western Mass	\$2,325,300
80 North Shore	\$10,565,631
90 Central Mass	\$1,080,428
110 SE Mass	\$11,780,200
150 Berkshire Reg	\$2,569,561
170 International	\$35,000
180 Govt Sales Adv	\$40,275,512
Total	\$68,631,632

## LONG-TERM CLIENTS

Sessions **Contact and Prep Hours Sum** At Least (≥) **5.00**

Customers **Center** Any

Center	Client	Contact and Prep Hours Sum
60 Western Mass	35	349.87
80 North Shore	77	663.53
90 Central Mass	72	967.30
110 SE Mass	77	710.85
150 Berkshire Reg	24	214.75
170 International	37	786.90
180 Govt Sales Adv	39	353.80
Total	361	4,047.00

## BUSINESS STARTS

Sessions **Verified** Is True

Center	Total
60 Western Mass	7
80 North Shore	38
90 Central Mass	16
110 SE Mass	35
150 Berkshire Reg	8
170 International	1
180 Govt Sales Adv	1
Total	106

## EMPLOYMENT

Center	Jobs Created	Jobs Retained
60 Western Mass	19	4
80 North Shore	142	290
90 Central Mass	18	13
110 SE Mass	80	59
140 Mt. Ida Boston		
150 Berkshire Reg	14	16
170 International	1	1
180 Govt Sales Adv	59	32
Total	333	415

## CASES

Center	Total
60 Western Mass	364
80 North Shore	683
90 Central Mass	451
110 SE Mass	558
140 Mt. Ida Boston	84
150 Berkshire Reg	231
170 International	638
180 Govt Sales Adv	172
Total	3,181

## HOURS

User's Center	C & P Hours
20 State Office	0.00
60 Western Mass	621.11
70 Suffolk	0.00
80 North Shore	1,356.01
90 Central Mass	1,428.30
110 SE Mass	1,407.03
130 UMass-Boston	0.00
140 Mt. Ida Boston	61.43
150 Berkshire Reg	415.20
170 International	956.21
180 Govt Sales Adv	588.84
Total	6,834.13

# Board FY23 Training Report

By Center

Owner **Antoinette Uwamwiza**



Run Apr 11, 2023 01:58:52 PM

As **Antoinette Uwamwiza**

Events

**Start Date**

Current

Federal FY

Oct 1, 2022 - Sep 30, 2023

Events

**Program**

Is (=)

Not Set

SBDC

2

SBJA

STEP

Non-Deliverable

CARES Act

Events

**Event Type**

Is (=)

Training

Events

**Status (Verified/Canceled)**

Is (=)

Verified

Center	Program	Sub Program	Events	Attendees	Hours of Training Sum	Training Seat Hours Sum
60 Western Mass			16	305	41	774
	SBDC		16	305	41	774
		Not Set	14	268	39	737
		COVID-19	2	37	2	37
80 North Shore			22	452	22	452
	SBDC		22	452	22	452
		Not Set	21	446	21	446
		COVID-19	1	6	1	6
90 Central Mass			6	100	9	161
	SBDC		6	100	9	161
		Not Set	6	100	9	161
110 SE Mass			5	135	9	217
	SBDC		5	135	9	217
		Not Set	5	135	9	217
150 Berkshire Reg			4	139	4	139
	SBDC		4	139	4	139
		Not Set	4	139	4	139
170 International			7	962	22	6,295
	SBDC		7	962	22	6,295
		Not Set	7	962	22	6,295
Total			60	2,093	106	8,038

**FY23 Verified Trainings Report**  
**Ocotber 1, 2022 - March 31, 2023**

Center	Program	Sub Program	Site	Start Date	Training Topic	Title	Event	Total Attendees
110 SE Mass	SBDC	Not Set	Online	3/9/2023	Financing/Capital	Understanding Business Financials	1	12
110 SE Mass	SBDC	Not Set	Online	2/9/2023	Financing/Capital	Understanding Business Financials	1	9
110 SE Mass	SBDC	Not Set	Online	11/3/2022	Financing/Capital	Understanding Business Financials	1	8
110 SE Mass	SBDC	Not Set	on-line	3/9/2023	Business Plan	Creating a Business Plan for Your Success	1	83
110 SE Mass	SBDC	Not Set	on-line	1/26/2023	Start-up Assistance	Ready to turn your idea into a Business? NOW is the time!	1	23
<b>Total</b>							<b>5</b>	<b>135</b>
150 Berkshire Reg	SBDC	Not Set	Online	11/8/2022	Technology	Fraud and Cyber Crime Awareness For Businesses	1	5
150 Berkshire Reg	SBDC	Not Set	online	1/11/2023	Managing Business	MA SBA Virtual Cafe: New Year, New Business	1	104
150 Berkshire Reg	SBDC	Not Set	On-line	2/16/2023	Managing Business	Find Your Business Value, Unlock Your Future	1	7
150 Berkshire Reg	SBDC	Not Set	On-line	2/28/2023	Managing Business	Better Financial Management	1	23
<b>Total</b>							<b>4</b>	<b>139</b>
170 International	SBDC	Not Set	IT/CMass	12/1/2022	International Trade	Using Non-Traditional International Trade Finance Tools to Improve Cash Flow	1	34
170 International	SBDC	Not Set	IT/East	11/4/2022	International Trade	Best Practices for Global Trade Compliance Risk Assessment	1	45
170 International	SBDC	Not Set	IT/East	10/14/2022	International Trade	China and India Export Controls: Understanding the New ECL and SCOMET Regimes	1	39
170 International	SBDC	Not Set	IT/MEC	1/26/2023	International Trade	Export Expo	1	448
170 International	SBDC	Not Set	IT/MEC	3/24/2023	International Trade	Russia Sanctions & Export Controls Update: One Year Later	1	190
170 International	SBDC	Not Set	IT/MEC	11/18/2022	International Trade	Red Flags Reimagined: Antidiversion	1	50
170 International	SBDC	Not Set	IT/MEC	10/20/2022	International Trade	Best Practices in Today's World Global Trade Economic and Regulatory Outlook	1	156
<b>Total</b>							<b>7</b>	<b>962</b>
60 Western Mass	SBDC	Not Set	Online	10/3/2022	Start-up Assistance	Basics of Starting a Business	1	26
60 Western Mass	SBDC	Not Set	online	10/6/2022	Human Resources/Managing Employees	How Can Small Businesses Win the War on Talent?	1	18
60 Western Mass	SBDC	Not Set	Online	10/20/2022	Start-up Assistance	Basics of Starting a Business	1	19
60 Western Mass	SBDC	Not Set	Online	11/7/2022	Start-up Assistance	Basics of Starting a Business	1	18
60 Western Mass	SBDC	Not Set	online	11/10/2022	Human Resources/Managing Employees	Massachusetts Health Connector: Affordable, Flexible Health Coverage for Small Business	1	20
60 Western Mass	SBDC	Not Set	Online	11/17/2022	Start-up Assistance	Basics of Starting a Business	1	14
60 Western Mass	SBDC	Not Set	Online	12/5/2022	Start-up Assistance	Basics of Starting a Business	1	15
60 Western Mass	SBDC	Not Set	Online	12/15/2022	Start-up Assistance	Basics of Starting a Business	1	13
60 Western Mass	SBDC	Not Set	Online	1/9/2023	Start-up Assistance	Basics of Starting a Business	1	16
60 Western Mass	SBDC	COVID-19	Online	12/8/2022	COVID-19 Finance/Capital	If You Received Funding From The Federal Government During COVID, Don't Miss This Webinar!	1	15
60 Western Mass	SBDC	COVID-19	Online	12/14/2022	COVID-19 Finance/Capital	If You Received Funding From The Federal Government During COVID, Don't Miss This Webinar!	1	22
60 Western Mass	SBDC	Not Set	Online	2/6/2023	Start-up Assistance	Basics of Starting a Business	1	24
60 Western Mass	SBDC	Not Set	Online	1/26/2023	Start-up Assistance	Basics of Starting a Business	1	23
60 Western Mass	SBDC	Not Set	Online	2/16/2023	Start-up Assistance	Basics of Starting a Business	1	16
60 Western Mass	SBDC	Not Set	Online	3/6/2023	Start-up Assistance	Basics of Starting a Business	1	26
60 Western Mass	SBDC	Not Set	Online	3/16/2023	Start-up Assistance	Basics of Starting a Business	1	20
<b>Total</b>							<b>16</b>	<b>305</b>

Center	Program	Sub Program	Site	Start Date	Training Topic	Title	Event	Total Attendees
80 North Shore	SBDC	COVID-19	Online	2/14/2023	COVID-19 Finance/Capital	EIDL Repayment Overview	1	6
80 North Shore	SBDC	Not Set	Online	3/29/2023	Marketing/Sales	Social Media Marketing for Beginners: Reels, Tweets, Posts and More	1	31
80 North Shore	SBDC	Not Set	Online	3/8/2023	Start-up Assistance	Starting a Business 101	1	26
80 North Shore	SBDC	Not Set	Online	2/21/2023	Start-up Assistance	How to Pitch Your Business in 3 to 5 Minutes	1	10
80 North Shore	SBDC	Not Set	Online	2/22/2023	Financing/Capital	Financials 101	1	31
80 North Shore	SBDC	Not Set	Online	2/23/2023	Women-Owned Business	Woman-Owned Small Business Federal Contracting	1	24
80 North Shore	SBDC	Not Set	Online	2/16/2023	Accounting/Budget	Improve Your Credit Score	1	8
80 North Shore	SBDC	Not Set	Online	2/8/2023	Start-up Assistance	Starting a Business 101	1	27
80 North Shore	SBDC	Not Set	Online	2/9/2023	Financing/Capital	Ways to Fund Your Small Business	1	23
80 North Shore	SBDC	Not Set	Online	12/14/2022	Start-up Assistance	Writing a Business Plan Part 6 - Financial Information	1	17
80 North Shore	SBDC	Not Set	Online	1/17/2023	Tax Planning	Get Ready for Tax Season	1	19
80 North Shore	SBDC	Not Set	Online	1/19/2023	Marketing/Sales	Canva 101	1	53
80 North Shore	SBDC	Not Set	Online	1/11/2023	Start-up Assistance	Starting a Business 101	1	24
80 North Shore	SBDC	Not Set	Online	12/7/2022	Business Plan	Writing a Business Plan Part 5 - Management and Personnel	1	13
80 North Shore	SBDC	Not Set	Online	11/30/2022	Business Plan	Writing a Business Plan Part 4 - Market Research	1	13
80 North Shore	SBDC	Not Set	Online	11/16/2022	Business Plan	Writing a Business Plan Part 3 - Location and Facilities	1	19
80 North Shore	SBDC	Not Set	Online	11/16/2022	Women-Owned Business	How to Become Women Owned	1	25
80 North Shore	SBDC	Not Set	Online	11/9/2022	Start-up Assistance	Certified with SBA	1	22
80 North Shore	SBDC	Not Set	Online	10/20/2022	Technology/Computers	Writing a Business Plan Part 2 - The Business Description	1	7
80 North Shore	SBDC	Not Set	Online	10/5/2022	Start-up Assistance	Speed Date a Database	1	7
80 North Shore	SBDC	Not Set	Online	11/2/2022	Business Plan	Starting a Business	1	26
80 North Shore	SBDC	Not Set	Online	11/2/2022	Financing/Capital	Writing a Business Plan Part 1 - Legal Formation	1	21
<b>Total</b>							<b>22</b>	<b>452</b>
90 Central Mass	SBDC	Not Set	Clinton Savings Bank	3/9/2023	Start-up Assistance	Digital Marketing 101	1	12
90 Central Mass	SBDC	Not Set	online	11/8/2022	Start-up Assistance	How to Open a Business in Massachusetts Legally	1	19
90 Central Mass	SBDC	Not Set	online	10/18/2022	Technology/Computers	Cybersecurity 101	1	8
90 Central Mass	SBDC	Not Set	Online	11/10/2022	Tax Planning	Business Tax Considerations for 2022 and 2023	1	9
90 Central Mass	SBDC	Not Set	Online	1/11/2023	Start-up Assistance	How to Open a Business in Massachusetts	1	21
90 Central Mass	SBDC	Not Set	Online	3/8/2023	Start-up Assistance	Accounting 101	1	31
<b>Total</b>							<b>6</b>	<b>100</b>
<b>Grand Total</b>							<b>60</b>	<b>2,093</b>

# Massachusetts Small Business Development Center to hold workshop on financial management

By The Berkshire Eagle

Feb 22, 2023

PITTSFIELD — [The Berkshire Regional Office of the Massachusetts Small Business Development Center](#) in partnership with the Williamstown Chamber of Commerce will hold a free online, illustrative workshop on financial management on Feb. 28.



“Better Financial Management” will run from 9 to 10 a.m. The workshop will discuss how businesses can adjust the levers of sales volume and profit margins to achieve greater profitability, and how to make more accurate financial projections.

Keith Girouard, the Berkshire regional director, will be the presenter. Registration: [bit.ly/MSBDCFIN](https://bit.ly/MSBDCFIN).

## Area to Hold Free Small Business Event on Thursday, January 19<sup>th</sup>

The Town of Bedford, in coordination with Middlesex Community College and Massachusetts Innovation Network will be offering a free seminar on How to Start and Operate a Small Business.

“Small businesses play an important role in providing new ideas, products, and services to the regional economy. We look forward to providing on-going support to help these companies grow and be successful,” stated Bedford Town Manager, Sarah Stanton

If you:

Have an idea for a business but not sure how to proceed?

Have a part time business and looking to grow?

Work at home but looking to expand to a commercial space?

Then this event is for you!

Eleven small business experts will cover topics from business planning, business types and cash flow to budgeting, financing, marketing, and permits. Materials and resource information for small businesses support will be available.

*Starting and Operating a Small Business*

Thursday, January 19, 2022

Doors Open: 8:30 am

Program: 9:00 am – noon

Location: Café East at Middlesex Community College (591 Springs Road, Bedford)

FREE to attend

RSVP: <https://www.massinnov.org/event-details/small-business-workshop>

Featuring support from: Mass Small Business Development Center-Northeast Region, SCORE-Northeast Mass, UMass-Lowell Innovation HUB, Mass Innovation Network, Cambridge Savings Bank, Eastern Bank, Mass Growth Capital Corp, Entrepreneurship Center at Community Teamwork-Greater Lowell, I.D.E.A. Center at Middlesex Community College, and the Town of Bedford

For questions or more information contact Jeffrey King at [jmking@bedfordma.gov](mailto:jmking@bedfordma.gov) or 781-918-4006.