

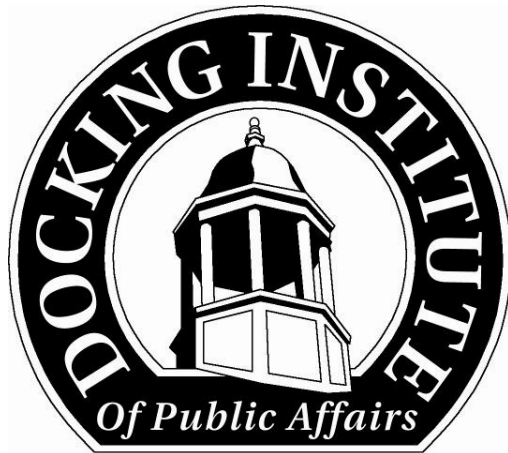
Kansas Small Business Development Center Quality and Service Evaluation Survey 2010

**Fort Hays State University
600 Park Street
Hays, Kansas 67601**

March 2010

Prepared For
Kansas Small Business Development Center

By
**The Docking Institute of Public Affairs
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Mission:

To Facilitate Effective Public Policy Decision-Making.

The staff of the Docking Institute of Public Affairs and its University Center for Survey Research are dedicated to serving the people of Kansas and surrounding states.

Kansas Small Business Development Center Quality and Service Survey 2010

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Executive Summary

The Kansas Small Business Development Center (KSBDC) contracted the Docking Institute of Public Affairs at Fort Hays State University to survey those small businesses that have contacted the KSBDC for service. The survey was designed to assess the service quality provided by the KSBDC to small businesses in year 2009. The Docking Institute was also contracted to conduct analysis on employment and financial information collected by the KSBDC through an economic impact survey.

The KSBDC has eight regional offices and thirteen outreach centers in Kansas, serving small businesses in different regions in the state. This report presents the results for the aggregated data collected from all businesses responding to the survey. The Docking Institute's analysis finds:

- Almost ninety-four percent (93.8%) of the respondents strongly agree or agree that the KSBDC counselors had the skills needed to advise clients.
- About ninety percent (90.1%) of the respondents strongly agree or agree that the KSBDC counselors gave clients specific recommendations and that the KSBDC counselors responded to clients' needs.
- More than half (54.5%) of the respondents think that the overall knowledge and expertise of the KSBDC counselors are excellent.
- More than ninety percent (91.1%) of the respondents strongly agree or agree that they received prompt attention from the KSBDC.
- Ninety-one percent (91%) of the respondents strongly agree or agree that they would recommend the KSBDC to others.
- Almost eighty percent (78.1%) of the respondents strongly agree or agree that they have made or will make changes in their business plans or operation because of KSBDC counseling.
- About seventy-three percent (73.2%) of the respondents strongly agree or agree that the assistance provided by the KSBDC helped them decide whether to go into business (or stay in business) or not.
- More than half (54.2%) of the respondents think that the counseling service they received from the KSBDC is excellent.
- More than five hundred (573) respondents (57.5% of the total) contacted the KSBDC to start a new business. Among those 573 respondents, more than half (51.3%) did start a new business in 2009.

- Almost eighty percent (77.4%) of the respondents are currently in business.
- More than 80% of those respondents who answered the questions indicate that their businesses had fewer than six full-time employees and fewer than six part-time employees in both 2008 and 2009.
- More than half (55.6%) of all the respondents who provided employment information experienced job increase(s) (full-time jobs and part-time jobs combined) from 2008 to 2009.
- Almost nine percent (8.7%) of all the respondents who provide employment information lost full-time employees from 2008 to 2009, and that 7.1% lost part-time employees.
- Almost half (45.9%) of the respondents indicate that they saved one full-time job in 2009. About a third (34.0%) of the respondents indicate that they saved one part-time job.
- Credit cards are used more often to raise small amounts of capitals than other types of loans.
- About ten percent (10.5%) of those respondents who obtained SBA loans in 2009 indicate that loans were less than \$20,000, and 44.8% indicate that the SBA loans they obtained were \$100,000 or more.
- In the sample, 474 full-time jobs were created in 785 businesses, and 640 part-time jobs were created in 785 businesses in 2009.
- In the sample, more than half of businesses lost employees in 2009 or had the same number of employees in 2009 as in 2008.
- In the sample, 337 businesses created 753 new full-time jobs in 2009. Two hundred and fifty-five (255) businesses created 780 new part-time jobs in 2009.
- In the sample, 662 full-time jobs were saved in 185 businesses in 2009, and 558 part-time jobs were saved in 141 businesses.
- In the sample, 424 businesses achieved growth in total sales from 2008 to 2009, and the total sales increase of those 424 businesses was \$38,180,681.
- In the sample, 76 businesses obtained SBA loans in 2009. The total amount was \$12,469,852. More than three hundred (319) businesses obtained \$11,358,948 in equity loans; 220 businesses obtained \$20,086,556 from other loans; 81 businesses borrowed \$1,245,813 by credit card. In total, 495 businesses obtained at least one type of loan in 2009.

Introduction

The Kansas Small Business Development Center (KSBDC) provides consultation and education to small businesses across Kansas. Each year, the KSBDC evaluates their service quality and collects employment and financial information of all the small businesses served by the KSBDC. In 2009, the KSBDC contracted the Docking Institute of Public Affairs at Fort Hays State University to survey those small businesses that have contacted the KSBDC for service. The survey was designed to assess the service quality provided by the KSBDC to small businesses in year 2009. The KSBDC also contracted the Docking Institute to conduct data analysis on the employment and financial information of those small businesses served by the KSBDC in year 2009. The employment and financial information is collected by the KSBDC through an economic impact survey.

This report contains two sections. The first section presents the results of the service quality survey conducted by the Docking Institute. The second section presents the results of the economic impact survey conducted by the KSBDC. The KSBDC has eight regional offices and thirteen outreach centers in Kansas, serving small businesses in different regions in Kansas. This report presents the results for the aggregated data collected for all the regional offices and outreach centers. Results for individual offices and centers are presented in separate reports.

Section 1: Service Quality Survey

Methods

The service quality survey was conducted by the Docking Institute. It was administered through two methods: web and mail. The KSBDC provided the Docking Institute contact information for the small businesses that had approached the KSBDC for service in 2009. Among those small businesses, 1,900 businesses had email addresses of contact persons (list 1), and 305 businesses had only mailing addresses (list 2). On January 7, the survey questionnaires were mailed to those 305 businesses with business addresses only (list 2). The mail survey questionnaire explained that the survey can be completed online by logging onto the website of the Docking Institute. The homepage of the website had a hyperlink to the web survey. On January 13, 2010, an email was sent to each of those 1,900 businesses with email addresses (list 1), inviting them to participate in a web survey. Five follow-up email invitations and one follow-up mail invitation were sent out subsequently to those businesses that had not completed the survey. A total of 238 emails were returned as undeliverable, among which eight businesses do not have

valid mailing addresses. The survey questionnaires were mailed to those 230 businesses whose email addresses were not valid. By February 25, the end of the data collection period, 28 mail invitations were returned as undeliverable, all of which were from list 2. The valid population size for list 1 is thus 1,892 (1,900 – 8). The valid population for list 2 is 277 (305 – 28). Among those businesses with valid email addresses (list 1), 468 businesses completed the survey on the web and 33 completed the survey through mail. The response rate for businesses with email addresses is thus 26.5% (501/1,892). Among those businesses with only valid mailing addresses (list 2), 80 businesses completed the survey. The response rate for businesses with mailing address only is thus 28.9% (80/277). With a total of 581 completed surveys, the overall response rate is 26.8% (581/2,169). At a 95% confidence level, the margin of error for the full sample of 581 from a population of 2,169 is 3.48%,¹ assuming no response bias. A margin of error of 3.48% means that there is a 95% probability that findings among the sample vary no more than +/- 3.48% from the value that would be found if the full population of interest could be studied, assuming no response bias.

Findings from Survey

The survey has four sets of questions asking small businesses owners about their satisfaction with the KSBDC counselors and services they received from the KSBDC, and then provides a space for respondents to write down their comments. In the end, the survey asks if respondents are willing to provide a testimonial to the KSBDC regarding the services provided by the KSBDC. If they do, the respondents of the mail survey are asked to provide their names and contact information, and the respondents of the web survey are asked to provide their testimonials in the survey directly. The results of the testimonial questions are contained in a separate document. The following presents the results for the questions other than the testimonial questions.

¹ For a simple random sample from a large population, the margin of error at 95% confidence level is $0.98/\sqrt{n}$, where n is the sample size. If a sample is a large fraction of a population from which the sample is drawn, a finite population correction factor needs to be used to adjust the margin of error. The finite population correction factor is calculated using this formula: $\sqrt{\frac{N-n}{N-1}}$, where N is the population size, and n is the sample size. The finite population correction factor is used to obtain the margin of error for this study.

Respondents are first asked about KSBDC counselors' skills and knowledge. Figure 1 shows most of the respondents are satisfied with the work of the KSBDC counselors. Almost ninety-four percent (93.8%) of the respondents strongly agree or agree that the KSBDC counselors had the skills needed to advise clients. About ninety percent (90.1%) of the respondents strongly agree or agree that the KSBDC counselors gave clients specific recommendations and that the KSBDC counselors responded to clients' needs. Figure 2 shows that 54.5% of the respondents think that the overall knowledge and expertise of the KSBDC counselors are excellent. An additional 28.8% think the knowledge is above average.

Figure 1 (Q1_1, Q1_2, Q1_3): Satisfaction with KSBDC Counselors

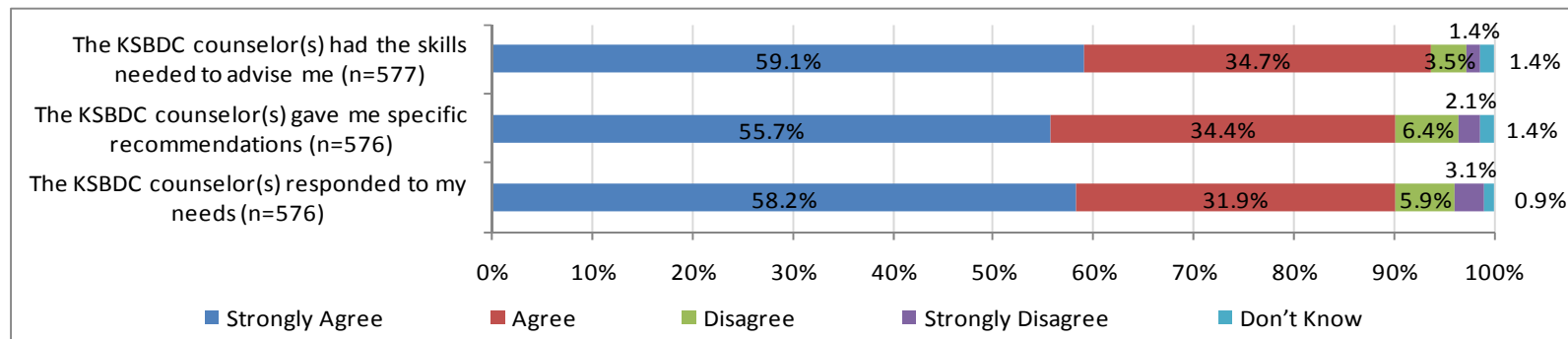
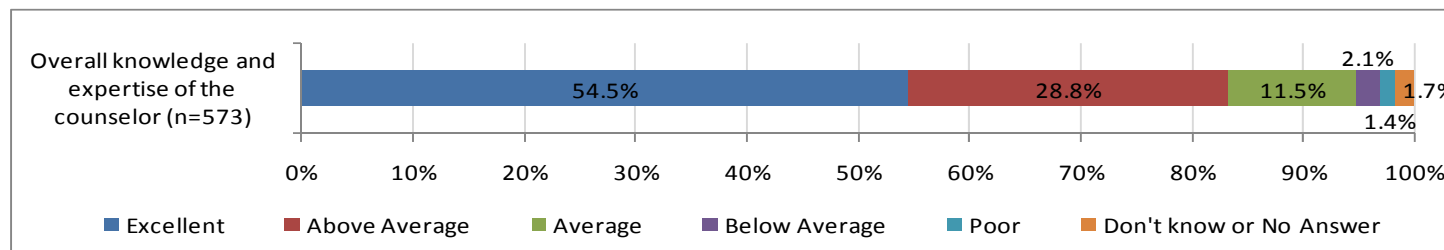


Figure 2 (Q2): Assessment of KSBDC Counselors' Overall Knowledge and Expertise



After assessing the satisfaction with KSBDC counselors, the survey asks about respondents' satisfaction with KSBDC service in general. Figure 3 shows that 91.1% of the respondents strongly agree or agree that they received prompt attention from the KSBDC. About 92% of the respondents strongly agree or agree that they would recommend the KSBDC to others. About 77% strongly agree or agree that they will make changes to their business plans or operation due to counseling. About 73.2% of the respondents strongly agree or agree that the assistance provided by the KSBDC helped them decide whether to go into business (or stay in business) or not. About 54.2% think that the counseling service they received from the KSBDC is excellent and almost 26% think the service is above average (Figure 4).

Figure 3 (Q3_1, Q3_2, Q3_3, Q3_4): Satisfaction with KSBDC Service in General

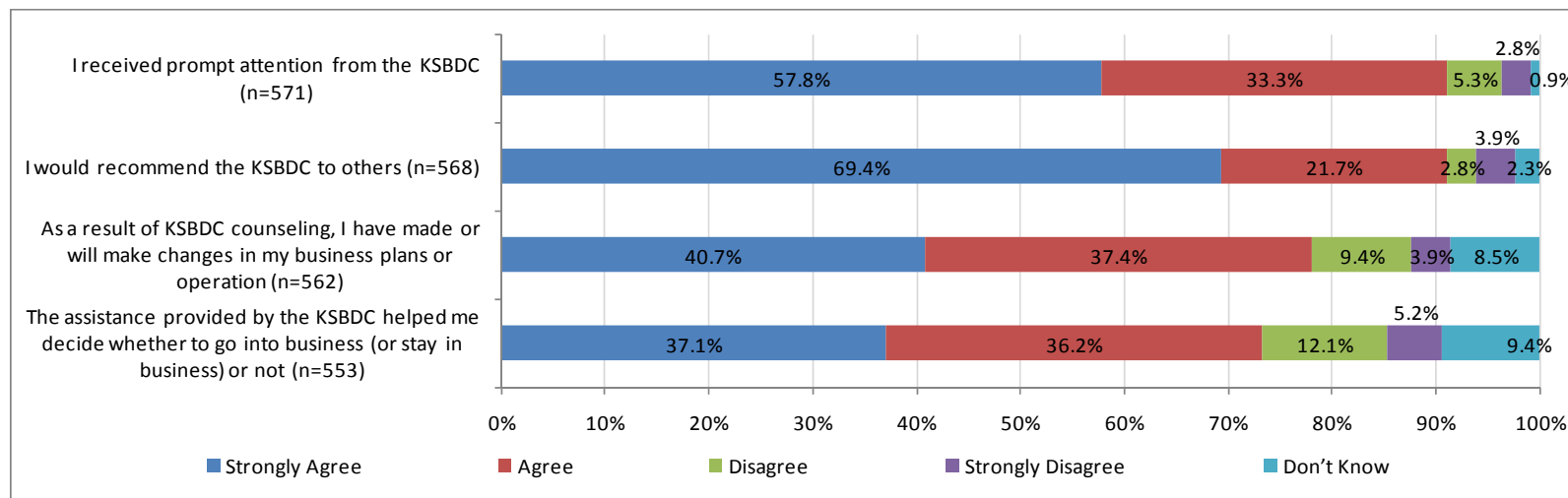
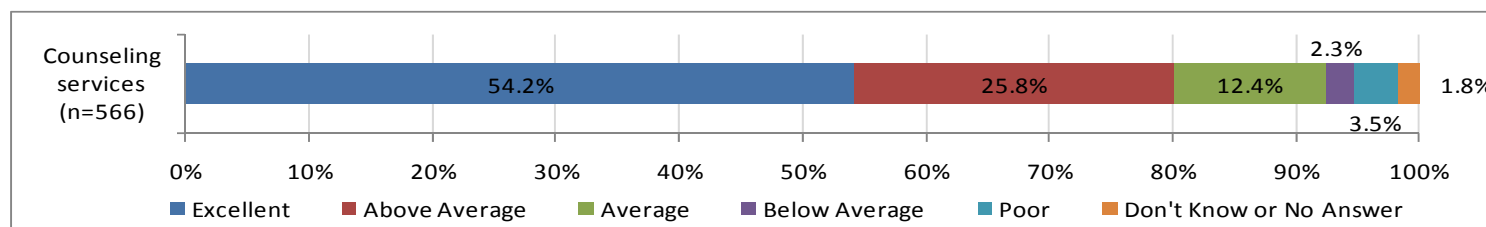


Figure 4 (Q4): Assessment of KSBDC Counseling Services



The survey asks the respondent to write down their comments about their experience with KSBDC. Respondents' comments are presented in Appendices 1 to 16. The self-administered survey questionnaire is shown in Appendix 18.

Section 2: Economic Impact Survey

Methods

The economic impact survey was conducted by the KSBDC concurrently with the service quality survey. The KSBDC collected and sent the data to the Docking Institute for analysis. There are 1,162 valid completions in the data. The telephone survey questionnaire can be found in Appendix 19.

Findings from Survey

The economic impact survey starts by asking small businesses owners their business status, followed by inquiring into small businesses' employment situation in years 2008 and 2009. Then the survey asks small businesses about the debt and equity capital raised in 2009. Revenues in 2008 and 2009 are measured in the end.

The first question in the survey asks respondents if they contacted the KSBDC for assistance with an existing business or for starting a new business. Figure 5 (next page) shows that out of those 996 respondents answering the question, 573 respondents (57.5% of 996) contacted the KSBDC to start a new business, and 42.5% were already in business and contacted the KSBDC for assistance with the existing business. The survey continues by asking each respondent if he or she started a new business in 2009. Figure 6 shows that a third (33.3%) of the respondents started businesses in 2009. Among those 573 respondents who contacted the KSBDC to start a new business, 51.3% did start a new business in 2009 (Figure 7). Respondents were also asked if they currently in business. About 77% of the respondents are currently in business (Figure 8).

Figure 5 (Q1): Reason for Contacting the KSBDC (n=996)

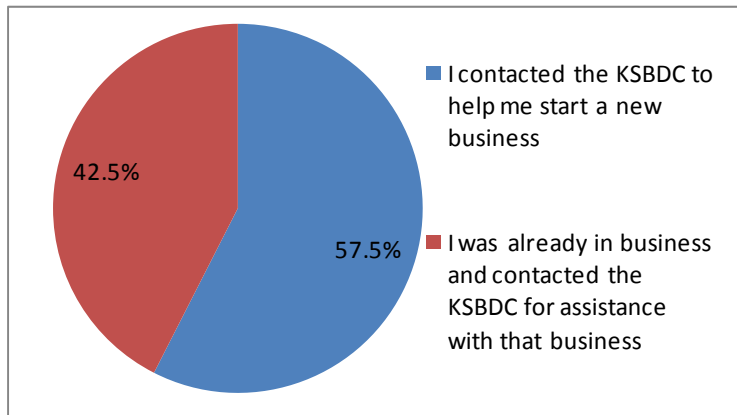


Figure 6 (Q2): New Business Starts in 2009 (n=995)

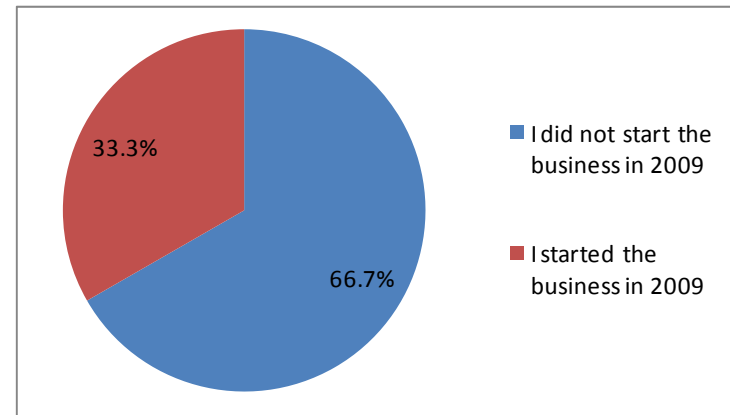


Figure 7 (Q1, Q2): New Business Starts Among Those Who Consulted KSBDC for Business Start (n=573)

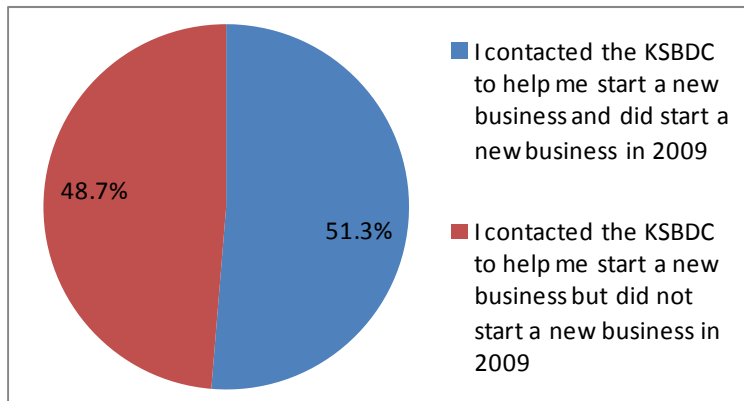
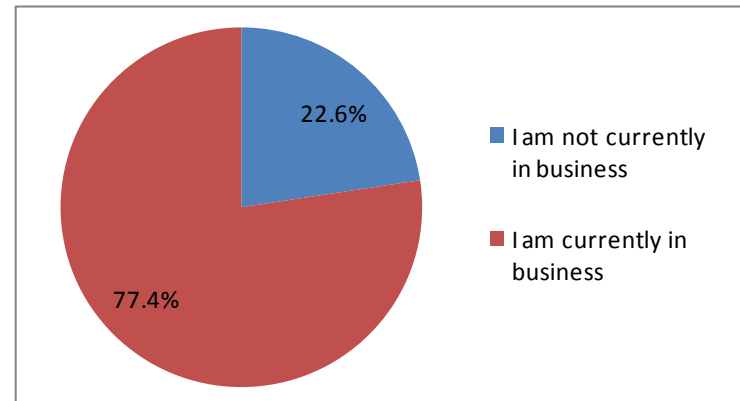


Figure 8 (Q3): Current Business Status (n=988)



After inquiring about respondents' business status, the survey asks about the employment situation of the small businesses. Figure 9 shows that most of the businesses are of small scale. More than 80% of those respondents who answered the questions indicate that their businesses had fewer than six full-time employees and fewer than six part-time employees in both 2008 and 2009. Based on respondents' answers on their employees, it is found that 55.6% experienced an increase in the number of jobs (full-time jobs and part-time jobs combined) from 2008 to 2009, and that 44.4% lost employees or had no job increase (Figure 10, next page). Almost nine percent (8.7%) of the respondents lost full-time employees from 2008 to 2009, and that 7.1% lost part-time employees (Figure 11, next page).

Figure 9 (Q4): Employment in 2008 and 2009

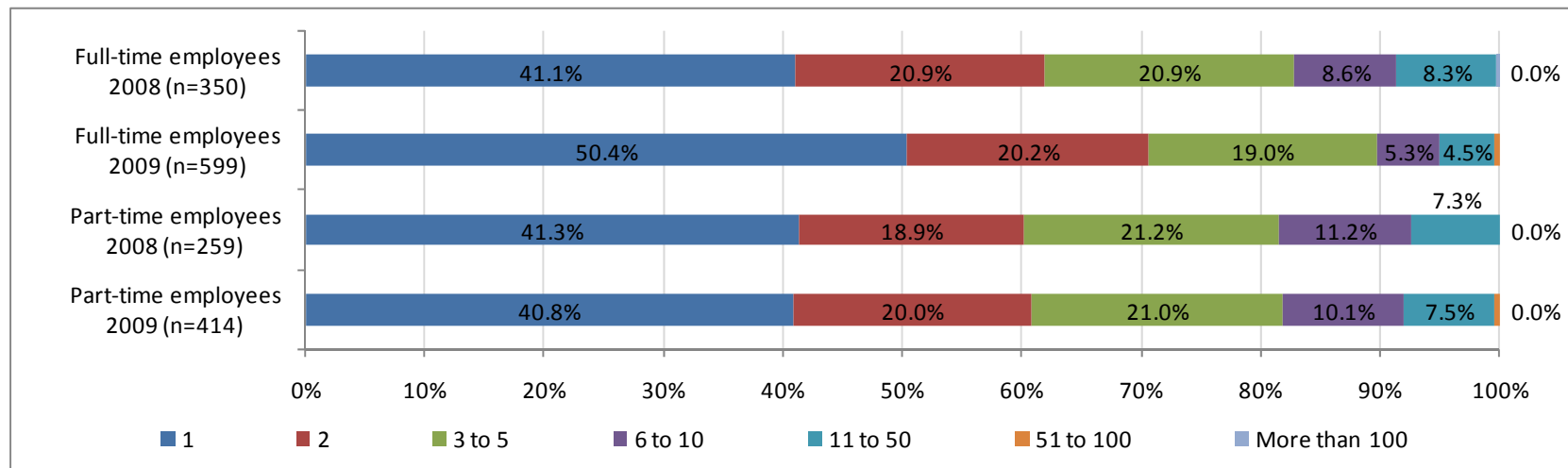


Figure 10 (Q4): Job Retention 2008-2009 (n=784)

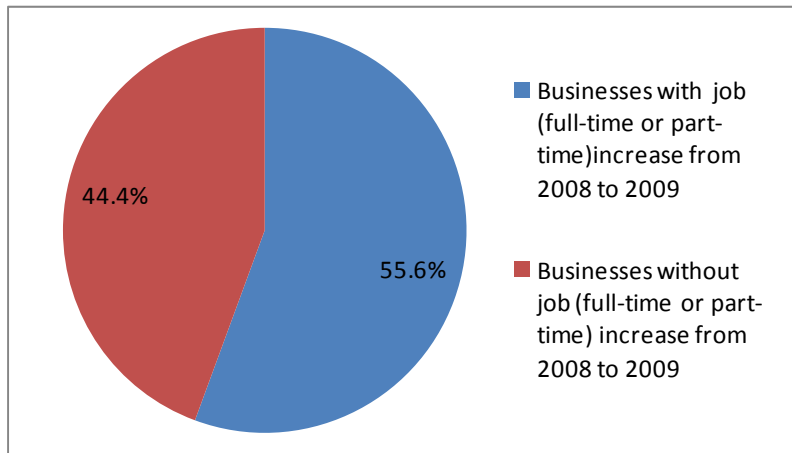
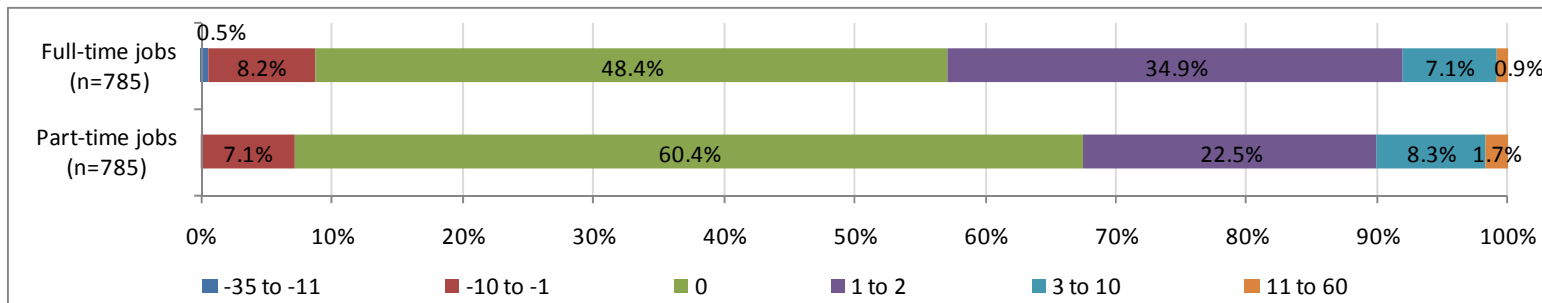
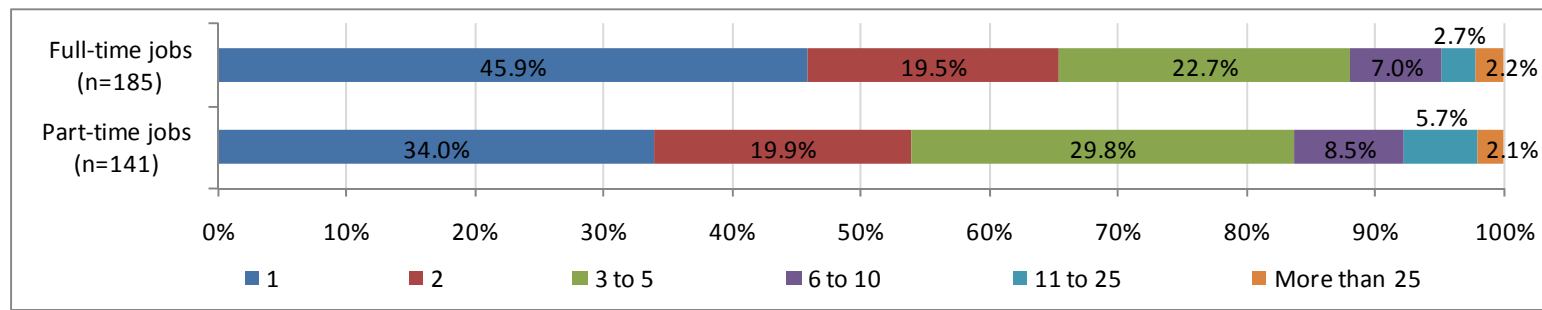


Figure 11 (Q4): Jobs Created 2008-2009



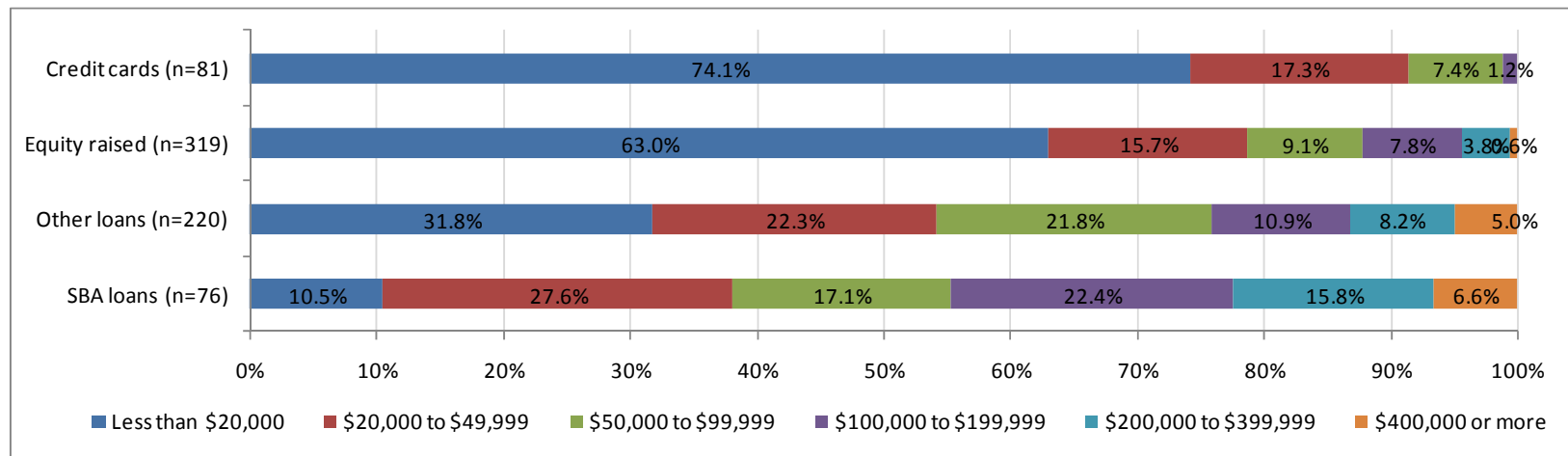
Respondents are asked to estimate how many jobs were saved in 2008. Almost half (45.9%) of the respondents indicate that they saved one full-time job in 2009 (Figure 12). Less than forty percent (34.0%) of the respondents indicate that they saved one part-time job. About two percent (2.2%) indicate that they saved more than 25 full-time jobs. Business owners who saved more than 25 part-time jobs make up 2.1% of the respondents.

Figure 12 (Q5): Jobs Saved in 2009



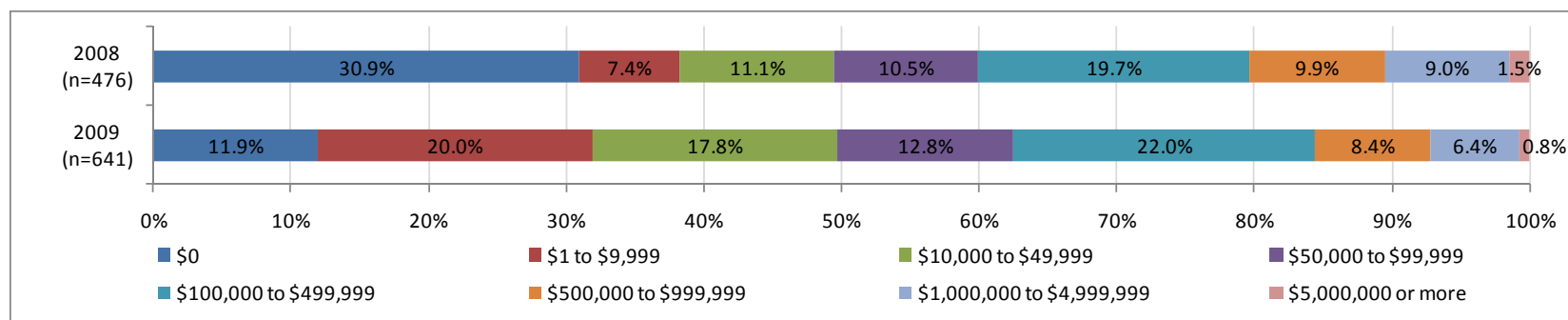
The survey asks respondents to estimate the amount of debt and equity capital raised by their businesses in 2009. Figure 13 (next page) shows the results. Credit cards are used more often to raise small amounts of capitals than other types of loans. Almost three-quarters (74.1%) of the respondents who borrowed through credit cards in 2009 indicate that the money they raised through credit cards was less than \$20,000. About ten percent (10.5%) of those respondents who obtained SBA loans in 2009 indicate that loans were less than \$20,000, and 44.8% indicate that the SBA loans they obtained were \$100,000 or more.

Figure 13 (Q6): Debt and Equity Capital Raised in 2009



When asked about total/gross sales/revenues, 30.9% of the respondents who answered the question report \$0 for year 2008, and 11.9% report \$0 for year 2009. About fifty percent of those respondents report \$50,000 or more for both years (Figure 14).

Figure 14 (Q7): Total Sales/Revenues*



* One respondent indicate that the total revenue of his/her business was negative in 2008. Three respondents indicate their revenues in 2009 were negative. These cases are grouped in the \$0 category.

Appendix 17 presents some sample statistics about the business status, employment, and financial status of those businesses that provided valid answers on those items. In the sample, 294 respondents indicate that they contacted the KSBDC for starting a new business and did start a new business in 2009. Four hundred and seventy-four (474) full-time jobs were created in 785 businesses, and 640 part-time jobs were created in 785 businesses in 2009 (more than half of businesses lost employees in 2009 or had the same number of employees in 2009 as in 2008; also see Figure 11). More than three hundred (337) businesses in the sample experienced full-time job increases from 2008 to 2009. Those businesses created 753 new full-time jobs in total. Two hundred and fifty-five (255) businesses in the sample experienced part-time job increases from 2008 to 2009. Those businesses created 780 new part-time jobs in total. The survey asked respondents to estimate the number of jobs saved in 2009. As Appendix 17 shows, 662 full-time jobs were saved in 185 businesses in 2009, and 558 part-time jobs were saved in 141 businesses. More than four hundred (424) businesses achieved growth in total sales from 2008 to 2009, and the total sales increase of those 424 businesses was \$38,180,681. In the sample, 76 businesses obtained SBA loans in 2009. The total amount was \$12,469,852. More than three hundred (319) businesses obtained \$11,358,948 in equity loans; 220 businesses obtained \$20,086,556 from other loans; 81 businesses borrowed \$1,245,813 by credit card. In total, 495 businesses obtained at least one type of loan in 2009.

Appendix 1: Comments on GCCC Regional Center

Pat and staff helped me get the proper tools before started my business and helped on with resources to prepare myself for what we going to hit (sometimes I think she did too good at a job).
If it had not been for this service we would have probably given up the business as we hit some very bad times. Your service always provided the help and support we needed. Thanks again.
I cannot remember what KSBDC has done for me, sorry.
I am pleased that a special office was opened to assist Greensburg in its recovery.
I always feel the staff is there to help with any questions I may have.
Christina Aslin was very informative and provided lots of insight and information about the field I was hoping to open a business in. I am currently opening and expanding my business after my first year, and I know I couldn't have done that without the help and guidance I received from the SBDC. I am currently working with the SBDC again for this new goal. Thank you SBDC!-Joey Kelch owner/project fitness LLC.
Cheryl Schmale, was very nice and helpful all the way though the appointment. She answered all the questions we had and in a good timely matter!
After our building project was completed it took approximately one year to complete the paperwork. There were a number of excuses as to why this process kept dragging on, none of them on our part. We were forced to make interest only payments for several months just because we were "waiting on paperwork." As a small business trying to expand it was very difficult to pour thousands of dollars into a black hole and gain nothing from it. This is a great program and is excellent for small business growth, but in the future things need to really move a lot more quickly.

Appendix 2: Comments on ESU Regional Center

Very helpful if helping getting a projection cash flow for the banks, just too bad banks have quit helping small businesses, hope thing will turn around soon.
Up to this point I have only had one meeting. But feel very good about how its proceeding.
The Emporia branch of the KSBDC was very good at looking at my business plan and even though it was not a normal plan, they were able to find research that really helped me. I did not have the same results when dealing with the Topeka branch about the same plan a couple years ago. As a result the Emporia branch has helped move my project forward.
The assistance I received from KSBDC was invaluable. I have, and do, recommend this organization to any person pursuing self-employment.
KSBDC saved my business! I can't say enough about how grateful I am for their services!
I worked with the Emporia Kansas SBDC and have prior. The personnel in the office always responded to my needs in a timely manner, and were very knowledgeable and willing to provide their input without infringing upon my thoughts. They left the decision to purchase entirely up to me but provided the data to me to make the decision. They are great to work with and no stone goes unturned when dealing with the individuals in the Emporia office. I hope funding continues to provide for these services as without these services, I highly doubt whether I would have made the decision to purchase the business. Thanks, Randy.
I really feel lucky that I have this service to use to inform, especially because I really had no clue what I was doing in the first place. However, my counselor seemed very negative towards my idea, which I think is great of course, and I do realize that it is her job, but at the same time, I don't feel that having a children's clothing store in this small, family oriented town is a bad idea. As a matter of fact, a small store opened not too long after I spoke with her! Not to mention, their prices are out of this world! So, I am left wondering, why would a child's clothing store with, reasonable prices, not work? This town has a lot of families, infants and children. I know a lot of people who shop for their kids online or in Topeka! I know having a small shop here would work...
I could not have started my business without the KSBDC. There services were invaluable from that perspective but as an ongoing resource, I really haven't gotten any additional support. There are many aspects of running a business that owners cannot anticipate and may not be immediate experts at all on those things. The KSBDC could really help with that. Starting a business isn't as hard as sustaining it and a wish that there were resources for the KSBDC to help after a business is open (like a maintenance program of some kind).
I continue to consider the KSBDC as an important resource partner in my business. In addition to start up counseling, I have utilized their services with every major change we've made to our business in the last five years. Every person I meet that is considering a small business I send to the KSBDC.

Appendix 3: Comments on ESU Outreach Center at Neosha Community College

Top-notch, honest, professional, service. Always polite and courteous.
Tom Byler has been extremely helpful and informative. He has had the answers we needed and, when he did not, he got the answers for us in a very timely manner. He has been friendly & courteous. We enjoy working with him.
This is a great service for anyone who is currently in business or planning to go into business.
They did an excellent job of taking the info I give them and putting it into a form that the lender could understand and use.
My counselor and the courses they have offered were very helpful with advancing my existing small business. I would recommend them to all wanting to start or have started and want to expand or grow.
I went into this venture feeling pretty insecure about my abilities and the prospects of being able to make my proposed business work. I now have much more confidence and the determination to succeed. Tom Byler has been very supportive.
I think the experience with a business focus KSBDC as prosperous in a short time is very good and makes you want to start immediately. At present I'm in Chile, but I'm back in March in KS. Grateful-Ricardo Salinas Heim.

Appendix 4: Comments on FHSU Regional Center

Too general, needed more specifics + details.
They took their time with me and treated me as if they were treating themselves. And very professional.
The KSBDC has been a great help in developing my business plan. They have helped me with any questions I have had throughout the process.
She really helped me a lot. However, I would have liked to have more hands-on training. The laptops were not working right and kept trying to restart, so it made it difficult to concentrate. I hope you have another class because I spent \$59.00 and had to watch on the projector and not sure how to get into most subjects.
Ron Newman was great. He is very personable and really cares about the success of his clients.
I can't seem to express into words my sincere thanks for all of the information & guidance that has been provided to be thus far. I greatly appreciate all of the expertise that has been offered. It is a wonderful service they provide!

Appendix 5: Comments on JCCC Regional Center

Without the KSBDC, I have no doubt whatsoever that I would either not have started my business or I would have started - and definitely had a lot more go wrong or would have learned by mistake. The KSBDC gave me incredibly important information and access to resources I would not have had or had to pay for (and being unemployed, I would probably have gone without or sacrificed some family need to finance). My counselor took a lot of time with me and gave great advice. I was able to meet with a lawyer when I needed to do so. I have told everybody and anybody that the KSBDC is excellent!
We worked with Elisa Waldman and truly appreciate the time she spent with us. It made starting our new business a little bit easier.
We love what the KSBDC has had to offer our aspiring new business.
We had already purchased an existing business once we started meeting with Elisa Waldman. But her assistance, guidance, expert advice and recommendations has definitely helped us to grow our business and become more successful and profitable.
This is a wonderful free service!
The only reason for the one "Agree" instead of a "strongly agree" is because of the waiting time to see a counselor. Elisa is extremely knowledgeable, helpful, and I enjoy working with her.
Our counselor seemed too busy. He promptly responded to our initial request for help but follow through on other matters took 2 weeks before we got a response. Our Business Plan took too long for review considering it was a very short reading. When presented with the final draft for review, we did not hear back from him. He claims to be doing so much travelling, hence the delays. In any case, it felt as though the only purpose for KSBDC counseling is to develop the business plan, we had hoped for more guidance.
Our advisor, Elisa Waldman, was extremely helpful with advice and direction in our business venture. She has been an incredible asset.
Nothing to suggest; all good!
Nice to get the numbers approach spreadsheet. Have made several changes and carried this ahead to individual products. This will be a basic reminder – a must have. I am not sure if the “go into or stay in business” decision was decided based on assistance, as Q3-2 should have another N/A choice. Feel more confident that retail approach will need more consideration or angles as a result of meeting, so that helped. I'm not a numbers person, so I truly appreciated John's strength in that area.
My counselor was clear and precise about everything I needed to get things going for my personal business. She always took the time to answer my questions and put me in touch with the proper people.
More of a step plan of how to grow business.

Appendix 5 (cont.): Comments on JCCC Regional Center

Malinda Bryan-Smith is a phenomenal business advisor, able to adapt the information she shares to make business education meaningful and accessible to anyone, including a music therapist who aspired to start a small business writing books and teaching parents and adults how to support early language (that would be me). She is speedy fast in her replies to my emails or calls, readily available to meet or talk to me, and always spot on in her assessment of what needs to happen next for me in my journey as a business woman. She truly empowered me to morph from school teacher to business person, something I never imagined would occur for me in my lifetime. Standing ovation for Ms. Bryan-Smith! Give her a huge raise please.
John Addressi was wonderful to work with.
John Addressi is very knowledgeable and extremely helpful. He is a great counselor!
I've met with SBDC in Johnson County and in Douglas County. Johnson County was far more informative than Douglas County, where I live. After speaking to another small business owner, I found that they told them the exact same thing that they told me. This was of no benefit and nothing more than I already knew.
I was able to schedule an appt within a week after I called, which was great. John provided me with several resources that I needed to get started (business cards, website creation, marketing ideas), and I left feeling more confident with myself and my idea. He's also been very prompt with answering follow-up questions. This is a great resource.
I very much felt like my counselor went above and beyond and spent a lot of time with me. I'm very grateful.
I suggest that counselors' area of expertise be provided prior to a client's assignment. This would enable both parties to have a "head start" of knowledge and experience as the counseling process begins.
I recommend the KSBDC to everyone who is looking to go into business. I could not have done it without Alyssa. The class I took was great and the personalized advice was spectacular and invaluable. Thank you!
I really enjoyed my meeting with Elisa. She was extremely helpful. I came in very confused about my next steps and she made me feel more at ease in giving me advice and steering me in the right direction.
I really appreciate all their help and my wonderful state for providing this service!
I met with Bob who gave me great advise and got me in touch with the resources needed - Thank you.
I launched my business successfully with their help and avoided a lot of mistakes.
I have promoted the KSBDC to many others. The service was wonderful and right on target for my needs. All the contacts that were provided were not only professional but extremely generous with their time, knowledge and formed partnerships with me immediately. This is an invaluable service to the residents of Kansas, and many people are not aware of the KSBDC.
I have learned what questions to ask my staff, accountant, and others.

Appendix 5 (cont.): Comments on JCCC Regional Center

I have found this service extremely valuable. We would not have been able to start our business and had the success we had without their ideas and guidance.
I had issues in the past contacting the KSBDC office, but this time around, the response was extremely prompt, and very beneficial. John Addressi in particular has been an invaluable resource to my business. I can't thank him enough, and look forward to seeking his counsel again here in the near future!
I had a great 1-on-1 experience with the advisor. I felt the class I took prior to my meeting was a little long and was too broad of an overview. (I do understand, however, that this was an introductory course that was not focused on one specific area of business start-up.)
I can't say enough great things about Elisa Waldman. Her knowledge and expertise were priceless. She was a tremendous asset to me, as I sought funding for a new business. Give that woman a raise. She's wonderful!
I appreciate the referrals to others regarding patents, etc.
Hands down 100% - he was a great help!
Everything was beyond what I expected to get from a meeting with a retired business owner.
Bob Kolich is a very knowledgeable and skilled counselor. He is a tremendous asset for the college.
It would be good if they were given laptops, so when at conferences, especially back-to-back, can still advise clients. Also, you may want to develop modules, plans, and checklists so client can gage where they are at and what is before them. Do not want to add too much paperwork to their job though, for having availability to advise one-on-one is most important.
Any work I did with my counselor was always a very positive experience!

Appendix 6: Comments on PSU Regional Center

They worked well on SRS & Vocation Rehabilitation services.
The overall experience was excellent. Cindy Triplett was both knowledgeable and professional. The only time there was a delay in being able to meet or receive a prompt response/review was when board reviews were taking place, and I completely understand that. I would and have recommended that anyone opening a small business or thinking about opening a small business contact the SBDC.
The KSBDC was excellent. I have been so busy; I haven't been able to pursue things as I should.
Our advisor, Tom Byler, is excellent! He is personable and knowledgeable about services to help us. He went the extra mile with us many times, attending bank meetings and was quick to reply to my questions and e-mails. He made us feel like we were not just a number or a client in a file for him to process. Tom made us feel like real people that he was trying to help stay in business, with the economy. My husband & I think he is a blessing to us. We would recommend his services to others. Please give this guy a raise! Thanks.
I Need more help. They took a long time to get to my case, and I still haven't got my business plan back yet. Cindy, a super nice lady, did help out.
My advisor brought in others to assist me, and I received excellent advice and assistance from each of them.
I was devastated and was always assured that everything would work out fine, so I appreciate the confidence building and support to achieve my goal.
I believe, the KSBDC, is a waste of tax payer dollars. The only thing I received from KSBDC was creative ways to make flyers. I learned that in the 6th grade.
Cindy is an excellent representative for your organization.

Appendix 7: Comments on PSU Outreach Center at Neosha Community College

We received many valuable suggestions and made important contacts through the communications with our KSBDC representative. He was always kind, courteous, and eager to help us succeed. Thanks, Tom!
We appreciated the assistance that we received from KSBDC. We were very disappointed in the local banks cooperation even with a small business loan guarantee of 90%.
Very helpful in developing my business plan and providing the data needed to secure a loan.
The people I worked with at the KSBDC could not secure any financing for my business. This led me to believe they would be able to get my financing from the Prosperity Foundation if no bank agreed to financing. I paid \$500 for their help in preparing documents. It took many weeks before they were provided to the bank I was working with. The bank assumed that the KSBDC was working with me to create a business plan, but I typed up a business plan all by myself. My situation dragged on for several months. After the bank finally received the documents they were reluctant to loan money. This went on for several weeks, and then the people I was buying out talked to the bank about the possibly helping with collateral. The bank finally said they wouldn't loan money at this time. So, I was told by the KSBDC that they could possibly get financing for me through the Prosperity Foundation. I actually was led to believe on more than one occasion that I would get the loan, they just needed updated information. Then I would have to work on my books and get the information to them so that they could put it into their documents. This happened about three times. I was led to believe that the Prosperity Foundation had my information and was considering the loan for months. In the middle of all this, the KSBDC person that does the analysis and prepares the documents to be presented to financial organizations left the country for at least a month. Then the Prosperity Foundation didn't meet since she wasn't around. Finally, after many months of being led to believe that the Prosperity Foundation was going to come through, I find out that they looked at my situation for the first time and didn't think we can make it. So, they would not give me a loan. Well, I am still going, no thanks to the KSBDC, by begging and borrowing from family and friends. It is not enough to have working capital in the bank. I wasted a lot of time and effort.
The man that I met with was very personable and helped me make sure that I had thought of basically everything in order to see "the big picture" better.

Appendix 8: Comments on KU Regional Center

Will was very helpful with everything overall. Would return to him with questions anytime.
Will Katz is a pleasure to work with, his ideas he brings to our consulting meetings and his knowledgeable expertise has been very helpful to our organization. We look forward to working with him as we meet new challenges.
Will Katz has added tremendous value to my pursuits.
They were terrific.
The KSBDC has been an excellent resource for our business. Will has been an invaluable help during this tough economy. We will continue to use the KSBDC and their expertise.
So far, they're done a great job.
KSBDC taught me how to take a business plan to a lender. That was all I needed to get started, now my wife and I have a successful business. Could not have done it without you. Thank You.
It seems that the level of service has diminished in the past few years.
It's been about a year since I was there, and I don't remember too many specifics. I was starting a new service business and the counselor helped me think about it in ways that I hadn't considered already.
If our business was more successful I would love to give a testimonial! However, I don't feel our success at this time would do your services justice!
I would like to see a mentorship program with an experienced, successful business owner who can guide me in making strategic decisions.
I worked with Will Katz in Lawrence and found him to be a delight to work with. He had the expertise to advise him and did so in a way that made it easy for me to understand what he was saying. I felt Will was interested in me and truly enjoyed what he was doing. With his knowledge we developed a successful business plan that enabled us to move forward with a bank loan without delay. Without hesitation I would recommend Will to others.
I wish there were more information about non-profit business.
I think Will Katz has the right combination of characteristics to make the KSBDC accessible, understandable, and highly useful.
I learned a great deal about the work and risks it would take to start a new business, and successfully started a thriving business all within a matter of a few months with the thorough information and assistance of the counselor of KSSBC.

Appendix 8 (cont.): Comments on KU Regional Center

I have used KSBDC a number of times and am often frustrated with the lack of specific knowledge of the counselors. It would be helpful if the counselors had more small business experience and weren't just former corporate middle managers who did small business on the side.
I have enjoyed the experience of working with the staff of KSBDC. They have given me exceptional advise, and I strongly encourage all individuals interested in beginning a small business to utilize the information and resources available in order to start or continue their business in an effective and efficient manner.
Hi, I found them to be very helpful.
Great service and quality counselors!
Friendly, responsive, and present themselves honestly about their capabilities.

Appendix 9: Comments on Comments on WU Regional Center

We are still working together. I had to put it on hold because of my seasonal business.
Very helpful, good suggestions and prompt.
Thoroughly enjoy and appreciate Mary Ann's expertise & helpful demeanor. Enjoyed and benefitted from classroom instruction. Final instructor was not "connected" with students - little benefit.
This is a wonderful service: from the classes I took at the Library; to the personal service we received at the office, we could not be happier.
They were approachable, helpful, friendly and knowledgeable.
The project is still underway. Send another survey in 4 - 6 months for more accurate assessment of results.
The lady who helped me was attentive and responded with kind hearted enthusiasm. She seemed very knowledgeable with business. Thank you.
The KSBDC is a group of hard-working individuals that provide answers and suggestions as to how to make a small business "sing" (be relevant and productive) in a tough tax-burdened economy. I admire the wisdom and insight they show in handling questions, concerns, and provide day to day caring about small business people in the community. They are a unique breed of folks that can take straw and fashion it into gold, something I try to do every day with my clients.
The classes that I took were very helpful in my business and all should take this class. When I talk to other business people and customers, I mention taking this class and it makes a big difference in how they respond very favorably. Thank you for all that you do, it does make a huge impact.
The advice and information I received exceeded my expectations. Due to the information received I decided to stay on my current business path instead of the major expansion I was looking into. This choice then led to an unexpected door to open creating better opportunity for the future. In a twist of events, I will be opening an additional business rather than expanding on my current operation.
Thanks for frequent seminars.
Rick was extremely knowledgeable and offered us many different things to consider before making a decision to expand our business. The SBDC is a great asset for Topeka, and I will tell everyone what a positive experience I had.
Rick and Scott are doing a great job at the center. The material is well organized and they are both very knowledgeable. I will not hesitate to recommend the center to anybody who needs some guidance.
Overall he was very helpful, but I already knew many of the ideas. He was going to get someone to talk to me about the Topeka Chamber of Comm. He never showed up yet or called.
They need networking opportunities with existing professionals that could assist with the counseling of my business, and give an opportunity to meet attorneys and CPAs.

Appendix 9 (cont.): Comments on Comments on WU Regional Center

My counselor was very helpful with suggested steps that I should follow in my endeavor for a new product patent.
More specific information would be nice. Also, maybe a lot more help building and pushing a true business plan. I didn't receive much info or help on that area at all. He was really helpful overall.
Mary Ann Reiderer was particularly helpful.
Les Streit is great in his work and help in every way. I cannot imagine anything that I could recommend for his improvement. He was, and continues to be, a great help to me. He is truly a breath of fresh air.
KSBDC is an excellent resource for entrepreneurs or would be entrepreneurs. With the pending economic turmoil, I would have chosen a different year to start a business. The Washburn students presented a very polished, professional marketing assessment and report with many, many valuable suggestions that I am implementing. I hope the experience was beneficial to them and for their future careers.
I was very pleased and impressed with the courtesy I was shown. My counselors went above and beyond my expectations, and were very knowledgeable. Thanks to them my business is up and running.
I received wonderful suggestions that I might never have thought of. Excellent insight and feedback.
I received nothing more than general common knowledge information which I already knew.
I just want to say that Les Strait was great to work with. He couldn't have been nicer and helped me with all my questions!
I have been in business for 10 years in the Topeka community, and Scott Tadiken and the SBDC have helped me so much lately in figuring out our next step. Scott has been a huge blessing to me and my business and I have recommended the SBDC to several friends!
I don't speak a lot of English, but I really like going to your office, and thank you for the info. I don't know how to speak for groups. I'd rather not be a testimonial, but I hope you understand. I do tell others about the services you provide. Thank you.
I don't remember being in contact with a KSBDC counselor.
I depend on the good questions and thoughtful advice of KSBDC as a backup to our own thinking about our business plan and actions we propose to take. Would not want to be without this great resource!
I credit the KSBDC for my business being successful for the last 11 years, and now I find that the KSBDC is essential to KEEPING my established business successful! Thank you so much for all you do. ~Lori Keegan, Pres./CEO Transition By Design, Inc.
I came into KSBDC with an established business that I had just acquired. They helped me to understand the changes need to make it work for me.

Appendix 9 (cont.): Comments on WU Regional Center

I attended several of their workshops before setting up a meeting with a counselor. I was surprised to learn the valuable resources available through KBDC and their network of additional resources. The individuals I met with were easy to talk to, ask questions of, make comments that indicated to me they were listening, knew their business and were encouraging for the right reasons. They didn't just agree with me to make me feel good. I currently am working on my business plan as they recommended.
I always tell people that KSBDC is the best small business benefit I know of. I often recommend them to other small business owners and those that wish to start a business.
I have been so happy with this connection available in Topeka. I would not be in business without this resource.
Good work done by good people! Very encouraging.
Even though we were seeking assistance with a possible sale of our business, instead of startup advice, Rick went out of his way to advise us on things to ask the parties involved. We decided not to sell and had a very good fiscal year for 2009 as a result.
Due to Rick.
Although they were very nice, I need some assistance that I don't believe they could offer (EX: financing for new equipment and specific instruction on how to continue).

Appendix 10: Comments on WU Outreach Center at Manhattan Area Chamber of Commerce

Timely and proficient best describe my experience and I appreciate it. This is my testimonial.
Keep up the good work. It is wonderful to have someone or somewhere to go for the right advice.
John Addressi was a good resource to me in considering the efficacy of social marketing and online efforts.
I have two issues after being in business for six months I wish I would have been counseled more on. The first being the lease: I wish John would have encouraged me to ask for a one-year lease. Especially since this spot had stayed vacant for 5 years. Secondly, the SBA loan I qualified for was \$20k. The bank "encouraged" me to only take 15k and get a 30k LOC. I wish I would have taken the full amount of the SBA loan and I would not have had to touch the LOC yet.
I have never meet with KSBDC and found it just a process to keep your funding. I have done all the registration on my own. I would have liked to have more assistance with the business plan. I was told that the start-up money wasn't available and that I was looking at 20-30 thousand to get started. I have been asking other EDC directors for assistance on this matter. Yes, I know it's a process but I guess I just expected too much.
Effective service.

Appendix 11: Comments on WU Outreach Center at Glacial Hills

We have been in business for 30 years and have never had the kind of help they have offered us for anywhere else. Even though they have not found a solution for our situation, I much appreciate their help.

We are an existing business. They were an excellent resource of information.

The experience has helped me be more clear and concise in the direction to achieve my goals. They also helped me understand how the presentation of my plan needs more attention before I share it any further. Thank you for that, and for future help.

Appendix 12: Comments on WSU Regional Center

You are doing a very good job. That helps a lot when people do not know what to do, in what direction to go. And it is free. Without your free support I would have probably not started a business.
When I need help he was not available and it took him several days to answer an email. He was transferred to another location and did not let me know or introduce me to someone else who could help.
We never received the attention we deserved during our meetings. Punctuality was a problem and interruptions due to mobile calls were common. This made us feel that the counselor did not take us serious.
We didn't finish, but it's my fault.
Very cooperative.
Things were promised but not delivered on. I was delayed by 5 weeks on moving forward with my invention while awaiting market research study. When the study came back, to my shock it was a list of websites that I could have obtained in minutes by doing a Google search. I am very disappointed in my experience. Not much value just idle promises.
They were great!
They did not help me at all.
The SBDC just disappeared. They left one day and we never heard from them even after trying to contact them.
The person I visited with did not understand my very new and small business. I am currently working out of my home. His Ideas would have been OK for someone running a retail business or from an industrial building. And the business probably would have been large enough to have employees.
The past year was very trying for everyone. I had to stick to a very strict budget and could not get enough help finding a manufacturer, and my potential investors did not want to take chance losing money. But Ken's and others' advice, comments, information all helped me keep pushing with no money or investors. I'm confident the Lord will bless my product to get on the market in 2010.
The market analysis was never provided. The follow up was only generated when I pushed the project. My deal fell apart due to lack of information. This is very sad, since I felt the person was very knowledgeable and seemed to know what he was talking about.
The KSBDC counselors I have been in contact with are clearly "green" in their involvement with the program. Though suggestions and/or recommendations were made for my business, the information was very generic and, quite honestly, obvious points to the average business owner. It would be nice to have suggestions above and beyond the typical resources available to business owners.
The experience with my counselor helped me realize that I had been doing the right things but that I could improve and change the way I did some other things. This helped me feel confident to continue to move forward with our business and have a positive view of the future. I feel very lucky to have had the counselor.

Appendix 12 (cont.): Comments on WSU Regional Center

The counselor did not know anything about oilfield operations, oilfield breakdowns and costs to keep up trucks in this industry, nor did he have any geographical knowledge of where we were even located in Kansas. This was a very bad decision on our part. We try and get knowledgeable information on additional funding needed in this time in our business with no one who has experience or knowledge in this oilfield industry. We take our business seriously as the economy has made this almost impossible to continue due to truck/mechanical breakdowns with road conditions (dirt, muddy, rough, potholed) out in this part of the Harper, Kingman, and Barber counties. So, truthfully no help was given.
The consultation and demographics provided were excellent, and helped us develop our marketing and long range growth plans.
The advisors have been very helpful with my business building efforts and I feel that my counselor has my best efforts at heart.
Thank you.
Slow to respond. Little actual business advice received.
Never heard back after initial meeting. Was only told how busy they were.
N/A
My particular counselor is David Mace. He is wise, intuitive, and attentive to my questions. Knowledgeable, helpful, and personable. His personality is a good match with mine, and his expertise complements what I know and need to know in the future.
My inquiry was limited to SBA active lender status due to the economy. They gave specific suggestions in response to my request. In addition, they encouraged my active pursuit.
My experience with KSBDC counselor has been wonderful. He has been very patient and helpful with developing my business. He provides excellent assistance. I could not ask for a better counselor/adviser. I have been working with this counselor about 3 year now. I'm very pleased and satisfied with his help and patience.
My experience was limited to 2 counseling sessions. The woman I spoke with was initially supportive in listening, but in the second session she told me she didn't think my general idea of a business plan had a market and that I would need to change it. I decided not to pursue it further at the time, which was around 1 year ago. The training I received in the classes was excellent.
My counselors exceeded my expectations in all ways.
My counselor was excellent. My plan was more of an idea and hard to move to a business. I was hurt by the economy so I quit trying. The administration was delaying my progress but my plan was difficult. I learned about a SBA Grant that only SBDC could apply for, and I made requests but got no response back. That seemed a disappointment since it could have helped small businesses in energy.

Appendix 12 (cont.): Comments on WSU Regional Center

KSBDC was instrumental in my ability to start my business. However, the counselor assigned to me, although I think he was very knowledgeable and had the skills, didn't have time for me. Therefore, I was left to find most of the information myself and eventually I did. It was frustrating and at times overwhelming. Fortunately, I could afford the time, but many would have become too discouraged. I should have asked to be assigned a different counselor. The program, overall, is great!!
Ken was very knowledgeable professional all while making one stay motivated and that help was available.
Ken Elliott was wonderful to work with. He was very prompt and provides excellent advice. I give Ken most credit for getting my loan from SCKedd.
Ken Elliott was a huge help in the start-up of our business. We couldn't have done it without him!
Ken Elliott is great!
I've only had one appointment with a counselor and made no attempt to reschedule a follow-up appointment. We attempted to email but it ended up being cancelled and never rescheduled. Although this occurred, I do highly recommend the KSBDC to my clients who are in start up phase or planning phase.
It is helpful that when you need certain research done, they are able to do it for you for free!
In addition to this survey, we have found this service to be a good think tank, in helping us with continuing decisions. Although we did not accept every idea, many ideas were offered for our consideration which we feel is very beneficial to our making good decisions. Thanks! Wayne Eck
I would not have gotten the small business loan.
I worked with 2 counselors. I did not enjoy working with the first counselor. I was going in with an initial business idea and needed guidance as I've never ran my own business before. The main ideas that were pushed by that counselor were to set up social networking sites. I didn't feel I was anywhere near ready to begin that process. I didn't even have a business name yet. When I later contacted KSBDC I was put in touch with Allen Badgly who I really enjoy working with and who had realistic guidance for me and the stage of the process I was in.
I wasn't able to re-contact my counselor, due to the fact that my school started shortly after contacting them. I will be contacting them after school is out for the summer. I have done almost all the things my counselor has suggested and made the decision to stay in business made by both my husband and me, but on a very small scale. When the economy strengthens, I will be interested in expanding my business, but I am not willing to lose anything that I have acquired at this time, due to lack of funds for clients or the business.

Appendix 12 (cont.): Comments on WSU Regional Center

<p>I was so motivated to go forth with my new barber shop. The information and guidance I received from David Mace who was the counselor for my case study was so helpful. He wrote a business plan for my first year in business. And that has been my road map to success. When I got to see a professional opinion of what could be a reality I was so confident and I actually walked out of the visit knowing that I was so blessed to see that I can actually accomplish this venture. I'm so thankful to your services and especially David for being so kind and I can tell he really wanted to see me succeed. I am happy to say that I am coming up on my first year anniversary. God Bless all you do. Thank you.</p>
<p>I was only able to see the counselor that was assigned to me once a month. It only took me a week to accomplish the tasks required of me and then I sat around for the next 3 weeks waiting for my next appointment. I had a deadline for beginning my business and I failed to meet that deadline due to lack of assistance. I was not able to open my business due to lack of financial assistance for small businesses.</p>
<p>I think that I want things to be more than perfect to take the first step. Wheels or fire to get me going.</p>
<p>I think KSBDC is great and recommend it often. Even though I had a counselor who didn't return calls, wasn't prepared when I had appointments and didn't have the information he told me he would get, I don't fault KSBDC for having one BAD counselor. I think it is a great resource and continue to use other areas as I continue to grow my small business.</p>
<p>I think Ken Elloitt could fix all the states problems if he run for governor! Seriously though, he is the most knowledgeable person I know and his connections are impressive!</p>
<p>I have called and met with 2 counselors over 3 years and provided the requested documents but never got a return phone call or any follow up to move forward. You need to replace some of your staff with more experienced staff. Some had an attitude of just needing a job. The worst business mentoring I have seen. Associated with WSU is even worse. Dennis Huggins</p>
<p>I have been in business 5+ years and in the last 3 years I have suggested to others in my field and others thinking about going into business to check out the KSBDC. My experience with them has been very informative.</p>
<p>I don't know if all the counselors are as helpful and knowledgeable as mine, Mr. Choriego, but I had been to every organization in Kansas, whose mission is to help small businesses get started. Truthfully, they did nothing for me and did not even stay in touch regularly. Mr. Choriego has gone above and beyond to assist me. He is a hard worker, sincere, friendly and has, probably, the most knowledge of any small business advisor or counselor I have ever known. After my experience with the other agencies in Kansas I was ready to give up until I made contact with him.</p>

Appendix 12 (cont.): Comments on WSU Regional Center

I appreciate all the advice and insight from someone who has "been there".
I am very pleased with the KSBDC - what a wonderful resource. I had no idea that my counselor would get so involved with my project. When I first came in, it was "you can consider this and that", now its "we can do this and that or...." WE! He has take ownership in my project with me. I am so appreciative of the support, research and time devoted to my project!
Had trouble getting counselor to return calls. His idea of projects and banks ideas were opposites. What should have taken about 3 weeks to do took 10 weeks because of lack of help and callbacks. I had to wait a long time! KSBDC did not have same ideas as bank for projection sand had to redo all my projections. Good place to start, but it actually costs me more time in delays. I had to redo projections after bank got them.
Good expertise. A little slow in responding.
Frank Choricso is highly responsible and professional.
Alan Badgley was our representative. I couldn't have asked for better help. He is truly one of the reasons we are doing well in our new business. Thank you. Summer W/ After Hours Auto Repair Inc.
Alan Badgley has been helping me for a little over a year now. Starting with no knowledge on business, I now own two businesses! Things didn't move as fast as I wanted them too, but when things started going too fast, Alan kept me grounded and made sure that each decision I made was thought out first. Thanks to everyone at the KSBDC!!!
Absolutely terrific organization! Very helpful! The workshops are great and informative!
A year ago information was helpful with changes in the economy. I am not sure how some of the information would benefit now and I have not stayed current with the center (not the center's fault). At that time a year ago I was pleased. I switched to another company to learn more about the industry instead of running the company I was with. It's been a year since I was there.

Appendix 13: Comments on WSU Outreach Center at North Central Kansas

Very helpful.
Some of the best advice I have ever received!! Thanks again.
Responds to meeting and information requests quickly. Very professional.
Please stop sending the survey to me. I/we talked to a counselor years ago (once in a workshop; once, briefly, one to one). No formal relationship ever has been needed, so the survey is mostly "N.A." for this business. The counselor was fine and has established a respectable record without us. Please delete this address from your files, now. Thank you.
Our counselor made specific recommendations in financing our new operation.
My business is arts and the counselor gave a few suggestions, none of which resulted in any actual income. I believe the service would improve for my type of business if you had workshops for the counselors about arts tourism with both the KAC and KDCH site staff. Also your organization needs to create a free online library for arts tourism private and public support groups, such as foundations. This information is very hard and costly to find. I know that it is charged for in many cases. I believe it would be a great public service for your offices to maintain a free easily-used internet database of foundations/governments and groups who make donations and grants to small arts tourism businesses in Kansas.
Linda was very articulate! Enjoyed the classes and learned a lot!
Linda Sutton's guidance has dramatically transformed how I operate my business. I spend much more time "working on my business" rather than "working in my business."
Linda Sutton is whom I worked with and her knowledge and help has always been excellent. She truly cares about her clients and rejoices in their successes. Thank you for providing such a dedicated person for our region.
Linda Sutton is the best! Please keep her and the office in Concordia!
Linda Sutton is a hardworking go-getter who has helped me tremendously!
Linda Sutton has never let us down. She calls and keeps me on my toes. She goes the extra mile to make sure you are taken care of. She is a rare jewel. Very glad she is our representative. Thanks.
The information I received was excellent; however, the business that I was interested in purchasing was not. We still want to expand our existing business.

Appendix 13 (cont.): Comments on WSU Outreach Center at North Central Kansas

I have not had to use much recently, but would not hesitate to use and recommend them often.
I had already decided to extend our business, so their counseling was a bonus to help me get a good start.
I came with a finished product that I have paid for out of my own funds. The writing of a business appeared to be the sole purpose of their function. The information that I want is the help with finding someone to produce it and then the marketing. David Aderson 785-647-6321
I am very excited to have someone like Linda help me develop my business. She is very knowledgeable and is going to be a valuable resource for me.
I am not sure which counselor you want me to score. I recently went to the State tax seminar and I felt that the representative from the state was helpful only 50% of the time. There were TOO MANY questions I felt that he was unable to answer, however he did tell us to email him and he would get it for us. I think his name was Carl.
Counselor was very helpful and accommodating to our schedule.
At this time I do not have enough experience in small business to make any recommendations as to what should be added, however a little personal warmth would help as well as a sense of humor.
Always favorable.

Appendix 14: Comments on WSU Outreach Center at Cowley County Community College

The KSBDC seems to exist for new, impressionable businesses, and seems to be ineffective for existing small businesses, especially those like ours with a unique identity and mission statement.
Our business venture is still in progress. To this point, we have received help whenever we have requested it.
Need better follow-up. Still waiting to be contacted from all the "leaders and mentors" that I was told about. Never had one call to follow up.
My counseling was excellent. We've just had a difficult time deciding to what extent we can pursue our business at this time. Our delay in completing our business plan has nothing to do with the KSBDC. They have offered a great deal of help, followed up with us and tried to remain in contact. I have no complaints. We feel, at this time, we'll probably remain on a part time basis and keep my husband's full time job. In that case, we would not be able to afford the loan payment. We want to pursue all of this further at a later time. We appreciate all the help Kerri Falletti and the KSBDC have provided us (I would have responded to this sooner but I don't check my email on a regular basis).
KSBDC's consultant, Kerri Falletti is a wonderful resource and a definite asset to the program. Her professionalism and candor are what I believe to be foundational to great consulting. Kerri was able to assist me in all aspects of my business planning process, as well as offer alternatives when obstacles presented themselves. KSBDC is fortunate to have such a high caliber individual working for them.
Kerri from Cowley College was great and works with you. I did not receive the same attention from the WSU side.
Kerri Falletti was very professional and helped me with everything I was looking for. Thank you. She was great!!!

Appendix 15: Comments on WSU Outreach Center at Butler Community College

Our counselor Dave Mace is excellent. He has been readily available to us and provided very valuable information on every topic we have asked about. We are very glad to have his help and are positive that without his help we would not be as far in the process of opening our own business as we are.

I didn't feel like my needs were completely understood. I wasn't sure of what my needs were since I didn't know what to ask, but when I described what my hang ups were. The needs we addressed weren't really where I needed to focus. The recommendations given were either things I have already done or were not compatible with my business.

Appendix 16: Comments on Other Regional or Outreach Centers

We have been working with Mark Buckley. We find him pleasant, informative and attentive to our needs. We are looking forward to a continuing relationship with such quality personnel.
First of all this was the first time that I've sought any of such assistance, so a rating is difficult. Kathryn Richards went out of her way to assist me. The bank involved was not motivated to take their part seriously in the process.
Dave Mace has been an invaluable help. Dave makes us feel like we are his only "clients"!!!! Marvelous! Thank You!
I am very glad I got to know Mike O'Kane. He has been a big help. I most appreciate his experience and enthusiasm.
She was great and helped me get my business plan ready.

Appendix 17: Sample Statistics for Business Status, Employment, and Financial Situation

Indicator		Number of Respondents Who Provide Valid Answers	Sample Statistic
New business starts among those who consulted KSBDC for starting a new business		/	294
Change in sales, 2008-2009		424	\$38,180,681
Net job created	full-time job	785	474
	part-time job	785	640
Job created in those businesses that have job increase	full-time job	337	753
	part-time job	255	780
Job saved	full-time job	185	662
	part-time job	141	558
SBA loans	number	/	76
	amount	/	\$12,469,852
Equity loans	number	/	319
	amount	/	\$11,358,948
Other loans	number	/	220
	amount	/	\$20,086,556
Credit card loans	number	/	81
	amount	/	\$1,245,813
Number of businesses receiving any loan		/	495

Appendix 18: Service Quality Survey Instrument



You may complete this survey *online*. To do so, please logon to <http://bigcat.fhsu.edu/docking/websurveys.shtml> and click on the **KSBDc Survey** link. Enter the following password to begin the survey:

Password _____

QUALITY AND SERVICE EVALUATION

Please take a moment to complete this questionnaire. The KSBDc values your feedback and we look forward to your reply.

Your KSBDc Counselor

Please indicate if you strongly agree, agree, disagree, or strongly disagree with the following statements concerning the services provided by the KSBDc (please circle the number below your answer).

	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
Q1_1. The KSBDc counselor(s) had the skills needed to advise me.	1	2	3	4	5
Q1_2. The KSBDc counselor(s) responded to my needs.	1	2	3	4	5
Q1_3. The KSBDc counselor(s) gave me specific recommendations.	1	2	3	4	5

Q2. How would you rate the knowledge and expertise of your KSBDc counselor?

Excellent	Above Average	Average	Below Average	Poor	Don't Know or No Answer
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KSBDc Service in General

Please indicate if you strongly agree, agree, disagree, or strongly disagree with the following statements concerning the services provided by the KSBDc.

	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
Q3_1. I received prompt attention from the KSBDc.	1	2	3	4	5
Q3_2. The assistance provided by the KSBDc helped me decide whether to go into business (or stay in business) or not.	1	2	3	4	5
Q3_3. As a result of KSBDc counseling, I have made or will make changes in my business plans or operation.	1	2	3	4	5
Q3_4. I would recommend the KSBDc to others.	1	2	3	4	5

Q4. How would you rate the counseling services you received from the KSBDc.

Excellent	Above Average	Average	Below Average	Poor	Don't Know or No Answer
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Q5. If you would like to add anything about your experience with KSBDC, please provide your comments in the space below and/or on additional paper:

Q6. Would you be willing to provide a testimonial to the KSBDC regarding the services provided by KSBDC? (Checking "Yes" is very helpful to us, and we will contact you.)

☐ Yes ☐ No

If "Yes" to Q6, please provide your name and telephone number so we can contact you.

Q6_1. Name: _____

Q6_2. Telephone number: _____

Thank you for taking the time to complete this survey.
All information will be kept confidential.

Please place this questionnaire in the envelope provided and drop it in a US Post Office mailbox.

Appendix 19: Economic Impact Survey Instrument

Center Name	Center Name	
center no	Center Number#	
client no	Client Number#	
Q1	<p>Question 1.</p> <p>Thinking of the business for which you contacted the KSBDC for assistance, did you already own this business or was this a new business that you were trying to get started?</p> <p>1 = Already in business 0 = Start a new business</p>	
Q2	Question 2. Did you start your business in 2009? Yes = 1 No = 0	
Q3	Question 3. Are you currently in business? Yes = 1 No = 0	
Q4a	<p>Question 4.</p> <p>Including yourself, how many <u>full-time employees</u> (35 hours or more per week) and <u>part-time employees</u> (less than 35 hours per week) did you have at the <u>end</u> of each of the following years that you were in business? <i>If you were not in business,</i></p>	2008 FT
Q4b		2009 FT
Q4c		2008 PT
Q4d		2009 PT
Q5a	<p>Question 5.</p> <p>Please estimate the number of jobs saved in 2009.</p>	Existing FT
Q5b		Existing PT
Q6a	<p>Question 6.</p> <p>Please estimate the amount of debt and equity capital raised by your business in 2009. (Equity: Your money or other money you don't have to pay back.)</p>	SBA
Q6b		Equity
Q6c		Other
Q6d		Cr. Card
Q7a	<p>Question 7. What were your total/gross sales/revenues for each of the following (calendar) years that you were in business? If you were not in business during one of the years listed below, write N/A in the appropriate blank. N/A = 0</p>	2008
Q7b		2009