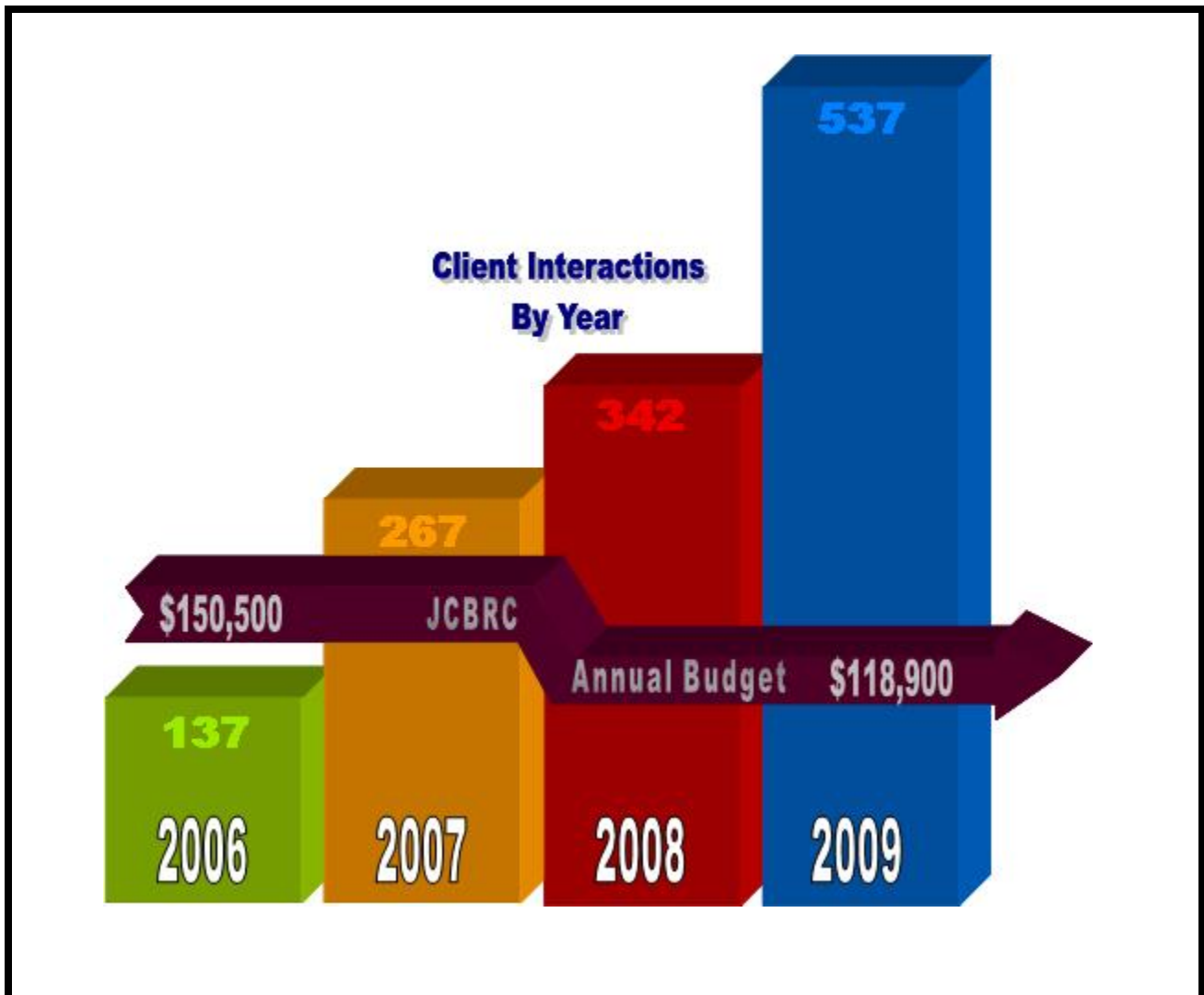


JEFFERSON COUNTY
BUSINESS RESOURCE CENTER

2009 Annual Report



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It Takes an Entrepreneur to Know One

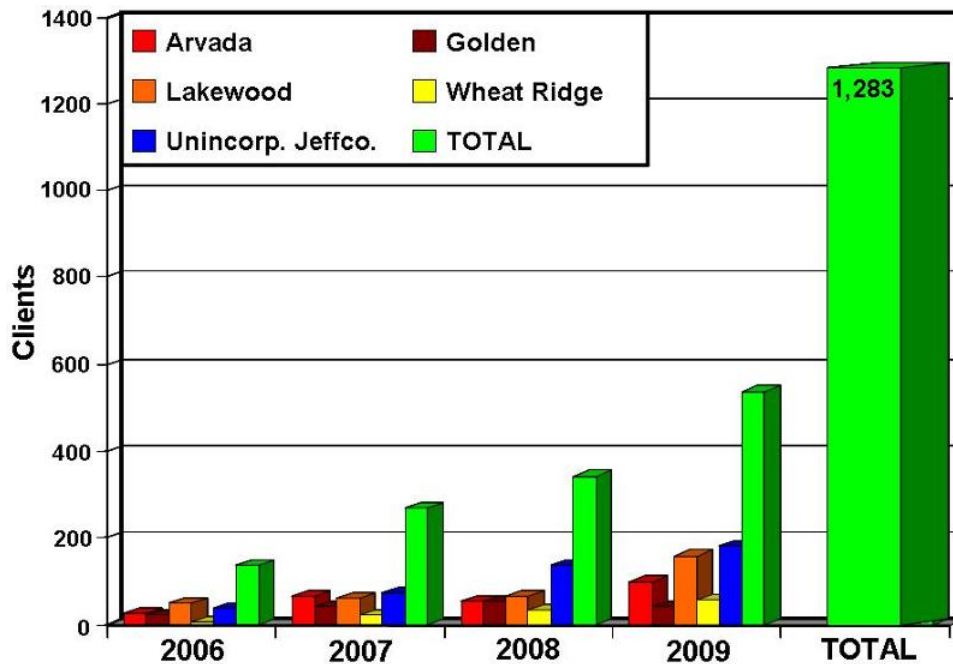
When the JCBRC opened its doors in 2006 dedicated to the concept of "economic gardening," it was Denise Stephens who took the helm, developed the business tools and began working with business owners. Tapping her as the JCBRC's first and only employee can be compared in gardening terms as "preparing the soil before planting," as her past is filled with numerous entrepreneurial ventures from accounting software for restaurants to starting a coffee business. Her business experience allows her to inherently know the needs of small business owners and thus develop the resources and appropriate tools for them.

Did You Know?

The total number of businesses in Jefferson County is over 28,000. Of those, 22,478 have 9 employees or fewer. 10,512 of the 28,000 businesses have annual revenues of more than \$500,000.

JCBRC Business Client Requests Increasing

Interactions at the JCBRC have increased from a total of 137 in 2006 to more than 500 in 2009. The table below shows where the businesses requesting JCBRC services are located.



Client Interviews

City of Arvada

My Personal Navigator Showed the Way

When Sandra Thebaud, principal of Paramount Transitions landed in Jefferson County in 2007, she had to re-market her consulting business in an unfamiliar territory. Her two-year-old business had just begun to flourish in California when she agreed to relocate due to her husband's job.

"Not only was the Jefferson County Business Resource Center tuned in to the business climate here, but it was also able to help my company get off the ground quickly," Thebaud says. "It enabled me to make the business happen faster."

In particular, Thebaud made good use of JCBRC's extensive database to create a targeted mailing list, one customized for Paramount Transitions. Once created and used to mail pertinent information to the right companies in the county, it was appropriate and easier for Thebaud to follow up via telephone.

"The way JCBRC could break down their database and tailor it specifically for my needs was invaluable for marketing the company," Thebaud says. "There is no way I could have afforded such a sophisticated list. More companies need to know about this."

She attributes booking valuable repeat workshops with several clients based in Jefferson County as the largest impact JCBRC brought to Paramount Transitions. These repeat clients scheduling monthly workshops with Thebaud boosted her 2009 revenue.

Thebaud also cites JCBRC's county-wide focus as another benefit for companies dedicated to growth.

"The time and effort it would have taken me to become familiar with all the cities and municipality structures throughout the county would have slowed my progress. Because JCBRC was so familiar with the territory and which of its resources Paramount Transitions would need, it was like having my own personal navigator," she says.

Sandra Thebaud, Ph.D. principal of Paramount Transitions provides coaching, workshops and online modules in the areas of stress management, emotional intelligence and transition management for companies, individuals and veterans.



Small Business is Our Business



Just as it did for Paramount Transitions, the Jefferson County Business Resource Center provides existing small businesses with sophisticated Business Research and Marketing Analysis as just one part of its services. It is a one-stop center centralizing access to the myriad of resources needed by existing and start-up small businesses. The JCBRC's approach is that of "Economic Gardening" by helping entrepreneurs by providing the essential information, infrastructure and connections needed for their business growth.

As an existing business, Paramount Transitions needed specialized county demographics for creating a marketing database of targeted companies. Through its continually updated demographic lists, JCBRC can sort its database and produce up-to-the-minute reports on

- Consumer Expenditures (by industry, by zip codes, by municipality)
- Demographic Detail Comparison (expenditures by industry, zip code)
- Financial Comparison Reports
- Existing Business Reports (by industry) and Business Saturation (by area)
- Location Radial Map
- Community Demographic Report (by business, expenditures, saturation)

With complete residential and business names and addresses in its database, the JCBRC can create a targeted mailing list with the click of a button.

This is just one facet of the services provided by the JCBRC. To learn more, visit www.jeffcobrc.org or call 303-996-8976.

Businesses Can Check Out Expertise from a "Living Library"



Rob Doane an independent risk management consultant in unincorporated Jefferson County specializing in commercial insurance calls the Jeffco Business Resource Center a "living library." All the different experts needed by a small business can be accessed through it with Executive Director Denise Stephens.

"In today's society, the Internet provides a false sense that you don't have to look locally for what you need," says Doane. "The truth is that in order to make a community thrive, we have to support each other especially in the local business environment."

Which is how his 10 year-old commercial risk management clientele has also been helped by the JCBRC. He's been referring his clients to the Resource Center so they can obtain the various services their businesses need from it. "If we all continue to survive and grow in this economy, it's a win-win situation," he says.

Doane cites the educational aspect of the JCBRC as unique and important to the business community. He himself offers free seminars through the Center providing what he calls "living white papers" about the various risks small businesses encounter and how to manage them. Not only do his presentations supply JCBRC attendees with valuable information, they help Doane become more familiar with different industries' risk needs. "It furthers my public speaking skills as well," he adds.

He is hopeful that the JCBRC will become more well-known and accessed by more businesses in the community. He envisions a time when the Center can host "professors' hours" on a rotating basis with different experts being available for free walk-in consultations on various days. Such an idea could provide even greater benefits to both parties, and grow the services offered by the Jefferson County Business Resource Center.

[As the Business World Turns, Grab Hold with the JCBRC](#)

Karen and Chris Mohr know their business well. After all, they've been performing and servicing weddings in the area since 1979. They purchased a vacated 50 year-old



Lutheran church in Golden in 1996 to establish the Foothills Wedding Chapel where they provide one-stop-shopping for weddings. After the previous 15 years, they knew there was high demand for independent wedding sites in the foothills west of Denver.

The benefits provided to couples by the Mohr's are unique - complete bridal services for any type of wedding including ministers, ceremonies, reception hall, tuxedo rental and décor - and a foothills location of the chapel that is desirable and convenient to Denver. For many years, the traditional marketing methods secured more than 200 weddings per year for Foothills Wedding Chapel.

But in 2002, the wedding business began experiencing changes as did the rest of the business world. The Mohr's sought out assistance from Denise Stephens, executive director at the Jefferson County Business Resource Center in 2009.

"We were hoping to discover some new ways to think outside the box," says Karen Mohr. "The Business Resource Center connected us with other independent business people who could help us with social media marketing and search engine optimization - the newest marketing tools of today."

The customized networking that the JCBRC can accommodate for businesses is only one component of its success. Staying current with marketing methods and knowing the local experts who can assist different industry businesses are two more of its hallmarks.

Marketing in Our Own Backyard

CEO Monte Robertson knew Software Security Solutions' national marketing efforts were viable and fruitful. It was the need to develop a local marketing campaign for the company's new services that brought him to the Jefferson County Business Resource Center in 2009.

"I could tell from my first meeting with Denise Stephens what a champion she is for small business," Robertson says. "She had pre-investigated our business and was very well prepared to suggest help where we needed it most. Denise is a great asset for Jefferson County businesses and the Resource Center deserves greater exposure."

Since 2001 Software Security Solutions has provided practical solutions to individuals and small-to-medium-sized businesses with limited or no in-house access to computer security expertise. Central to the company's operations is a layered security model, developed and maintained through continuous research and rigorous testing of a wide range of security offerings.

The Jeffco Business Resource Center was able to provide the company with a customized database of small businesses within the county. This formed the basis for its local marketing campaign which is ongoing.

"In these tough times, it's the experience the Business Resource Center has in helping local businesses make it," says Robertson. "They need more funding."



Letter from Julie DuShane of Colorado Medical Spa



I have been lucky to find Denise Stephens from the Jefferson County Business Resource Center and Ryan Stachelski from the City of Wheat Ridge. They both have been monumentally important in the success of my business - Colorado Medical Spa.

Denise Stephens has given me several business ideas that were very successfully implemented. After helping me with my demographics, she led me to a data base of qualified clients in my area, which has led to 25% increase in business. She has come to my spa several times over the last two and a half years. Each time has left me inspired to go to the next level. The ideas she gave me helped me build my "team of colleagues" based on business skill instead of rent money. She encouraged me to ask for what I need. Plus, she always gave me a fresh out look on the areas that can and should be addressed.

Ryan Stachelski has also been very supportive in helping with Colorado Medical Spa. He is the guy I call when I don't know who to call. My business was previously located in a building that was too good to be true! Unfortunately, the landlords choose less than par renters and it drove down the appearance and atmosphere of my Spa. Through Ryan's help, I was able to handle several unfortunate events legally and with full documentation. He has been the go between for police, my land lord, tenants and other city departments. He has helped me obtain information that has helped me get out of my previous lease seamlessly. With out his support, I would have had to take many hours running around from place to place trying to get information and help.

Both Denise and Ryan's time and expertise are really invaluable to me. I value and appreciate their effort on my behalf! If you have a business or are considering starting one, I would highly recommend using the resources available thru the City of Wheat Ridge and the Jefferson County Business Resource Center.

With Sincere Gratitude,

Julie DuShane

Outlook

[Economic Gardening in Jeffco is Blossoming](#)

The concept that the partners developed when creating the JCBRC in 2006 has proved fruitful. It is a vital service helping existing businesses as well as individuals weather the recent economic recession.

It is paramount to continue the mission of "economic gardening" even as municipalities and communities struggle to balance their own budgets with declining tax revenues. Now is the time to strengthen the small businesses within Jefferson County helping to insure these businesses - the foundation of the County's economy - continue to grow and blossom.

Funding for the JCBRC comes from these partners. If you are a businessperson, entrepreneur or even a concerned citizen, please let your elected officials know how important this resource is to the vitality of Jefferson County.

"In these tough times, it's the experience the Business Resource Center has in helping local businesses make it," says Robertson.

"They need more funding."



Awards and Appreciation

Awards:

JCBRC is Awarded The City of Arvada "Community Partner of the Year"



Arvada Mayor Bob Frie, Denise Stephens (JCBRC), Steve Camins (JCBRC Board Chair)

Appreciation:

[Click here to Read what business owners are saying about the JCBRC](#)

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JCBRC Partners



Interviews were conducted and information compiled by Deborah Dix, of Dix Communications, LLC.
January 2010