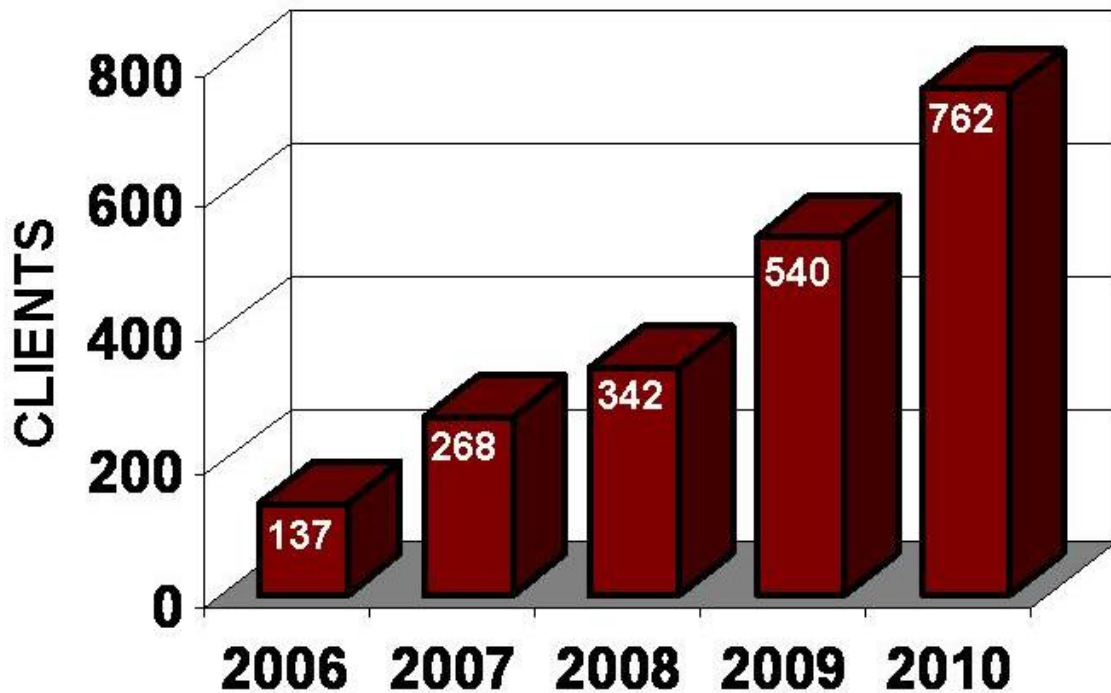




JEFFERSON COUNTY
BUSINESS RESOURCE CENTER

2010 Annual Report



In This Report:

JCBRC Rolls Out New Website

The new JCBRC website provides valuable tools for starting and growing a business... [pg 3 & 4](#)

Business Professor Series Ready For 2011

JCBRC, West Chamber & Golden Wealth Solutions new program pairs experts with business owners... [pg 5](#)

BEST Series Wins 2010 SAVVY Award

Our team is delighted to receive the Savvy Award for our BEST Business Education program... [pg 6](#)

Visibility Checks, Website Analysis and Marketing Points

JCBRC provides the customer/client perspective with online visibility checks, website analysis & marketing points... [pg 7](#)

JCBRC Business Client Requests Continue To Increase

Interactions at the JCBRC have increased from a total of 137 in 2006 to more than 760 in 2010... [pg 8](#)

Client Interviews:

City of Arvada

Bread Winners

Bread Winners Catering has been in business since 1992... [pg 9](#)

Unincorporated Jefferson County

Olde Man Granola

Mark and Fay Plaza began Olde Man Granola in 2008... [pg 10](#)

City of Golden

Art on the Brix

My father and I are planning to open a business in downtown Golden... [pg 11](#)

City of Lakewood

The Inspired Business Center

Marla Riegel, Founder and President of The Inspired Business Center began business in 1989... [pg 12](#)

City of Wheat Ridge

Golden Wealth Solutions

In 2003 Matt Cloutier and Golden Wealth Solutions began business in their current location... [pg 13](#)

What Other People in Jefferson County are Saying

Positive emails, notes and letters from clients... [pg 13](#)

Outlook:

Kansas puts increased emphasis on 'Economic Gardening'...

In Kansas, as is the case in many states, the data on job growth are clear... [pg 14](#)

Appreciation

A Special Thank You to our Partners

Our partners make our work possible ...[pg 15](#)

New JCBRC Website for Planning & Growing Your Business

The JCBRC rolled out a new website in June of 2010. This is designed to provide essential information and practical tools for the planning and growth of small business. Please take a look at our new website:

JCBRC Home Page:

<http://www.jeffcobrc.org>

Start Your Business:

<http://www.jeffcobrc.org/StartingYourBusiness.html>

Manage & Grow Your Business:

http://www.jeffcobrc.org/Manage_for_Success.html

Promote Your Business – Approved Business Application:

http://www.jeffcobrc.org/Approved_Business_App.html



[Home](#) [Starting Your Business](#) [Manage Your Business](#) [Approved Businesses](#) [Business Classes](#) [About JCBRC](#)

Welcome to Jefferson County Business Resource Center (JCBRC)

We are here to assist you with your business needs. Whether you are planning a start-up enterprise or you are the proprietor of an established business; we are the centralized source for the myriad of resources available for business development and growth. All services and information are free or are offered at a significantly reduced rate for any resident of or business within Jefferson County. **Any information received by the JCBRC is strictly confidential**

Get quick information about **Federal, State, County** and **City** licenses and registrations required [here](#)



START YOUR BUSINESS

Resources to help get your business planned and started



MANAGE & GROW YOUR BUSINESS

Resources to help you operate and get ahead



PROMOTE YOUR BUSINESS

Promote yourself and find other approved area businesses

JEFFCO BRC NEWS

Communications Skills for Leaders
Friday, Aug 20th, 7:30am - 9:00am
[Learn More](#)

SBDC Start-Up Basics
Monday, July 26th, 6:00pm - 9:00pm
Monday, Sept 13th, 9:00am - 12:00pm
Monday, Oct 25th, 6:00pm - 9:00pm

SBDC Business Plan Basics
Tuesday, July 27th 6:00pm - 9:00pm
Tuesday, Sept 14th 9:00am - 12:00pm
Tuesday, Oct 26th 6:00pm - 9:00pm

For [more info](#) or to register for SBDC classes contact:
Sara Reimnitz
303-620-8076
sara.reimnitz@denversbdc.org

Follow us on Facebook!
[Learn More](#)

We're particularly proud of the "[Business Industry Compliance Guide](#)" (located under "Start Your Business"). Click on the link above to access the guide.



**Business Industry
Compliance Guide**

A - D



**JEFFERSON COUNTY
BUSINESS RESOURCE CENTER**

BUSINESS INDUSTRY LIST

Book 1 of 3
Letters A-D

Accountants Acupuncturist Adoption Agency Advertising Agency Advertising Signs Agricultural Products Airline Airplane Sales	Alternative Livestock Farm Alternative Medicine Ambulance Service Ambulatory Surgical Center Amusement Parks Antique Dealer Appliance Repair Appraiser	Arcade Architect Art Studio Asbestos Athletic Trainer Attorney Auctioneer Auto Repair
Bakery Bank Bankruptcy Bar Codes Barbers & Cosmeto Bed & Breakfast Bedding	Bookkeeper Bingo, Raffle, Games of Chance	Bowling Alley Boxing Promotion Broadcasting & Cable TV

Doing Business in Jefferson County

Accountants

To prepare federal income tax returns AND represent them during audits and/or collection hearings the person preparing the return must be an attorney; a state licensed CPA or must register with the IRS as an enrolled agent.
To find out about how to become an Enrolled Agent visit:
<http://www.irs.gov/taxpros/agents/article/0,,id=100710,00.html>

Individuals who prepare Income Tax or provide Bookkeeping have no state licensing requirements, but must have an education in tax preparation and a business license.

Below you'll find descriptions of the government agencies and their requirements, including licensing, taxation, and hiring of employees.

- [Federal](#)
- [State of Colorado](#)
- [Jefferson County](#)
- [Unincorporated Jefferson County](#)
- [City of Arvada](#)
- [City of Edgewater](#)
- [City of Golden](#)
- [City of Lakewood](#)
- [City of Westminster](#)
- [City of Wheat Ridge](#)

"Your website is incredible! I was amazed at the number of useful tools and information that's available in the many layers of the site. You've put so much work into this you should think about packaging the model." L N (Business Consultant)

Business Professor Series Ready For 2011



JCBRC, West Chamber and Golden Wealth Solutions, the JCBRC developed a new concept; the **Business Professor**. One to one sessions allow business owners to meet with experts in Jefferson County. These one hour, no cost consultations address such topics as business planning, human resources, business risk analysis and sales and marketing productivity.

The West Chamber, Jefferson County Business Resource Center (JCBRC) and Golden Wealth Solutions, Inc. are introducing a new program providing professional Expertise and resources at no cost to small business owners. We are looking for participating volunteers within our professional Business Professor Sessions 2011

February - Friday 2/4/11: CPA and Business Planner

May - Friday 5/6/11: Human Resources and Employee Benefits

August - Friday 8/5/11: Workers Compensation and Business Risk Analysis

November - Friday 11/4/11: Sales/Marketing and Productivity

What is the benefit to small business owners?

Business owners can schedule a one hour, no-fee appointment with a "Business Professor" who will provide expert assistance with specific topics.

What is the benefit to volunteer professionals/Business Professors?

Our volunteer professionals gain face time with potential clients. Although these sessions are designed as "educational" and not a sales opportunity, you establish yourself as a credible business professional and open the possibility to future business. You make a valuable contribution to the business community!

If you can answer yes to the following and you would like to become part of our Business Professor program, please contact Amy Sherman, asherman@westchamber.org

- I would like to become a **Business Professor**.
- I have expertise in one or more of the professions/topics listed above.
- I am willing to contribute my time to the **Business Professor** program at no cost as a benefit to the business community.
- I pledge not to use any sessions in which I participate as an opportunity to sell my services. I will use this time to help educate business owners in my area of expertise.
- I promise to hold any information received in any sessions from business owners in complete confidence. I will only engage in post session follow-up with the permission of the business owner(s).

I am not able to contribute to the **Business Professor** program at this time, but would be interested in attending the _____ workshop listed above. I would be interested in attending if a _____ specialist were available.



BEST Series Wins 2010 SAVVY Award

Our team is delighted to receive the Savvy Award for our BEST Business Education program. The county wide partnership includes municipal and non-profit business specialists dedicated to providing high quality education seminars and training sessions to the region's business community. These sessions are relevant, diverse, and affordable and encourage successful growth in a challenging business climate. Although business workshops aren't new to the business community, the collaboration is. In the past, all of our organizations have hosted training events. Now, twelve groups have come together to strengthen the offerings and to meet the needs of the local businesses with a one-stop education shop. We utilize our collective abilities to develop ideas, events and schedule so that no one has to choose one opportunity and miss another. Also, we have a coordinated marketing plan so that we can efficiently notify everyone about the different Business Education sessions.

Business Education Series Training (BEST) is a partnership of Jefferson County municipal and non-profit business specialists which provides high quality education seminars and training sessions to the region's business community that are relevant, diverse and affordable for the purpose of encouraging successful growth in a challenging business climate.

Jefferson County
Business Education Series
TRAINING



Take advantage of these free or low cost seminars in 2011!

Procurement Technical Assistance Center (PTAC): Helping You Secure Government Contracts

March 11 | 7:30 – 9am | Lakewood Cultural Center | No Charge (light breakfast incl.) | The Jefferson Economic Council & the City of Lakewood | For more information contact Michelle Friends, 720-544-5507

Branding Your Business

April 14 | 7:30-9 am | Wheat Ridge Recreation Center | \$15 per person (breakfast included) | Sponsored by Enterprise Wheat Ridge | Wheat Ridge 2020 | The City of Wheat Ridge | For more information contact Pam Goff, 303.969.0763

Buck Stops Here: Financing Your Business

May 20 | 11:30am-1pm | The West Chamber Office | \$20 per person (lunch incl.) | Sponsored by the Jefferson County Business Resource Center and the Jefferson Economic Council | For more info. contact Michelle Friends, 720-544-5507

Business Resource Fair : Find the resources available for your business

June 30 | 8 – 10am | Location TBD | No Charge | Sponsored by the Arvada Chamber of Commerce | For more information contact Dot Wright, 303-424-0313

What You Need to Know About Running a Home Based Business

August 19 | Lakewood Cultural Center | 11:30am-1pm (lunch incl.) | No Charge | Sponsored by the City of Lakewood & The West Chamber | For more information contact Rachel Griffin, 303-987-7734

How You Can Benefit by 'Going Green'

September 21 | Jefferson County Administration and Courts Facility | 7:30 – 9am (light breakfast incl.) | Sponsored by Jefferson County Workforce Center | For more information contact Debbie Beckely 303-271-4718

Employment Law Update

October 19 | Arvada City Council Chambers | 7:30-9am | No Charge (light breakfast incl.) | Sponsored by the Arvada Economic Development Association | For more information contact Lisa Kingston, 720-898-7010

Keeping Your Business in Business: Hiring the Right People and Improving the Bottom Line

November 17 | 11:30am-1pm | \$20 per person (lunch incl.) | The West Chamber Office | Sponsored by the Jefferson County Business Resource Center & The West Chamber | For more information contact Denise Stephens, 303-996-8976

Capture and Keep Your Customers


December 6 | Jefferson County Administration and Courts Facility | 7:30 – 9am (light breakfast incl.) | Sponsored by Jefferson County Workforce Center | For more information contact Debbie Beckely 303-271-4718

Register at www.Jeffcobrc.org/BusinessEducation.



Online Visibility Check, Website Analysis & Marketing Points

We provide these services allowing our clients to make effective and affordable changes to their online marketing.


BUSINESS RESOURCE CENTER
Business Visibility Check Results
Business Name: Insurance Services Date: 1/14/11
Online Visibility Non-Existent Green = Opportunity for Improved Visibility

Google
www.google.com

Search Category	City	State	Results
Insurance	None	None	Not on Map – No Listing Page 1
Insurance	Wheat Ridge	CO	Not on Map – No Listing Page 1
*Auto, Homeowners, Business, Health, Life Insurance	Wheat Ridge	CO	Not on Map – No Listing Page 1

*Performed separate category searches with no results for Insurance Services


Yahoo
www.yahoo.com

Search Category	City	State	Results
*Auto/Car Insurance	Wheat Ridge	CO	Not on Map – No Listing Page 1
*Home Insurance	Wheat Ridge	CO	Not on Map – No Listing Page 1
Business Insurance	Wheat Ridge	CO	Not on Map – No Listing Page 1
Health Insurance	Wheat Ridge	CO	Not on Map – No Listing Page 1
Life Insurance	Wheat Ridge	CO	Not on Map – No Listing Page 1

*Predetermined category search

MSN/Bing
www.msn.com

Search Category	City	State	Results
Insurance	None	None	
Insurance	Wheat Ridge	CO	
*Auto, Homeowners, Business, Health			


BUSINESS RESOURCE CENTER
Business Visibility Check Results
Business Name: Insurance Services Date: 1/14/11
Online Visibility Non-Existent Green = Opportunity for Improved Visibility

Dex Online
www.dexknows.com

Search Category	City	State	Results
*Vehicle Insurance: Auto Insurance	Wheat Ridge	CO	No Listing Page 1
*Property Insurance: Homeowners Insurance	Wheat Ridge	CO	No Listing Page 1
*Business Insurance: Commercial	Wheat Ridge	CO	No Listing Page 1
*Health Insurance	Wheat Ridge	CO	No Listing Page 1
*Life Insurance: Individual	Wheat Ridge	CO	No Listing Page 1

*Predetermined category search

Yellow Pages Online
www.yellowpages.com

Search Category	City	State	Results
*Vehicle Insurance: Auto Insurance	Wheat Ridge	CO	No Listing Page 1
*Property Insurance: Homeowners Insurance	Wheat Ridge	CO	No Listing Page 1
*Business Insurance: Commercial	Wheat Ridge	CO	No Listing Page 1
*Health Insurance	Wheat Ridge	CO	No Listing Page 1
*Life Insurance: Individual	Wheat Ridge	CO	No Listing Page 1

*Predetermined category search

MSN Yellow Pages Online
<http://superpages.com>

Search Category	City	State	Results

Search Category	City	State	Results
Insurance	None	None	
Insurance	Wheat Ridge	CO	
*Auto, Homeowners, Business, Health			

Insurance Services Marketing Points

Risk management is more than getting the lowest premiums. Are you represented by a company with an outstanding reputation for service to their clients? Do you have adequate coverage to protect your business, home, auto life and health?

- ✓ Our agents are fully licensed and have years of experience in effective risk management.
- ✓ We are independent agents that research and evaluate a broad variety of insurance products. We represent you and we're available to address any of your questions and concerns. We make sure you understand the "fine print".
- ✓ We provide a no cost, no obligation, comprehensive analysis of your insurance needs and we'll perform an annual reassessment to make sure we identify any areas of exposure.
- ✓ We'll make sure you have the most comprehensive coverage at an affordable rate.


BUSINESS RESOURCE CENTER
Business Website Analysis
Business Name: Insurance Services
Website Address: <http://www.insuranceservices.com>
Date: 1/13/11
Green = Suggestion
Website Analysis & Suggestions

Description	Appearance	Content	Comments
Home Page	Very Nice	Good	Pr... wh... (ex... You... Col... hor...
Get a Quote	Good	Comprehensive	Wh... per... dar... des... diff... des... Nic...
Policy Changes	Very Good	Comprehensive	
Map & Directions	Very Good	Very Good	
Make a Payment	Very Good	Comprehensive	Nic... say... mig... sed...
Contact Us	Good	Good	A p... site... and... information. People lose patience with sites that ask for their information ahead of yours.
Educational Information – Insurance Glossary	Very Good	Very Good	This is great information. Consider adding more "Educational Information" (e.g. changes in insurance laws, tips for reducing risks, etc.) Search engines like relevant educational information. It can improve your ranking.
About Us	N/A	N/A	Consider adding this as a page. Include bio(s) and photo(s). Studies show people like to see and know who they're dealing with.
Page Ranking – Google			0/10 (Zero out of Ten Possible). This could be

Denise, your forthright comments were exactly what I was looking for. As you can tell, I'm not a trained web designer and I've struggled greatly with the limitations of my web design software and my lack of technical and graphics skills. Like most non-profits, ours has no budget for web design and management, so I had to

learn everything on the fly. Hence, my desire to have an objective and learned assessment of the site as it is now! I very much appreciate all the time and effort you took to give me such sound feedback. I would love to take advantage of the referral you gave me, and will call him soon. Thank you again for your responses to my inquiries! J S

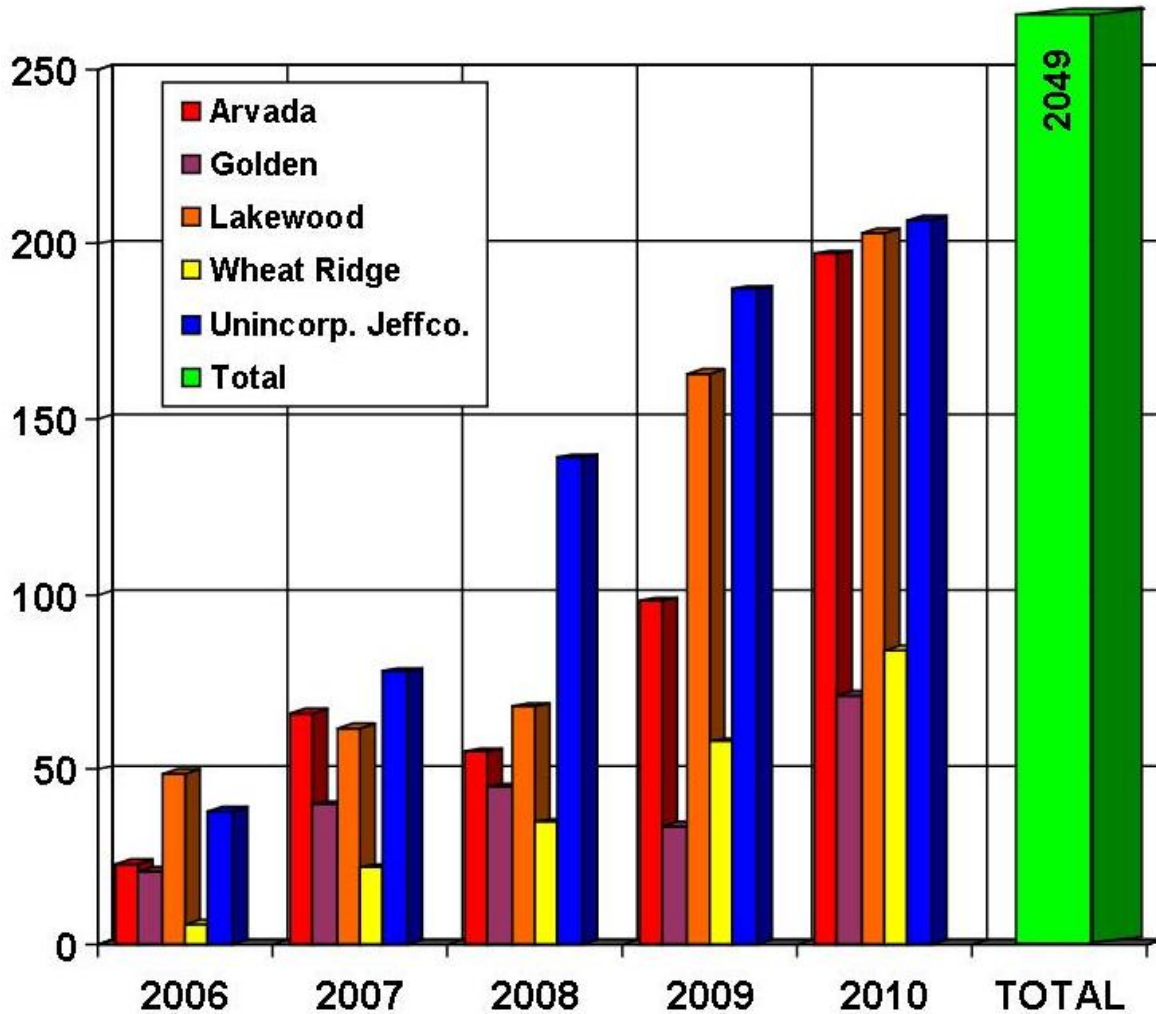
Hi Denise--Thanks so much for sending me your evaluation--that is very useful information and I will do my best to implement your suggestions! If you feel it would be useful to set up a meeting to go over the information that would be wonderful. I have child care M-W so perhaps we could schedule a time on one of those days. I applied at the JBRC website and contacted Jayne about a business health check as well. Thanks again for all the information and for the time you spent with your feedback! K R, ND

Thanks again for all your great recommendations. I waited to get back to you till I'd done most of the homework! We have made the website edits and gotten on yahoo, Google and msn. I'm looking at some of the listing services to find the ones I think would be good for coaching. We're also registered on Google yelp. Next steps include some graphic design help with the first page logo and the model. Do you have time in the next week or so for me to drop by or talk by phone to discuss how to pursue some of the speaking opportunities like the micro-consultant program etc.? I'm available for lunch Wed or Thurs 30th or 31st or I could come to your office either of those afternoons about 3 or 3:30?

In the interim, I'm creating a prospecting campaign for companies who have been on the Best Places to Work lists. However, they do not have email addresses. Other than checking websites, do you have any other tricks for finding email addresses? I look forward to catching up! Thanks, M R

JCBRC Business Client Requests Increasing

Direct client services have increased from a total of 137 in 2006 to more than 760 in 2010. The graph below shows the number of requests by city and unincorporated Jefferson County.



City of Arvada

Bread Winners, Olde Town Arvada

Bread Winners Catering has been in business since 1992. Owner Mark Trudell and his wife Cynda originally located their business in Broomfield. After some landlord problems they decided to move to Arvada. The Trudell's, who already lived in Arvada and had been active in the local community, found an ideal location in Olde Town Arvada, and moved the business there.

While pursuing other avenues to supplement the income of his successful catering business, Mark was referred to the Jefferson County Business Resource Center by Dot Wright of the Arvada Chamber of Commerce.

Bread Winners originally contacted the JCBRC in January of 2007 for information on consumer trends in the Arvada area. Before reconnecting with the JCBRC in April of 2010 business had declined 70%. After a meeting with Denise to discuss a website analysis, and get a targeted mailing list, profits have returned to the levels they had been at prior to the economic downturn. Mark attributes the JCBRC with helping his business survive the bad economy, and with providing him with new and fresh ideas to move his business forward.



Unincorporated Jefferson County

Olde Man Granola

Mark and Fay Plaza began Olde Man Granola in 2008. We located in Jefferson County for two main reasons, first we reside in Jefferson County and preferred to be in the same county, and second there were good resources and help in the county itself. We currently have two employees.



When looking for help with our business, Colorado Proud recommended we visit the Jefferson County Resource Center. Through the JCBRC we have received some coaching from Denise, who by the way has been fantastic, and we have attended a couple of the training seminars, which also have been good. We are in the long tenuous process of establishing a food company and the JCBRC has been walking through it with us.



In the past we have asked for help from other business resource centers but, the JCBRC was and is better organized and more helpful. The JCBRC was real and frank at the same time was pleasant and encouraging. It has been a pleasure.

The biggest asset of the JCBRC is the knowledge combined with relevancy.

At this stage I do not feel I have enough business experience to say how the JCBRC could be improved. Everybody and everything has been great and helpful.

Our revenue has increased 100% but we are still in the infant stage. We are moving slowly and I am confident that the help given so far will result in a huge boost when things start to move.

“Denise has been a real help. She has been real and honest. She has helped us where she can and spoken honestly about the task before us – in other words she has been relevant and caring.”



Art on the Brix

Letter from Alyssa Graves

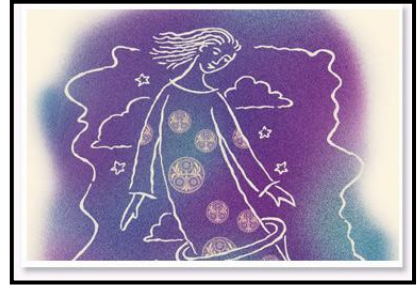
My father and I are planning to open a business in downtown Golden. I contacted Denise Stephens at the Jefferson County Business Resource Center for assistance with the start-up process. She reviewed and provided detailed feedback on our business plan. We met to discuss those details and she followed up with government compliance information, payroll and self-employment estimators, targeted demographic and expenditure reports, finance information and contacts and marketing tools. I recommend contacting the JCBRC if you're starting a business or you're already in operation. They provide a wealth of no-cost tools and business assistance.



City of Lakewood

The Inspired Business Center

Marla Riegel, Founder and President of The Inspired Business Center began business in 1989. She currently has one full time employee, and five contractors. Marla selected her current location in Jefferson County because it was near her home. After hearing many wonderful things about the JCBRC and the help Denise provides through her membership in The West Chamber, Marla set an appointment for assistance.



“The greatest assets of the JCBRC are Denise’s amazing business knowledge and her excitement about helping me grow my business. Denise does a phenomenal job with the limited resources she has. In this time of budget constraints I believe more clients could volunteer time and services to the Center. I know I plan to do so.”



“Denise provided wonderful feedback on my website, changes I have just begun to implement. However, I plan to track the results going forward.”

“I have been in business over 20 years and have spent lots of time and money on my marketing materials. After receiving Denise’s review of my website and her visibility check, I have a very clear picture of what I need to do to exponentially grow my business through the tools she has given me. On a more personal note, after my meeting with Denise I was excited, recharged and back on purpose!”



City of Wheat Ridge

Golden Wealth Solutions



In 2003, Matt Cloutier and Golden Wealth Solutions began business in their current Wheat Ridge location. This location has proven to be very convenient for the growth of their business. Matt has one partner, and three employees. He became aware of the Jefferson County Business Resource Center through his connections with the West Chamber.

The JCBRC has been of great assistance to Golden Wealth Solutions. Providing a website analysis and visibility check which improved their ranking on different search engines, and improved the use of the website as a business tool. The JCBRC has also provided business lists for marketing, as well as helped with many other business questions.

Matt feels the JCBRC's greatest assets are the accessibility to knowledge, the easy availability, and Denise's continual quest for knowledge and her ability to find answers to questions she may not readily have an answer for.

"If you haven't had a chance to visit the JCBRC, you really need to, because you are missing a lot of great opportunities if you don't." replied Matt.

Golden Wealth Solutions, Inc.



What Other People in Jefferson County are Saying

Click on the link below to read the many emails, notes, and letters written by our clients about their experiences with the JCBRC. Please be patient. This is a very large document and it takes a minute to load.

Click Here For: [Positive Comments from the Business Community](#)

Outlook

Kansas puts increased emphasis on 'economic gardening' as a tool to grow the state's rural economy

[By Carolyn Orr](#) ~ February 2011 ~ *Stateline Midwest*

In Kansas, as is the case in many states, the data on job growth are clear: Most new jobs in a local economy are produced by the community's existing small businesses, rather than by startups or relocations.

Between 1993 and 2008, for example, well over half of the net new jobs in Kansas could be attributed to an expansion of the workforce by existing businesses.

These numbers help explain the greater emphasis being placed in Kansas on the concept of "[economic gardening](#)": an alternative to traditional state growth policies that focuses less on business recruitment, and more on helping home-grown, second-stage businesses.

A [pilot project](#) recently launched in Kansas is targeting assistance for these businesses in the state's rural communities. These businesses are typically past the startup stage and ripe for more expansion, but might lack the resources to reach their growth potential.

About 35 small rural businesses will be involved in this pilot project, which is made possible in part by a grant from the U.S. Department of Agriculture.

Businesses that have already been accepted into this economic-gardening pilot project come from communities as small as 200 residents; most are from towns of under 5,000 people.

The owners of these establishments will receive technical assistance on how to grow their businesses; examples might include help in identifying market trends, expanding the use of Internet marketing or developing new social media tools. The idea is to provide local entrepreneurs with the resources and information that only large firms have typically been able to access.

Economic gardening also stresses the need to build up the local infrastructure, whether it be local roads and the "information highway," quality-of-life amenities, or training opportunities for second-stage businesses.

The pilot project typifies the importance that state legislators have placed on helping entrepreneurs. In 2004, with passage of the Economic Growth Act, the Legislature established the Kansas Center for Entrepreneurship.

"The center felt that implementing a pilot project was the best way to research the concept [of economic gardening]," says Steve Radley, the director of NetworkKansas. "We will be following the success of these companies over the next few years to determine the success of the program before expanding it in the state."

Legislators will be keeping an eye on the progress as well.

The pilot project "is a good example of the actions that the [2004] legislation was designed to encourage," says Republican Sen. Mark Taddiken.

The Edward Lowe Foundation, a proponent of the economic gardening model and the group that developed the YourEconomy.org website, is involved in the Kansas project as well.

Thank You to Our Partners!

JCBRC is able to assist the business community because of your support.



City of
Golden



 *Serving the Tri-County Region*



Lakewood

