

Building the economy

one business at a time.

To our partners, friends, and supporters:

Small business is increasingly in the news these days, but it's no news to us that small business health is key to the American economic recovery. For more than 30 years, the University of Texas at San Antonio has been actively engaged in building the economy, one business at a time.

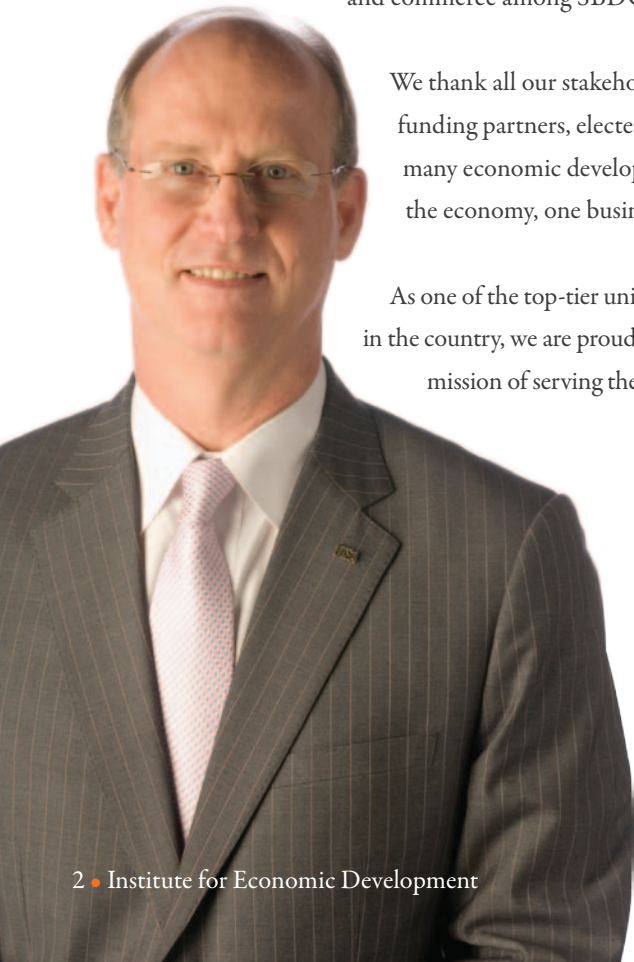
In 2010, UTSA's Institute for Economic Development served 37,000 businesses — up from 32,000 in 2009 — as more and more Texans discovered the value and the breadth of our services. And while access to capital for our business clientele remained tight, we tallied an increase in net sales, contracts and exports over the past year.

Like our clients, our staff of business and economic development experts are working harder than ever to bring results-oriented consulting, training, technical services, and research to a growing clientele.

Of note in 2010, we expanded our expertise in these key areas: rural community development, environmental sustainability, and veteran-owned businesses. We also continued to expand our international outreach, aiding several Latin American countries in adopting the Small Business Development Center model. Our innovative online trade platform has been launched, easing the way for trade and commerce among SBDC clients at home and abroad.

We thank all our stakeholders — community and business clients, funding partners, elected officials, university leaders, our staff, and many economic development allies — for all that you do to help build the economy, one business at a time.

As one of the top-tier university economic development organizations in the country, we are proud to be a key component of UTSA's Tier One mission of serving the public through community engagement.



Robert M. McKinley

Robert McKinley

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

www.iiedtexas.org

Our Values

Integrity

Building our reputation by being

- Accountable
- Credible
- Ethical
- Respectful

Excellence

Exceeding stakeholder expectations by

- Achieving results
- Demonstrating leadership
- Leveraging our resources and expertise

Service

Delivering results and fostering diversity by being

- Responsive
- Adding value
- Providing solutions
- Collaborating

Innovation

Fostering a culture of creativity by embracing

- Change
- Lifelong learning
- Risk-taking

Our Partners



2010 Services & Results Summary

2010 Services Results

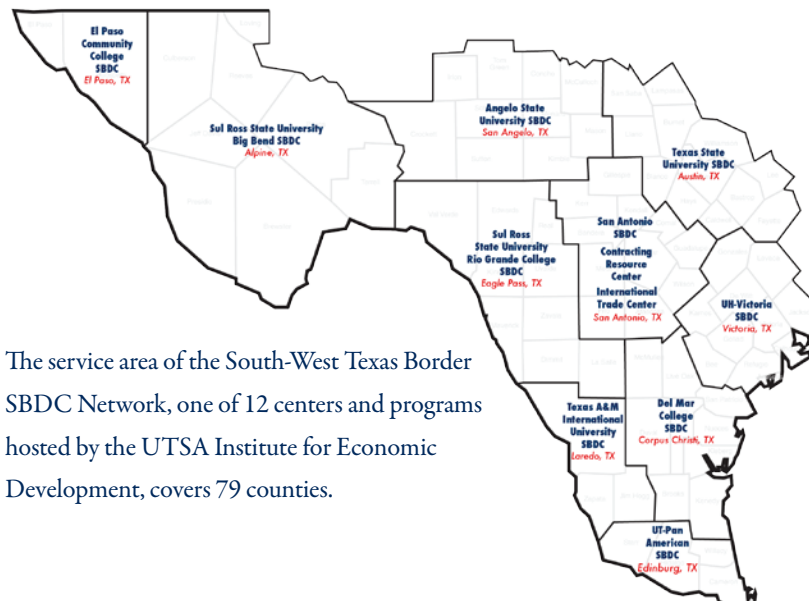
Total Businesses Served	37,844
Training Participants	23,985
Consulting Cases	7,699
Consulting Hours	70,517
Research Tasks	6,125
Research Hours	12,250
Research & Publications Projects	35

“While access to capital remains tight, our clients tallied an increase in net sales, contracts and exports over the past year.”


— Robert McKinley

2010 Economic Impact Results

Jobs Created	2,876
Jobs Retained	2,765
Capital Access	\$196,778,991
New Sales/Contracts/Exports	\$720,041,681
New Business Starts	519
Business Expansions	401
New Tax Revenue Generated	\$22,162,557



The service area of the South-West Texas Border SBDC Network, one of 12 centers and programs hosted by the UTSA Institute for Economic Development, covers 79 counties.



The Institute for Economic Development
is an energetic participant in UTSA's vision
of becoming a Tier One university,
serving the public through community
engagement and outreach

Community
Engagement

A principal driver of UTSA's community engagement and outreach mission

The Institute for Economic Development's multiple programs and centers are a principal driver of UTSA's community engagement and outreach mission — for 30 years, we've helped build the Texas economy, one business at a time.

UTSA's Tier One vision is three-fold: providing access to academic excellence, greater opportunities for funded research that benefits society, and new links with local to international audiences.

Tier One universities generate substantial economic benefit to their communities. Recent studies show that UTSA generates more than \$1.2 billion in annual economic output and supports more than 15,000 jobs in the San Antonio MSA.

Our staff's deep experience and expertise in such fundamental issues as business planning, economic research, outreach to new markets, and access to capital, provide the guidance that entrepreneurs need to be successful. Our economic development resources give communities the tools they need to plan for growth.

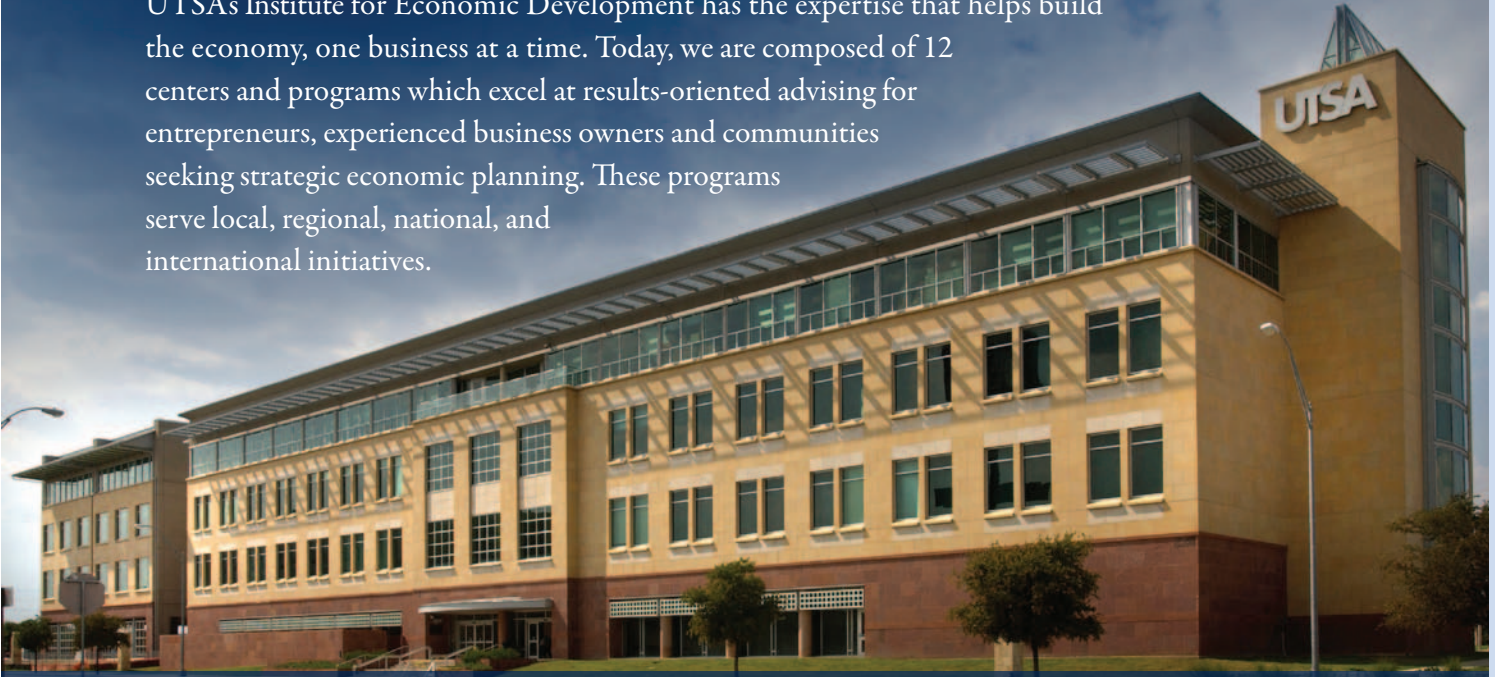
In 2010, the Institute for Economic Development's 12 centers and programs:

- increased our outreach to rural communities in South and West Texas
- offered service learning opportunities to more than 100 students
- expanded the Small Business Development Center (SBDC) model in Latin America
- participated in the Shanghai World Expo
- launched an innovative sustainable business program, in support of UTSA's growing sustainability mission
- expanded outreach to entrepreneurial veterans
- hosted statewide conferences on rural development and international trade
- collaborated on economic development projects with the UTSA colleges of Architecture, Public Policy, Business, and Engineering
- achieved a No. 1 national ranking for Minority Business Enterprise Center services
- contributed to the recovery of businesses affected by the Gulf Oil Spill
- launched an online trade platform for our SBDC domestic and international clients
- served more than 37,000 businesses, up from 32,000 in 2009 (see 2010 results, p. 3)
- helped to grow emerging technology companies as the South Texas portal for the Texas Emerging Technology Fund

As one of the top-performing university-based economic development centers in the country, we are also proud to be a part of the UTSA Office of the Vice President for Community Service, led by Dr. Jude Valdez, who oversees a wide-ranging portfolio of activities that extend university knowledge, resources, and expertise beyond the campus.

Our Centers and Programs

From helping a local business discover new markets to commercializing new technology, UTSA's Institute for Economic Development has the expertise that helps build the economy, one business at a time. Today, we are composed of 12 centers and programs which excel at results-oriented advising for entrepreneurs, experienced business owners and communities seeking strategic economic planning. These programs serve local, regional, national, and international initiatives.



UTSA Downtown Campus, home of The Institute of Economic Development



Center for Community and Business Research
The University of Texas at San Antonio

The Center for Community and Business Research (CCBR) is dedicated to serving the needs of economic

development agencies, workforce development boards, businesses, associations, city, state and federal governments and other community stakeholders in search of information to make informed decisions. CCBR develops, conducts, and reports on research projects that shed light on how organizations, communities, or the economy, work.

Learn more: ccbr.iedtexas.org



Startech, formerly the San Antonio Technology Accelerator Initiative, this year

adopted a new name that better reflects its identity as San Antonio's premier center for technology innovation and commercialization. Startech inspires and supports technology-based business development across the South Texas regional economy. From 2003 through mid-2010, Startech portfolio clients have received more than \$200 million in external financing to build their businesses and create jobs. Startech is the South Texas portal for the State of Texas' \$200 million Emerging Technology Fund.

Learn more: startech1.org



Southwest Trade Adjustment Assistance Center
The University of Texas at San Antonio

The Southwest Trade Adjustment Assistance Center (SWTAAC) assists U.S. manufacturing and service

firms that are negatively impacted by foreign competition to regain profitable growth. SWTAAC staff provide management consulting and strategic business planning services to help firms in Texas, Louisiana, and Oklahoma compete in a global marketplace. Working with the U.S. Economic Development Administration, SWTAAC helps these firms define their needs, then secure and coordinate professional consulting services.

Learn more: swtaac.org



The SBDC National Information Clearinghouse (SBDCNet) provides timely, relevant business research,

web-based information, and training services to SBDC counselors and their clients. Since 1998, SBDCNet has responded to more than 50,000 business research requests containing over 250,000 individual reports. The center's team of researchers is dedicated to meeting the small business research needs of 1,100 small business development centers across the United States and its territories.

Learn more: sbdnet.org



Last year, the Minority Business Enterprise Center (MBEC) was ranked No. 1 in the nation by the Minority Business

Development Agency for their top-rated performance. MBEC helps minority business enterprises increase profits and employment in today's marketplace by providing targeted management and technical assistance services. The center primarily works with established minority-owned businesses that have at least \$500,000 in annual revenues and are seeking rapid growth.

Learn more: sa-mbec.org



The Contracting Resource Center (CRC), helps small business owners expand into the public-sector marketplace.

CRC provides training, advising, and technical assistance to prepare small businesses to market their business, respond to contracting opportunities, and be successful. CRC has developed expertise in key technical areas, including small business emergency preparedness, human resource management, and federal regulation compliance, veterans assistance and services, and sustainable business resources.

Learn more: crc.txsbdc.org



The South-West Texas Border Small Business Development Center Network comprises 10 SBDC-affiliate offices hosted by

universities and community colleges in a 79-county region stretching from the Gulf Coast to South Texas, the Border, and parts of West Texas. In partnership with the U.S. Small Business Administration, UTSA administers the Network, its affiliate offices, and specialty centers. Two specialty centers, the International Trade Center and the Contracting Resource Center provide access to new and expanded markets.

Learn more: txsbdc.org



The Sustainable Business Program (SBP) provides the resources for small businesses in Bexar, Nueces and San Patricio

counties to adopt sustainable business practices that create economic, social, and environmental health. The SBP's staff help small businesses adapt to a changing economic climate while simultaneously "going green." SBP workshops and advising sessions cover disaster resilience, energy efficiency and conservation, environmentally responsible purchasing, sustainable manufacturing, and sustainable business practices.

Learn more: sustainabletx.org



The San Antonio Small Business Development Center (SBDC) offers integrated services to meet the needs of experienced

small business owners as well as entrepreneurs just starting a business. Active in San Antonio and the 10 counties surrounding Bexar County, the San Antonio SBDC's experienced staff provides professional, confidential, one-on-one business advising services at no charge. In addition to advising, the SBDC offers low-cost training workshops covering a wide array of financial topics designed to help small businesses succeed.

Learn more: sasbdc.org



The Rural Business Program (RBP) supports economic and community development in the 79-county South-West Texas

Border SBDC Network, including major Texas border communities. RBP provides applied research, resource or capital development, and training opportunities to businesses, communities, local governments, and agencies engaged in rural economic or community development. RBP helps rural communities identify regional assets and ways to expand and diversify local economies, leading to the creation of jobs and improvement to the quality of life.

Learn more: rbp.txsbdc.org



The International Trade Center (ITC) is the largest and most successful trade assistance organization in Texas. ITC staff

provides technical trade consulting, customized market research, and innovative training programs for companies seeking a global reach. The center's team of certified international business consultants and market researchers work one-on-one with clients to deliver results that create economic impact. To develop foreign market distribution channels, the ITC has lead a major initiative expanding the SBDC model into Mexico and Latin America.

Learn more: texastrade.org



The Veterans Assistance and Services Program (VASP) helps the men and women of the U.S. Armed Services, National

Guard, and Reserves become successful business owners. Services include business planning and start-up assistance; preparation to obtain bank loans and financing; advice on certification as a veteran-owned business with city, state, local, and federal entities; government contracting assistance; and Web-based assessments and online training.

Learn more: vasp.txsbdc.org



International Trade Center brings global markets to local businesses

The International Trade Center (ITC), a program of the UTSA Institute for Economic Development, helps small businesses plan and expand to new, global markets.

ITC operates as a specialty center of South-West Texas Border Small Business Development Center (SBDC) Network, a 79-county service area that reaches from the Gulf Coast to South, Central, and West Texas.

Last year, UTSA's International Trade Center helped businesses create global sales of \$182 million

The trade center's performance trumped last year's achievements in several key areas. Despite the difficult U.S. economic climate in 2010, the trade center is a leading contributor to the National Export Initiative to double U.S. exports. With 95 percent of the world's consumers outside the U.S. our business clients can grow by going global. Global sales and exports skyrocketed from \$112 to \$182 million.

SANA International Commerce, a San Antonio-based company, knows the value of our SBDC global business expertise. Founded in 1996, SANA is a small business that supplies the massive oil and gas equipment, transportation, manufacturing, and mining equipment sectors throughout the world.

Mexico is SANA's largest market, but it also has customers in Chile, Argentina, Bolivia, Dominican Republic, Panama, Costa Rica, Guatemala, Italy, Saudi Arabia, and United Arab Emirates.

"With the help of the International Trade Center, we have been able to increase our sales at a time when the economy was not growing," said Jorge Sanchez, owner of SANA International Commerce.

Expanding the SBDC model into Latin America was a key objective in 2010. Staff supported the continued growth of the Mexico SBDC network, which now numbers 101 centers, and helped develop the SBDC models in Colombia and El Salvador.

A major accomplishment is the launch of SBDCGlobal.com, an innovative trade platform that links more than 750,000 small business clients from the U.S., Mexico, El Salvador, and Colombia SBDC networks for bilateral trade opportunities.

"The International Trade Center created tremendous results in 2010," said Director Cliff Paredes, who cited the launch of SBDCGlobal.com, the creation of a pilot SBDC network in El Salvador, and the continued expansion of the SBDCs in Mexico as highlights. "We have a great deal to build upon for 2011."

Learn more: texastrade.org

Rural Business Program partners with communities to plan for growth

The Rural Business Program (RBP) promotes strategic economic, community and business development in the 79-country region served by the South-West Texas Border Small Business Development Center (SBDC) Network.

The service area covers the Gulf Coast; South, Central and West Texas; and Border colonias — areas tied to the traditional economies of agriculture and oil, but ones that are seeking new ways to prosper.

In its first full year of operation, the RBP’s staff helped communities research, plan, and implement strategies for growth. From Castroville to Encinal, to Port Isabel and Zapata, the Rural Business Program worked directly with business and area leaders.

In one community, RBP experts helped to plan for a solar farm and research park, and in another, they developed a plan to revitalize a downtown district with an eye toward increasing tourism.

“It was a busy first year, as we addressed projects in 10 communities and held the first statewide Texas Rural Challenge conference,” said Director Gilbert Gonzalez.

The conference, coming up again in June 2011, drew about 250 participants, bringing together diverse stakeholders working on behalf of Texas’ rural communities. Details of the next conference can be found at <http://rbp.txsbdc.org>.

The RBP partners with business owners, local governments, economic development corporations, and others who are working to strengthen Texas’ rural communities.

In 2011, the RBP will work with communities directly affected by the Eagle Ford Shale formation.

“It is critical that these communities plan for the future by diversifying their economic base — as well as capitalize on immediate opportunities,” Gonzalez said.

The program regularly leverages resources within the UTSA academic and research network.

“We’re able to use our research and collaboration in helping communities to plan as well as bring these projects to fruition,” Gonzalez said. “That means new jobs and new markets.”

Learn more: rbp.txsbdc.org



UTSA’s Rural Business Program is reaching out to Texas small towns to diversify the economy and access new markets



Sustainable Business Program helps businesses reduce waste, improve profits

Bringing sustainability to small businesses and organizations is a new focus for UTSA's Institute for Economic Development. The Sustainable Business Program (SBP) brings together expertise in architecture, manufacturing, human resources, engineering, finance, and research to foster a multi-disciplinary approach to sustainability.

In 2010, the SBP focused on four key areas: disaster resiliency, sustainable manufacturing, green product innovation and commercialization, and elements of business sustainability.

The program's services are delivered through seminars, one-on-one business advising, and public events. The website, sustainabletx.org, also features a robust digital resource library.

New program fosters innovative solutions to promote sustainability and improve the bottom line for small businesses

Low-cost seminar series include practical information to help business owners and leaders apply sustainable business practices — ones that reduce waste and take steps to use natural resources more efficiently.

Staff are also directing a pilot demonstration project, which invites manufacturing firms to apply for support in putting sustainable principles into action. Currently, a dozen firms are participating and one pilot project is underway. The program anticipates significant growth and outreach in 2011.

"Sustainability is not a new idea in the Southwest," said Roy Pachecano, an architect and business owner who leads the program. "The Texas landscape is dotted with 19th- and early 20th-century windmills, evidence that sustainable business practices have a long history locally," Pachecano added.

In October, the program was formally launched alongside UTSA's new Texas Sustainable Energy Research Institute, which will promote applied energy research and innovation, as well as create citizen leaders who have a working knowledge of sustainable practices.

"My firm belief is that Texas, with its legacy of energy innovation and entrepreneurship, will be a leader in the 21st century renewable energy economy," Pachecano said.

Learn more: sustainabletx.org

Key Contacts

UTSA-Hosted Centers

- Center for Community and Business Research
(210) 458-2750
ccbr.iedtexas.org
- Startech
(210) 458-2585
startech1.org
- Southwest Trade Adjustment Assistance Center
(210) 458-2495
swtaac.org
- SBDC National Information Clearinghouse
(210) 458-2747
sbdcnet.org
- Minority Business Enterprise Center
(210) 458-2480
sa-mbec.org
- South-West Texas Border
Small Business Development Center Network
(210) 458-2450
txsbdc.org
- UTSA Small Business Development Center
(210) 458-2460
sasbdc.org
- SBDC Contracting Resource Center
(210) 458-2458
crc.txsbdc.org
- Veterans Assistance and Services Program
(210) 458-2458
vasp.txsbdc.org
- Sustainable Business Program
(210) 458-2458
sustainabletx.org
- SBDC International Trade Center
(210) 458-2470
texastrade.org
- SBDC Rural Business Program
(210) 458-2046
rbp.txsbdc.org

SBDC-Affiliated Service Centers

- Angelo State University/San Angelo
(325) 942-2098
www.sbdc.angelo.edu
- Del Mar College/Corpus Christi
(361) 698-1021
www.delmar.edu/sbdc
- El Paso Community College/El Paso
(915) 831-7743
www.elpasosbdc.biz
- Sul Ross State University/Alpine
(432) 837-8694
www.sulross.edu/~sbdc
- Sul Ross State University Rio Grande College
/Eagle Pass
(830) 758-5025
rgc.sulross.edu/pages/106.asp
- Texas A&M International University/Laredo
(956) 326-2827
sbdc.tamui.edu
- Texas State University/San Marcos
(512) 716-4800
www.business.txstate.edu/sbdc
- University of Houston at Victoria
(361) 575-8944
www.sbdc.uhv.edu
- The University of Texas-Pan American/Edinburg
(956) 292-7535
utpa.edu/sbdc

The University of Texas at San Antonio's Institute for Economic Development is dedicated to creating jobs, growing businesses, and fostering economic and community development. Services include professional business consultation, technical training, research, and strategic planning for more than 37,000 small-to-medium businesses and organizations annually.

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

