

Sarno & Son Tuxedos



Client Name: Nancy Sarno
Company Name: Sarno & Son
Address: 401 S. Washington Avenue
City, PA: Scranton, PA
County: Lackawanna

Industry: Retail /Wholesale

Year Founded: 1940

SBDC Assistance: Strategic and Market Planning; On-site training; Human Resource issues management; Policy and Procedures Manual development; EMAP

The University of Scranton SBDC
Elaine Tweedy, Director
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800 Linden Street
Scranton, PA 18510-4639
(570) 941-7588
sbdc@scranton.edu
www.scrantonsbdc.com



Background:

When the founder of Sarno & Son retired, his daughter, Nancy Sarno, took over the business. She approached the center in 1995 for marketing assistance and to assist with building an awareness of Sarno & Son Tuxedos on college campuses. This initial visit led to a long-term relationship with the client that has lasted through the company's growth and expansion and is highlighted below.

Assistance Provided:

The SBDC recommended that Sarno & Son conduct a strategic planning process. Already in four markets, and thinking about expanding into more, doing a SWOT of the company might assist in the development of a phased-growth strategy. To address the initial reason for the visit, the SBDC worked internally within the University to expose the quality and service aspects of Sarno Tuxedos by developing a relationship with the campus performance band and Sarno. Nancy Sarno ended up donating rental tuxedos for a band Christmas performance, bringing goodwill on board to build a campus relationship that has grown. Sarno's also offered a \$20.00 discount on Tuxedo rental to college campus students for proms and other formal activities, based on the recommendations of their SBDC consultant.

Strategic planning was undertaken, with a phased-growth goal-setting process developed. As the company grew from 50 employees to 125, Nancy Sarno used the services of the SBDC to train her managers in proper supervision skills, and to assist her in the development of the company's first Policy and Procedures Manual.

The company also utilized the services of the PASBDC Environmental Management Assistance Program to perform an on-site audit of their dry cleaning operation.

Recently, Sarno & Son cosponsored a Gaining Ground in Tough Economic Times seminar on-site at their facility, training 35 companies. This is part of Sarno's annual community service. They chose to partner with the SBDC to assist others who might be struggling under the adverse economic conditions of the last year.

Impact:

- **Jobs Retained: 50**
- **Jobs Created: 75**
- **Completed Strategic Plan Process**
- **Expansion to nine-state market (four states originally)**
- **Completed Policy and Procedures Manual**
- **Trained 20 Managers in Supervisory Skills**
- **Saved \$793.00 per year in energy/utility bills**
- **Improved environmental dry cleaning industry recordkeeping standards in house**
- **Trained 35 companies/individuals in managing in a tough economic time**

**Small Business Development Center
Saint Francis University**

Helping businesses start, grow, and prosper.



"The assistance provided by the Saint Francis SBDC through its Center for Global Competitiveness has made it easier with our international trade activities."

- Bill Riggs

J&J Truck Bodies, Inc.
10558 Somerset Pike
Somerset PA 15501
814-443-2671
Bill Riggs, President

<http://db.jjbodies.com/>

Industry: Truck Body Manufacturing

Year Founded: 1958

SBDC Assistance: International Market Research, Trade Show Assistance,

Additional Partners: SAPDC, PA OIBD, US Dept. of Commerce

Saint Francis University SBDC
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**SAINT FRANCIS
UNIVERSITY**
FOUNDED 1847

Somerset Company Keeps on Truckin'

J&J Truck Bodies has manufactured truck bodies and trailers in Somerset since 1958. In that time, they have achieved a reputation for products that are not only high quality but also durable. As a result of this, J&J received the ISO 9001:2000 certification. Additionally, they are a major supplier of truck bodies to organizations such as the Pennsylvania Department of Transportation and many of the coal haulers throughout the region. The J&J DynaHauler[®] truck body is built to last and built for the long haul.

Starting out as a manufacturer of truck bodies targeting the coal and farming sectors, by the early 1980s, J&J began manufacturing transfer trailers for solid waste, agricultural, recycling and municipal applications. They manufacture compaction, live floor, tipper, steel lightweight, and push out trailers for commercial and municipal use. These trailers come with many ready-to-work specifications and options that are designed to give customers a dependable and easy-to-use product.

J&J has worked with the Saint Francis University Small Business Development Center through its Center for Global Competitiveness since the late 1990s. The company is an integral part of a group of mining related companies that the Center works with to explore opportunities for expanded business in various parts of the world.

Today, J&J Truck Bodies sells products in countries as diverse as Saudi Arabia, South Africa, Chile, Peru, China, Vietnam and Russia. The Center has worked with the company to provide market research into many of these markets as well as assisted the company with trade shows in Chile, Canada, Peru, South Africa, Australia, Ukraine, Russia and Vietnam, among others. Prior to entering new markets, the company has worked with the Center in obtaining market research to assist in their evaluation of the market. J&J attended the Electramining Show in South Africa with the Center and has participated with the Center in a number of the Center's other shows.

The company has generated not only numerous trade leads from these shows but has developed ongoing sales in South Africa, Vietnam, Russia, Chile and Saudi Arabia. Through the assistance it has provided, the Center has played a significant role in the company generating these sales.

Besides J&J being a company successful in expanding internationally, its success is a testament to the cooperation between the various international trade service providers. For example, with the entrée into the South African market, work was done with the Regional Export Network at Southern Alleghenies Planning & Development Commission, the PA Overseas Rep in South Africa and the US Department of Commerce International Trade Administration offices both locally and in Johannesburg.

As J&J Truck Bodies continues to look at new markets around the world, the Saint Francis Small Business Development Center looks forward to being one of the keys that enable them to "keep on truckin'."

Western Pennsylvania company awarded \$9 million SBIR grant

NOKOMIS Supporting America's Advanced Technology

Nokomis Inc.
310 5th Street
Charleroi, PA 15022
Allegheny County
www.nokomisinc.com

Industry: Defense industry product manufacturing

Year Founded: 2004

SBDC Assistance: Assisted in identifying Small Business Innovation Research grants; connected with other agencies providing free assessments of proposed technology; evaluated proposal; assisted business in meeting necessary federal requirement; connected with talented members of University of Pittsburgh community to serve as grant writer.



Small Business Development Center
University of Pittsburgh
Raymond Vargo, Director
First Floor, Wesley W. Posvar Hall
Pittsburgh, PA 15260
(412) 648-1542
www.sbdc.pitt.edu



Background

Nokomis Inc. began with a passion for the protection of this nation and those in its armed forces. Its CEO and founder, Walter Keller, then turned this interest into a business to produce electromagnetic products for the defense industry's pursuit of terrorists and adversaries. Their advanced technology locates, tracks, and collects information about enemies and actively prevents these threats to national security from carrying out any harmful operations.

Reason for Seeking SBDC Assistance

Throughout Nokomis' development, the company has frequently turned to the Pitt SBDC for assistance identifying and completing proposals for Small Business Innovative Research (SBIR) federal grants, updating its business plan to accommodate new opportunities, and connecting with other organizations and resources in the region that support promising innovations and growing technology businesses. This time, Nokomis approached the Pitt SBDC for help expanding their business plan and exploring new funding sources.

What the University of Pittsburgh SBDC Did

Working closely with a seasoned technology consultant at the Pitt SBDC, Nokomis developed a strong application for the highly competitive Phase III SBIR grant and put in place the business structures and plans necessary to receive the federal grant. In preparation for another SBIR proposal, the Pitt SBDC put Nokomis in touch with a developmental agency that specializes in early-stage technology businesses to review the proposal concept. The consultant also helped Nokomis recruit within Pitt for a skilled technical writer to work on the company's proposal.

Results

In October, Nokomis Inc. secured a contract worth more than \$9 million for a highly coveted Phase III SBIR federal grant. The company has received a good deal of media attention for this significant achievement, including a visit from Congressman John P. Murtha to announce the contract. In addition to saving lives by bringing Nokomis' technology to areas of U.S. conflict, the grant will allow Nokomis to expand operations, creating new jobs and opportunities for workers in Charleroi and its additional offices in Pittsburgh and Toledo.

Montage Diversity Consultants, LLC: A Business Incubator Success Story



Industry: Consulting

Year Founded: 2001

SBDC Assistance: Strategic Planning, Business Incubation, Marketing Plan Development, Research, Creative /Graphic Arts, Legal

Temple University SBDC
Eustace Kangaju, Director
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www.temple.edu/sbdc

 **Small Business Development Center**
TEMPLE UNIVERSITY
The Fox School of Business and Management

Montage Diversity Consultants, LLC is a certified Minority Business Enterprise that provides diversity consulting, training, business development, and technology services to education and corporate clients nationwide. Additionally, they offer payroll outsourcing and employee management services, which helps to reduce human resource burdens and allows clients to focus on their core business.

Stephan Reeves started the business in 2001 and began working with his first target group of clients in 2003, assisting independent schools in recruiting teachers of color. Reeves was running the business from his home office, by himself and on a part-time basis. By 2004, Reeves had restructured the business and hired diversity trainers to assist in this new initiative. Consequently, the company exploded in double-digit growth and by 2006, Montage Diversity was operating full time with major contracts with The School District of Philadelphia and Catapult Learning. However, this new growth had its own set of challenges and in order to acquire the assistance and expertise he needed for the next phase of his business, Reeves sought the guidance of the business consultants at the Temple SBDC.

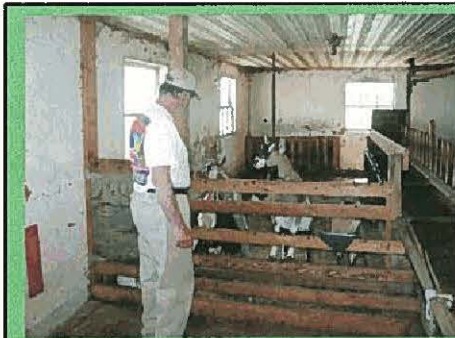
Additionally, Montage Diversity Consultants, LLC became a part of the Temple SBDC's Business Incubator Program in early 2007 and worked closely with the business incubator manager to obtain funding for his upcoming projects. He utilized the space in the incubator as his central office location. "The business was run from home until I moved into the [incubator]," Reeves said. "They provided a place where we could call our business headquarters and now we're located in a business empowerment zone."

The Temple SBDC also helped Reeves obtain capital and build strong banking relationships. In 2008, He received a \$50,000 line of credit through the Philadelphia Business Builder Loan program (in conjunction with the Greater Philadelphia Urban Affairs Coalition and United Bank) and in 2009, because of their fast growth and successful acquisition of new clients, an additional \$25,000 line of credit was obtained. This financing has enabled him to cover payroll and operating costs as he focuses on building new business.

Additionally, Montage, also in 2008, scored a \$400,000 contract with Catapult Learning in Chicago and a \$40,000 contract with Houghton Mifflin Harcourt, assisting the well known educational publisher with project support of their Reading First software for the School District of Philadelphia. Now at the halfway point of the new year, Montage has surpassed the goals set during their January and March meetings with their incubator manager; generating \$690K in revenue (138% to plan), hiring one additional full-time person (Human Resource Director), expanding their current contract with Catapult, and winning another \$10,000 contract to facilitate a summer school program.

"Now we have three full time people, our first international office open in Jamaica, and 70 (an increase from 50 in January) part time training employees who provide program support in Pennsylvania, Florida and Illinois," Reeves said. "Right now as an effect of the economy, companies will be tighter with funds and will start shrinking budgets for diversity consulting and training services and it has become one of our jobs to explain why this service is a bottom line imperative." And just like in the last two years, the Temple SBDC and its business incubator will be right there to help Montage make that happen.

Inn to the Season Specialties



Bernard & Virginia Jurkowski



Client Name: Bernard & Virginia Jurkowski
Company Name: Inn to the Seasons Specialties
Address: RR#2 Box 2772
City, PA: Canton, PA
County: Bradford

Industry: Agriculture & Food Specialty Producer

Year Founded: 2004

SBDC Assistance: Start-up assistance, Business Plan Development, Marketing Plan assistance

Consultant: Susan Dillon
The University of Scranton SBDC
Elaine Tweedy, Director
The Gallery House
411 413 Quincy Avenue
Scranton, PA 18510-4639
(570) 941-7588
sbdc@scranton.edu
www.scrantonsbdc.com

Background:

The clients, Bernard & Virginia Jurkowski, had lived on a farm in NJ for some years prior to moving to Canton, PA in 1993. After their move they established a farm in Bradford County raising goats. Bernard had gone to chef school and had worked at several restaurants. His wife Virginia was a self-taught cook with a talent for combining herbs and spices to produce a tasty recipe. Their goal was to take cheese from their goats and make value-added food specialty products such as lasagna, manicotti and others. After doing product research and development testing, they began their farm-based food specialty business in 2004. Since then, they have added many products to their offerings.

They have their own certified kitchen on the premises. They milk their goats, process the cheese, and then use the cheese as the foundation of many of their products including: broccoli crepes, meat or vegetable lasagna, blintzes and pierogi. They bake muffins, breads and cheesecakes. They have a diversified livestock farm including goats, pigs and beef. They use a USDA-certified butcher to process the meat. Their kielbasa (made from their own pork) is a favorite. They also grow their own vegetables for the recipes and make their own meat sauce.

They sell direct to the public via farmer's markets and on-farm sales. They are in the process of developing their own CSA (Community Supported Agriculture) and are exploring joint sales through a co-operative arrangement with other regional growers.

Assistance Provided:

The SBDCs' Tioga & Bradford outreach office (Susan Dillon) worked with the Jurkowski's when they were beginning their business and provided start-up information. She has kept contact with them over the years providing them with assistance with a variety of topics including labeling, sources of packaging materials, information on forming a CSA and sources of financing.



Impact:

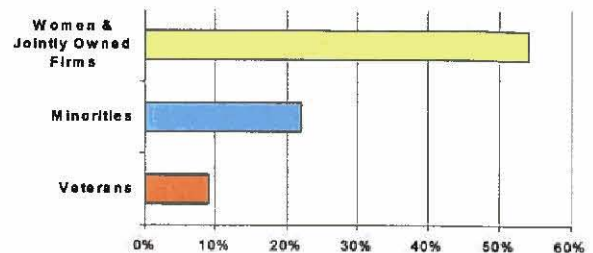
A new business was created. Products were developed and brought to market. Sales have increased. New marketing venues have been developed. New products and additional marketing venues continue to be explored.

Services Summary

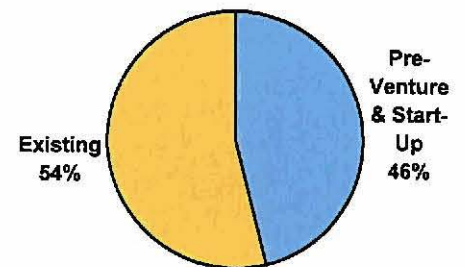
January 1, 2008 – December 31, 2008

Entrepreneurs Consulted	14,534
• Consulting clients.....	9,845
• Non-clients assisted.....	4,689
Total Consulting Hours Provided	146,948
• Hours for consulting clients.....	144,805
• Hours for non-clients.....	2,143
Training Workshops & Seminars	1,069
Training Event Attendees	19,475
Client-Obtained Financing	\$217,184,120
Client New International Trade Sales	\$52,078,801
Client Government Contracts	\$188,501,386
Assets Preserved	\$18,842,300

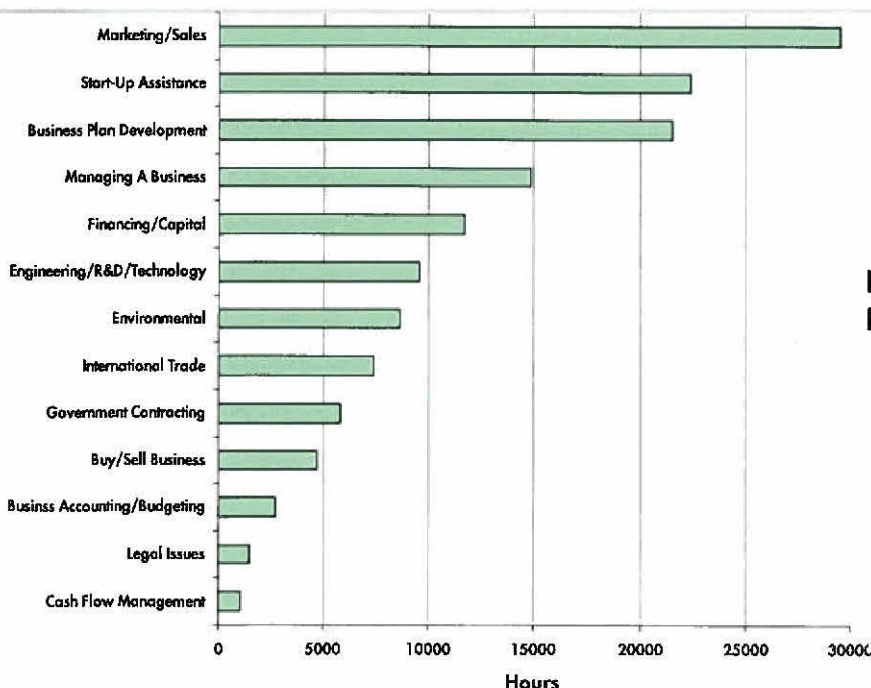
DEMOGRAPHICS



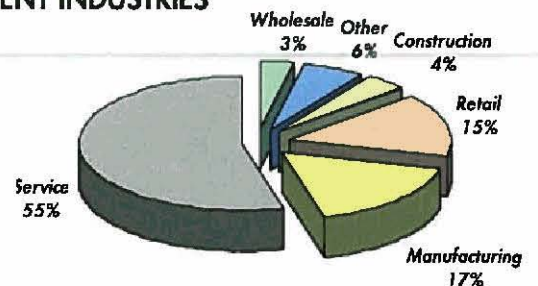
STAGE OF CLIENT BUSINESSES



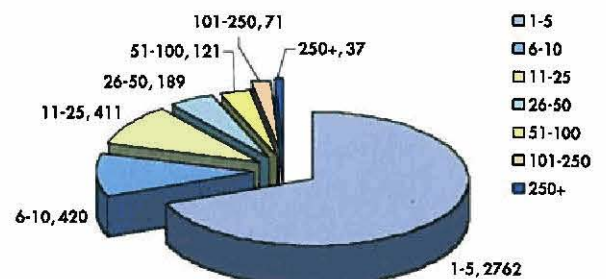
CONSULTING TOPICS



CLIENT INDUSTRIES



NUMBER OF EMPLOYEES OF CLIENT BUSINESSES





Farming Profitability Overview

In April and May 2009, the Agribusiness and Food Specialty Centers of The University of Scranton Small Business Development Center (SBDC), set out to share some insight on farm profitability. The Center developed a full-day training program geared to small and mid-sized farms covering farm business planning, recordkeeping, marketing, pricing and thinking strategically.

Farming profitability business skills programs were held in Butler, Chester and Centre counties as a part of PASA's 2009 Intensive-Learning Program series (and later in Philadelphia, for Urban Farmers, as a direct result of conversations with the Wharton SBDC). The intensives provided not only the opportunity to learn more about what a farm enterprise needed to do to increase its ability to spot trends, track operations, and use various recordkeeping forms, but it also provided the opportunity for attendees to network and learn from each other.

The program was designed around one key fact: farmers, who are busy producing what they do best—farm based goods, often don't put aside enough time to track what they did best, and how their practices affect their bottom line.

Without a valuable measuring tool or a starting point—such as a farm business plan—it can be nearly impossible to judge how the farm is doing, how it has grown, and what it needs to change/examine in order to become more profitable.

Many farm owners know exactly what systems (production, livestock, etc.) they use and how their operations run, but may not have put this into a written format. Getting your systems on paper, so that you might share this information with employees, family members, and even lenders, if you need additional financing, is important to the process of examining how well the farm is doing. It's also important from the standpoint of knowing that others have a good foundation in how the farm operates in case something should happen to the owner.

Without tracking the hours spent in certain farm operations, the labor dedicated to them and the prices associated with obtaining materials for these processes, it is difficult to price effectively.

Examining the "core" products and services of the farm is also important. Realizing that a farm may have a competitive advantage (what they do better than anyone else), expertise or market niche, aids in looking at the key strengths and weaknesses of the farm operation, and building a growth plan based on capitalizing on these strengths and overcoming weaknesses. Some farms get off the beaten path of their "core" activities, losing sight of the advantages to being "the best" in these areas, instead trying to be all things to all people. Without a written plan, it's almost impossible to measure which farm enterprises contribute the most to the big picture—typically core activities—and which may need to be rethought or relinquished.

The Agribusiness and Food Specialty Center training sought to help farm enterprises understand what was most important to the menu of running a profitable establishment.

Is the farm's pricing point a competitive one (one that simply mirrors what others in the same market are asking for similar items)? Or is the farm differentiating its products, describing the uniqueness and benefits of those products, giving the enterprise the ability to place a value on that unique identity which may be above a competitive price? Currently the Scranton SBDC is working on developing Excel spreadsheets that can be used by any farm owner who wants to do some pricing scenarios.

To find models of pricing through case studies, the ATTRA website is helpful. Just do a search using the word "pricing." Here is a good ATTRA link:

<http://attra.ncat.org/attra-pub/directmkt.html#pricing>.

For recordkeeping information, the following sites have good content:

<http://cropins.aers.psu.edu/Recordkeeping/ProdRecordMgmtSystem.pdf>

http://agecon.okstate.edu/farmbook/table_of_contents.asp

The SBDC developed a partnership with The University of Minnesota's Farm Financial Management operation, and obtained an on-line Ag-Plan tool for PASA's Intensive Learning Program attendees to utilize to help them begin to put descriptions of their operations and current activities into a business plan format. Scranton SBDC Agribusiness staff can utilize the web-based program to monitor the plans of those who submit them.

Through the Farm Financial Management Center in Minnesota, attendees were also given a financing planning and scenario (what if) development tool called FinPACK. FinPACK acts as a supplement to current recordkeeping activities, allowing a farm to project out growth plans, changes in operation, transitions, and other activities, and to see how such activities might affect the costs of doing business on the farm. FinPACK can be obtained by going to the following website:

<http://www.cffm.umn.edu/Software/FINPACK/index.aspx>

The SBDC always advises that farm enterprises have a good working relationship with an accountant and an attorney. Discussing what form of organization works (sole proprietorship, partnership--general or limited, corporation--regular or Subchapter S, LLC) with your accountant is a wise strategy, not only in terms of selecting the correct structure for the type of enterprise you operate, but also for assisting you down the road when it comes to tax time. For a quick review of the elements of the different forms of organization, a good website is: http://www.toolkit.com/small_business_guide/sbg.aspx?nid=P01_4710

The SBDC highly recommends two books for small farm and business planning. The Center purchased the books at a PASA conference (one in 2008 and one in 2009). One is *Making Your Small Farm Profitable* by Ron Macher, the publisher of *Small Farm Today*. The other is *Building a Sustainable Business: A Guide to Developing a Business Plan for Farms and Rural Businesses*, which is easily accessible through Amazon.com.



1531 Route 136, Washington, PA 15301
(724) 228-3339

THE SPRING HOUSE

Summer Hours M-S 9 a.m. to 9 p.m. Sun. 12 p.m. to 9 p.m.

Marcia's Moosings

moosings... (noun) A product of contemplation; a thought

Home

Home Cookin

What's to eat Weekdays

What's to eat Weekends

and Sat. Breakfast Buffet

Events

Father's Day Dinner

Farm Heritage Day Pictures

Calendar of Events

Let the SpringHouse Cater It

Catering

Wedding Reception

Picnic Menu

Funeral Meals

Golf Outings

Graduation Parties

Country Breakfasts

Come On Out To The Farm

Weekly Specials

Directions

Contact Information

Saturday, June 7, 2009

At The Farm...

Hello everybody! Wow! Are you loving this beautiful weather as much as we are?! Great weather for plowing and planting and baling hay on the farm. Speaking of farm, did you make it to our Farm Heritage Day? We sure had a lot of fun! Folks who joined us that day told us they loved it!! Besides the Farm Tour, some of the most popular spots were the Old-Time Crafters and the old-fashioned Chore Kids Lane. It was so sweet...almost all 20 of Mom and Dad's grandchildren (plus a few friends) were dressed up in old-time garb, doing all the olden day jobs that kids would have helped with. We had clothes washing, butter making, ice cream making, pie making, dough kneading, apple peeling, and lots of participation by every young person who walked by. Great fun!! [pictures](#)

Did you see the crazy picture of Sarah's calf Sam? Let me tell you the story about that. One day my boys let me know that one of the heifers in the Lilac Bush Field was sucking on the other heifers' udders (or beginning udders). Well, Sarah, Jill, Donny, and I caught her and took her out of that field in a big hurry and put her in a lot by herself. It was Sam, Sarah's new 4-H calf (as if we didn't have enough Sams around here?!). Did you know that if a heifer is sucked as a calf, there's a good chance that one of her quarters will be damaged and she'll only milk with three quarters? A real bummer. So, a few days later, the boys and my husband and I were all dressed up heading to the boys' school for their Spring Program. We were pulling out of the driveway when I hollered, "Stop the car. That heifer's eating a tin can, and I've got to get it away from her!" I flew out of the car and was just ready to roll under the electric fence when Sam (the calf) came close and I saw that my brother Sam had put one of those anti-suck things on her. He made that happen a lot sooner than I thought he'd have time for!! Anyway, that goofy looking thing causes other animals to give her a little kick if she tries to suck on them. So, it trains her and saves all the "udder" udders! Yes, she can eat and drink just fine with it on there...it just looks ugly!!

We've had so many requests for Birthday Parties that we put together some birthday packages, and already held some! So FUN!! Check out the pictures of the Bug Buddy Birthday. Great fun, great eats, and no mess at your house! You gotta love it. If you want to discuss parties, call and talk to Dawn. She's one of the Birthday Party gals, and she's wonderfully calm to talk with.

We're in the thick of Graduation Season right now. I hear the Cooks putting together the breakfast for 225 people that's going out early tomorrow morning for one of the local schools. I'd better go see if they need me. Hey, have a great few weeks of summer. Until we talk again, I'll see you at The Spring House!!

Oh one more thing I forgot to mention. Our farm cats are multiplying!! If you need a kitten we probably have the color you want! (See picture!). Are they cute or what?! Call the SpringHouse to order your kitten today! Heehee!! (seriously, against my son's wishes, we are looking for good homes for this Spring's crop!)

Love,

Marcia



"anti-suck" thing!



"Bug Buddy" birthday party

How the SBDC Can Help Address Challenges Facing the Commonwealth

Problem facing the Commonwealth	SBDC Solution
Tax revenues are coming in too low	SBDC helps companies expand their sales, which results in increased sales taxes.
	Growing companies hire new workers and increase wages, which results in increased income taxes.
	SBDC generates \$7 in NEW tax revenue for every dollar invested in the program.
Jobs are disappearing	SBDCs help companies grow and create NEW jobs.
	In fact, an SBDC client creates a NEW job every 1 hour and 14 minutes. That's more than 7,000 jobs a year.
	With help from the SBDC on how to remain competitive, businesses are able retain their staff.
Capital is not available to fund company operations and growth	With deep knowledge of and relationships with all the many financial institutions and investors, SBDCs help companies secure start-up and growth funding.
	In fact, the SBDCs helped clients obtain more than \$240 million in financing in 2008. A record high amount in the network's 28 year history.
Businesses are closing, reducing much needed community services and eliminating jobs	The SBDCs help companies remain open and maintain their employee base.
	Prospective entrepreneurs are opening successful NEW businesses with help from the SBDC.
	In fact, a NEW business is opened every 4 hours and 4 minutes because of SBDC services.
Rising unemployment is increasing need for state funded social services, unemployment insurance and Medicaid	SBDC assisted firms survive. 80% of SBDC firms are still in business and contributing to the economy 8 years after coming to the SBDC.
	By helping companies remain viable and profitable, SBDC clients are able to retain their employees, thereby reducing the need for state supported social services.
	The average cost of unemployment insurance is \$5,400/unemployed worker. By helping companies to retain their employment base, the SBDCs help to save \$274,482,000 in unemployment insurance costs.
Downsized workers can become new employers through availing themselves of the SBDC's proven start-up services.	