



# SV SBDC 2022 Year in Review

Shenandoah Valley Small Business Development Center  
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# CUMULATIVE IMPACT



# CULTURAL IMPACT



## EDUCATION & TRAINING

Hosted or partnered on workshops in business start-up skills, financial and growth planning, online marketing, and other key topics small business owners need to succeed.



## YOUTH

SV SBDC continued its commitment to the youth of our community by working with student groups at the university, high school, and middle school levels in the areas of program development, soft skill mentoring, competition judging, and teacher training.



## INCLUSION & DIVERSITY

Worked with regional partners to serve participants in the Black and Brown Business Owners Growth Program, Global Women in Entrepreneurship Week Showcase, and host an Expanded Start Smart for Immigrant Entrepreneurs.



## TECHNICAL EXPERT ASSISTANCE

In partnership with Laurel Ridge SBDC, developed, secured funding, and began implementation of Small Business Resiliency Team Program grants for small business technical assistance.



# HUMAN IMPACT

An absolutely brilliant icon of this economic region! As generous as she is skilled. Such an asset to so many! Thanks for all Joyce! -Golden Pony

Allison was always professional and able to answer any questions I had... Her dedication to my success was apparent throughout every conversation we had. --Coffee Hound

Jalal is amazing...Without him we wouldn't be here. He saw our potential and our community did too. -Harmony Harvest Farm

I credit this amazing business support system and advisors like Allison Dugan who have helped me discover new resources and acquire the skills and confidence needed to triple my revenue in 2022. - Pink Ambition Fitness

I always felt encouraged after a phone conversation with our advisor! -Mill Song Bakery



## Our Values:

**Integrity • Trust • Respect**  
**• Continuous Improvement**



The Shenandoah Valley Small Business Development Center provides experienced and professional business consulting to small business start-ups and established local businesses. We work with diverse clients in different industries, providing valuable, confidential resources and expertise at no-fee because we all benefit when businesses succeed in our community.



**Joyce Krech,**  
**Director**



**Barry Henderson**



**Sara Levinson**



**Allison Dugan**



**Diane McCarthy**



**Jalal Maqableh**



**Rosie Riggleman**

# Introducing the SV SBDC Advisory Council

The SV SBDC Advisory Council was formed in the summer of 2022 to facilitate and grow stronger connections between small businesses and the professional resources available in the region. The Advisory Council is made up of participating investors from the region's banking, insurance, accounting, and legal industries. Advisory Council investors provide volunteer advising and enhanced services in their fields of expertise to SV SBDC clients, as well as professional development and collaborative input opportunities to SV SBDC advisors.



\*A special Thanks to the College of Business at James Madison University, our generous host institution, for providing the space, financial support, and resources toward our continued work for the small business community.



The Virginia SBDC Network is funded in part through a cooperative agreement with the U.S. Small Business Administration, George Mason University-Mason Enterprise, local host institutions and GO VIRGINIA, a state-funded initiative administered by the Virginia Department of Housing and Community Development. The Virginia SBDC is nationally accredited by America's SBDC. Other funding is provided by local economic development organizations and SV-SBDC Advisory Council Investors.



Mason Enterprise



VIRGINIA INITIATIVE FOR GROWTH & OPPORTUNITY IN EACH REGION