

RCEFF

REGIONAL CENTER FOR  
ENTREPRENEURIAL  
FACILITATION



annual

2015

REPORT

# RCEF

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### **FOR MORE INFORMATION, PLEASE CONTACT US AT:**

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Mankato, MN 56001

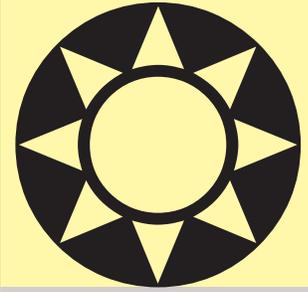
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## **THE REGIONAL CENTER FOR ENTREPRENEURIAL FACILITATION (RCEF)**

RCEF is a non-profit entrepreneur and business development organization. We provide one-on-one confidential business counseling, training, and mentorship to individuals (pre-venture), start-ups, and existing businesses. Our client portfolio ranges from individuals with an idea to \$6 million corporations of 50+ employees from all industries. We have access to a large network of resources to connect clients with the right people at the right time in the facilitation process. We also actively engage in many other entrepreneurial focused projects and events to support and bring value to the community.

## **CLIENTS WITH AN IDEA**

About 60% of our clients are individuals that have a concept (pre-venture), and do not know where or how to start a business. Our Business Facilitators conduct a needs assessment and develop a “road-map to success” with the client. Throughout this process the client receives homework during each consultation and it is up to the client to schedule another appointment. This ensures our facilitators that the individual has the initiative and tenacity to potentially run a business. We help these individuals take their viable concept, develop a plan, and walk them down the path to success.

## **NEW START-UPS**

The remaining 40% of our clientele consists of start-up and existing businesses. With early start-ups, they may be struggling with cash flow, sales and marketing, increasing foot traffic, maintaining margins, or HR issues. We identify and prioritize their needs, and from there we realign or develop new tactics and strategies to guide the client in reaching their goals. Some business owners need very specific professional help. This is where we rely on our diverse network of professionals to assist the client.



### **EXISTING BUSINESSES**

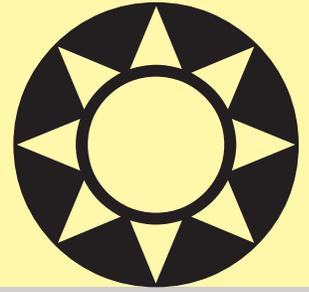
In addition to working with start-up businesses, we work with established businesses. These types of clients come to us seeking guidance in expanding their business to take it to the next level. Some of the professional guidance our clients seek in this area include moving to a new facility, launching a new product line, protecting intellectual property, funding package for expansion, and much more. At this stage, in conjunction with other specialized professionals we help clients develop thorough feasibility assessments of their expansion ideas. After completing this process, our clients have a realistic idea of the viability.

### **PROFESSIONAL CONSULTING AND TRAINING SERVICES**

Our professional consultation services are fully confidential and offered to clients at no charge, thanks to our funding partners, Blue Earth County and the Minnesota Department of Employment and Economic Development (DEED). We have the skills, knowledge, and network of resources to help aspiring entrepreneurs and existing business owners start, grow, and prosper in the competitive marketplace. We also provide training seminars to provide clients with the necessary management tools to succeed.

- ▶ Needs, Goals & Business Assessments
- ▶ Business Plan Review
- ▶ Feasibility Studies
- ▶ Sales & Marketing Plans
- ▶ Market Research
- ▶ Start-up & Expansion Assistance
- ▶ Financial Analysis
- ▶ Strategic Planning
- ▶ Professional Management Advice





### MISSION STATEMENT

*“RCEF strives to enhance the economic self-sufficiency of individuals and communities in which they live.”*

### VALUES

- ▶ Integrity - we demonstrate the highest level of ethics, honesty, and confidentiality in all we do.
- ▶ Innovation - we stay on the cutting edge of industry trends to pass to our clients
- ▶ Excellence - we ensure quality in every aspect of our work.

### GOALS

Our fundamental goal is to start, stabilize and expand businesses, and create a welcoming environment for innovation and economic development.

### OUTCOMES

The outcomes of our service include:

- ▶ New businesses started
- ▶ Capital acquisition
- ▶ Job creation
- ▶ Increased tax revenues
- ▶ Increased sales of clients
- ▶ Cultivation of business leaders



# RCEF

## Our Success

### YEAR-END SUMMARY

Our main objective is to start, stabilize and grow businesses, create and retain jobs, and create a welcoming environment for economic development. In 2015, the Regional Center for Entrepreneurial Facilitation successfully provided business assistance to 83 clients and spent 464 hours in service recognition.

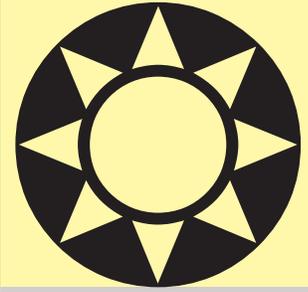
We are pleased with the success we have given to our clients, both new and existing, and will continue to do so in the years to come.

We also want to acknowledge all of our partners we work with - DEED, SBDC, SMIF, Region 9, GMG , Bethany Lutheran College, Martin County EDA/Ignite (RCEF maintains a satellite office at the Martin County courthouse), local EDAs, and local lenders - all working on the same mission of creating economic growth through entrepreneurship. We also want to thank Rep. Bob Gunther and Sen. Julie Rosen for their tireless support of entrepreneurship and the RCEF office.

ACTIVITY & CLIENT RESULTS	FY 2015
Entrepreneurs Consulted	83
Consulting Hours	817
New Businesses Created	6
Businesses Stabilized	5
Businesses Expanded	17
New Investment Capital	\$115,000
Community Asset Building Interfaces	48

For Region 9 counties, the state has identified 855 jobs created or saved in 2015 by SBDC and RCEF's efforts.





## 2015 SUCCESS STORIES

### MAGGIE J'S RESTAURANT

In late 2014 Jason Langworthy came to RCEF with a dream of opening a restaurant in his hometown of Mapleton. After a few meetings, it became clear that the options for opening a new restaurant in Mapleton were financially unattainable. But Jason wasn't one to put his dreams on hold, and in December 2014 an opportunity presented itself. A restaurant in downtown Mapleton was closing, and the city was taking possession of the building and equipment. Knowing that the city wanted a tenant, RCEF worked with the city of Mapleton to secure an agreement between the city and Jason & his business partner Maggie, in which they would take over the restaurant. Everything fell into place, Jason & Maggie did a tremendous job of cleaning and redecorating, and on September 1, 2015 Maggie J's Restaurant opened.

Nice job Jason & Maggie!!

### BIZPITCH - UPDATE

RCEF started BizPitch in 2014 as a tool for entrepreneurs. It is designed to give immediate and valuable feedback to entrepreneurs regarding their business concept, by having participants present their "pitch" to a panel of business experts.

In 2015 RCEF applied for and received a grant from SMIF to further BizPitch and expand the program out to their 20-county region covering south central and southeastern Minnesota. Through the grant program, RCEF was able to facilitate 12 BizPitch events with 36 entrepreneurs participating. BizPitch events were held from Mankato to Rochester and several cities in between. RCEF is grateful for SMIF's support of BizPitch.



# RCEF

## BOARD OF DIRECTORS

### 2015 RCEF BOARD OF DIRECTORS

The RCEF board is comprised of business leaders who all have unique backgrounds and contribute to the strategic direction of the organization. They oversee the activities of RCEF and take an active role in contributing to the client's success. The board meets on a quarterly basis to conduct business and to talk about clients either Bryan, Laura, or someone on the board has met with. RCEF is thankful for the dedication and support the board provides, and the involvement they have with clients. All of the board members are willing to take time out of their schedules to assist those in need of assistance and provide clients with the necessary tools to fulfill their dreams.

NAME	POSITION	OCCUPATION	AFFILIATION
Shane Bowyer	Board President	Business Administration Professor	Bethany Lutheran College
Dan Robinson	Board Vice President	Agent	Lidstrom Commercial Realtors
Bob Knutson	Treasurer	Financial Representative	Knutson Financial Advisors
Bruce Gratz	Secretary	Vice President	First National Bank
Ann Macgregor	Board Member	Underwriter	Minnesota Valley Ac- tion Council (MVAC)
Tom Kammer	Board Member	Manufacturing Consultant	Center for Business and Industry
Phil Slingsby	Board Member	Retired	Manager Scheels
Mark Piepho	Board Member	BEC Commissioner	
Kip Bruender	Board Member	BEC Commissioner	
Andy Johnson	Board Member	Attorney	



# RCEF

## CONSULTANTS & STAFF

### 2015 RCEF CONSULTANTS:

Consultants are utilized when clients need specific assistance. During the entrepreneur's first meeting at RCEF, an assessment is made of where the client is and where the client wants to go on their entrepreneur journey. Consultants are then brought in to assist that entrepreneur in achieving their goals. RCEF appreciates the dedication of these consultants and their willingness to "give back" to other entrepreneurs. Their assistance is invaluable!

NAME	SPECIALTY
Ryan Beavens	Financial analysis
Wes Pruett	HR
Brian Maciej	Marketing
Matt Little	Restaurant Management
Tom Frederick	Restaurant Management
Nancy Frederickson	QuickBooks training

### RCEF STAFF

A large part of RCEF's success is attributed to Bryan Stading and Laura Babcock who diligently work with clients on a daily basis.



**BRYAN STADING**  
Executive Director &  
Senior Business Facilitator



**LAURA BABCOCK**  
Program Coordinator

