



**Small Business
Development Center**
UNIVERSITY OF GEORGIA



**Small Business
Development Center**
UNIVERSITY OF GEORGIA

WHY CHOOSE US?

Our experienced consultants provide confidential services to businesses seeking operational and strategic advice.

- ▶ Develop and update business plans
- ▶ Identify sources of capital
- ▶ Set up record keeping systems
- ▶ Review and analyze financial data
- ▶ Conduct specialized research
- ▶ Create marketing strategies
- ▶ Conduct operational and financial diagnostic assessments
- ▶ Establish long term strategic goals

OUR VALUES

**Quality | Authenticity | Passion
Making a Difference**

OUR LOCATIONS:

ALBANY
229-420-1144

ATHENS
706-542-7436

GEORGIA STATE
UNIVERSITY
404-413-7830

AUGUSTA
706-721-4545

BRUNSWICK
912-264-7343

UNIVERSITY OF
WEST GEORGIA
678-839-5082

COLUMBUS
706-569-2651

DEKALB
770-414-3110

GAINESVILLE
770-531-5681

GWINNETT
678-985-6820

KENNESAW STATE
UNIVERSITY
470-578-6450

MACON
478-757-3609

CLAYTON STATE
UNIVERSITY
678-466-5100

ROME
706-622-2006

SAVANNAH
912-651-3200

GEORGIA SOUTHERN
UNIVERSITY
912-478-7232

VALDOSTA STATE
UNIVERSITY
229-245-3738

OUR PARTNERS:



COMMITTED TO...
**GROWING GEORGIA'S
BUSINESSES**

www.georgiasbdc.org



A Public Service and Outreach Unit
of the University of Georgia.



The UGA SBDC is funded in part through a cooperative agreement with the U.S. Small Business Administration.

MAKING AN IMPACT ON GEORGIA'S ECONOMY

Our clients perform better than the average Georgia business in the areas of sales and employment growth.

Additionally, SBDC clients experienced an average annual sales growth of over 15 percent last year and grew employment by an average annual rate of over 12 percent.



12,472

Jobs created in the last 5 years



1,658

New businesses started in the last 5 years



15.2%

Growth in sales with long-term SBDC assistance compared to the 5.5% growth of the average Georgia business



12.8%

Growth in employment with long-term SBDC assistance compared to the 2.9% growth of the average Georgia business

EDUCATING GEORGIA'S BUSINESSES

Our Signature Series programs provide an in-depth approach to teaching businesses how to grow their business and prosper.

GrowSMART™ enables business owners to construct a foundation for profitable growth. Create a framework to improve performance and shape the success of your business for years to come.

Managing your own business is no easy task, but **StartSMART™** can help by providing new entrepreneurs the resources, support, and motivation to put your dreams within reach.

Every year we offer over 150 training programs throughout the state available for both experienced and beginning entrepreneurs.

www.georgiasbdc.org/signature

STATEWIDE INITIATIVES

OFFICE OF MINORITY BUSINESS DEVELOPMENT provides special emphasis programs to meet the unique needs of minority-owned businesses by identifying procurement opportunities and locating sources of capital. www.georgiasbdc.org/minority

INTERNATIONAL TRADE CENTER offers in-depth, one-on-one international business consulting to first-time and existing exporters. www.georgiasbdc.org/international-trade

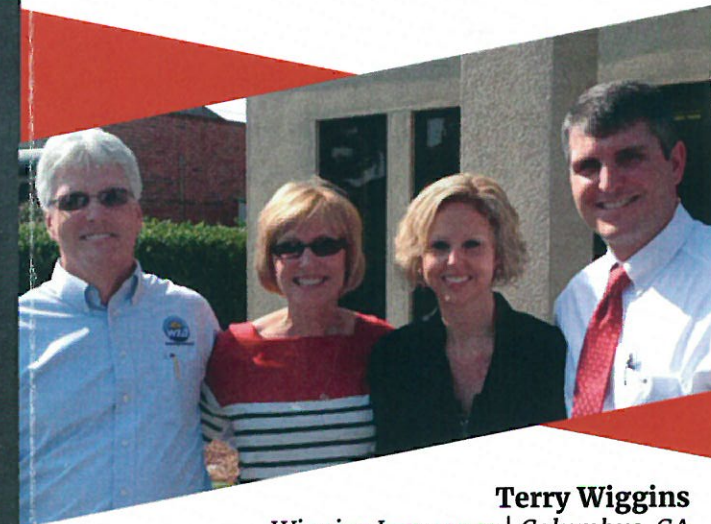
TRAINING HELPS BUSINESS OWNERS LEARN BEST PRACTICES FOR GROWTH

In 2010, Wiggins Insurance had four full-time staff and was generating more than \$2 million in annual premiums. "But my employees were all support staff, and everything was ending up on my desk," says owner, Terry Wiggins, who at that time was the sole agent in his agency.

"I learned that I had to hire and pay people who could run the business without me there," says Wiggins. "I had been giving my clerical people bonuses for the sales they brought in. After the SBDC training, I found another agent and paid him to take some of the load off me. He doubled our sales in personal lines. Then I brought on a commercial lines manager."

"I was going to have to slow down, downsize and not take in any new clients," Wiggins says. "Or I had to figure out how to grow."

"Now our total sales have grown more than 150 percent, and we have 10 people working here," he continues. "This growth all goes back to what I learned in that first course. Making the changes the SBDC recommended gave us tremendous growth."



Terry Wiggins

Wiggins Insurance | Columbus, GA

To read full story, visit: <http://bit.ly/2xQ4jmG>