



Small Business Development Center  
Saint Francis University

Helping businesses start, grow, and prosper.

# Strategies

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PO Box 600    Loretto, PA 15940    P: 814.472.3200    www.francis.edu/sbdc

## CGC's Trade Mission is a Success

During a time of economic uncertainty, The Saint Francis University's Center for Global Competitiveness (CGC) has helped many local companies find growth in international business development. From September 2-5, Todd Dolbin, Marketing Analyst, and Ed Huttenhower, Director of the Saint Francis University Center for Global Competitiveness, organized a trade mission and represented local mining equipment manufactures at the UGOL & Mining Expo in Donetsk, Ukraine.

The trade mission generated contacts and sales leads for companies interested in pursuing business opportunities in the Ukrainian, Eastern European, and Russian markets. With over 350 national and international companies exhibiting their latest products and technologies to a crowd of over 17,000 visitors, the CGC generated leads for eight local compa-

nies: CAB from Ebensburg, Rockland Manufacturing from Bedford, J&J Truck Bodies from Somerset, Irwin Car and Equipment from Blairsville, Champion Mine Supply from Champion, Elkin Hi-tech from Indiana, Femco from Punxsutawney, and SKS Pumps from Uniontown. Several have already been contacted by interested buyers and distributors.

In addition to meeting with foreign mining companies, Dolbin and Huttenhower also met with the Ukrainian US Commercial Trade Specialist from Kiev and with the President of the Donetsk Chamber of Commerce. Both expressed interest to help form business relations between

Pennsylvania companies and Ukrainian businesses by serving as point of contact and aiding with compliance of Ukrainian trade regulations.

For more information on the CGC, contact Ed Huttenhower at 814.472.3200.



Funding support and resources are provided by the Commonwealth of Pennsylvania through the Department of Community and Economic Development; through a cooperative agreement with the U.S. Small Business Administration, and through support from Saint Francis University. All services are extended to the public on a non-discriminatory basis. Special arrangements for persons with disabilities can be made by calling (814) 472-3200. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA.

## SUCCESS STORY - Rothrock Outfitters

Rothrock Outfitters was opened by Joel Yoder in 2000. It is owned by Joel Yoder, Tony Seguin and Paul Houck. This small retail store offers canoes, kayaks, and a variety of camping, boating and hiking equipment. Joel is the president of *The Raystown Mountain Biking Association*, the local chapter of *The International Mountain Bike Association* created for the purpose of maintaining the new trail located at Raystown Lake. With a recently proposed expansion of the trail, Joel and his partners, Tony and Paul, looked at an expansion opportunity to sell bikes. The Juniata College Center for Entrepreneurial Leadership (JCEL) had received a marketing grant to offer to small businesses to help offset the cost of marketing a tourism related expansion project in relation to bike trails. Joel felt the opportunity was an excellent fit for Rothrock.

As part of applying for the grant, Joel and his partners needed to develop a business plan and marketing strategy as well as show financially that the



expansion would work. To assist Rothrock with developing that plan, JCEL referred Joel to the Saint Francis University SBDC. Joel met with Terry Anderson, one of the Business Consultants at the SBDC, who along with the SBDC's Graduate Assistant, Erin Cassidy, worked with him on developing a business plan and five year projected financial statements. Additionally, the SBDC worked with Joel, Tony and Paul with developing a marketing strategy and made recommendations on effective marketing tactics.

As a result of their efforts, Joel, Tony and Paul were approved for their expansion project through their local bank, the JCEL Enterprise Zone Revolving Loan Program as well as the marketing grant provided by JCEL. The bank and JCEL loan funds covered the costs of expanding the shop. The marketing grant funds were used to create a new logo and develop new marketing materials. The store plans on hiring several seasonal part-time employees.

### The First Step: Pre-Business Planning Workshops Spring 2009

Free of charge; Pre-registration is required at least 2 business days in advance.

Please call the SBDC at (814) 472-3200 to pre-register and for more information on additional upcoming events.

January 15.....Altoona, 9 am - Noon	April 16.....Bedford, 9 am - Noon
January 29.....SBDC, 9 am - Noon	April 30.....SBDC, 6 pm - 9 pm
February 12.....JARI, 9 am - Noon	May 7.....Altoona, 9 am - Noon
February 26.....SBDC, 6 pm - 9 pm	May 21.....Fulton, 9 am - Noon
March 4.....Huntingdon, 9 am - Noon	(Co-sponsored by F&M Trust)
(Co-sponsored by F&M Trust)	May 28.....SBDC, 9 am - Noon
March 18.....Somerset, 9 am - Noon	June 9.....JARI, 9 am - Noon
March 26.....SBDC, 1 pm - 4 pm	June 25.....SBDC, 6 pm - 9 pm