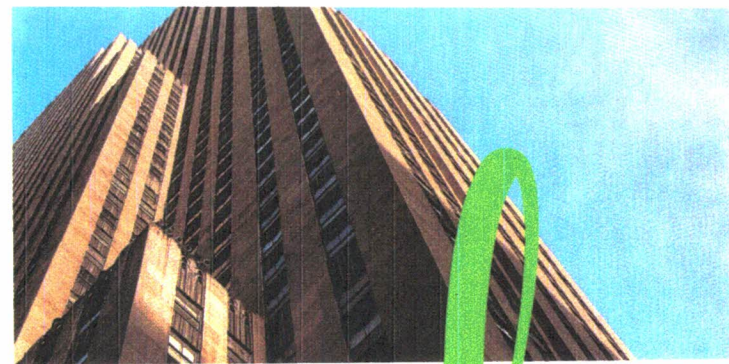
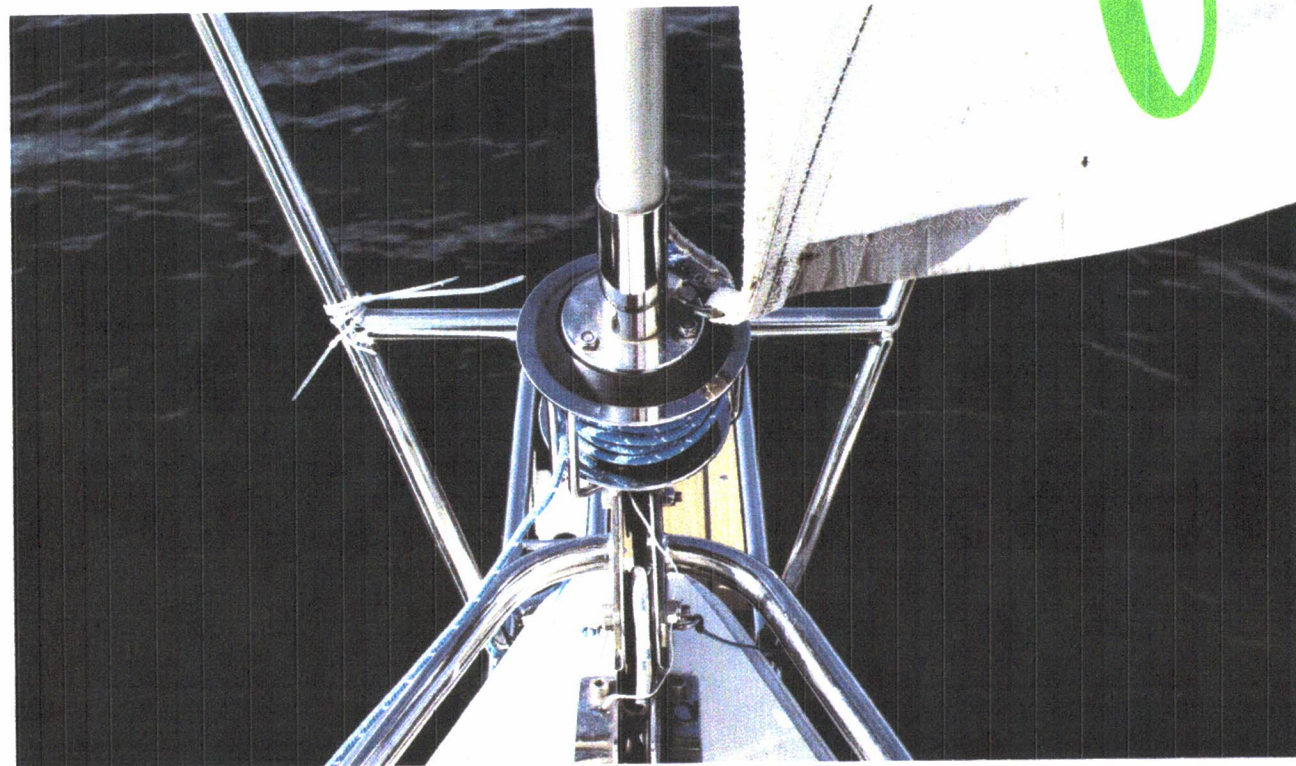


sbt<sup>t</sup>dc



fresh  
PERSPECTIVES



2015 - 2016  
ANNUAL REPORT





DARBY COMMUNICATIONS  
Asheville + Cullowhee



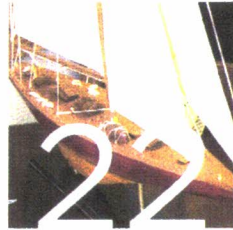
BARRINGER MOVING & STORAGE  
Boone + Hickory



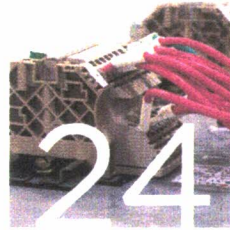
CELLF BIO  
Greensboro + Winston-Salem



SCANONLINE  
Charlotte



FURNISH THIS  
Durham + Chapel Hill



STAY ONLINE CORP  
Raleigh



KIDZCARE PEDIATRICS  
Fayetteville + Pembroke



LINPRINT COMPANY  
Wilmington



BLUE ARBOR  
Greenville



OUTER BANKS CRAFT DISTILLING  
Elizabeth City

# THE STORIES

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# FROM THE STATE DIRECTOR

SCOTT DAUGHERTY

State Director  
SBTDC



Dear Fellow North Carolinians,

This year's SBTDC Annual Report theme is "Fresh Perspectives". This is reflective of both the exciting and fast paced year we have just completed and the promise of several new opportunities to come in the year ahead.

The past year was marked by very significant levels of outreach and service to small businesses across North Carolina. Over 4,600 businesses benefited from over 60,000 hours of counseling. Another 4,500 individuals attended one or more of our 180 training events. Noteworthy, as well, was the engagement of over 500 students in substantive practicum experiences with small business clients.

Our commitment to student engagement in our work has been longstanding. It's widely recognized here in North Carolina and around the country. The University's Board of Governors recently acknowledged this role and has provided the SBTDC with funding to launch a Summer Internship Program for rising seniors. This will enable us to place 80 or more students each summer from across our 17 campus University System with growing small business clients of the SBTDC. These will be paid, eight-week internships that provide significant future career learning opportunities for the participating students. The companies that host students will be able to address current business needs and potentially identify talented future staff.

For over 30 years our commitment to client firms has made a real difference. Year in and year out, independent data confirms that SBTDC client companies significantly outperform other North Carolina small businesses in terms of sales and job growth.

In the year ahead we will be looking to form new or enhanced partnerships with banks and economic development organizations across the state. Through these efforts we hope to be able to more effectively identify and serve potential growth firms across North Carolina and help them to be successful.

It's been a really good year for our clients and the SBTDC. We are committed to making this next one even better.



# KIDZCARE PEDIATRICS

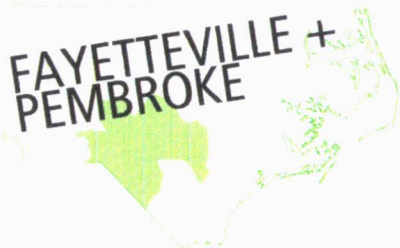
Fayetteville | Dr. Ashok Jain | [www.kidzcarepediatrics.com](http://www.kidzcarepediatrics.com)

## ABOUT KIDZCARE PEDIATRICS

For Dr. Jain, it is all about affordable, accessible, and quality pediatric care. Their aim is to give every child in the state of North Carolina access to medical care in a location that is convenient for the parents and regardless of the type of insurance they carry or their ability to pay. By doing so, they keep patients out of the emergency rooms and reduce health care costs across the board. They have 17 locations across the state, serving more than 100,000 children annually from 64 counties.

## HOST CAMPUS:

Fayetteville State University  
UNC Pembroke



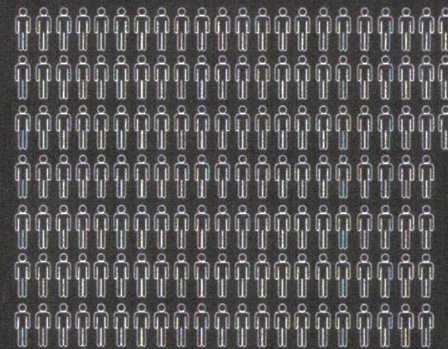
**WHAT BROUGHT YOU TO NORTH CAROLINA?** I've always had a heart to take care of people, so medicine was something that was a natural fit. I was lucky to attend Kasturba Medical College in Manipal, India on an athletic scholarship as a speed skater. I graduated at 22 and served in India for two years before taking a Pediatric residency at New York Medical College in 1995 and a Pediatric Cardiac Fellowship at Northwestern University in 1999. In 2001, I was recruited to run the pediatric ICU at Cape Fear Valley Hospital and I worked there for two years while getting an MBA at Fayetteville State University. I had a vision to open pediatric offices where children need them the most.

**HOW MUCH HAVE YOU GROWN SINCE YOU OPENED IN 2003?** Eighteen months after opening the first location in 2003, we opened a second in north Fayetteville, 18 months later, after the 2nd office, we acquired a practice from a retiring doctor. The fourth location opened in 2009, and the fifth one in 2010. We kept quiet for two years to build a hospital in India and to see what would happen with the Affordable Care Act. Then in 2012 we opened three more offices across NC. In 2014 we opened another three and in 2015 we opened six more practices across NC. We plan to open six this year. The location of each site has been very strategic. Before we open any office, we call Johnnie at the SBTDC and he gives me demographic information about the community. We really take advantage of his expertise, which allows us to pinpoint areas that best fit our business model.

Today we have 17 offices from the coast to the mountains and currently serve more than 100,000 kids each year from 64 counties in NC. We have 152 employees and will add at least 25 or 30 this year. With every office we open, we bring in a minimum of four jobs and indirectly we create another four or five jobs in the form of pharmacy, physical therapy, lab and all the other auxiliary services in the community.

**WHAT HAS BEEN A CHALLENGE FOR YOU?** Ensuring we have access to emergency funds. In 2014, the government (NC Medicaid) changed its IT systems, and we didn't get paid for two months; that cost us \$400,000. Then during the war in Afghanistan and Iraq, a lot of doctors were deployed so we stepped up and treated the children of the armed forces. But once the war ended we were faced with about \$700,000 in revenue loss. And last year, North Carolina cut 27% of Medicaid reimbursement, We managed to survive that \$1.5 million loss and still make a profit because of our great team who stepped up productivity, kept the cost down with lean team, diversified with more sites to create new revenue centers, changed our payer-mix ratio, used the expertise of Finance Head Nelson Morris, his background as an experienced banker, and the sounding board of our SBTDC counselor.

**WHAT RESULTS HAVE YOU SEEN FROM THE SBTDC'S MBA INTERNSHIP PROGRAM?** One group analyzed the time patients spend at each of our designated care areas like the front desk, medical assistants/nursing, and time with doctors. We could see where the bottlenecks were and improved those areas. At any given time, we have at least 15 different types of healthcare / non-healthcare students training with us. We end up hiring a lot of our interns and give them the experience they need to build their resumes. We are the stepping stone to much better jobs for them.



150 new jobs created

Now we have 17 offices from the coast to the mountains and currently serve about 100,000 kids each year in 64 counties across NC. We have 152 employees and will add at least 25 or 30 this year.



16 new locations





# ADVISORY BOARD

The Statewide Advisory Board has played an important role in supporting SBTDC leadership since 1985 and is comprised of both at-large and regional center representatives.

Board members are selected to enhance the SBTDC and its capacity to provide high-quality service to stimulate business growth and economic development throughout North Carolina. In addition to advocating on behalf of the small to medium-sized business community, board members help develop the SBTDC's strategic plan and annual work plans, identify new resources, and provide feedback and recommendations on SBTDC programs and services. Many board members have offered guidance to SBTDC counselors and clients, spoken at SBTDC conferences and events, and worked on special projects, including the development of Inception Micro Angel Funds across the state.

The following individuals are currently serving on the SBTDC's Statewide Advisory Board, and we thank them for their generous commitment to the SBTDC and small businesses across North Carolina.

## WENDY BANKS

Owner  
Carolina Management Team  
Enka, NC

## JOHN CHAFFEE

President and CEO  
North Carolina's Eastern Alliance  
Kinston, NC

## LYNN DOUTHETT

District Director  
US Small Business Administration  
Charlotte, NC

## WALTER DANIELS

Chair  
Daniel & Daniels P.A.  
Research Triangle Park, NC

## ANDREW SCHWAB

President  
First Flight Venture Center  
Research Triangle Park, NC

## LESLIE D. (SONNY) HINES

Owner  
Blue Mountain Enterprises  
Hickory, NC

## NICK NICHOLSON

Executive Vice President /  
Chief Credit Officer  
First South Bank  
Raleigh, NC

## HORACE STIMSON

Chairman Emeritus  
Owner  
Developing Businesses, Inc.  
Pilot Mountain, NC

## LINDA WEINER

Vice President for Engagement and Strategic  
Innovation  
Office of the President  
Raleigh, NC

## MARK W. PACKARD

Director of Small Business  
BB&T  
Winston-Salem, NC

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Vice President  
ERD, LTD  
Kernersville, NC

## REBECCA LORANGER

President / Owner  
Lakeside Project Solutions, LLC  
Denver, NC

## NELSON MORRIS

Finance Manager  
Kidzcare Pediatrics PC  
Fayetteville, NC

## DEBBIE HILDEBRAN- BACHOFEN

Shareholder  
Manning, Fulton and  
Skinner P.A.  
Raleigh, NC

## KEVIN O' MARA

Executive Director  
The Doherty Center for Entrepreneurial  
Leadership  
Elon University  
Elon, NC

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President  
Sabre Companies  
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Economic Development Director  
Currituck Chamber of Commerce  
Currituck, NC

## TODD HALL

Chief Operating Officer  
Truiant Federal Credit Union  
Winston-Salem, NC

## BRAD BRUESTLE

Vice President / Sales and Service Officer  
BB&T SFR Banking Group  
Wilmington, NC

## DR. MIKE SMITH

Professor / Department Head  
Western Carolina University  
Cullowhee, NC

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