

# WINDSOR

EYE CARE  
& VISION CENTER

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DR. BRENT PHINNEY  
OPTOMETRIC PHYSICIAN

I would like to take this opportunity to express my support and appreciation for the Small Business Development Center. The Northeast East Central Colorado SBDC has been instrumental to my success as an Optometrist and small business owner. I opened Windsor Eye Care & Vision Center in September of 2010, but have been working with the SBDC since December of 2008. The SBDC initially helped me secure financing and now continues to provide ongoing marketing support and serves as a consultant for me and my business.

My first visit with Dick Pickett at the SBDC was to discuss financing for starting my business. I was in the process of negotiating the purchase of a historic building in downtown Windsor and needed funding for purchasing the real estate as well as renovation costs, purchasing equipment and working capital for start-up costs. I had a very short timeline to get the financing in place. Mr. Pickett was able to coordinate meetings with multiple lenders that ultimately led to my successful financing on favorable terms.

The SBDC also provides us monthly marketing consultations. We use this time to review our current marketing strategies, along with developing new opportunities. During our first 2 ½ years in business, this has been fundamental in making sure that our limited budget is directed to marketing tools that will give us the highest rate of return. Between the first 2 years in business we saw a 60% growth in business and we are again seeing the same growth as we enter year 3. Since opening in 2010 we have created five new jobs and are currently in the process of adding a sixth staff member.

The personal service and advice that we get from Mr. Pickett and the staff at the SBDC is an invaluable asset, but we also are taking advantage of other opportunities that SBDC provides including continuing education, marketing seminars and local networking. If not for the services that the SBDC provides, I wouldn't have the business that I do today. As a small business I have a very limited budget for business development, and I could not afford to hire a consulting service to provide me with the advice and tools that are available through the SBDC.

I will continue to look to the SBDC for business advice and guidance. The SBDC is a very valuable resource for the business community.

Thank you,

  
Brent Phinney, OD